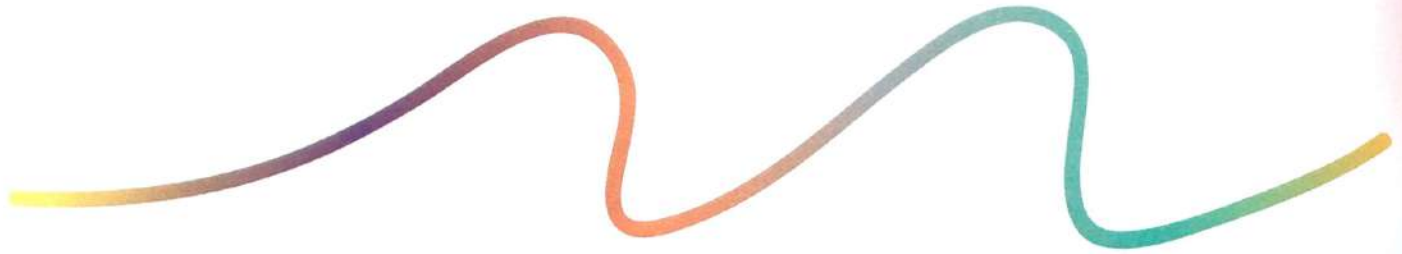




# UPPERCASE

*for the*  
**CREATIVE**  
*and* **CURIOS**





## Marie-Michèle Larivée

**TREND FORECASTER**



**UPPERCASE** Please describe what you do and why.

**MARIE-MICHÈLE LARIVÉE** As a trend forecaster, I analyze shifts in society and translate them into colours, textiles, styles and new approaches. I support Canadian companies with their understanding of where society is heading, pointing out emerging attitudes and stylistic desires. Part of my work is also filtering, or cleaning up the overload of information for designers to help them develop collections that are well-tailored to the future needs of society.

Consumer behaviours are embedded in the zeitgeist and are driven by the social, political, economic, ecological and legal synergies around them. When I first opened a trend book back in my college years, it struck me how there is more to a purchasing decision than a simple mood board, and that is when my obsession for trends started. I realized that there were misunderstandings in Canada and an inability to foresee future trends—that is why I help companies with their planning and strategies.

**What makes your job, profession or career unique and interesting?**

It is a fairly new profession. Trend forecasting as a professional only started around the seventies in Europe. The initial approach mainly revolved around reporting from one part of the world to another. Nowadays, the Internet and social media have a great impact on the profession. To be a trend forecaster you need to be very open-minded and curious 24/7. The desire to touch on and analyze different industries makes it very diverse and stimulating. Keeping my finger on the pulse and building creative future scenarios is definitely letting me use my creativity daily, and that is what thrills me.

**What training or education prepared you (or didn't!) for this career?**

There is no straight path to become a trend forecaster. To be a trend forecaster you have to be very curious, visit exhibitions, travel and not be afraid to meet people and analyze constantly. I would say that a marketing or design degree, or both, is always a plus for being a trend forecaster. Anthropology and sociology are also fields that are closely related to the trend forecasting industry—understanding human behaviour helps us predict how it will change. I would add that having a rich writing experience and an eye for aesthetics can complement the classroom approach. There are also different specialized trend forecasting programs currently bubbling up around the world, at Fontys, Parsons and others. Personally, I specialized with a master's degree in fashion trend forecasting in Italy after my BA.


**What advice do you have for someone trying to find their own creative career path?**

If you can't find the job you really want, make it happen. It is said that most of tomorrow's jobs are not even on the market at the moment, so create something special—your own vision. If there is no path, create it. **U**

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“Trends are like waves—there is a science that makes them easily explainable.”

**MARIE-MICHÈLE LARIVÉE**

→ UPPERCASE loves to feature people who have unique and interesting professions. Over the years, we've featured a voice artist, a vintage poster seller, a historical colour expert, a document forgery expert and many more folks with careers that touch on creativity and culture in unusual ways. Want to be featured? Tell us about your Creative Career!

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