

## **FOR IMMEDIATE RELEASE**

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### **7 W Designer Day Hits The Right Note at The Architectural Digest Home Design Show**

#### ***Former Target Executive Robyn Waters Captivates with Talk on Trends***

(New York, NY- March 31, 2010) 7 W New York® recently hosted consumer trend expert Robyn Waters as she headlined a special off-site edition of 7 W's Designer Day series. Waters' well-received and engaging lecture on "The Power of Paradox" was a successful part of The Architectural Digest Home Design Show's distinctive and high quality programming. Through witty examples, helpful visuals and personal anecdotes, Waters explored the trends and countertrends, which guide purchasing decisions for a packed audience of consumers and the trade. She also spoke about the ultimate consumer paradox: our innate and opposing desires to simultaneously "fit-in" and "stand-out."

Su Hilty, 7 W VP of Marketing, introduced Waters, who was the perfect speaker on the subject of paradox in consumer trend tracking. After all, Waters was a heavy hitter at Target, when the reinvented chain started attracting devotees who endearingly pronounced Target, "Tarzhay". Waters is also the author of two books on the subject of consumer contrapositions, aptly entitled, *The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape* and *The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next*.

Sharing keen observations about her time at the big box store, Water's audience was fascinated by all the places where "paradox" pops up. She even referenced her former employer's ubiquitous slogan, "Expect More. Pay Less." as well as the store's widely-used classification as an "upscale discount retailer." Waters went on to note that business owners and entrepreneurs should stop looking for that one right answer in their industry, and instead begin to embrace the paradoxes that exist in today's marketplace. She advised they evaluate their brand and review their archive of old products to determine how they can be reframed. Citing the PT Cruiser, Mini Cooper and classic Montblanc pen as examples, she declared, "Everything old is new again. Retro is in."

Other important techniques for inducing consumer desire that Waters addressed included; "mass customization;" "elevating the mundane;" and "counterfeit authenticity," the latter tying into the idea that fake is sometimes better or has more consumer benefits. The vivacious speaker also commented on the theory of "Social Capitalism" – marrying profit and purpose. She remarked that, "Marketers should be healers and not sellers."

Throughout the presentation “the power of paradox” became increasingly clear. In the end, entrepreneurs came away with a valuable and sizable amount of knowledge about how to pursue their desired demographic and consumers left with a greater understanding of their complicated behaviors. Overall, Robyn Waters’ sharp and lively session was a very memorable 7 W Designer Day and a great addition to The Architectural Digest Home Design Show.

Save the date for the next Designer Day at 7 W: Tuesday, June 15, **Design Eco-Friendly** with Robin Wilson, from *Robin Wilson Home*. Keynote presentation at 11:30 a.m. followed by a light lunch and book signing at 7 W New York, 7 W 34<sup>th</sup> Street, New York, NY 10001.

For complete and updated information about 7 W New York visit [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on Twitter.

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