

The new and the now



By Jackie Burger

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My inquisitive nature has always been a driving force in my field of study and subsequent career choices.

As a scholar of sociology I was inspired by the science of collective behaviour; as a retail brand manager I was on a continuous spiral of "supply and demand" decoding fashion and lifestyle trends to the avail of the "target audience" and the quest to drive fast-paced profit margins.

Living the zeitgeist

Editorship of an international fashion title meant living the zeitgeist around the clock to stay abreast of the ever-increasing trend spewing machine as we entered the era of multi-platform and immersive content management. It was during this time that I found myself in the company of yet another "what-the-future-holds" read ([Next Now: Trends for the Future](#) by Marian Saltzman & Ira Matathia) and experienced a personal tipping point moment in the following observation:

"We are living in a high-speed, fast download global village where far is near, and near is far. This accelerated, borderless, wireless world is evolving so fast, over such a broad front, that we're left feeling anxious and time-squeezed. And it's not just because of new technology and economic upheavals, it's also that our sense of identity is shifting. As change builds and amplifies, the direction of change becomes more unpredictable."

Fast forward to 2015: the launch of my own business venture; a year of insightful discovery and teachings, and the year I embraced a business premise of risk-taking, preservation through innovation and tapping into a non trend-driven mindset, opting to practise a value-based business driven by the collateral of harnessing the spirit and essence of possibility and authenticity.

I have no crystal ball prediction for 2016 except the compass of living the now and the continued evolution of an entrepreneurial spirit in the company of the like-minded.

My value companions:

- Engaging and layered content vs. trend-driven content which is inspired by the substance of Salon 58 conversations;
- Contextualising modern luxury as an authentic, meaningful and approachable exchange;
- The generosity of collaboration spurring creative thought and valuing individuality as well as teamwork;
- Operating in a community of self-starters;
- Exploring an experience-driven economy with the emphasis on personalisation and social marketing which is the

backbone of Salon 58, creating a platform for style and substance content conversations in an intimate and trusted environment;

- Interactive relationship building through a consumer-centric ideology;
- Transformational content exchange through trusted and expert advice and signature curation principles; and
- The allure of a definitive aesthetic.

ABOUT JACKIE BURGER

South African style icon Jackie Burger has been involved in the fashion industry for over 25 years, having worked in retail marketing, publishing and television.

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