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Milou Ket goes digital

Respected international trend forecaster and life style consultant, Milou Ket has launched her new website, [Ket Styling & Design](#).

Drawing on her 40 years in the field of fashion, design and innovation working with customers such as Samsung, Walt Disney, Ikea, Marimekko, Volvo and Swarovski, the new site is a visual feast with corresponding intelligent analysis for the discerning design devotee.

Be inspired by various categories such as architecture, design, innovation, textiles/surfaces, colours, fashion, interiors, window displays and video's.

"As an international speaker I travel the world and report from my trips and from international trade fairs and design events," says Milou. "It (website) will be a work in progress, with regular new additions on the latest trends."

Some of Milou's products, lectures and presentations will also be available via the new site.

[Furniture Online](#) readers can take advantage of a 2-month free trial subscription, visit: www.milouket.tv

Given Milou's recent schedule that takes her from the Asian Luxury Hospitality Projects in Singapore to Surtex in New York and the Evtex in Istanbul next month, her website is sure to be brimming with international reports.



We caught up with Milou en route to Milan Design Week to chat career highlights, design trends and the importance/relevance of trends today.

You have been working in the design and lifestyle consultancy business for almost 40 years, and now you finally enter the digital space, how different is it working online?

I have been working with a computer already for 27 years, in fact I was the first one in my profession who had and even designed with the computer. My computer at that time could even speak!

I have had a website since 2000, but about 5 years ago I realised that I didn't know much about social media, so I took some courses, bought some books etc. to get to know more about it.

I enjoy Linked-in, I am on Facebook and Twitter a little, but I really enjoy Pinterest. I will even have a blog for a manufacturer in China.

What are some of the highlights and features of the new website? What exclusives will subscribers have access to?

I focus on the subjects that I am familiar with from the beginning, such as fashion, textiles and surfaces, and colours. Of course interiors and design are also some of my topics.

After being a consultant architecture for Swarovski, it inspired me to make a book on innovation, so architecture and innovation are also my specialties.

Because I travel so much, I have added 'Trips and Travels' as a category. Last year I gave a lecture on window display, so I have added that as well.

I report from fairs, exhibitions and the cities where I shop for my profession. Recently I gave a seminar on Luxury Hospitality Projects in Singapore, and I have added that lecture as a download against payment on my new website.

I intend to prepare more special downloads, for instance for print designers.

You have an impressive travel schedule, speaking around the world from international trade fairs, including [Decoration + Design](#), and various design events. What have been some of the noticeable trends that have stood out in your recent travels?

Designers are focussing on the process and are explaining that to their audience.

There are new exciting products possible, because of 3-D printing.

There is a lot of interest in food design and food preparation.

Opposites attract, such as old and new, industrial and handcrafted, smooth opposed to textured etc.

Interest in honesty, authenticity, plain values, basics, and homeliness,

DIY products and low-tech ideas.

Taking herbs and plants into our homes and the development of new products for that.

The return of colour.

There has been much debate on whether trends are still relevant today, especially given the speed at which our world moves thanks to technology - what are your thoughts? Are trends still important to keep track of? Why?

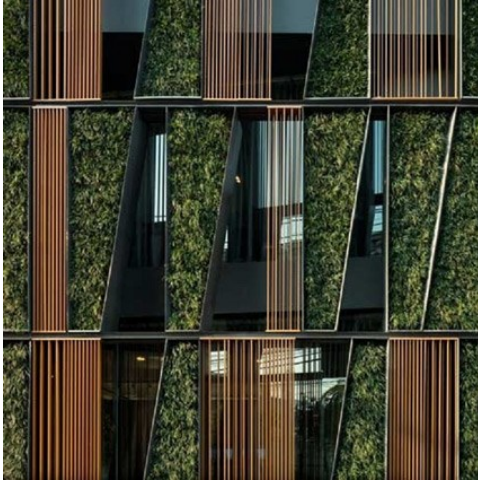
For people who work professionally in the field of interiors, trends remain important. I even notice that spotting trends in several areas, is gaining interest and importance.

It is just a way to see the relationship between products, and to make it easier to get a grip on it, in a commercial way.

There are currents that last quite a long time. I don't want to annoy consumers with trends, as they will feel manipulated by it.

There is possibility for co-creation, and crowd-funding.





What is the best part about your job?

I enjoy being faced constantly with new impressions, by reading magazines, visiting fairs, shopping, travelling, actually I enjoy most aspects of my work.

But I also enjoy thinking about what I have seen, seeking relationships and to express my thoughts and aesthetics in mood boards.

To discover more of Milou's work, visit milouket.tv