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# Company Directors



**Christopher Sanderson**

Christopher Sanderson is creative director of Viewpoint; the international trend forecasting magazine. As co-founder of The Future Laboratory, he is responsible for delivering consumer insight, trend forecasting and brand strategy to a client list that includes American Express, The New Yorker, Veuve Clicquot, the Gap, Nokia, British Vogue and Procter & Gamble.

Recent personal projects include directing Futurescape, a series of short films about the future for Channel Four television. He has a monthly column in UK luxury industry bible, The Luxury Briefing, and previously was contributing style editor at British Esquire. He has also worked as a freelance creative director on strategic planning for fashion brands. Prior to founding The Future Laboratory, he worked as a UK communications director for surfwear brand Quiksilver, and as lecturer in visual communication at The London Institute. He is a regular speaker and consultant for The British Council, where projects include setting up magazines in India and Estonia, and overseeing the growth of the creative industries in Scandinavia. In 2004 he was appointed to the British Council Creative Industries advisory panel.



**Martin Raymond**

Martin Raymond edits Viewpoint magazine and is also author of The Tomorrow People: future trends and how to read them (pub. FT books). He is a regular contributor on trends and business to the BBC, and co-founder of The Future Laboratory. Born in 1961 in Ireland, he moved to the UK in 1984, to work as a journalist in the design, fashion, film and video sector. He founded VideoGraphic, and later became an associate editor at Screen International. He went on to edit and re-launch the UK's fashion business bible, Fashion Weekly. A return to his native Dublin to present RTE television's fashion magazine programme, Head To Toe, was followed by a four year tenure at The London College of Fashion as Senior Lecturer in fashion journalism. A Fellow at Nottingham & Trent University, he maintains a busy schedule of lecturing at over 12 colleges and universities throughout Great Britain and Ireland. Raymond is currently working on his second book, The Hidden Life of the Consumer which takes an ethnographic look at how and why people shop and how brands and retailer can plug into process in a way that benefits consumers, as well as the brands and organisations targeting them.



**Tom Savigar**

Tom Savigar, recently appointed as our Trends Director, has had a full time preoccupation with tracking consumer and aesthetic trends since he was a teenager. Never one to conform or shy away from change, he worked his way through M&S, WGSN and Nike before deciding not to finish his fashion textile degree in 1999 to join forces with then start-up Sense Worldwide. As co-founder and director, Tom undertook trend research and strategic planning for the likes of IDEO, BBC, Nokia, MTV and VH1, Hewlett Packard, Diageo and S C Johnson.

Aside from corporate assignments, Tom enjoys working with the next generation of designers and researchers. He has invested time over four years teaching fashion textile students at the University of Brighton how to be keen identifiers of anomalies, the indicators of change, and has formed similar programmes with universities and institutions in Argentina, India, Denmark and Austria. He devotes the majority of his spare time to establishing his fledgling designer menswear label, and disappears every year to snowboard with childhood friends. One day he aims to reside as an oil painter, painting rural scenes from around the world.