


IPPAG TRENBOOK COLLECTIONS

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02/16

Trend Book #1



2016


Communicate

- Think creative... 1
- Impress... 2
- Show some flair... 3
- Break a smile... 4
- Make memories... 5
- Bring singularity... 6

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Trend Book #2



2016


Showup

- Be visionary... 1
- Work on your message... 2
- Sharpen the message... 3
- Expose yourself... 4
- Think about the context... 5
- Brew the trends... 6

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Trend Book #3



16

Engage

- Rejoice / Celebrate... 1
- Travel... 2
- Discover... 3
- Respect... 4
- Rejuvenate... 5
- Connect... 6

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Trend Book #4



17


Connect

- Let's Eat... 1
- Let's Play... 2
- Let's Travel... 3
- Let's Enjoy... 4
- Let's Protect... 5
- Let's Have Fun... 6

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Trend Book #5



17


Visualize

- Let's journey to a better place... 1
- Let's party everyday... 2
- Let's re-think... 3
- Let's stay fit and be energetic... 4
- Let's communicate with care... 5
- Let's work... better... 6

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Trend Book #6



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Feel

- 1. rejoice, celebrate and spread the Christmas cheer
- 2. share a trend and reach more
- 3. special gifts for special moments
- 4. new years resolutions: make some promises for a bright and shiny 2018
- 5. the future is now!

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TrendBook #7

02/18



will be CONNECTED | EASY | FUN | SECURE | SUSTAINABLE