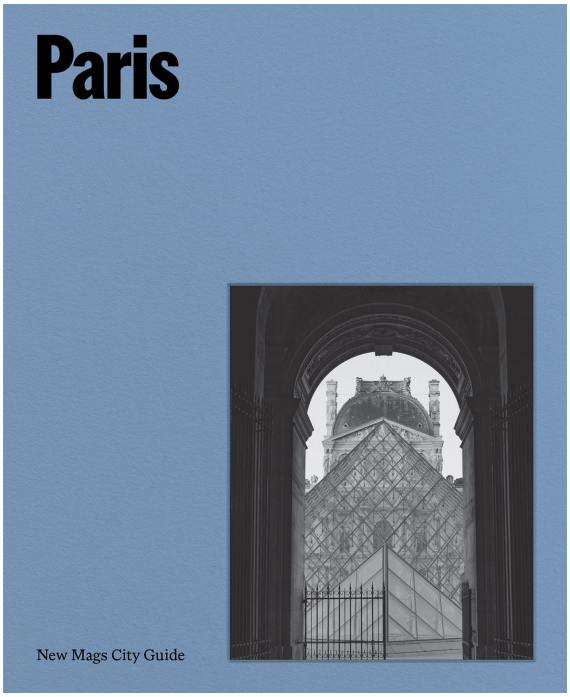
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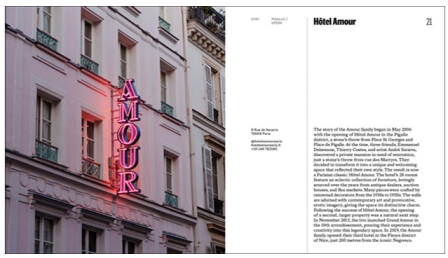
## Mads Arlien-Søborg

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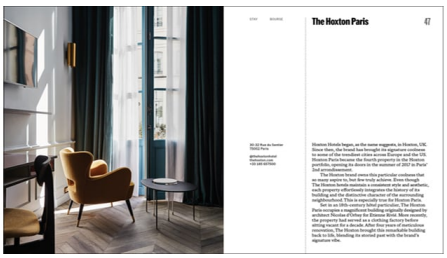
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**Mads Arlien-Søborg** is one of Denmark's leading trend researchers and lifestyle experts, renowned for his deep insights into design, architecture, and consumer culture. With a master's degree in Modern Culture and Cultural Communication from the University of Copenhagen, he has built a multifaceted career as a trend forecaster, design consultant, journalist, and television host.










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