

# Trend Travel

# Explaining the concept

**Time** ... does not have to mean counting minutes.

**Interactive experience**

**Travel through styles through the time**

**Make it fun for the user**

- 1. Fascination with trends changing in time**
- 2. Dislike of the current trends**

**Creating a contrast between the two.**

# Research

## Women's icons through the decades

20s: Greta Garbo

30s: Vivien Leigh

40s: Ingrid Bergman

50s: Grace Kelly, Audrey Hepburn, Marilyn Monroe, Elizabeth Taylor, Brigitte Bardot, Shirley MacLaine, Susan Hayward, Debbie Reynolds

60s: Twiggy, Eddie Sedgwick, Jackie Onassis Kennedy

70s: Meryl Streep, Ali Macgraw, Farrah Fawcett

80s: Brooke Shields, Madonna, Princess Diana

90s: Drew Barrymore, Jennifer Aniston

2000s: Kate Moss, Sarah Jessica Parker

2010s: Blake Lively, Kate Middleton

Current: Kim Kardashian, Rihanna, Kylie Jenner, Lady Gaga, Miley Cyrus

50s: James Stewart, Marlon Brando, Clark Gable, James Dean, Frank Sinatra

**Promo video**

**Prototype**

**Thanks! :)**