

# Trends expert Stylus releases new platform and brand refresh

**London, 26 July 2022**

Stylus, the expert source for trends and insights, has today released an enhanced members' platform together with a brand refresh to signal a new phase of growth under recently appointed CEO Victoria Rennie. Rennie succeeds founder Marc Worth, who has moved into the role of Executive Chairman.

Leading with a new strapline, 'see past the now', the announcement reinforces Stylus' commitment to helping its members – more than 600 of the world's leading brands, agencies and businesses, including Volkswagen, Marriott, Starbucks and PepsiCo – access the consumer intelligence needed to innovate and make critical business decisions.

Rennie said: "Curiosity and a passion for seeing what's new and what's next have been the lifeblood of our business for the past 12 years. We are proud to have helped some of the world's largest businesses uncover new commercial possibilities, and create products and services that benefit millions of people around the globe."

Rennie continued: "Our new brand and completely rebuilt platform demonstrate our intent to align more closely with the needs of our members. Like every business today, we must evolve to keep up with the pace of change.

For Stylus, that means equipping our members with the right information at the right time, delivered in the most relevant way. Our mission is to provide the very best trends and insights intelligence for our members – intelligence that will help their businesses innovate and prosper in the future.”

Stylus worked with Re Design, part of the M&C Saatchi Group, to develop its new brand strategy, and Matter Of Form for the new platform.

For more information, visit [Stylus.com](http://Stylus.com).

## About Stylus

At Stylus, we uncover trends, predict change, and provide the intelligence that helps businesses prosper. With a relentless curiosity for what's new, what's now and what's next, our experts are the authority in over 20 sectors, and have a deep understanding of the most influential emerging trends affecting consumers around the globe. It's the reason we're trusted by the world's leading brands, agencies and businesses, helping them to reveal what's possible, not just predict what's probable.

## Stylus. See past the now.

[www.stylus.com](http://www.stylus.com)

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