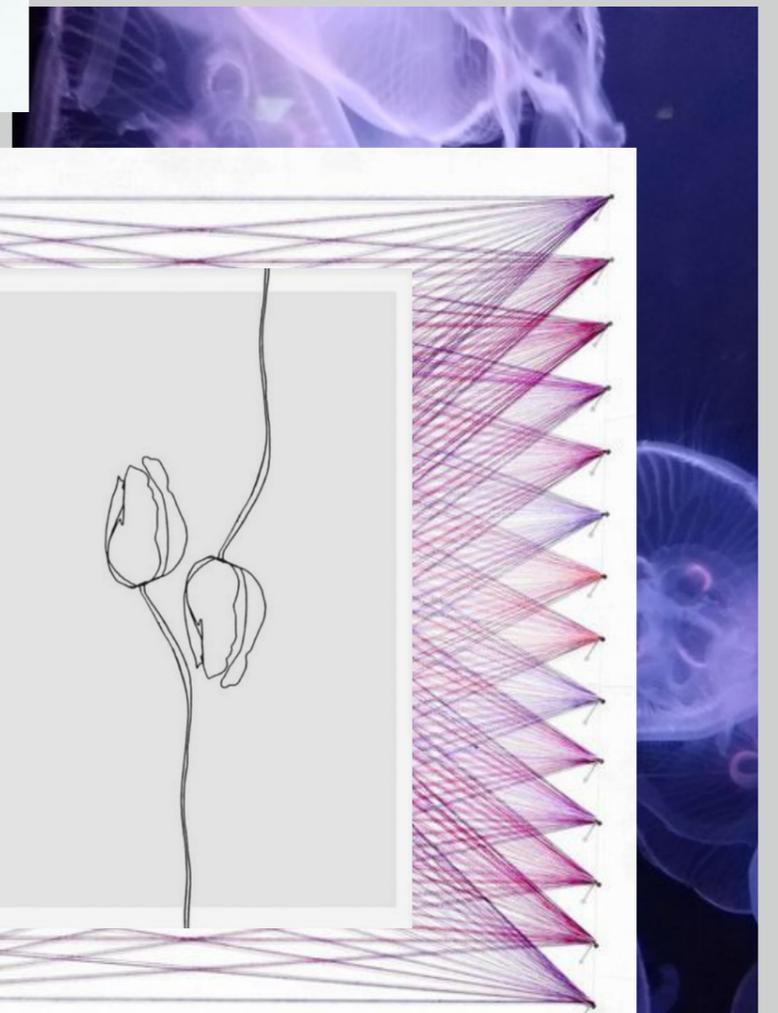
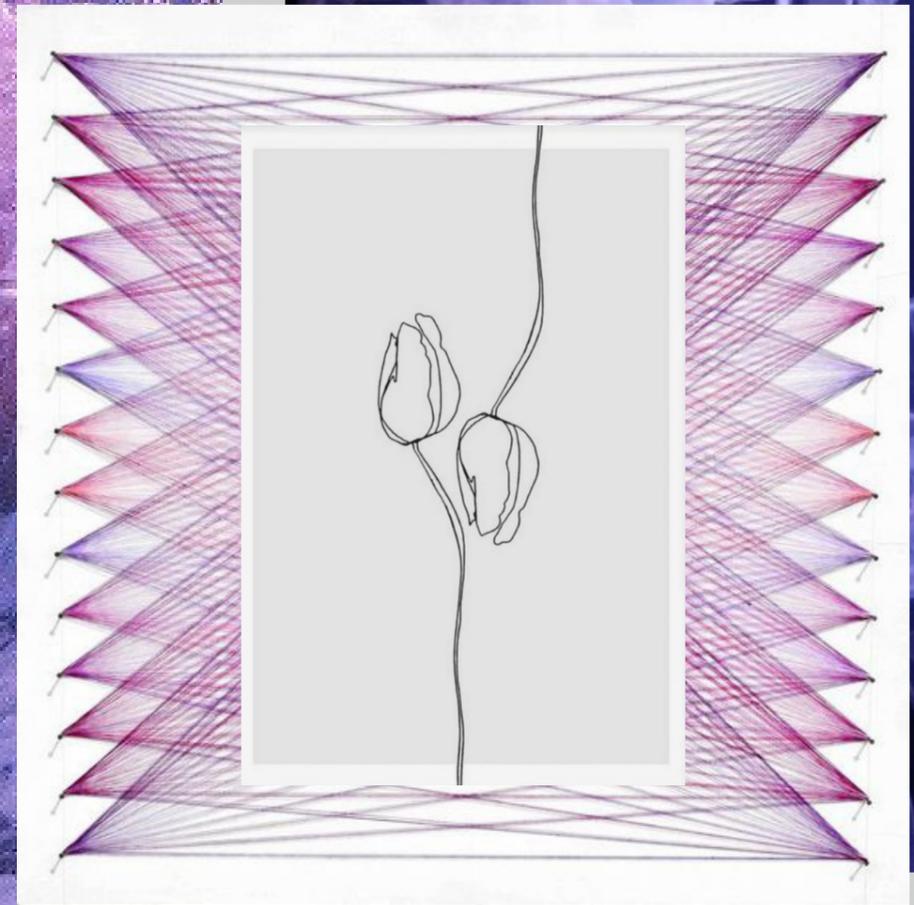


**INTERCONNECTION**

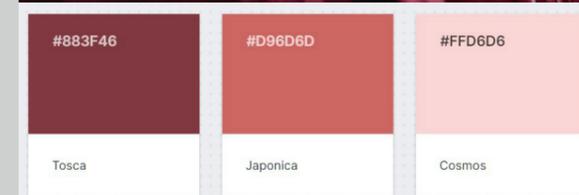
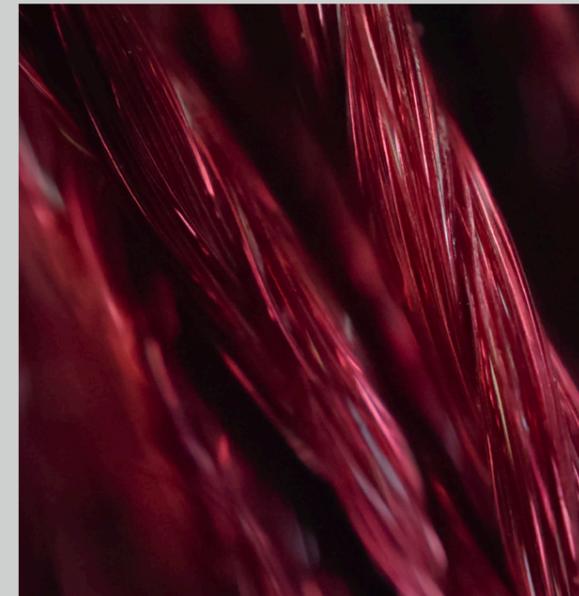
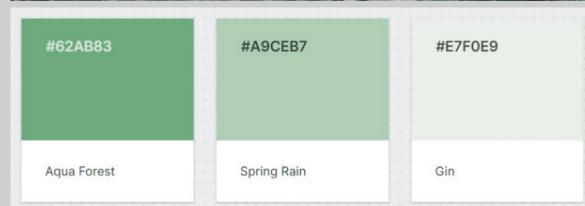
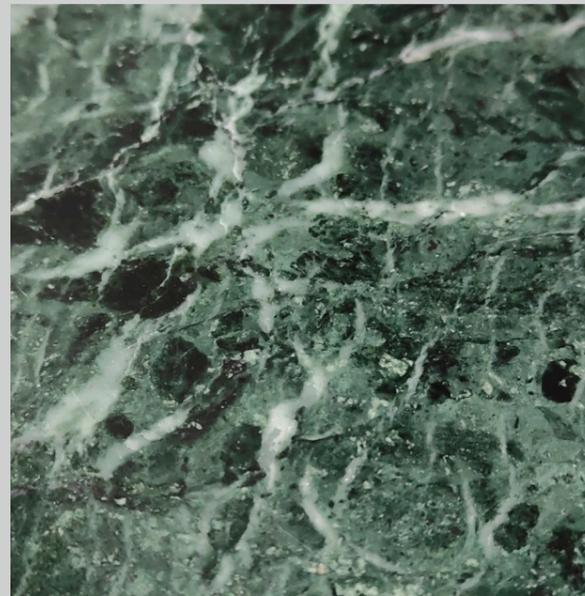
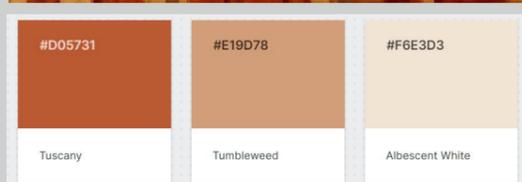
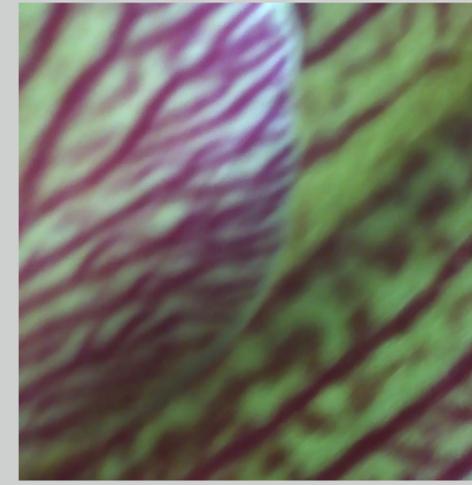
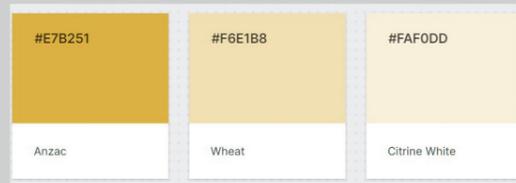
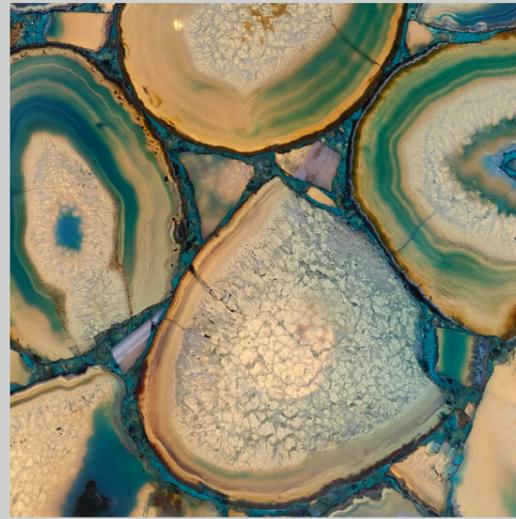
Hilu comes from the word 'hilo' in Spanish, meaning 'thread'. The thread is a central concept for my brand, symbolizing its emphasis on the connection between different trends. As the threads intertwine and interconnect, they signify the way in which trends can intersect and influence one another. The thread also represents the ability of trends to evolve and change over time, much like how threads can be tensioned, released, entangled, and disentangled. Additionally, threads are crucial in the fashion industry, as they form the backbone of fabrics and garments.



Although the combination of colours of green and violet is very appealing to me, I had my doubts whether the colours are too cold and it reflects too much the idea of the digital world as many software and computer brands use that colour combination as part of their branding which is futuristic but very digital.

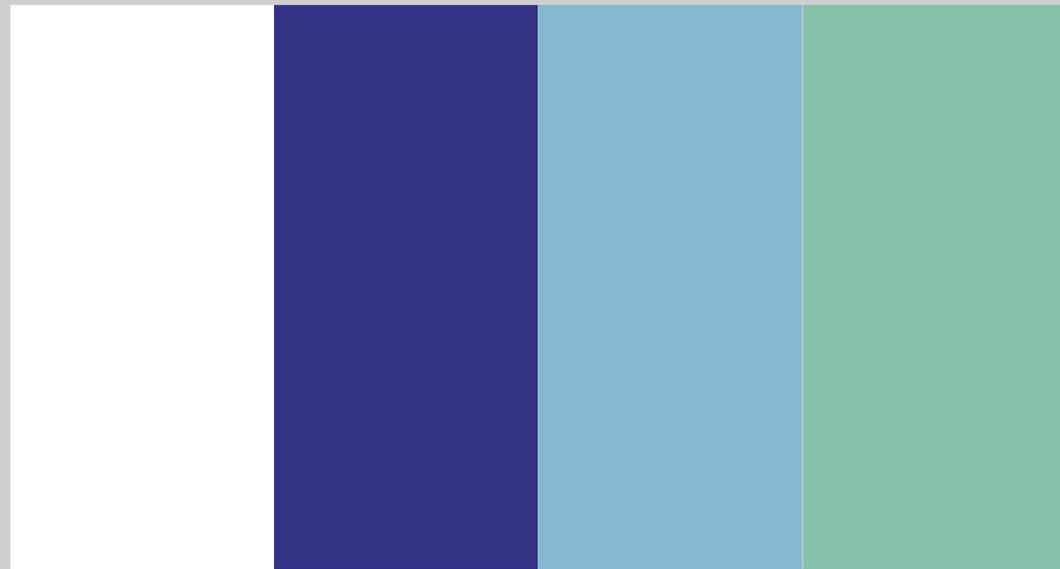
I wanted to keep those colours but wondered if I should add some warmer colours at least as an alternative colours. I tend to find inspiration from nature, interior decoration and geology to find search for colour. Different shades of amber seem like a good colour to offer some balance.



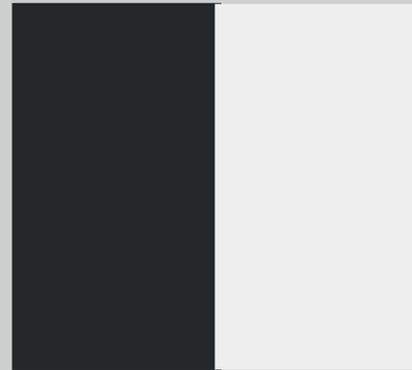


I wanted to bring things to the next level and use my own photography (micro and macro) to capture colour that could be part of my branding. I wanted a variety of colour including warmer shades. The images includes the micro-photography of read threads and interior of a power shell, macro-photography of an orchid plant and elements from interior decoration like the marbled surface of a table or a lamp, finally I included one of my architectural photos. I like the idea of how each colour represents a different material like cotton, marble, glass, stone, organic, etc but also how each one represents a different discipline like fashion, biology, geology, ecology, interior decoration, architecture....

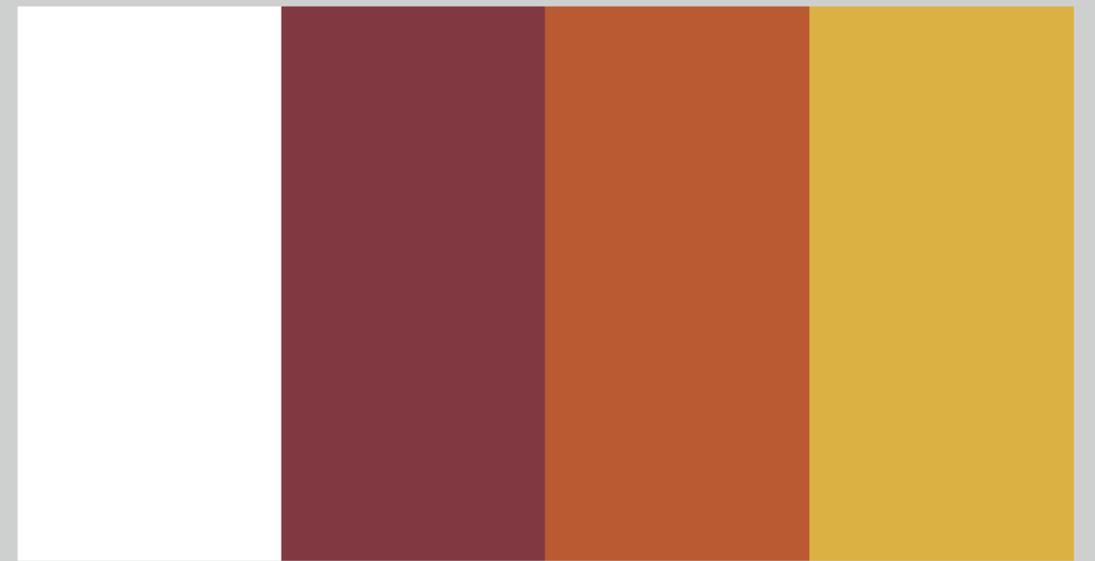
COLD COLOUR PALETTE



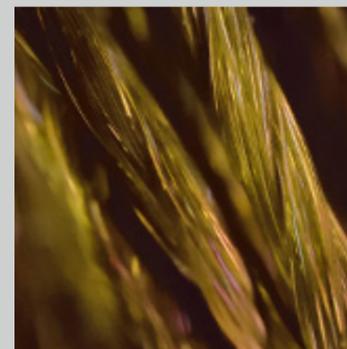
BACKGROUND COLOURS



WARM COLOUR PALETTE



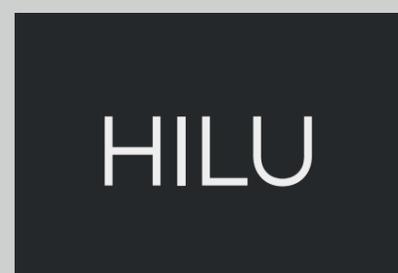
COLD COLOUR GRADING



WARM COLOUR GRADING

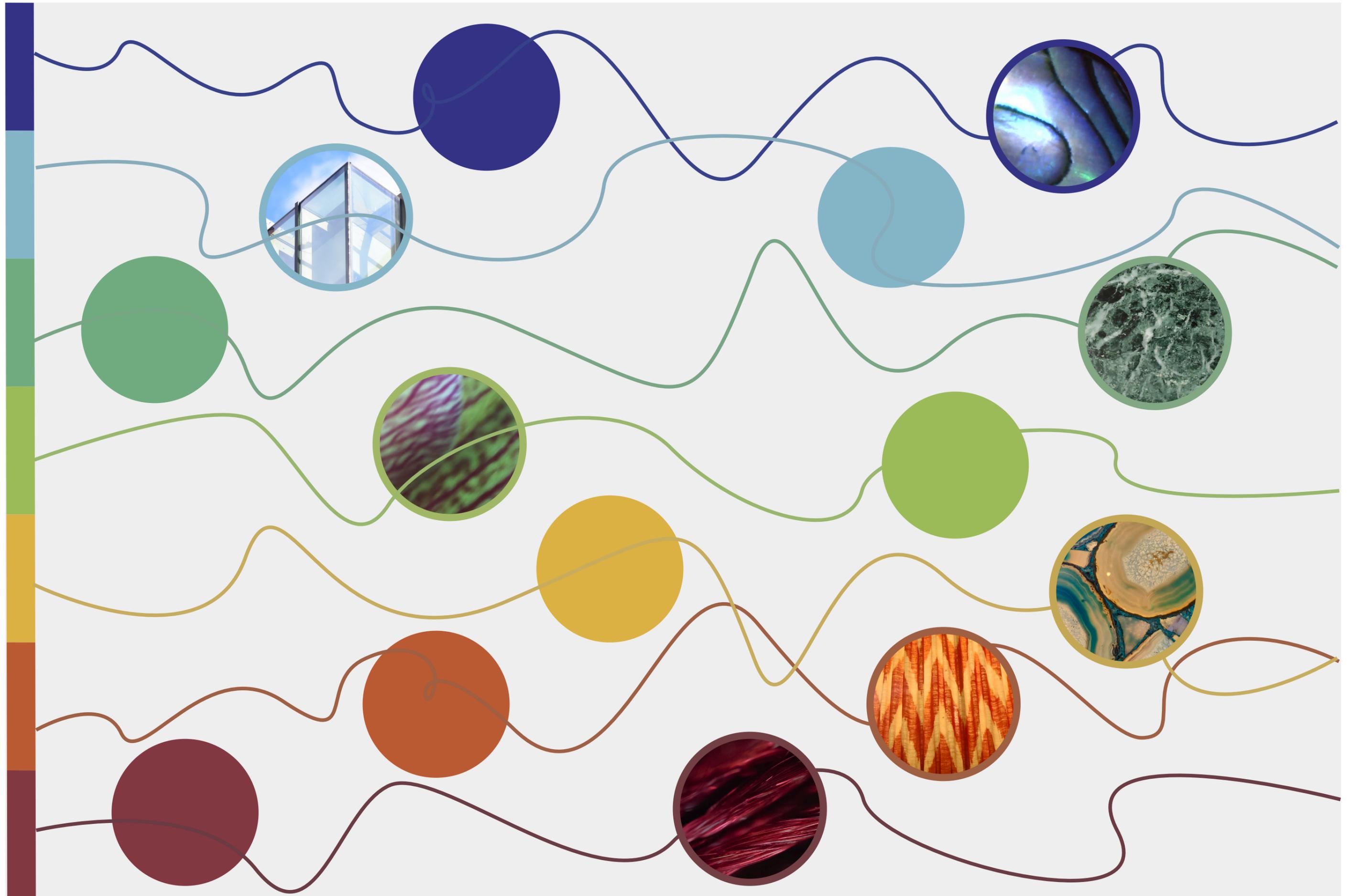


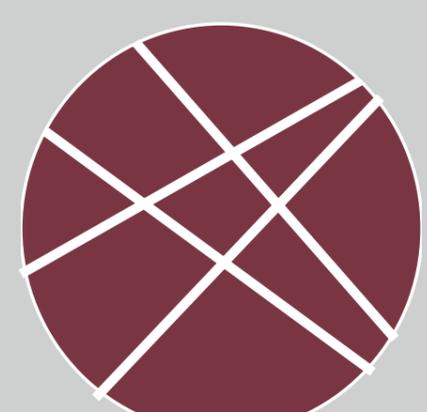
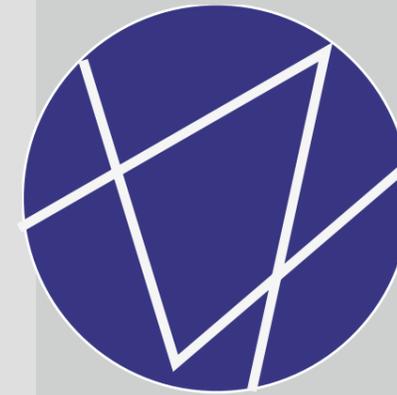
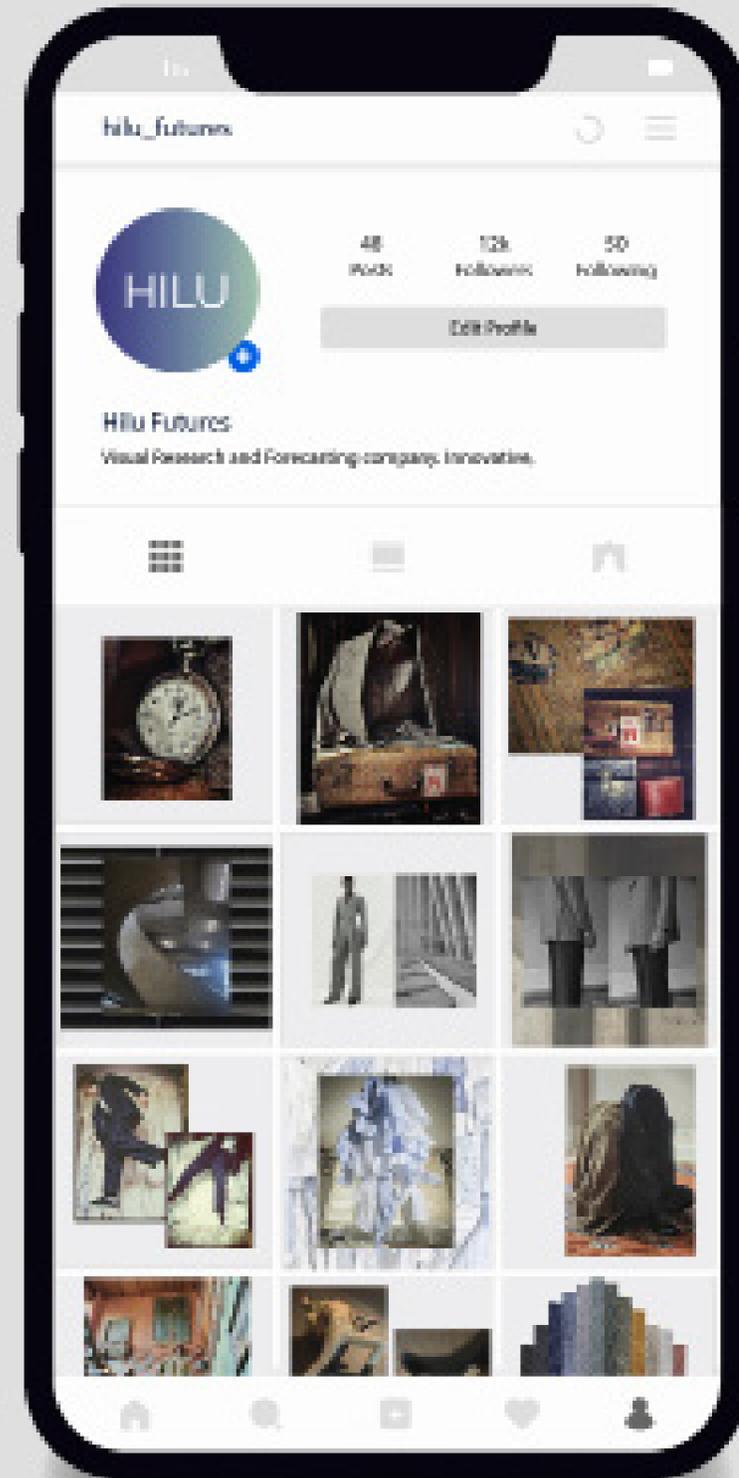
SIMPLIFIED



SIMPLIFIED







**Aa** Questrial

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Simple and voluminous. Questrial is used as main font for the Hilu logo and branding , big tittles for reports and threads and categories in the Website.

Regular - For big size letters  
**SemiBold** - For small size letters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
 Uu Vv Ww Xx Yy Zz

**Aa** Open Sans

---

Simple and more condensed than Questrial, Open Sans makes the perfect complimentary font for sub-titles and main body of text.

Regular - For main body of text  
**SemiBold** - For sub-titles  
*Ligh Italic* - For alternative Sub-titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
 Uu Vv Ww Xx Yy Zz  
 123456789

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 Uu Vv Ww Xx Yy Zz  
 123456789

# ABOUT

Hilu is a Visual Research and trend forecasting studio covering fashion, interior design and other creative fields. We conduct research on visual trends and aesthetics to inform creative projects.

Our subscription service provides subscribers with access to all of our forecasting reports and other visual content, serving as inspiration for their own creative projects. We also offer a bespoke personalized service, providing creative direction and project management for visual projects such as branding, advertising, and marketing campaigns.

We are innovative and forward thinking but also a conscious brand, often considering past, present and future of design. We are based mainly online and digital, with website and social media being the main platforms for the brand.

As a trans-disciplinary brand, we consider other disciplines like natural sciences, computer sciences, architecture, engineering, and different forms of art in our work. Our approach creates an intellectual framework beyond traditional disciplinary perspectives and methods, allowing us to push boundaries and experiment with new ideas.

## WE ARE

THOUGHTFUL

INSPIRING

CREATIVE

EXPERIMENTAL

CONSCIOUS

AESTHETICALLY  
PLEASING

## TAG LINES

“Tailored futures”

“From visual research to bespoke creativity”

“Everything is interconnected”

“Connecting Ideas”

# MISSION STATEMENT

At Hilu, we are committed to sustainability and minimizing our impact on the environment. We believe that sustainable practices are essential to creating a better world for future generations, and we strive to incorporate sustainable materials and processes into all aspects of our work.

Our main objective is to explore and re-interpret the idea of 'new luxury' in this day and age with the finance difficulties our society is undergoing, with cost of living crisis we are reinventing our necessities what is means luxury to us. In one of the trends we cover recently is the idea of vintage as new luxury, where people and brands are so invested in vintage pieces that it will soon become harder to get hold of certain pieces and vintage will be more valuable than new luxury items.

Our vision is to continue to be at the forefront of visual research and trend forecasting, pushing boundaries and creating new possibilities for the creative industries. We are excited to collaborate with like-minded partners who share our values and passion for innovation and sustainability, and we look forward to building a better world together.

## TRANS-DISCIPLINARY

Architecture

Technology

Nature

Art

Fashion

## THREADS

Weave

Entangle

Disentangle

tensioned

released

**CONNECTION**

We believe that connection is essential to our work and our relationships with our clients and partners. We recognize that trends and aesthetics are not created in a vacuum, but rather are shaped by the people and communities that create and consume them. By building meaningful connections with others, we gain a deeper understanding of the cultural and societal forces that shape visual trends and are able to produce work that is relevant, impactful, and authentic.

**INNOVATION**

Our brand values innovation and forward-thinking. We believe that embracing new ideas and technologies is essential for staying relevant in a rapidly-changing world as well as making things better for ourselves and our planet. By fostering a culture of innovation, we are able to drive positive change and create new opportunities for growth and success.

**CREATIVITY**

Our brand values creativity in all aspects of its work. It believes that creativity is key to unlocking new ideas and solutions that can drive positive change and innovation. By encouraging and nurturing creativity we are able to push boundaries and explore new frontiers in the world of visual research and trend forecasting.

**INDIVIDUALITY**

We celebrate individuality and believe that everyone has a unique perspective to offer. We understand that trends are not one-size-fits-all, and that what resonates with one person may not necessarily resonate with another. That's why we strive to create work that is inclusive, diverse, and representative of a wide range of perspectives and experiences. We encourage our clients to embrace their own individuality and express themselves authentically, knowing that true creativity and innovation can only come from a place of authenticity and originality.

**SUSTAINABILITY**

Our brand values sustainability in all of its operations and practices. It believes that minimizing its impact on the environment is crucial for creating a more equitable and just world. By prioritizing sustainability, we are able to demonstrate our commitment to social responsibility and attract customers who share its values.

Our target audience is customers of all genders, age 30-50, with a comfortable lifestyle. We appeal to those who appreciate art and design, prioritize individual dress over trends, and are adventurous while having increasing environmental concerns.

VICTORIA TURK



BIO

Journalist and Author

Victoria Turk is a senior editor at WIRED UK, where she edits the magazine's culture section, leads video strategy, and writes regularly for print and web. She specialises in stories at the intersection of technology and culture, which explore the impact of technology on our everyday lives. Before working at WIRED, she was technology editor at New Scientist and UK editor at Motherboard, VICE's tech and science channel.

Victoria's first book, Digital Etiquette, was published by Ebury Press in March 2019 and explores the way we use digital communication tools across different spheres of our lives – from work to romance, friendship to social media – to set out the new rules of online etiquette.

QUOTE

"I'm a millennial so I grew up with the internet. It was an important part of my formative years, a mainstay of my career, my education and my personal life – but I became increasingly troubled by the fact that there seemed to be no consensus on how to behave"

VALUES

Environment, relationships, innovation.

MOTIVATIONS

Quality, functionality, unique characteristics.

AGE 34  
 GENDER Female  
 PROFESSION Journalist/ Editor  
 INCOME £40,000  
 STATUS Married  
 RESIDENCE Sussex

