

## Jennifer Castoldi's Biography Bits



Jennifer Castoldi is the founder, CEO, and Chief Creative Director of Trendease International ([www.trendease.com](http://www.trendease.com)). Launched in April 2004, Trendease is an online design and style publication acting as a resource for the home fashion, design and lifestyle industries. Traveling extensively to gather visions and digital images from shops, showrooms, trade fairs, exhibits, and design shows in all the major design capitals and yet-to-be discovered gems, Trendease aims to inspire through the use of these images accompanied by interviews and articles. The Trendease International mission is to help leading-edge people gain a definite competitive and strategic advantage through a combination of fast-breaking information, breakthrough thinking and applied creativity.

In addition to Trendease, Ms. Castoldi works as an industry consultant and contributes to various local and international publications. She consulted in the Philippines, where she was recruited by the government as the European and American design trend expert for the Department of Trade & Industry design and marketing updating program. Ms. Castoldi is the author of the Market Edge Report, a cutting-edge review of emerging trends and future market intelligence. Another passion of hers is teaching. She also speaks at various industry events as well as private events. She holds an MBA from the International School of Management, Paris, a BS in Home Products Development &

Marketing, and an AAS in Fashion Merchandise Management from the Fashion Institute of Technology, New York, and is currently working towards her PhD. With an accomplished background in the lifestyle industries from retail buying and merchandising, product development and design, international sourcing, publishing, to interior decoration, she aims to inspire the industry through knowledge she has accumulated and continues to acquire. She has been honored by LDB Interior Textiles, citing her as the "rising star" in the home fashion business.

### Some of Jennifer Castoldi's Prior and Forthcoming Talks:

**Gain a Competitive Advantage by Understanding & Utilizing Trends**, June 16th, *IGI Congress Keynote Speaker*, Algarve, Portugal\*  
**The Intertwined Worlds of Furnishings & Design**, April 24, 2008, *Ifa Paris*, Shanghai, China\*  
**Opening Ceremony Trend Speech**, March 16, 2008, *Famous Furniture Fair (3F)*, Dongguan, China\*  
**Understanding the Market & Original Design**, Feb. 24, 2008, *China Knitwear Cotton Trade Fair (CKCF)*, Shanghai, China\*  
**Trends and Textiles**, Feb. 12, 2008, *EWHT at the Fashion Institute of Technology*, NYC, US\*  
**Design Britain**, Jennifer debates the design of the iMac, Jan. 20, 2008, *Interiors Birmingham*, Birmingham, UK\*  
**Trend Series**, four new seminars each year, January 2006, 2007, 2008, *Interiors Birmingham*, Birmingham, UK\*  
**Must-Know Textile & Market Trends**, Jan. 12, 2008, *Heimtextil – Trend Forum*, Frankfurt, Germany\*  
**Today's Best Textile Designers**, Nov. 16, 2007, *Shanghai International Creative Industry Week*, Shanghai, China\*  
**The Market Edge**, July 16-19, 2007, *Daily lectures-The Manchester Furniture Show & Halo Showroom*, Manchester, UK\*  
**Keynote Trend Speaker**, July 2007, *Peng Xin International Home Textile Design Peak Forum*, Shanghai, China\*  
**Keynote on Trends**, June 2007, *Int'l Furniture Development Forum of China Furniture & Woodworks*, Dalian, China\*  
**Keynote Speaker: China Home Textile Design Forum & Merger and Acquisition Seminar**, April 2007, *Home Textile Industrial Park with Shanghai Textile Business & Industry Association., China Home Textile Association*, Shanghai, China\*  
**Product Trends, Global Shifts & Catching the Consumer**, Nov 2006, *Gift & Home Trade Association*, Ft. Myers, FL, US\*  
**How to be a Design Entrepreneur**, Oct. 2006, *Parsons School of Design*, Paris, France  
**Emerging Trends for 2007 and Beyond**, Aug./Oct. 2006, *Interiors EXPO West Coast/Midwest*, Long Beach/Chicago, US\*  
**Cutting-Edge Trends & Lifestyle Shifts**, Aug./Oct. 2006, *Interiors EXPO West Coast/Midwest*, Long Beach/Chicago, US\*  
**Forward Thinking & Design Forward**, Aug. 2006, *Canadian Gift & Tableware Association Gift Show*, Toronto, Canada\*  
**Avant-Garde Product Trends & New Market Shifts**, July 2006, *CMP for London Interiors*, London, UK\*  
**Keynote Speaker**, May 2006, *Color Marketing Group Regional Conference*, NYC, US  
**Product Trends: A Global Market Review**, March 2006, *New York Home Textiles Market*, NYC, US\*  
**Design & Marketing Updating**, March 2006, *Product Development & Design Center of the Philippines, Cebu Furniture Industries Foundation, Fashion Accessories Manufacturers & Exporters, PDDCP Designers & Industrial Design Academe, Christmas Décor Producers & Exporters Association, Philippine Chamber of Handicraft Industries, Home Accents Group of the Phils., Inc., Chamber of Furniture Industries of the Phils.*, Cebu, Manila, Pampanga, Philippines.  
**Product Design Trends from Present to Future**, November 2005, *FutureDesignDays*, Stockholm, Sweden  
**Design Trends & Future Market Intelligence**, October 2005, *WithIt*, High Point, NC, US  
**Design & the Future—Trend Forecast 2006**, October 2005, *International Architecture & Interior Design Summit-Ministry of Construction*, Beijing, China  
**Global Trends... The Future is Now!**, October 2005, *New York Home Textiles Market*, NYC, US  
**TV Time: Powerful Draw for Home Products**, October 2005, *EWHT Power Breakfast*, NYC, US  
**Fresh Products, Colors, and What's to Come**, July 2005, *CMP for London Interiors*, London, UK  
**Hot Products & New Opportunities**, May 2005, *SURTEX*, NYC, US  
**Salone Internazionale del Mobile Review**, May 2005, *International Furnishings & Design Association*, NYC, US  
**Trendease Extracts & Tidbits**, May 2005, *Executives Working in Home Textiles (EWHT)*, NYC, US  
**Business Creation-An Entrepreneur's Tale**, May 2005, *St. Johns University*, NYC, US  
**Market Recap**, May 2005, *International Furnishings & Design Association*, NYC, US  
**E-tailing**, April 2004, **E-Commerce**, March 2005, *International School of Management*, Paris, France  
**5 MEs: The Future of Design**, February 2005, *Parsons School of Design*, Paris, France  
**New Venture Creation**, Nov. 2004, *Weller*, Paris, France  
**Taking Home Cutting Edge Trends**, Oct. 2004, *New York Home Textiles Market*, NYC, US  
**Intl. Business of the Home Fashion Industries**, Oct. 2004, *Fashion Institute of Technology*, NYC, US  
**Design & Management**, May 2004, *Parsons School of Design*, Paris, France

\*Denotes a unique Trendease Market Edge PowWow session