



Daniel Levine's Top 10 Favorite Trend Websites

Trend spotting is like peering into the future, helping you decide which products to develop, how to position them in the marketplace, and what marketing strategies will work best for you. Keeping abreast of new products, services and trends will inspire you and help you to innovate. Being your organization's "trend hunter" will empower you to envision your work from a global perspective and become the go-to person whom colleagues look to for ideas and inspiration.

Here are some of our favorite places on the Web for up-to-the minute trends and ideas:

1. The Cool Hunter

<http://www.thecoolhunter.net/>

Why we like it: The Cool Hunter is not a trend-spotter, trend-watcher or trend predictor, rather they select and celebrate what is beautiful and enduring in architecture, design, gadgets, lifestyle, urban living, fashion, travel and pop culture. Connecting the dots is up to you. This site is an excellent reference point of choice for a global creative community.

2. Cool Business Ideas

<http://www.coolbusinessideas.com/>

Why we like it: Based in Singapore, CoolBusinessIdeas.com is dedicated to the gathering of new business ideas and opportunities from around the world and fingering emerging trends in the business world.

3. Gadling

<http://www.gadling.com/>

Why we like it: Focusing specifically on Travel, Gadling is a robust site for everything new and edgy in the travel space, from Airlines and Ecotourism to Hotels, Transportation, and Food & Drink.

4. PSFK

<http://www.psfk.com/>

Why we like it: This active site reports on the latest changes in popular, consumer and business culture. Categories include Advertising & Branding, the Environment, Food & Drink, Health & Beauty, and Travel.



5. Springwise

<http://www.springwise.com/>

Why we like it: Springwise scans the globe for the most promising business ventures, ideas and concepts that are ready for regional or international adaptation, expansion, partnering, investments or cooperation.

6. Trend Central

<http://www.trendcentral.com/>

Why we like it: Trendcentral covers all aspects of trends, including entertainment, fashion, lifestyle and technology, providing up-to-the-minute commentary on what's new and noteworthy.

7. Trendhunter

<http://www.trendhunter.com/>

Why we like it: Trend Hunter is dedicated to trend spotting and cool hunting. Each day, Trend Hunter features a daily dose of micro-trends, viral news and pop culture. The most popular micro-trends are later grouped into clusters of inspiration in their Trend Report.

8. Trendwatching

<http://www.trendwatching.com/>

Why we like it: Trendwatching.com is a Netherlands-based trend firm, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Many of these findings are aggregated in their free, monthly Trend Briefing.

9. TreeHugger

<http://www.treehugger.com/>

Why we like it: TreeHugger is a leading trends site dedicated to making sustainability mainstream. They strive to be a one-stop shop for green news, solutions, and product information.

10. Luxist

<http://www.luxist.com>

Why we like it: Like the name implies, Luxist focuses on luxury trends cobbled together from a variety of bloggers around the Net. It's a great one-stop site for everything high falutin', from Apparel and Gadgets to Spas and Travel.

Warm regards,
Daniel Levine