

JDK

DESIGN STUDIO SEEKS A UNIQUE PERSPECTIVE

For a design studio, forecasting color trends is equal parts art, science, research, experience and intuition.

At JDK, we are very fortunate to have a tireless and focused creative leader, Michael Jager, who challenges us to dig deeper, experiment and not be afraid to take risks. Currently, our largest client for color trend services is Wolverine World Wide, a global footwear and apparel manufacturer, for their Merrell, Sebago and Patagonia brands. They have been instrumental in supporting our efforts and innovative color, graphics and branding have been critical to their success.

We know there is no shortage of trend services to glean insights from. But with the same stable of research resources available to all of our clients' competitors, how do we assure that our forecasts reflect a unique perspective on color and at the same time satisfy the global commercial requirements of the product?

RESEARCH

No outside trend service can substitute for the first-hand knowledge gained by our team members as they shop and visit important or emerging locations around the world. In the past year, our team has collectively visited Munich, Paris, Morocco, Stockholm, Hong Kong, Thailand and nearly every major U.S. city. We use these visits to view the retail environment for our clients' (and their competitors') products and to sample current regional fashion, food and cultural flavors.

COLLABORATION

Monitoring the level of consumer acceptance of our client's products is a key ingredient in the color forecasting process. When available, we regularly reference global sales information by color. This gives us a reality check on the relationship of constant/classic colors to fashion colors and how they are actually selling around the world.



MICHAEL JAGER, JDK Creative Director/CEO

Michael Jager co-founded Jager Di Paola Kemp Design in 1987 with Giovanna Di Paola Jager. Jager's work in creative direction and design with JDK's design teams has been honored here and abroad. His work in print, packaging, branded retail environments, video and film, and product graphics has been featured in design periodicals and books, and he has also been recognized at numerous design competitions and exhibitions. Jager conceived and co-wrote JDK's design manifesto, *The Consciousness of Chaos*, and was instrumental in the development of JDK's proprietary Living Brand process. He graduated with honors from the Visual Communications Design program at Dawson College (Montreal) in 1981.



JDK COLOR THEME PAGE

WITNESS

Creating seasonal color palettes up to two years ahead of time is a risky business. In doing so, we must be ready to accept the responsibility of playing a key role in the success (or failure) of the product. Building long-term client relationships is only possible if the market accepts the color trends that we recommend.

PRESENTATION

Our "deliverable" varies by client, but it always contains these three components: (1) Visual imagery that conveys the emotion of the color story. (2) Words – a theme and a short paragraph that gives the client a way to communicate the theme to their internal and external teams. (3) A color menu, in the form of textile chips or swatch cards that demonstrate the specifics of the palette.

Our ultimate goal is to consistently offer a unique yet commercial point of view on color that sets our work (and our client's products) apart in a crowded marketplace.