

**mbf** trend consulting

**THE FUTURE IS NOW**



**mbf** trend consulting

**NEW GAME  
NEW RULES**

# Who We Are

Manuela Fassbender is the founding partner and creative director of MBF Trend Consulting, a New York based boutique trend and design consulting firm. She launched mbf in 2001 with offices in Berlin Germany and once established in Europe, brought MBF to New York in 2004.

Specializing in the U.S. and European markets in apparel, our products are Client-specific and tailored to our Clients' target customer and market segments.

Manuela spent the last 10+ years at MBF identifying, designing and implementing impactful business strategies that has resulted in clients increased profitability establishing signature brands and collections that effectively respond to their target customers.

Our mission is to be at the cutting edge of retail innovations, connecting the dots and seamlessly translated to each of our clients. We stand for Great design, Transparency, honesty, memorable experience and result driven collaborations.





# What We Do

## STRATEGY AND BUSINESS CONSULTING

We have proven expertise and in depth knowledge of the retail industry and the innovation of technology that is causing the current industry shift.

## BRAND IDENTITY AND DEVELOPMENT

By concentrating on market positioning and brand identity, we collaborate with our clients to convey a visual representation of their brand across all platforms.

## MARKET AND DESIGN STRATEGY

We are strategic in anticipating market trends and future business changes resulting in proactive solutions that are forward looking.

## CREATIVE CONSULTANCY

Ideas are only as good as the execution. As your partners, it is our responsibility to provide you with a strong reliable team who will guide you through the process – from concept to execution – in a seamless, engaging manner.

## DELINEATING PARTNERSHIPS

We are constantly looking for relevant partnerships that will excite and surprise the consumer.

## COLOUR AND PRODUCT DEVELOPMENT

We guide our partners in translating trends and colors, specifically highlighting when, where, and how they should be applied to existing and/or new collections.





Tahaanga is a menswear line at the frontier of fashion and technology. It fills the niche in the casual and formal menswear markets. Performance properties have only been used successfully in athletic wear but not with fabrics used for men's professional apparel.

Challenge:

Conceptualize, brand, and develop the collection -- from concept to execution.

#### WHAT WE PROVIDED

- Strategy and Business Consulting
- Brand Identity and Development
- Fabric Sourcing
- Manufacturing Sourcing
- Market & Design Strategy
- Colour & Product Development
- Creative Consultancy





Challenge:  
To host a series of gatherings at the MBF Salon platform at Kingpins NY that creates a free flow of conversation among industry-leaders and colleagues concerning the industry's most crucial topics.

WHAT WE PROVIDED  
Strategy and Business Consulting  
Market & Design Strategy





# CLUB MONACO

## Challenge:

Research seasonal colours and trends and translate them to Club Monaco's specific target customers and market position.

## WHAT WE PROVIDED

- Market & Design Strategy
- Brand Identity & Development
- Colour & Product Development





Challenge:  
Develop the most predominant trends of the season in regards to cotton, yarn dyes, and prints for both the menswear and womenswear casual markets.

WHAT WE PROVIDED

- Color and Product Development
- Creative Consultancy
- Market and Design Strategy



## CASE STUDY



### Challenge:

Michelle Salins is an Indian based company looking to establish their brand in the US market by developing the existing company.

### WHAT WE PROVIDED

- Strategy & Business Consulting
- Brand Identity & Development
- Market & Design Strategy
- Colour & Product Development
- Creative Consultancy



### KEY SHAPES







Challenge:

Elle Girl a young contemporary trendy brand needed global seasonal colour and trend translated into their specific market and target customer including original prints, key looks in illustrations, and key shapes in flat technical drawings as well as coordinate key outfits including accessories.

WHAT WE PROVIDED

- Brand Identity & Development
- Market & Design Strategy
- Colour & Product Development





Challenge:

Create a platform for Witt Weiden to engage with their customers. By establishing an emotional connection through the use of social media, they can now build a community driven by user generated content to target customers and evaluate their needs/wants.

WHAT WE PROVIDED

- Strategy & Business Consulting
- Brand Identity & Development
- Market & Design Strategy
- Creative Consultancy

*Alessa W. Weekly Updates*



- What to Wear Now
- Same Shirt, 5 Different Ways
- How to Update Your Wardrobe on a Budget
- How to Wear the Latest Trends
- Our Top 5 Favorite Runway Trends
- Stylish Outfits for Party Occasions
- Fall Coats that Flatter Your Figure
- Our Fall's "Must Haves": All Under 50 Euros

*The Alessa W. Report*



*Alessa W. Weekly Postings*



- "Behind the Scenes" videos and photos from the making of the latest WW Catalogue
- "Meet the Designers" See the people behind WW take a look at the creative process.
- Feature "Item of the Week" Members receive a discounted price.
- Special Offers \*\*\*Other brands loyalty.

# Contact Us



[www.mbf-trend-consulting.com](http://www.mbf-trend-consulting.com)  
[manuela@mbf-trend-consulting.com](mailto:manuela@mbf-trend-consulting.com)  
MBF Trend Consulting  
manuela\_mbf  
mbf\_trend  
MBF Trend

## JOIN THE TALK

#MBFxTexworldUSA

Julia Straus - @JuliaEStraus  
Maxine Bédard - @maxinebedat  
Liz Bacelar - @DecodedLiz  
Texworld - @TexworldUSA  
MBF Trend Consulting - @manuela\_mbf

