



Andrea Bell
VP, Insight

Join WGSN to discover the 2024 Future Consumer

Agenda:

What better way to kick off 2023 than looking forward into 2024! Andrea Bell, VP of WGSN Insight, will be taking the LulaRoe team through an exclusive briefing of Future Consumer 2024, where she will present:

- How will people's behaviours evolve and what will they expect from brands in the future
- The key consumer sentiments and profiles that will disrupt industries in 2024
- What companies must do to win minds and market share

About Andrea

Part trend forecaster, part futurist, Andrea has in-depth knowledge of the consumer marketplace and behavioral shifts that impact society. She leads our future consumer analysis and works with global brands to create world-class strategies.

Andrea is in demand as an international speaker, recently appearing at Cannes Lions International Festival of Creativity, MoMA and NRF's Big Show in New York. Her consumer expertise has been featured in numerous publications, including Vogue, Business of Fashion, and The Wall Street Journal.

Andrea's special skills include never losing a game of Scrabble and always befriending the dog at any social gathering.