



Style Eruptions

By Henrik Vejlgaard

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The full story of how changes in style and taste take place. Why do millions of people end up wearing the same style of clothing? Or have the same style in electronics, cars, and furniture? It's because of trends—the powerful process of change that takes place in the same way again and again across the globe. Drawing on his own and other sociologists' groundbreaking research, trend sociologist Henrik Vejlgaard unearths what happens when a new style emerges and goes mainstream and examines the influential individuals who make trends happen. He documents that 6 very different groups of individuals play a huge role in the trend process. *Style Eruptions* is a follow-up to *Anatomy of a Trend*, his first book on the trend process which presented trends from a business perspective. With *Style Eruptions* he completes the story of one of the most puzzling mysteries of modern culture: how do changes in style and taste come about?

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