

Future Snoops Unveils New AI-Powered Intelligence Experience Built for Creators

NY, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- New platform experience makes Future Snoops intelligence conversational, personal, and easier to act on.

Future Snoops (FS) today announced a major evolution of its intelligence platform, introducing a new AI-powered experience that makes it easier for creative professionals to access insight, explore ideas, and turn intelligence into action, staying true to its mission to unleash human creativity.

At the center of the new experience is a simple shift: users can now ask a creative or business question directly, rather than first figuring out which report or section might contain the answer.

Through MUSE, Future Snoops' creative AI agent, users can ask questions in natural language and receive focused answers grounded in Future Snoops research and analysis.

The same intelligence can also respond differently depending on what the user is trying to accomplish, whether they are a designer, strategist, merchandiser, marketer or executive.

"We are changing the starting point," said Itay Arad, Co-Founder of Future Snoops. "Instead of asking users to learn how our platform is organized, they can start with their own question. From



there, they can understand what is happening, what it means for their business, explore references, and move directly into creating something from that insight."

This significantly lowers the learning curve for the platform, allowing new and experienced users alike to access expert Future Snoops intelligence without needing to know where that intelligence lives.

From Insight to Action

The new experience also brings research, conversation and AI-powered creation much closer together.

A user can move from "What is happening?" to "What does this mean for my brand?" to "Show me references," "build a palette" or "visualize this for me" within the same experience.

Future Snoops has also expanded its suite of Creator Tools, allowing users to create mood boards, apply prints to sketches, combine images and ideas into new concepts and explore creative directions directly from the platform.

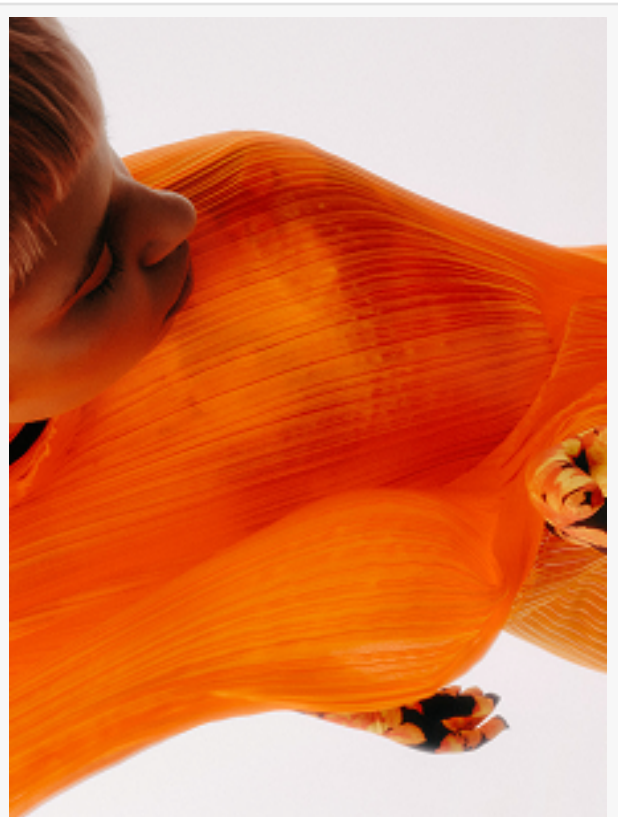
The result is less time spent searching, gathering, summarizing and formatting information, and more time spent interpreting, deciding and creating.

A New Live Runway Experience

Future Snoops is also launching a redesigned Runway Intelligence experience for the SS27 fashion month.

The new experience combines faster runway processing, live conversational access, emerging trend tracking, analytics, and seasonal evolution tools, allowing users to follow important developments as the season unfolds.

Users can spot trends as they begin to gain momentum, see Future Snoops forecasts appear on the runway and explore the imagery and data behind the shifts.



Human Intelligence, Amplified by AI

While the way users interact with Future Snoops is changing, the company says the guiding principles behind its intelligence are not.

“After 26 years, we know exactly where the value of our intelligence lives: in our people, their curiosity, expertise, intuition and ability to make meaningful connections,” said Lilly Berelovich, Co-Founder of Future Snoops. “AI allows us to amplify that intelligence in extraordinary new ways, helping creators go deeper into their own creative potential. The technology expands what is possible, but human imagination leads, and our users remain in control of what they create”

We're Just Getting Started

The launch also includes broader improvements to search, discovery, and navigation, with additional conversational and creative capabilities planned in the months ahead.

The new Future Snoops experience is now available to subscribers. Non-subscribers can also enjoy one week of complimentary access to the new Runway experience. See Useful Links below for access details.

About Future Snoops

Future Snoops is a global intelligence platform for the creative industries, providing research and analysis across consumer shifts, culture, fashion, beauty, retail, design, color and emerging market trends. Its intelligence helps creative teams understand change, identify opportunities and translate foresight into products, experiences and strategies.

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Useful Links

Future Snoops website: www.futuresnoops.com

Request access to the free Runway experience [here](#)

[Schedule a demo](#) to see the full Future Snoops experience

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