

US dominates Top-7 list of world's most trendsetting cities

New book documents that the US has had – and still has – major influence on style and taste in the rest of the world

For a city to have influence on global style and taste it has to be home to many trendsetters and it has to be well-connected with the trends of the world, not least through transportation. Throughout history this combination has created a powerful dynamic that has made seven cities extremely influential in what clothing, music, food etc. people all over the world will be interested in next.

This is documented in a new book, *Anatomy of a Trend*. Based on analysis of past trends, the book reveals the pattern behind all new changes in style and taste.

Drawing upon research from all parts of the world, author Henrik Vejlgaard has been able to identify the cities that have the most influence on global style and change. The most influential cities are Los Angeles, San Francisco, New York, Paris, London, Milan, and Tokyo. These exact seven cities are influential because a disproportionately high number of designers, artists, celebrities, wealthy people, young people, and gay men – all typical trendsetters – live here. The important criteria is that *all* these groups live in a city and mingle with each other.

Being home to three of the world's most trendsetting cities, New York, Los Angeles and San Francisco, United States is the part of the world that has the most influence on style and taste in the rest of the world. Again and again, New York in particular has played a pivotal part in the spread of new trends. Through personal observation when we travel and through the media people from other parts of the world are exposed to the style and taste changes in these cities, and trendsetters from other parts of the world will get inspiration to take back home. Then the process will continue with these trendsetters being observed and copied by people in other cities across the country and the globe.

Henrik Vejlgaard, M.A., M.Sc., is a pioneer in trend sociology, the study of the trend process. *Anatomy of a Trend* will be published in October 2007 by McGraw-Hill.

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