

persönlich

DIE ZEITSCHRIFT FÜR WERBUNG, MARKETING UND MEDIEN. IN ASSOCIATION WITH Advertising Age Juni 1997



Liliane Lerch: Trendforschung

Schachspieler Lebrument: Seine nächsten Züge
Urs Eberhardt über Tony Blairs Wahlsieg und was er daraus lernt
Einführung des TV-Rating: Urs Renner kommentiert
Friz Kobi über das Plakat und seine Säulen

Uli Wiesendanger

Ein Innerschweizer will unter die Top-Ten der Weltrangliste

A while ago a man called me and asked: "So, what's the trend in Los Angeles?" I thought it was an inappropriate question. Then I went out, had some popcorn, met a few people and regained faith I could teach the man asking questions like that. So much for the trend in L.A.

Liliane Lerch

Thanks for your sunny-Saturday-morning-until-deep-into-the-night-art-direction-time, dear Thomas. I owe you.



Heike Moskowitz, hair stylist: "Leopard print and velvet."



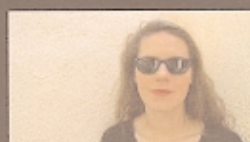
Sai Christy, singer: "Young kids have a tough attitude. So we better watch out. Or they better change."



Urs Baur, filmmaker: "Lounges, cigars, drinking warbals. Californians are sick of being healthy and good."



Pierre Ribetoz, tourist: "Do trend? Qu'est-ce que c'est?"



Veronika J. Krauss, composer: "Navy-blue underwear and rafel parking."



Heather Fukumoto, writer: "Cocktail lounges, opera, having babies and Gucci anything."



Georgia Karalis, art buyer: "Gruagy, dirty, biaderumear-like."



Franz Schmaas, conceptual artist: "We shouldn't see trends, we should make them."



Kasey Stone, student: "Snowboarding."



Jay Zahriskie, filmmaker: "Women smoking cigars."



Felix Stalder, media scientist: "I know, but I won't tell you."



Julie Lewis, car dealer: "You are what you drive."



Omar Rojas, store manager: "Bringing your bottle of mineral water everywhere you go."



Alejandra Rodriguez, camera shop clerk: "Hispanic culture of course."



Kevin Watson, sales clerk: "Everybody tries not to be L.A. so therefore everybody is L.A."



James R. Maddox Jr., principal: "More and more disaster movies in which L.A. will be destroyed again and again."



Gary Carlstrand, office worker: "Things could be better."



Burton J. Rossa, stock broker: "Continued separation and division, economically, racially and socially, as seen by the O.J. Simpson trial."



Terra Shapiro, student: "Trying to be as ambroody as possible has become trendy."



Marc Cusano, sales associate: "People are getting dumber and dumber. Technology is part of the reason."



Michael Fitzpatrick, musician: "Sharkskin fabrics."



Christine Wolf, record store clerk: "Hip-hop fashion."



Dale Ninton, retailer: "Being yourself."



John Yankee, retailer: "Not sleeping."



David Todd, distribution coordinator: "Divisions have become deeper as the Simpson trial and the Rodney King case show. Some some of them will disappear but right now they're getting deeper."



Dave Levinson, financial consultant: "Can there be more coffee and bagel places?"



Kelly Ramsey, musician: "Wash Puppies."



Angela Hatzikivona, sales associate: "Going towards the 30ies."



Hillary Gebhard, sales associate: "Long skirts."



Laura Brechtel-Oswell, executive assistant: "There are too many people and automobiles to see one from."



Bill Lambert, billing supervisor: "Incongruity."



Maria Bryant, receptionist: "Go back, recapture simplicity and some of the morals we've lost along the way."



Ginger DeVito-Rose, helicopter pilot: "People are not very nice but I hope it will change."



Gerhard Schwarz, computer game designer: "Going back to family."



Rachel Mowis, assistant manager: "Not enough help for real homeless people."



Stan Watson, financial consultant: "Fundamental shift for men realizing they need God."



Benny Böhus, waiter: "L.A. will become a city like any other city."



Justin Sterling, musician: "Real music has ended. People wanna be in bands now because of the looks not because of the music."



Heather White, hair stylist: "Recreational vehicles and fake fur."



Kurt Forman, artist: "Existentialism and LSD."



Craig Rizzo, artist: "Social groupings."



Rager Dicks, artist: "Self-flagellation as a marketing strategy."



Neil E. Smith, service manager: "More traffic."



Sarah Gavlat, art critic and curator: "Voluptuousness and decadence."



Lis Bothwell, wardrobe stylist: "Large sunglasses, Bush Puppies and individual creativity."



Stefan Zucker, artist: "Laughing pessimists."



Kyle Heston, actor: "The trend is looking for the new trend."



Wilfried Schilder, consider officer: "Eating out, discover new restaurants and Mfckens from all over the world."



Nicole Roybal, hair stylist: "Boobjobs and Highlights."



Rocky Stone, student: "Everybody is into their own thing."



Darlos Leoncavallo, student: "Basketball, football, baseball."



Robert Allen, college student: "Short hair, earrings, baggy pants."



Deward Hicks, student: "Like Shaquille O'Neal puts it wearing Reebok and drinking Pepsi."



Sara Harding-Saw, artist: "Cigar smoking, leopard print, independent film."



John Conroy, massage therapist: "Experimenting with spirituality for personal growth."



Pat Crawford, solid waste supervisor: "Less trash, more people recycle."



Angela Palo, student: "Silly things."



Corey R. Cuba, financial consultant: "Fat, older people sitting home and doing everything over the computer."



Cindy Kim, student: "Worldwide web."



Sara Harding-Saw, artist: "Cigar smoking, leopard print, independent film."



Jay Navak, modernist furniture dealer: "Classism, party."



John Conroy, massage therapist: "Experimenting with spirituality for personal growth."



Kori Fleckner, personal trainer: "More being healthy - less being thin."



Drew Mesomab, student: "Car insurance."



Houston Carr, student: "New clothing all the time."



Ziba Ezadi, student: "Techno, house music."



Ame Ichi, administrator assistant: "Racism is made a bigger issue than it is."



Eralp Coknar, graduate student: "I don't know. I'm from Seattle anyway."



Jake Sareerak, student: "People become more and more openminded. Clinton's 2. decade shows. They accept what hasn't been accepted before."



Gavin A. Lee, financial consultant: "Bigger, faster, sooner, now."



Baronessa de la Luns, equestrian: "The ultimate trend is not to be trendy."



Amy Goodman, hair stylist: "Flea markets and doing what makes you happy."



Ivano Leoncavallo, student: "Videogames. Computer games. And looks of course."



Eric Segal, art historian: "New sophisticated racial awareness."



Monique Leoncavallo, graphic designer: "Live healthy, eat healthy, exercise. The whole city is a workout place."



Rad Jab, restaurant owner: "The trend should go towards a new true underground."



Ray Otterson, copywriter: "Clips, martials, pool and anti political correctness."



Craig Wolske, hair stylist: "Everyone is trying too hard to get in touch with themselves."



J. Geoffrey Grant, financial consultant: "More and more entertainment industry related business all over town."



Jane Mow, artist: "Living of credit and big white shoes."



Mazzy Marleor, musician: "Techno, spousal abuse."



Jing Cheungsonthorn, restaurant owner: "If you work harder, you're gonna make it."



James Kowalski, art director: "Rockclimbing."



Kenny Naamy, restaurant manager: "Look for greater patience among people in 97."



Norman Koser, salesman: "Raclette and not trying to be hip."



Erren Goknar, musician: "Silence."



Tom Means, student: "Sport utility vehicles, junior college and slickback hair."



Christopher Kutter, government agent: "Operation IVY, aliens, martians."



Steve Wood, actor: "Moving now."



Paul Hatch, songwriter: "We're moving to something else but I'm not sure what it is."



Pat Harding, teacher: "Professional women putting their career on hold to stay home with their kids."



Tiffany Payne, store manager: "Workshirts and security guard clothes."



Michael Cioffoletti, assistant buyer: "Elegant, clean shapes in a more relaxed way."



Mary Smister, traffic supervisor: "It's terrible whatever it is."



Luigia Bartelloni, artist: "Superfuous style."



Janice Holmes, loss prevention agent: "Eyebrows are getting sexy again. Short hair and full lips."



Jay Lucerne, solid waste manager: "Do better."



Eduardo Lucero, fashion designer: "An own individual style, not following one person's view."



Bob Stoue, carpenter: "Hispanic culture."



Brian D. McDonald, consultant: "People buy more and more electronically. We'll have a dramatic reduction of retail stores."



Lisa Casey, teacher: "People will pay more for filtered water than for gasoline."



Ray Alabrador, copyshop owner: "The economy will continue to be bad."



Mark Simmons, writer: "Monolithicism."



Gregory Freeman, actor: "Cigars most definitely. Hydraulic cars. Implants."



Claudio Leoncavallo, consultant: "Coffee culture."



Alex Tabrizi, computer consultant: "Another riot. Increasing crime. Compassion has left L.A."



Luca P. Goetzel, Writers Guild of America, registration assistant: "A potpourri of everything. Spanish and Italian music."



Matt Joffe, retail manager: "The Joyce Bewitt haircut from the show 'Three's Company'."



Andrea Lori, actress: "Antique shoes."



Ivan Lindie Jr., salesman: "Everybody dresses differently."



Lynda Vaki, store manager: "Bodypiercing, short tops, house music and silver jewelry."



Liotha Minor, store manager: "Hard candy nail polish and Converse slippers."



Steve Smith, store manager: "Swaggirls for men. Women are getting haggler, fashlowlowes."



Gary Booker, administrative assistant: "Be your own thing, do your own thing, create your own thing."



Eyal Yaffe, financial consultant: "The global information flow is getting so fast that national borders and regional don't count that much anymore."



Henaal Gardou, executive assistant: "Fiskal dresses and combining pieces from designer labels to thrift store clothes."



Rick Hogan, optician: "Mysticism. The concepts of a more romantic era resurface. More value."



Lynda Vaki, store manager: "Bodypiercing, short tops, house music and silver jewelry."



Liotha Minor, store manager: "Hard candy nail polish and Converse slippers."



Mark Bernath, copywriter: "Anti-trend is a trend in itself. Everybody and nobody is trendy."



Birgit Nelson, writer: "Diversity, coffee culture and new poetry."



Steve Sperber, copywriter: "Advertising clients want to see results for their expenditures."



Nancy Stone, stock broker: "Simplifying your life, getting rid of things."



Deana Rodriguez, representative: "No more barriers in terms of everything."



Benson Bynum, art director: "Everybody seems to want to do something else to what they're doing."



Leonard Benton, stylist: "Diesel hair jeans."



Barbara Lebow, art director: "People try to do less butch, but it's still there."



Barbara Lebow, art director: "People try to do less butch, but it's still there."



Robert Bruggeman, record store clerk: "Reprocess stuff, that's why movies, books and music are getting more and more boring."



Holly Manuel, hair stylist: "Tattoos."



Mike Wilson, solid waste manager: "More jobs."



Nancy Locke-Kasper: "Work as we know it is passé. Everything is temporary."



Andreas Kasper, tour manager: "Short hair."



Don L. Waldo, writer: "The me-attitude will spread to the rest of the country. And the internet makes everybody know what everybody's doing."



John Dalton, record store clerk: "Depersonalization."



Donna DeLeon, stock broker: "The kitchen is becoming more a place of recreation than of function."



Tom Harding, anthropologist: "Human rights, freedom from oppression, although it seems it wouldn't be that way."



Steve Nadowski, creative: "Because of the media regionalism is going away. Even in N.Y. they're wearing surf shoes now. People are either into spirituality or money."



Steve Greaves, writer: "Lounge scene, Latin influence in music and people getting sick of that whole mentality. They want vice again."



Steve Greaves, writer: "Lounge scene, Latin influence in music and people getting sick of that whole mentality. They want vice again."



Steve Greaves, writer: "Lounge scene, Latin influence in music and people getting sick of that whole mentality. They want vice again."



Steve Greaves, writer: "Lounge scene, Latin influence in music and people getting sick of that whole mentality. They want vice again."