

## Biography

### **Claudia Lieshout**

*“Trends are accelerating, there is more knowledge through sharing than ever and it will be even more in the future. How can we make sure we keep up with the stream of content that is exposed to us every minute and what to do with this dynamic content?”*

Claudia Lieshout is Creative Director Lifestyle Trends at Philips Design, delivering cultural, behavioral and conceptual global and regional forecasts. Next to this she is also leading the Philips Design global research team specialized in lifestyle and cultural trends. In her position Claudia is responsible to direct the Lifestyle Trends activities from Philips Design headquarters and leading the global research team, as well as to consult businesses world wide in order to effectively and efficiently implement these trend insights into their innovation and brand strategic design processes.



Claudia graduated in 1995 as a bachelor ‘Man and Identity’ at the Design Academy in Eindhoven, The Netherlands. She has done her internship at Lidewij Edelkoort Studio, Paris, France, one of the most established trend agencies worldwide. After working as a freelancer, designing patterns and fashion accessories for several clothing brands she started her career at Philips Design in 1997.

Over the years, Claudia has been involved as guest lecturer and examiner in academic collaborations with the Design Academy, Fashion Institute of Arnhem and International Leisure Management, The Netherlands. She is a full member of the Color Envelope team, facilitated by Akzo Nobel.

### **For more information on Philips Design**

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