THE : FUTURE : LABORATORY

Future Forecast 2022



Introduction

In 2022, we welcome The Great Re-engagement, a time when humans will reconnect consciously, purposefully and rationally with the world around them

The past year has ushered in The Great Acceleration, with the pandemic not only changing the world, but fast-tracking the ways in which we engage with it and the technologies we use to do so.

Now, however, as we look towards another 365 days in which to innovate, regenerate and inspire, businesses must conscientiously contain – and tame – the huge transformations shaping how we work, rest, play and shop.

Covid-19, alongside global meetings such as the 2021 UN Climate Change Conference (COP26), will be remembered as pivotal moments, with the latter reminding us that we have little time left to spare unless we make fundamental and irreversible changes to our lifestyles in 2022.

Positively, across societies, people are tentatively re-engaging with truth and facts –goodbye Mr Trump and hello to science, technology, and new frontiers in innovation. This follows falling global trust in governments and media, giving businesses, brands and their leadership capacity to become highly trusted, transparent entities. At present, 61% of people globally trust businesses, viewing them as both more ethical and competent than governments, NGOs and the media (source: Edelman Trust Barometer 2021).

This optimism and re-embracement of truth, accountability and science bodes well for 2022, the year our analysts and researchers are referring to as The Great Re-engagement – a time when we are re-connecting more consciously, purposefully and rationally with the world, people, organisations and experiences that surround us.

It is in this spirit that we present the Future Forecast 2022. In it you will discover 50 cross-sector trends and innovations, 10 industry disruptors, and the new directions to monitor for tomorrow.

In 2022, the beauty sector will witness labelling innovations that ensure openness about ingredients, sustainability and clinical efficacy. Platforms connecting restaurants and chefs with food enthusiasts are digitising, democratising and diversifying expertise around dining and hospitality.

Among luxury brands' campaigns, reliable and knowledgeable idols are replacing vacuous ambassadors, while youth-facing brands are enlisting cross-sector experts to guide a new generation of graduates as they take trepidatious steps into the world of work.

Indeed, 2022 is tipped to become the year of the expert. While global societies have adapted and repaired in the past year, now brands must be more vocal and visible than ever in their conversations and collaborations with consumers.

It is time to push back on post-truth politics, refute climate change deniers, and more strategically champion expert advice, specialist opinion and evidence-based claims and call-outs.

We hope that this report inspires you to continue to make a better future happen.

thefuturelaboratory.com





Cover: Builders Club in partnership with Apple and Radical Music, Global

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Beauty

In 2022, beauty will become more inclusive and playful, veering away from aspiration to embrace escapism and joy while championing radical transparency and convenience.

With attitudes, lifestyles and identities more fluid than ever, the beauty sector is embracing the ethos of **Elastic Brands**, taking a more flexible approach to making us look and feel better.

Products are being repackaged in ultra-convenient systems with new formulations that allow us to rapidly change looks. Ever-more agile beauty products will flex with the climate, so we can fly through airport security with miniature multi-tasking products that not only help us to save face but also save the planet thanks to next-generation zero- and positive-impact ingredients.



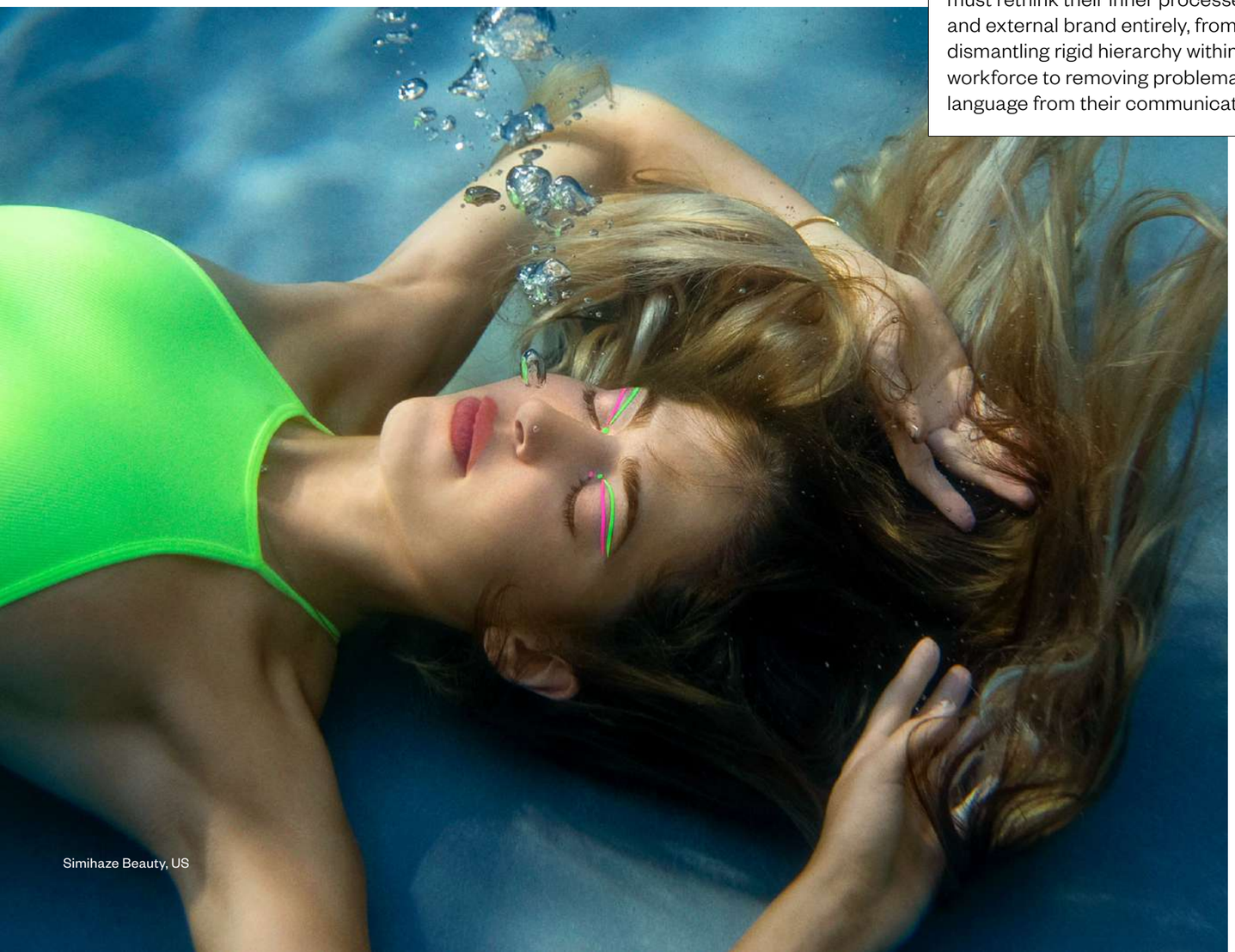
Uniskin, China

1 Momentary Make-up

Brands are packaging up bold beauty looks in convenient applications, allowing for rapid changes in identity without commitment or expertise. Indeed, recent beauty sales highlight a rising desire for flexibility and impermanence. Google searches for press-on nails rose by 32.2% in the year to June 2021, while searches for nail stickers were up 55.3% (source: Spate).

Driving this trend are beauty brands like **ManiMe**, which creates bespoke gel nail stickers according to the size of a customer's finger, and **Simihaze**, a high-impact cosmetics line that includes neon eyeliner stickers that can easily be applied to the face and removed later without the need for a steady hand.

Even one of the most permanent aesthetic changes of all – tattoos – have been given the temporary treatment for people who prefer to move with beauty trends. Brooklyn-based **Ephemeral** uses the same needle application as a regular tattoo, but its ink is made of a medical-grade, biodegradable solution. This allows it to break down naturally over time, disappearing as the particles become small enough to be removed by the body.



Simihaze Beauty, US

Lab Insight

Olivia Houghton
senior creative foresight analyst

'An industry once built on idealism and perfection is undergoing significant change as it's reconfigured for an ever-more diverse and inclusive world. A new, inspirational vision of beauty is emerging with increased focus on freedom, expression and fantasy. Businesses operating in this sector must rethink their inner processes and external brand entirely, from dismantling rigid hierarchy within their workforce to removing problematic language from their communications'



Cocokind, US

2 Certified Skincare

With 68% of shoppers examining the ingredients in their beauty and skincare products before purchasing, the need for transparency and credibility has never been more critical (source: Influenster and Bazaarvoice). In response, beauty brands are turning to a series of labelling innovations to ensure openness about ingredients, sustainability and clinical efficacy.

Wellness brands such as **Ingredients** have begun breaking down their beauty formulas publicly, proudly listing every ingredient and percentage on their packaging. Elsewhere, brands are using labels to help customers see and understand the footprint of the products they use and their lifecycles. Conscious beauty company **Cocokind** has introduced a panel on its packaging that quantifies each product's carbon footprint across aspects such as manufacturing, production and distribution.

Pushing further, brands are also providing clearer insights around products' clinical efficacy. In a global first, **Codex Beauty Labs** has updated its packaging to highlight efficacy results shown for 28, 56 and 84 days of using a product. 'By publishing our data, we can establish a new reference point for both consumers and the beauty industry,' says Barbara Paldus, Codex founder and CEO.

3 Flower Therapy

As consumers turn to the natural world to improve their emotional, mental and physical health, brands are exploring the benefits of one of its key elements – flowers. In recent years, alternative treatments such as eco-therapy have flourished, while major healthcare institutes are investing in green social prescribing.

In the UK, gardening became the second most popular activity during lockdown, while flower-arranging and floristry are gaining status as a form of meditation (sources: GlobalData, ABC). In response, brands such as **Flomacy** are developing tinctures that harness the healing properties of flower essences such as clematis, verbena and heather to support people in overcoming emotions such as anxiety, frustration and lethargy.

In addition to their medicinal ingredients, the therapeutic nature of flowers is also being explored as an accessible approach to therapy. Toy brand **Lego** has created a botanical kit aimed at adults who want to relax through building bouquets with its bricks. Designer Angéline Behr is looking to democratise therapy with her **Imaginary Flower Therapy** project, a visual guide that places plants in compositions with objects, materials or containers to reflect the varying mental states viewers would like to tackle.



In the UK, gardening became the second most popular activity during lockdown, while flower-arranging and floristry are gaining status as a form of meditation

Sources: GlobalData, ABC



Imaginary Flower Therapy by Angeline Behr, the Netherlands

4 Wanderlust Beauty

With many people keen to embark on overseas escapes, the beauty and travel sectors are intersecting in new ways, from flexible travel miniatures to goods that help homebound consumers recreate tourism experiences without the journey.

While bronzer sales increased by 173% in the first two weeks after retail and outdoor dining resumed in the UK in 2021, brands are tapping into the trend for pseudo-travel beauty (source: NPD Group UK). Tanning brand **St Tropez**, for example, has infused a bronzing water with vitamins D and C to mimic the positive mind and body effects of sunshine.

Travel beauty product development is also embracing wanderlust with a focus on smarter, more efficient products. Multi-purpose beauty brand **Alleyoop** is highlighting the convenience of its times-aving and airport security-friendly products – a four-in-one touch-up pen and stackable highlighters – as part of our new travel and remote working landscape.

Meanwhile, considering the effects of different climates on skin, premium brand **Pour Moi's Climate-Smart** line offers customised anti-ageing products designed for six global and seasonal climates, while **TOPI** has created its Sun and Snow Serums for varying climatic extremes.



Alleyoop, US

73% of US adults agree that the beauty industry plays on women's insecurities

Source: Mintel

Industry Disruptor:

Rebundle

With one in three women experiencing scalp irritation from plastic synthetic hair, Rebundle has developed braidable hair from non-toxic, biodegradable plants that are free from harmful chemicals.

Founder Ciara Imani May created the sustainable synthetic hair as an alternative to PVC braids, which can have negative lasting effects on both the environment and the wearer. 'We strive to set the industry standard for non-toxic, eco-friendly hair extensions with all of us in mind,' she says.

5 Anti-aspirational Beauty

While the beauty sector has long thrived on aspirational and often exclusive approaches to marketing, it is increasingly shifting to become more inspirational and inclusive. Highlighting an appetite for change, 73% of US adults agree that the beauty industry plays on women's insecurities (source: Mintel).

Faced with a potential backlash, brands are now reconsidering their language. **Unilever** has announced it will eliminate the word 'normal' from its beauty and personal care brands' packaging and advertising. And Australian haircare company **Bread** is rejecting the term 'anti-frizz' and creating products that help women of colour embrace their natural hair texture.

Beyond their diversity and inclusion efforts, beauty brands are also eliminating guilt with messaging and imagery that reframes beauty as more relatable and truer to life. **Bad Habit** is a Generation Z skincare range that is marketed as a 'judgement-free zone'. It is designed to offset the negative effects of lifestyle aggressors such as too much screen time or too little sleep.



Bread, Australia

Viewpoint:

The Unseen

Lauren Bowker, designer and founder of The Unseen, perceives beauty as a material that sits in between our inside and outside worlds

How did The Unseen begin?

It all began with a curiosity to explore. At university, I developed a jacket that would go from yellow to black in colour to let you know how much air pollution you've absorbed each day. I was using materials to visualise complex messages like climate change. This inspired me to start thinking about the unseen world around us, and how we can use materials to allow us to see those worlds.

Can you tell us about your move into the beauty sector?

Material is everywhere. It's how I see hair and skin – as a material that sits in between our inside world and outside world. So, it felt like the right space for us to play. The beauty industry also has very little innovation and new ingredients. Everyone's just spinning out new products with the same ingredients in the same soup. If we're going to make a mark, then ingredients are a good place to start, and our expertise in material science can help with that.

What innovations have emerged so far?

Our colour-changing hair dye – which was intended to inspire young women to think about science – went viral overnight with 80m views. I was also thinking about how we use make-up, and if it could intersect with the worlds of mental and physical health. Could it be adaptive to the skin? Could it indicate where we had UV damage? After four years of experimentation, we finally created our first direct-to-consumer beauty product, Spectra.

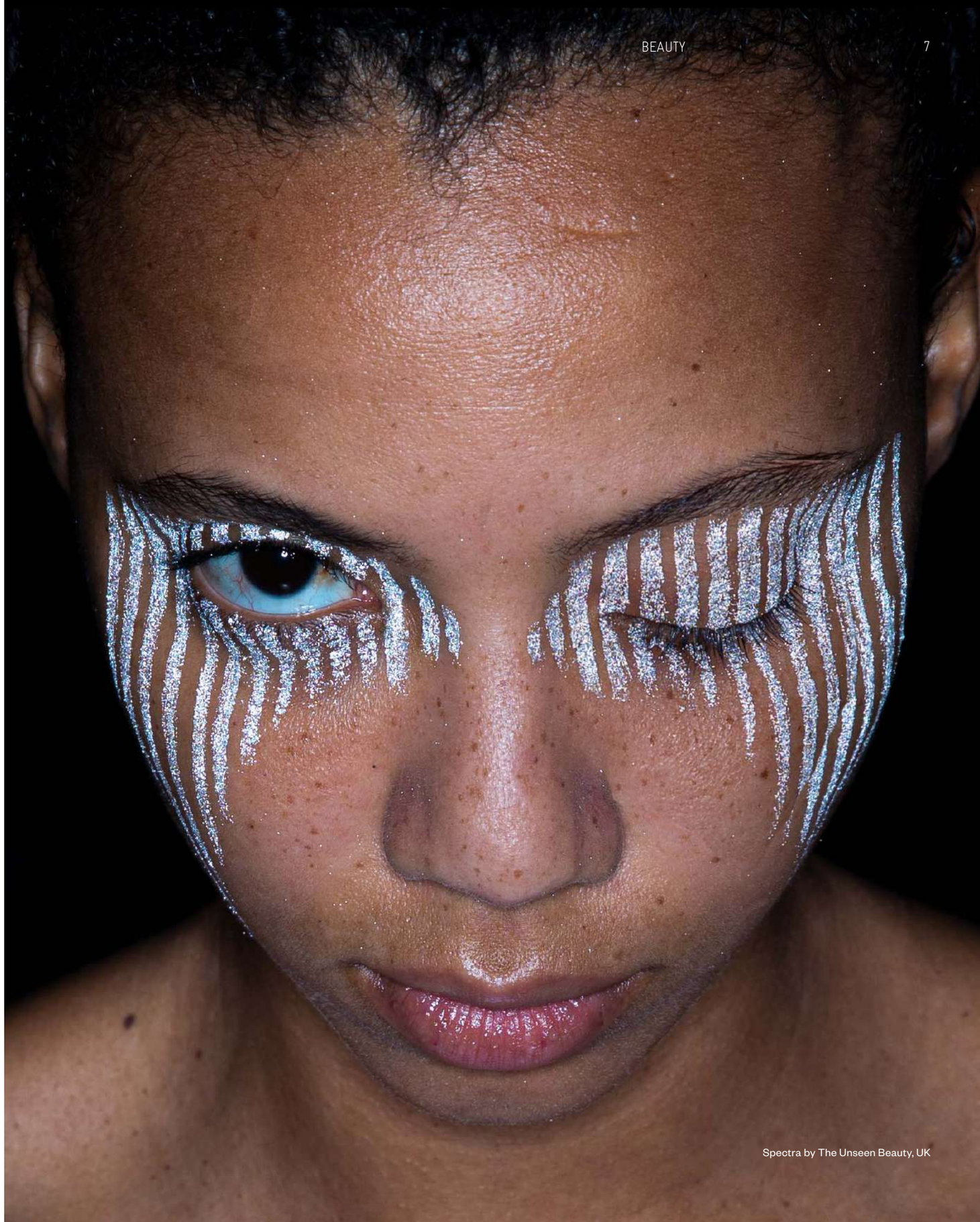
What is Spectra and how does it work?

The idea came to me when I was at a gig. Everyone was watching the performance through their phones, and it made me think: wouldn't it be interesting to make a colour that is only visible in the digital world? This led me to particle physics, and how particles can reflect, superimpose and entangle. Spectra's science is very similar to that used for reflective road signs. It's built around a glass bead that is invisible until you shine light through it; when the light hits the back of the bead it comes back out in a focused spectrum. This material is not new, but it's never been cosmetically safe, so we refined it into a formula that's safe to use as an eye product.

'I was thinking about how we use make-up, and if it could intersect with the worlds of mental and physical health'

What opportunities does The Unseen's work bring to the beauty sector?

We recognise there is a lot of red tape for big corporations to create something that is truly new. There must be a use case or customer demand, and there are a lot of safety checks. This is where partnerships are interesting. We partnered with Henkel for our hair dye, and with Schwarzkopf Professional for a project in 2022. We work on the proof of concept and then work with the partner to scale it. If we're creating the innovation, we also need to create the story, and that story is how intelligent ingredients can change someone's way of experiencing beauty.



Spectra by The Unseen Beauty, UK

Health & Wellness



Thinx, US

Virtual health communities will continue to flourish in 2022, rewriting the public narrative around illness and empowering individuals to seek more personalised care.

In the wake of the pandemic, the health sector is shifting towards **Synchronised Care**, focusing on living well for ourselves and others around us. The industry is embracing self-led care, from radical relief platforms led by Generation Alpha to LGBTQ+ sexual health and wellness delivered by queer care-givers.

Fitness regimes are also changing: exertainment will put fun and frivolity back into workouts, while clothing and related exercise accessories are going plant-based in line with their owners' planet-conscious lifestyles.

6 Radical Relief

With chronic conditions rising and traditional support systems failing many young people, digital communities are filling the gaps left by healthcare providers. Data from Blue Cross Blue Shield shows that one-third of US Millennials have health conditions that reduce their quality of life. This is creating a need for digital spaces and membership clubs that radically rethink support systems.

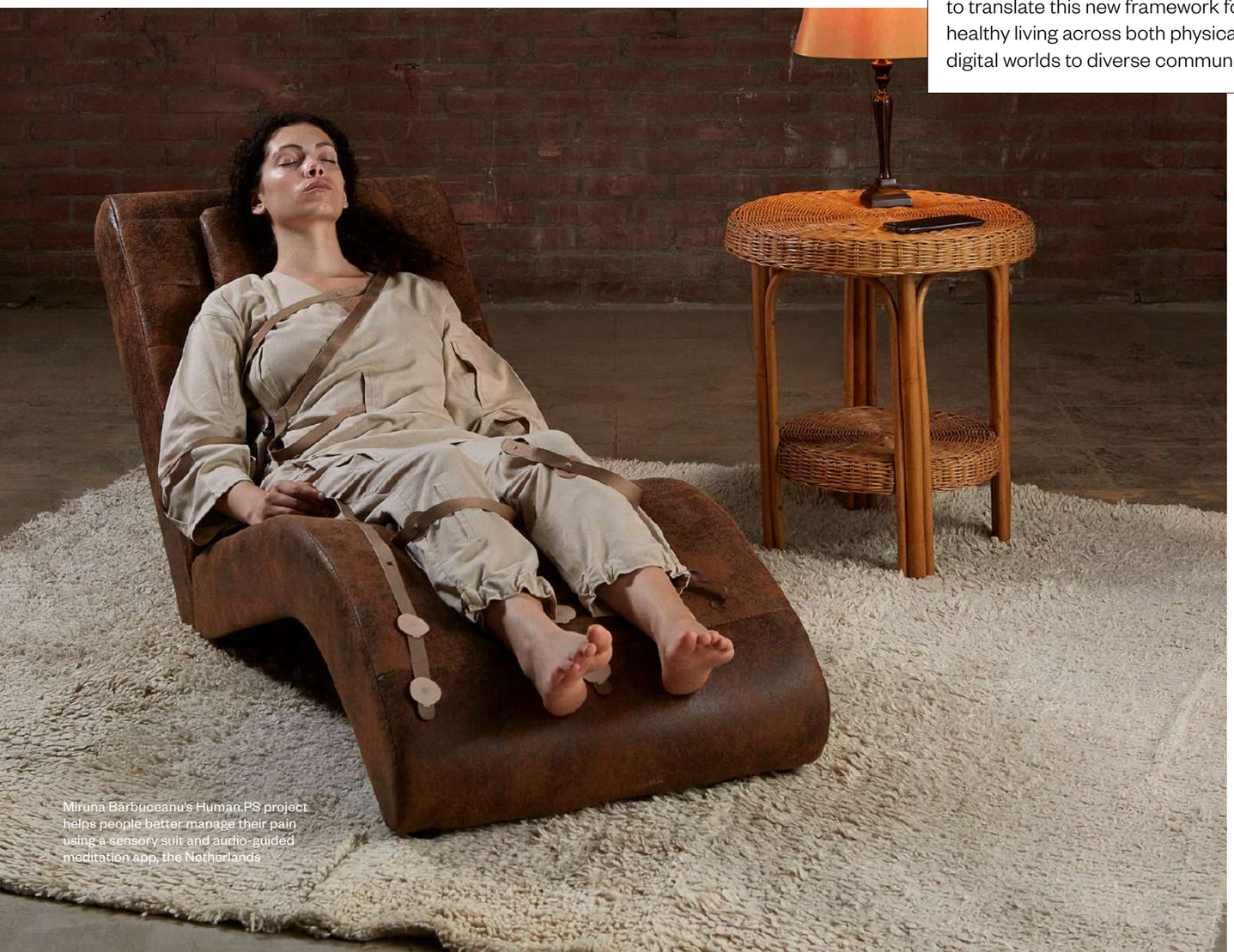
Rewriting the public narrative of chronic illnesses, **Superbloom** is a social media platform launched by former Silicon Valley employee Erin Berman. Facing scepticism from doctors about her own chronic illness, Berman set up Superbloom as an intersectional safe space for people to track their health journeys, share personal stories and wellness solutions.

A digital platform and programme for chronic pain, **Mayv** takes a more medicalised approach, with doctor-led resources including virtual support groups and yoga classes and its own range of CBD products. Eschewing negative language around chronic conditions such as 'incurable', **Club Psora** is a space for self-directed healing, offering affordable membership for people with psoriasis to engage in long-term, peer-to-peer support.

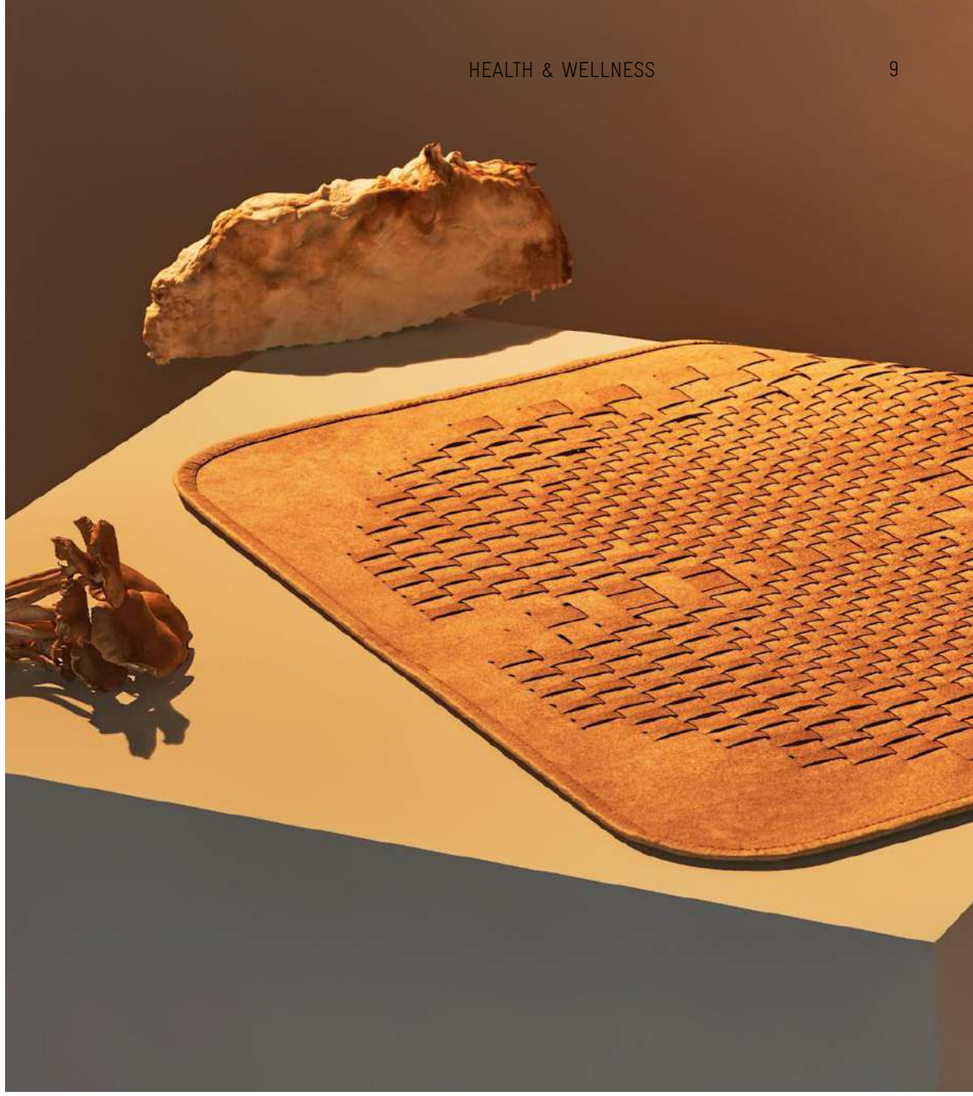
Lab Insight

Olivia Houghton,
senior creative foresight analyst

'The pandemic shone a light on the scarcity of public health resources, forcing people to take health into their own hands. As a result, a new definition of care is emerging, built around holistic practices and accessible resources. In the future, brands should explore how to translate this new framework for healthy living across both physical and digital worlds to diverse communities'



Miruna Bărbuceanu's Human.PS project helps people better manage their pain using a sensory suit and audio-guided meditation app, the Netherlands



Lululemon Mylo yoga accessories, US

7 Bio-based Activewear

At present, synthetic fibres make up 69% of all materials used in textiles; by 2030, this figure could reach nearly 75% (source: Changing Markets). Seeking to mitigate the impact of fossil fuel-based fabrics common in the sports and fitness sector, brands are recognising the benefits of plant-based performance apparel and exercise accessories to reduce both their planetary impact and that of their customers.

Focusing on sustainable, non-toxic alternatives to synthetic materials, clothing company **Pangaia** recently introduced a 31-piece activewear line made from castor beans, seaweed and eucalyptus, including tops, leggings, shorts and t-shirts. The chemicals used in high-performance fabrics, some of which are toxic and could prove harmful to health, are also coming under scrutiny. The first line from athleisure brand **Gentrue** replaces finishing chemicals with natural silk proteins that deliver impressive functionality, including moisture-wicking and quick-drying properties.

Looking to the future, **Lululemon** is partnering with biotechnology company **LanzaTech** to pioneer eco-friendly yarns and fabrics made from recycled carbon emissions. Lululemon has also made yoga mats and bags made from Mylo, a leather-like material made from mushrooms.

8 Cyclical Fitness

Recognising that people with periods' physical and mental states change through the month in line with their menstrual cycles, fitness brands are empowering people to harness their hormonal cycles as a way to optimise exercise routines and enhance overall wellbeing.

Taking a holistic approach to cycle synching, **Nike** has created the Cycle Sync Workout Collection to provide education on the topic regardless of individual fitness goals. Similarly, **FitrWoman** personalises training and nutritional suggestions against each user's changing hormone levels during their cycle; downloads of the app reportedly rose 50% between March 2020 and February 2021 (source: The Telegraph).

Period care brands are stepping up with intelligent activewear. One example is absorbent fabric workout clothing from periodwear brand **Thinx**, which aims to destigmatise and actively encourage women to exercise while menstruating.

Cyclical fitness is also getting personal through bespoke training and fitness programmes that optimise individuals' workout routines around their period. **Jennis** was developed by British Olympian Jessica Ennis-Hill to offer programmes adapted to a person's cycle, symptoms and goals.

Some **59%** of Americans don't plan to renew their gym memberships once the pandemic is over

Source: TD Ameritrade

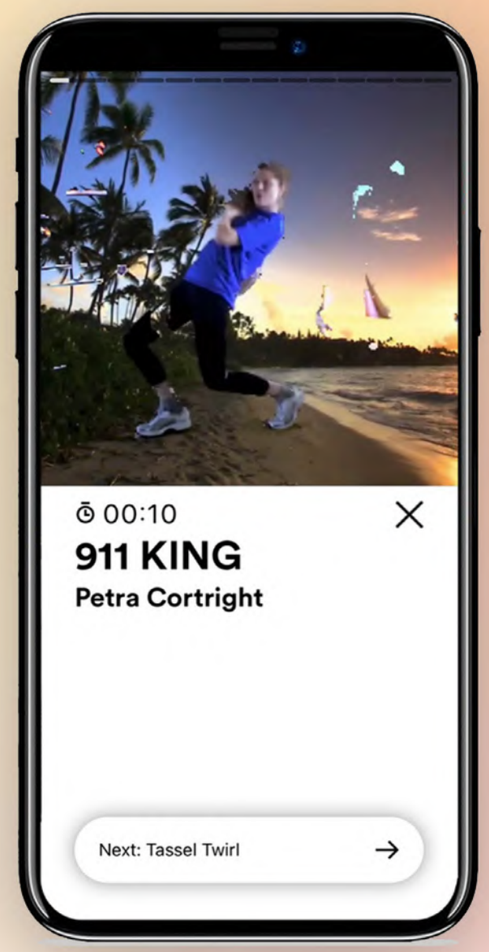
Period-proof activewear by Thinx, US

9 Exertainment

As gyms steadily re-open after local lockdowns, some consumers are looking for ways to inject fun and socialising back into fitness. The answer lies in brands and gyms offering exertainment: real-life and streamed classes that combine entertainment and exercise.

Digital fitness platform **Obé** seeks to recreate the social element of group workouts through its online Workout Parties where people can invite up to seven friends to exercise and video chat afterwards. Taking a cross-sector approach, the **FitArt** app merges digital art with fitness regimes. Here, exercise classes double as immersive art exhibitions, with different artists combining movement with their creative projects.

Audio-led fitness is another conduit to exertainment. **Time to Walk** is an audio series in which listeners hear the life stories of famous people as an accompaniment to their walk. Pushing further, **Running Stories** casts listeners as the protagonist in an audio tale and uses real-time data to build an audio narrative that matches their surroundings.



FitArt by Roehrs & Boetsch, Global

More than half (**54%**) of LGBTQ+ youth in the US who reported wanting mental healthcare in the past year did not receive it

Source: The Trevor Project

Industry Disruptor:

ITA Leisure

With time outdoors ever-more central to people's mental and physical wellbeing, leisure brand ITA creates outdoor goods to engage Black and brown communities who have long felt ignored or unwelcome by the sector. Growing up lacking exposure to nature, founder Jade Akintola was inspired to build a brand around access, education and rejuvenation for all.

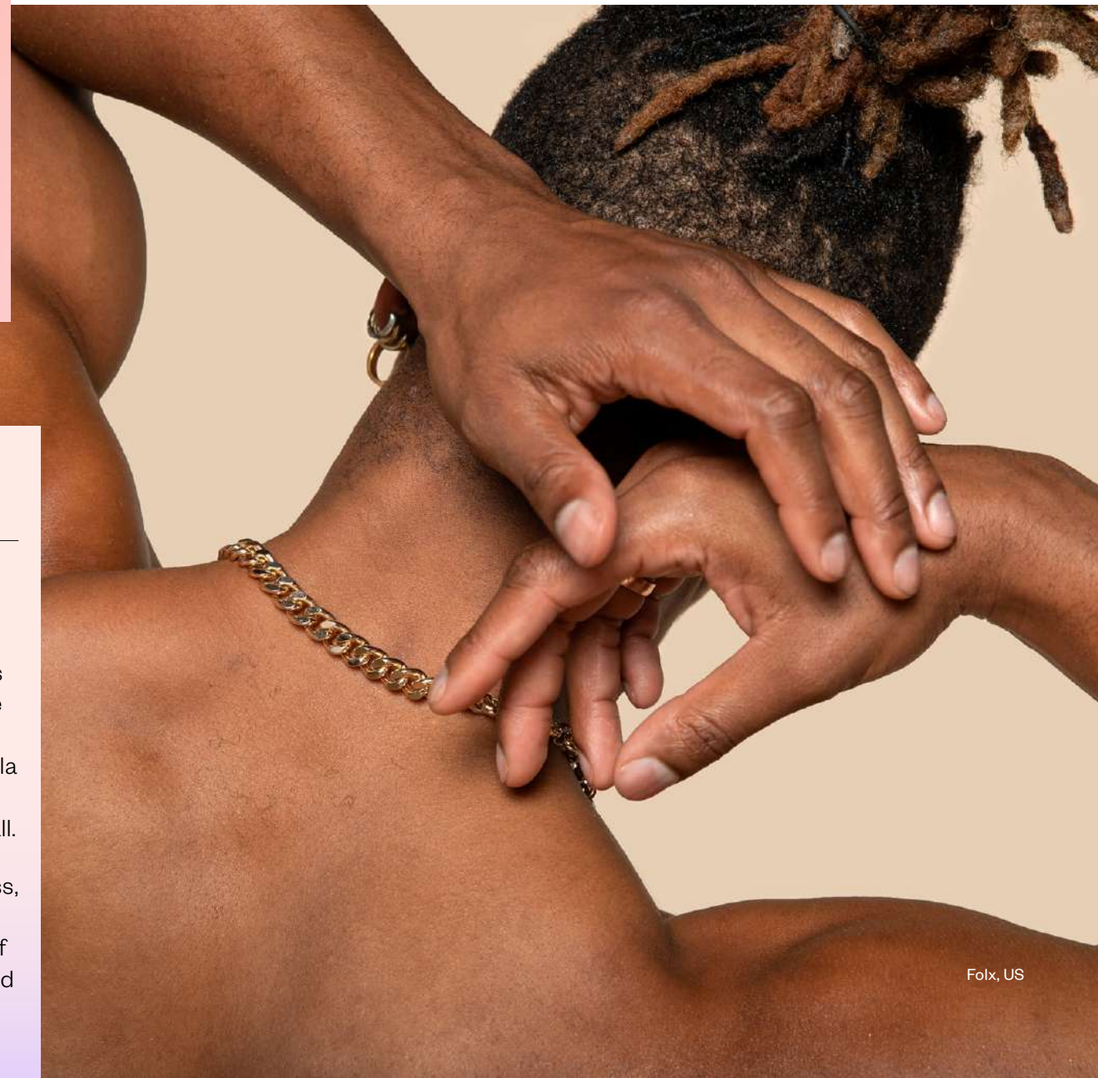
To centre inclusivity in the design process, the brand is working with designers who identify as Black, Indigenous or people of colour, ensuring the diverse traditions and cultures are treated with care.

10 Queer Care-givers

In a recent US survey, nearly one in five LGBTQ+ respondents reported being refused care outright because they were transgender or gender non-conforming (source: National LGBTQ Task Force). In response, non-discriminatory care is breaking through to offer inclusive products and services, from sexual wellness to mental health support. Central to this are services provided by queer care-givers, who understand the barriers, concerns and needs of LGBTQ+ individuals.

A rise in such gender-affirming care is leading to more inclusive insurance policies and digital healthcare systems. US insurer **Aetna**, for example, has expanded its coverage to include gender-affirming surgeries, which were previously considered cosmetic rather than medically necessary.

Digital healthcare providers are taking this further by tailoring their services to modern lifestyles. **Plume** makes gender-affirming hormone therapy accessible from your phone, while subscription platform **Folx** provides necessary support through a dedicated team of queer and trans+ clinicians. Its personalised services include hormone therapy (HRT), as well as PrEP (pre-exposure prophylaxis for HIV) and STI testing.



Folx, US

Viewpoint: Trip

Kori Harrison, vice-president of Trip, explains how the app will democratise psychedelic therapy and be integrated into mainstream mental healthcare over the next decade

What is the story behind Trip?

Trip brings a more clinical approach to psychedelics. It is part of our mission to empower the world to grow from these experiences and be a harm reduction tool for people looking to work with psychedelics outside of a clinical environment.

Why do you think psychedelics are having a moment?

We've been in a mental health epidemic for 30 years. With psychedelics, there can be a 70% response rate in just one session, compared to antidepressants, which have a 30% response rate and are designed to be used for ever. The statistics and anecdotal evidence behind what psychedelics can do for people are undeniable.

What safeguarding practices do you have in place?

We don't encourage people to start tripping if they don't already have that inclination. It's really meant to be a harm reduction tool for people who are already on that path and looking to work with psychedelics outside the structure of a clinic.

Why did you make the distinction that Trip could be used with or without drugs?

Although the app is designed for the psychedelic experience, for that expanded state of mind they can also use holotropic breath work, meditation or listen to binaural music to increase the connections in your brain and get access to that expansive way of thinking. Psychedelics are just an easier, faster way to get there.

'It's time for mental healthcare to change, and the statistics and anecdotal evidence behind what psychedelics can do for people are undeniable'

Isn't the use of technology while tripping counter-intuitive to the experience?

We wanted to get a sense of whether Trip would be useful and realised that people already use their devices for these experiences. They use Spotify for music, voice memos for recording, meditation apps and notes for journalling. Now, to support their trip, they can [do it] in one app.

What role will psychedelics have in society by 2030?

We support whatever's going to empower people to approach these medicines with safety, care and intentionality. As more people get access to psychedelics, there are not going to be enough therapists out there that really understand these medicines. Technology can fill that role, and Trip will be the go-to platform and community for guided psychedelic experiences.



Moodmoon by Sebastian Hepting for Ingo Maurer, Germany

Food

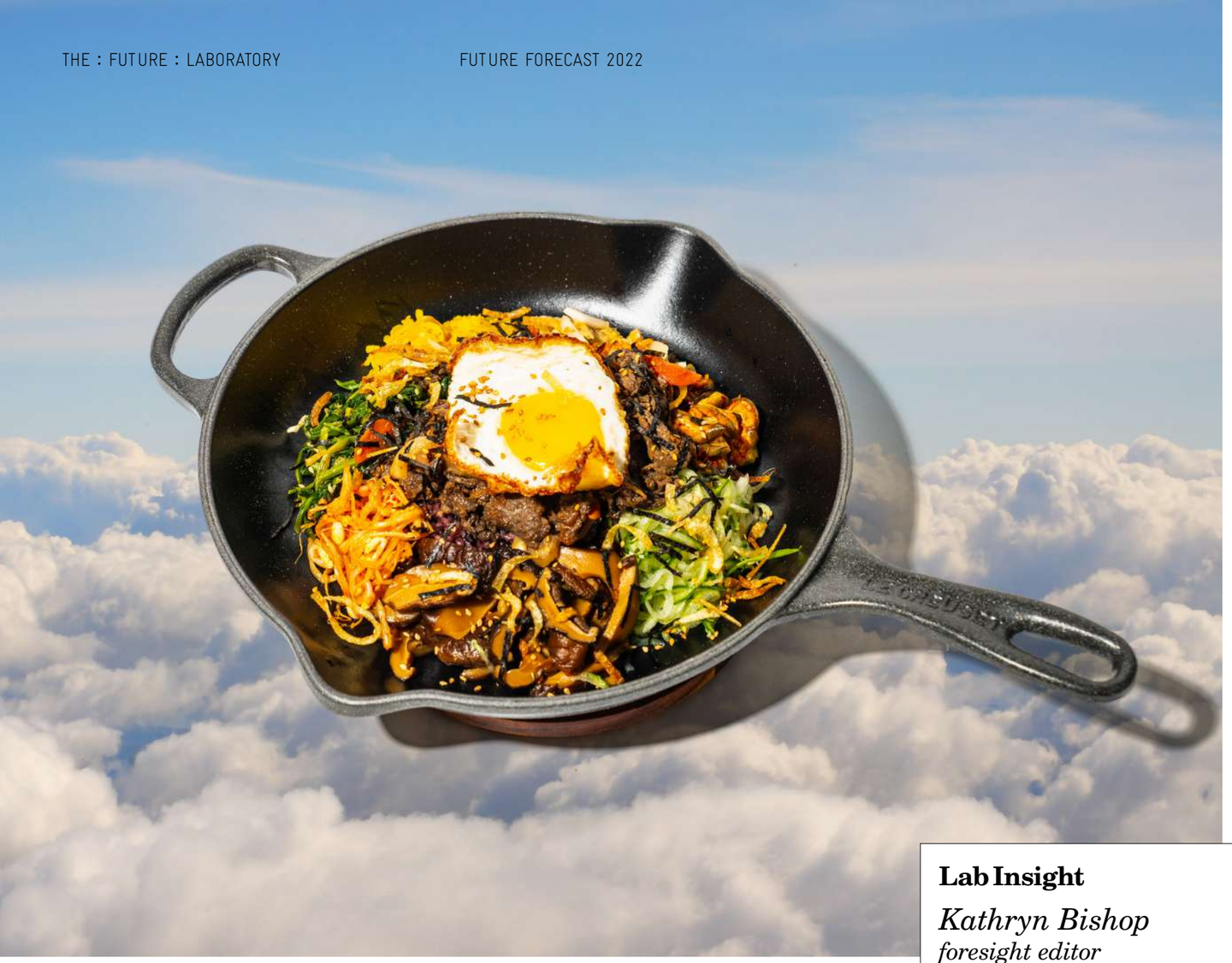
Food and entertainment will further collide as chefs find ways to directly engage consumers, while grocers and restaurants create immersive experiences.

As we re-engage with the world through the lens of **Redemptive Diets**, food brands are reminding us of the visceral and collective nature of food. Some are rekindling our interest by harnessing the knowledge of chefs in the digital realm; elsewhere, TikTok is catapulting once obscure recipes and ingredients onto our tables.

Offline, eatertainment spaces are emerging that team dining with immersive experiences, while grocery stores are tapping into erotic and aphrodisiacal tastes, as eroto-retailing comes into its own – no pun intended.



Behave, US



Le Creuset by Garnish Studios, US

11 Chefs On Demand

In a bid to amplify food's ability to bring people together, membership platforms and subscription formats are connecting restaurants and chefs with food enthusiasts, digitising, democratising and diversifying the reach of food and drink.

Conceived by Empirical Spirits alumnus Ian Moore, **DEMI Communities** is a platform where subscribers can text chefs around the world for food recommendations, recipes and cooking tips, as well as chat with other eager foodies. 'What if cooks could build communities where they just took [a] small percentage of their followers and were able to make some extra revenue to support the work they're doing?' asks Moore.

Combining the growth of live-streams with the revival of dinner parties, the **Bright** app allows users to be part of live video conversations with tastemakers around cookery, tablescaping and hosting.

Elsewhere, platforms such as **Masterclass** are producing educational food and drink content delivered by global chefs like Massimo Bottura and YouTube stars such as **Stove's Kitchen**, which is engaging younger generations with on-demand culinary content.

Lab Insight

Kathryn Bishop
foresight editor

'As a push-back against global dining restrictions and shifting availability of some foods, appetite is growing for novel or unusual culinary experiences. This follows a rise in home cooking during the pandemic, creating a new generation of global gourmands who will be tracking food trends on TikTok or learning tips from culinary heroes via virtual platforms. Expect a rise in dining environments that seek to stimulate all five senses in 2022'

12 Criteria Grocers

A new wave of grocery retailers are communicating their social and eco-values to customers by setting strict criteria for products they sell. Already, online food retailer **Ocado** is offering a virtual aisle dedicated to B Corp-certified brands, quickly filtering food and drink brands that align with shoppers' ethical values.

Similarly, nascent grocery platform **Hive** connects shoppers with cause-led brands, each of which is vetted against five criteria. Dubbed The Hive Five, they are ingredient integrity, recyclable packaging, a low carbon footprint, commitment to social good, and having a product that's rave-worthy. Any brand that falters on these criteria risks being removed from sale.

At a bricks-and-mortar level, **Fresh Thyme Market's** St Louis concept store focuses on affordable, local goods that support the surrounding community. With more than 1,000 locally sourced artisan items on sale, including products from Black women-owned businesses in the area, Fresh Thyme Market works to ensure healthier, organic options for local families and students, as well as national brand products at affordable prices.



Hive, US

13 Eatertainment Spaces

Enticing people back to bricks-and-mortar experiences, brands are fusing food, entertainment and immersive interiors to create highly shareable and social dining moments.

In Los Angeles, **Pudu Pudu** is a dessert bar by **Dr Oetker** aimed at Gen Z. Its pastel interior, terrazzo counter and graphic backdrops purposely encourage this digital-first audience to photograph their pudding bowls, with their social media shares helping to bring more visitors.

In Copenhagen, Danish design company **Vipp** has opened a supper club that points to the future of hybrid eatertainment experiences. Guests of the club, which hosts a rotating roster of chefs, enjoy musical performances chosen to complement each meal while dining and socialising among Vipp's furniture.

Providing a similarly immersive experience for Middle Eastern diners, hospitality provider **Addmind** is working with music streaming platform **Anghami** on a series of eatertainment venues in Abu Dhabi. With a lounge, stage and studio, visitors can experiment with creating music inspired by both Arab and international cultures, while dining on a fusion of foods from multiple regions.



Lil' Debs Oasis is a community focused dining space that hosts events such as language exchange luncheons to create a collaborative space between diners and chefs, New York

'People crave an immersive story told through nostalgic smells, tastes and textures. They want to be enchanted by the joy of discovery'

Daniel Emilio Soares, founder, Alimentari Flâneur

14 Erotic Eating

Following a rise in people cooking and entertaining at home, foods' visceral qualities are being explored through sensorial shopping experiences and communal eating events centred on touch and indulgence.

With 42% of people saying that they will continue to cook more after the pandemic, retailers are in prime position to entice shoppers (source: Deloitte). At **Alimentari Flâneur** in New York, the tedious act of grocery shopping is becoming a physically pleasurable pursuit. Produce is merchandised with playful labels announcing 'seductive purple artichokes', 'femme fatale pink lemons' and 'debaucherous Oro Blanco grapefruit'.

Overlooked ingredients are also stealing the spotlight for their libido-enhancing properties. Food company **Pearl Butter** is behind **Orgasm**, a cacao butter spread made with maca and horny goat weed that is marketed as 'the ultimate sensual experience' for the palate and more.

The crossover between food and sex is becoming more pronounced through events that combine nudity. **Fude** is an Instagram platform and series of events created by chef and art director **Charlie Max**, combining cookery and nudity to promote positive body image and plant-based cooking.

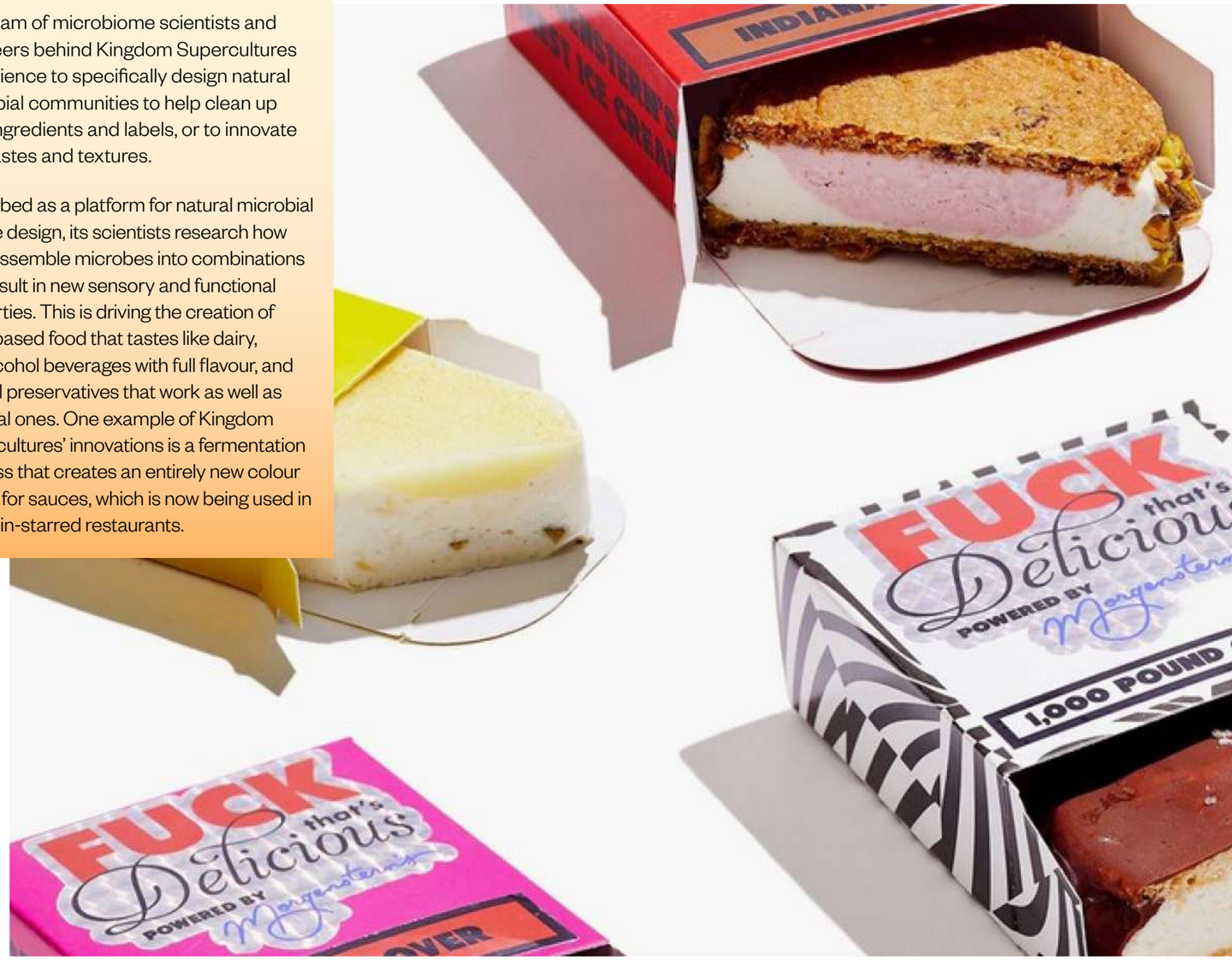


Industry Disruptor:

Kingdom Supercultures

The team of microbiome scientists and engineers behind Kingdom Supercultures use science to specifically design natural microbial communities to help clean up food ingredients and labels, or to innovate new tastes and textures.

Described as a platform for natural microbial culture design, its scientists research how to re-assemble microbes into combinations that result in new sensory and functional properties. This is driving the creation of plant-based food that tastes like dairy, low-alcohol beverages with full flavour, and natural preservatives that work as well as artificial ones. One example of Kingdom Supercultures' innovations is a fermentation process that creates an entirely new colour profile for sauces, which is now being used in Michelin-starred restaurants.



Left: We Are Womxn by Charlie Max for Roland Mouret autumn/winter 2021, London; Above: Morgenstern's Fuck, That's Delicious by Action Bronson, New York

15 Tiktok Tastes

TikTok's influence on food and drink trends is crossing over into the real world, inspiring new brands and products, as well as menu and marketing concepts. The app's viral content is creating a hype cycle of culinary trends, establishing it as a major accelerator of ingredients and recipes. This was noted across the US in 2021 with a baked feta pasta recipe shared on TikTok, which saw demand affect supply chains of the cheese.

For brands, TikTok's emerging culinary culture is accelerating product development, often with the platform's shareability in mind. **Modern Gourmet Foods** is the maker of **BomBombs**, a viral chocolate bomb that went viral overnight on the platform, causing keyword searches on Amazon to soar from 1,800 to 143,000. According to Modern Gourmet Foods founder Boaz Shonfeld, the company is now 'looking at trends within TikTok, including home recipes, to inspire our next launch'.

Marketing hype can also be built through the platform. Yoghurt brand **Chobani** used TikTok to launch a limited-edition flavour, Chobani Flip Cookie Dough, with users only able to win a case of the product by creating a video using the #SwitchTheChobaniFlip hashtag.

Viewpoint:

Voyage Foods

Adam Maxwell, CEO of Voyage Foods, explains how reverse engineering can future-proof the world's most popular food and drink

Can you begin by introducing Voyage Foods and what you do?

At Voyage Foods we re-imagine the potential of nature. We do this by identifying the chemical elements in foods, how the functionality of those specific molecules work, and then try to find equivalents in more reliable and efficient sources. This process is called reverse engineering.

Our goal is to maintain the enjoyment of food through sustainable, efficient and healthier ingredients.

How is Voyage Foods tackling food instability?

We have created a way to make products with alternative ingredients that don't rely on threatened crops. Our chocolate, for example, is made from grape seeds, sunflower seed meal and standard sugar. These alternative ingredients are some of the most widely produced in the world – meaning we're not contributing to the current issue of food instability. By producing low-cost alternatives, we can fill that supply and demand gap.

You're creating future versions of foods that are often considered guilty pleasures. Do you intend to maintain the treat association with these products?

In future, we'll probably offer products such as low-sugar alternatives, but for now, we want our consumers to feel like they're eating a familiar chocolate bar. We're communicating the idea that it tastes exactly the same as their favourite chocolate bar, but with no chocolate in it. We also want to stick to a retro-futuristic visual identity, to pay homage to the products we have emotional relationships with, combining novelty, nostalgia and technology.

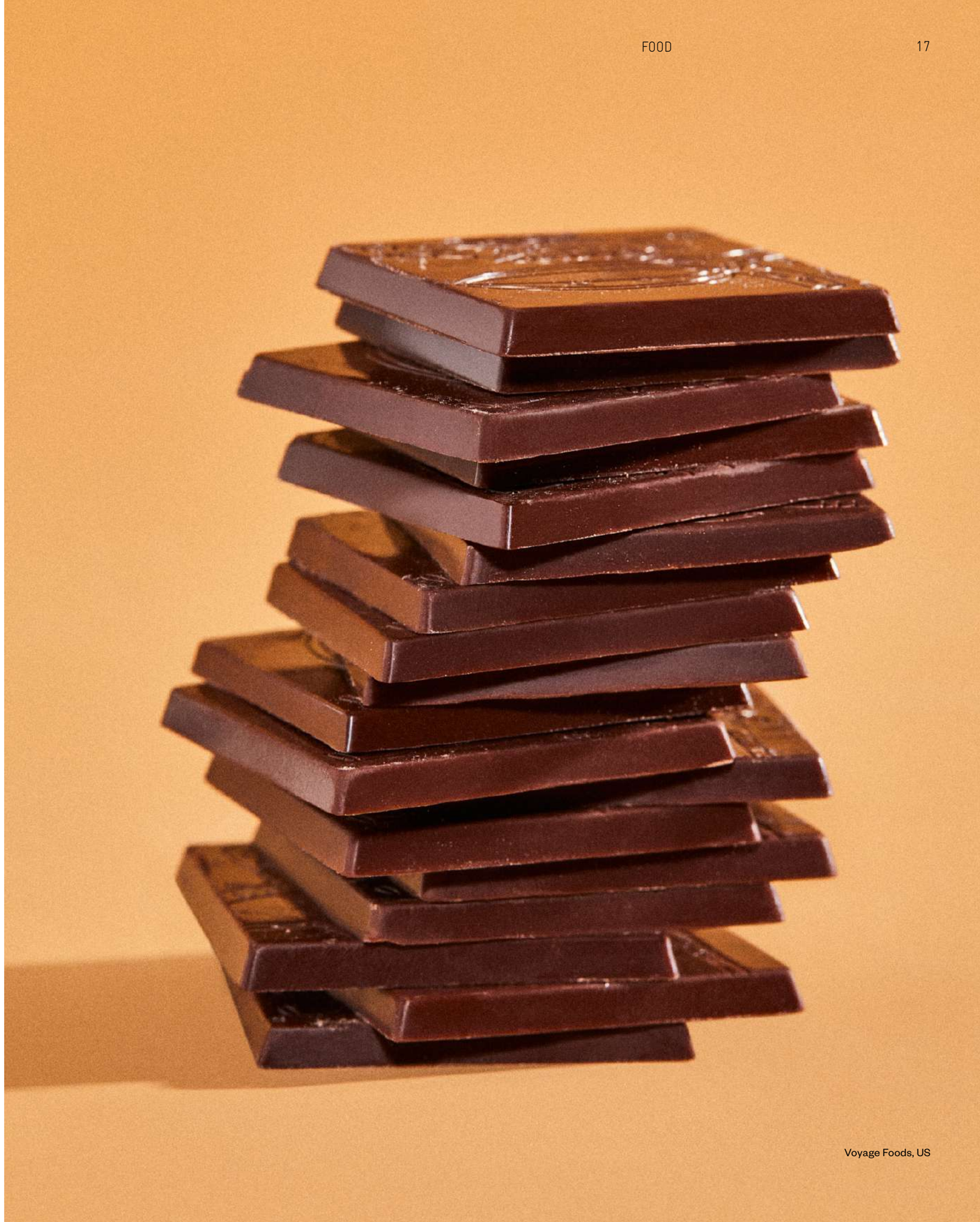
'To be associated with conscious consumption and environmentally friendly food production should be a key aim for food suppliers'

What can the wider food sector learn from your work?

The ultimate goal for the future is to make our research and science mainstream, and see it incorporated into global grocery products in the next 5–10 years. To be associated with conscious consumption and environmentally friendly food production should be a key aim for food suppliers.

What role might Voyage Foods play in shaping our future diets?

We'll be exploring cross-category opportunities in the food and drink sector, considering how we can allow people to continue consuming the products they enjoy without them harming their health or the environment. We'll also be investigating the most efficient ingredients for our products, seeking opportunities for us to transform waste by-products from the most heavily produced crops in the world.



Voyage Foods, US

Drink

The climate is coming into sharp focus for the beverage industry in 2022, with carbon-neutrality, ecological wineries and traditional fermentation techniques all on the agenda.

From packaging to ingredients sourcing, drinks brands are re-inventing themselves as zero-carbon champions. Producers are actively working to reduce the impact of their supply chain, while wineries, all too aware of climate emergency's negative effects, are experimenting with damaged grapes.

In the vein of **Total Tastes**, health continues to shape drink trends, too. Emerging now are gluten-free cordials, non-alcoholic Ayurvedic tipples and next-generation vintners such as Ambijus and Acid League, whose wine proxies continue to stoke the accelerating no- and low-alcohol sector.



Air Co, Brooklyn

16 Sustainable Sips

Consumer demand for carbon-neutrality is now a key driver of innovation in wines, beers and spirits. From packaging to production and sourcing of ingredients, producers are actively improving the eco-friendliness of their supply chain.

Diageo's new Kentucky distillery will be powered by 100% renewable electricity as part of an effort to achieve carbon-neutral status. If successful, Diageo says it will remove emissions equivalent to 25,000 cars on the road for a year.

In August 2020, Scotland's **BrewDog** announced plans to become carbon-negative, removing twice as much carbon from the atmosphere as it emits every year. It has purchased 2,050 acres of Scottish Highlands, with the ambition to plant one million additional trees.

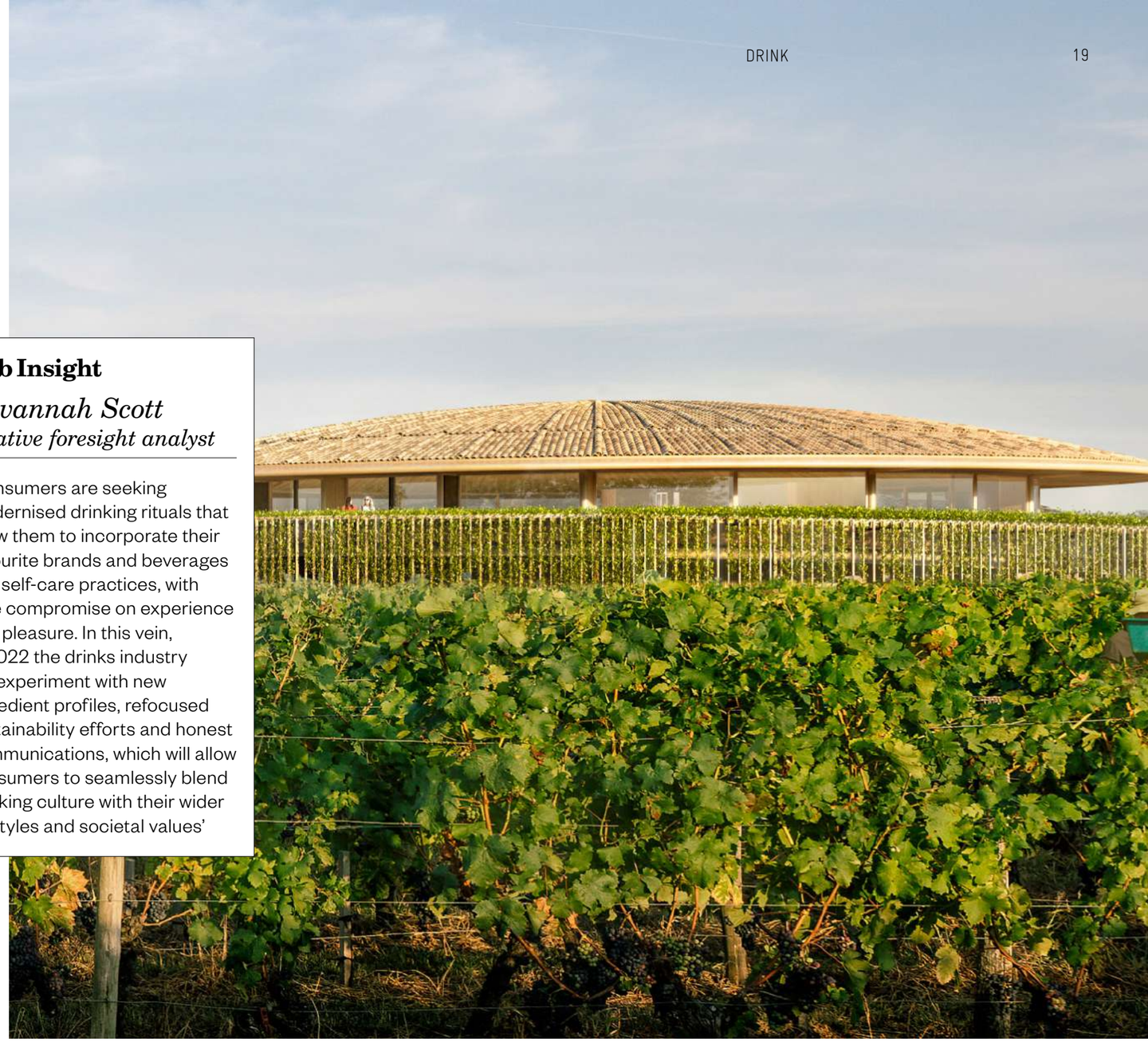
At Brooklyn company **Air Co**, the aim has been to achieve carbon-negative status from the outset. It claims to have created the world's first carbon-negative vodka through a process that captures excess carbon from the air.



Lab Insight

Savannah Scott
creative foresight analyst

'Consumers are seeking modernised drinking rituals that allow them to incorporate their favourite brands and beverages into self-care practices, with little compromise on experience and pleasure. In this vein, in 2022 the drinks industry will experiment with new ingredient profiles, refocused sustainability efforts and honest communications, which will allow consumers to seamlessly blend drinking culture with their wider lifestyles and societal values'



Left: Carbon-negative rum, Two Drifters' rebranding by Here Design, UK; Above: Le Dôme by Fosters + Partners, France

17 Climate-adaptive Wineries

As the wine industry adapts to rising global temperatures, extreme weather and wildfires, threatened vineyards are turning tainted grapes into experimental wines and spirits.

Adjusting to this new climate reality, vintners are blending smaller harvests or transforming their spoiled produce into something entirely new.

Vinca Minor, a Berkeley-based winemaker, is experimenting with wine hybrids. To make up for the grapes lost to wildfires, Vinca Minor is co-fermenting pears alongside grapes.

'We are already gearing up the winery to now focus on hybrid productions,' Jason Charles, Vinca Minor founder, tells The Future Laboratory.

Elsewhere, distillers are helping to salvage and transform vineyards' tainted fruit. Sydney-based distillery **Archie Rose** is pioneering an innovative eau de vie distilled from more than 50 tonnes of grapes damaged by smoke. In the US, Napa Valley's **Hoopes Vineyard** has similarly partnered with master distiller Marianne Barnes to make a brandy from smoke-damaged fruits.

18 Remedy Drinks

Brands are modernising drinking rituals with a wave of no- and low-alcohol beverages that provide functional benefits. From Ayurveda to fermentation, many of these remedy drinks put the spotlight on bygone drink-making methods and global wellness practices.

UK start-up **Jin Jin**, for example, has launched an eponymous cordial that uses traditional fermentation techniques from Japan to improve gut health and mental health. Each small bottle combines more than 35 fruits, vegetables and Lactobacillus, which helps introduce balance to the body's function.

In Singapore, **Melati** is the first company to launch a sophisticated non-alcoholic aperitif inspired by traditional Asian herbal remedies and Ayurvedic medicine. Unlike traditional spirits, the drink's 26 Asian botanicals are cold-extracted and hand-blended in small batches to ensure a complex flavour profile and detoxifying qualities.

Pointing to a future of supportive savoury sips, **Fungtn's** low-alcohol drink contains myco- adaptogens – medicinal mushrooms – that have been used for centuries for their restorative properties to the immune system.

Bella Hadid is now co-founder of Kin Euphorics, a drinks brand creating no- and low-alcohol beverages with a blend of botanicals, adaptogens and nootropics that are said to support relaxation and sleep, US

Between 2021 and 2026, the global functional beverage market is projected to grow at a CAGR of **6.96%**

Source: Mordor Intelligence

19 Alternative Vintners

Next-generation winemakers are experimenting with low- and no-alcohol (NOLO) innovations, creating flavourful fusions that hint at wine's post-category future. These sophisticated brands are in turn fuelling a non-alcoholic wine market forecast to be worth £7.5bn ($10bn, €8.9bn) by 2027 (source: Fact.MR).

Disrupting the idea of terroir, **Ambijus**, a brand from Norway's leading non-alcoholic specialist **Leske**, aims to define a new category of wine alternatives with three alcohol-free wines: Act Naturally, Real Fantasy and Clearly Confused, while ensuring an imbibing experience that doesn't compromise on either flavour or pleasure.

When it comes to pairing food and wine, many non-alcoholic substitutes pale in comparison to the real thing. In response, Canadian brand **Acid League**, a leader in acid-driven food and drinks, has designed **Wine Proxies** to be paired specifically with food. The blends are crafted through taste tests and layered with acidity to ensure they are food-worthy and complement everything from high-end tasting menus to casual barbecues.





Left: Ambijus, Norway; Above: The End by Niiiiice, Global

Industry Disruptor:

Re

With a zero-waste policy, Australia's Re bar serves as a blueprint for how hospitality can operate in the future, pioneering a regenerative experience, from its drinks to its interiors. The venue features furnishings made from recycled bottles and Tupperware, along with structural features made from milk bottles.

Re's cordials, syrups and tinctures are all created from leftover food products that would typically be wasted. Experimental cocktails such as Play That Fungi Music, for example, make use of salvaged mushrooms.

20 Imbibing Irony

After a decade of worthy marketing from lifestyle- and purpose-led drinks labels, a new generation of brands are pushing back with refreshingly honest communications. The result is the rise of the meme brands – food and drink companies that are riding on a wave of cynicism, with products to match.

These irony-embracing brands are exemplified by companies such as canned water brand **Liquid Death** and **Ugly Drinks**. The latter is known for its campaigns that proudly state it 'contains no unattainable lifestyles', while the former recently released Dead Till Death, an ad campaign that makes a case for purposeless advertising and blatant product placement amid a brand landscape of sincerity.

In a similar vein, tea brand **The End** takes inspiration from the chaotic state of the world to shape a product line and advertising reportedly inspired by apocalypse scenarios. Its Pandemic Chill tea is designed to settle drinkers with its 'harmonious infusion of lemon and ginger', while Mint Wildfire offers 'a calming effect on the digestive system and respiration'.

Viewpoint: Amass

Morgan McLachlan, master distiller and co-founder of clean botanics brand Amass, discusses bridging the gap between self-care and social rituals

What is Amass and how would you describe the brand?

Amass is an amorphous lifestyle brand. Our focus is on celebrating plants and botanicals, no matter what the medium – from spirits to personal care products. My background is as a distiller; in 2018 we first launched our gin, a spirit that has a recognisable history of using botanicals. We create products that are at the service of connection: to ourselves, to other people and to nature.

Where do you see Amass in relation to the traditional spirits industry?

The liquor industry is extremely tradition-bound in two ways. The first is the categories and the ways that spirits are defined, in terms of how they are produced or how they taste. Secondly, the industry hasn't caught up with consumer trends or people's palates. Drinking is also a social practice, but social practices are changing. As a modern distiller, I want to create a brand that is inclusive, offering high-proof spirits, low-proof spirits and no-proof spirits, which are captivating to people with modern palates.

'In terms of lab practice, formulating a perfume is really no different from formulating a gin'

How do health and wellness factor into the Amass brand?

We noticed that our brand was resonating with people who are interested in health and wellness. I think our focus on transparency and using natural ingredients has resonated with consumers who care about what they're ingesting and want to know what they're ingesting.

Your brand crosses both drinks and personal care. What connects these two categories?

Our products are either at the service of social rituals, self-care or personal rituals. Also, the primary way a person engages with plants is through their aroma. In terms of lab practice, and even just formulation, formulating a perfume is really no different from formulating a gin. There are base notes, middle notes and top notes.

Tell us about your first non-alcoholic spirit, Riverine, a drink inspired by Canada's landscape.

For our brand, creating another gin or gin proxy wasn't interesting to me. I see potential in the market for non-alcoholic spirits that offer a more culinary experience. I'm from British Columbia [in Canada] and I grew up in that incredible climate. As a distiller and somebody who's developed a lot of gins for a lot of different brands, I always knew that that terroir would be appropriate for a gin-style beverage.

As a company that's continually evolving, what's next for Amass?

As I mentioned, exploring terroir is something that's very interesting to me. We have some botanical hard seltzers, and I'm currently workshopping some aperitif wines. On the personal care side of things, I'll be building up our fragrance library. Fragrance has a very therapeutic quality to it – it's becoming less of a statement about ourselves and more about a personal experience.



Amass, US

Travel & Hospitality

As Covid-19 restrictions continue, holidaymakers are turning vacations into longer stays, opting for regenerative remote working, hobby-based excursions and healthier escapes.

With consumers increasingly wary of hospitality greenwashing and travel eco-rinsing, sector brands are moving to a regenerative footing where hotels and resorts are allowing third-party agents – including prospective guests themselves – to independently set and assess goals.

While this will ensure **Sustainability Futures** for travel brands, other holidaymakers will seek experiences centred on mind and body fitness. Opportunities abound for travel that hones guests' hobbies or combines extreme adventures with rest, alongside hospitality that unites people around the arts.



Isabel Marant's spring/summer 2022 collection, France

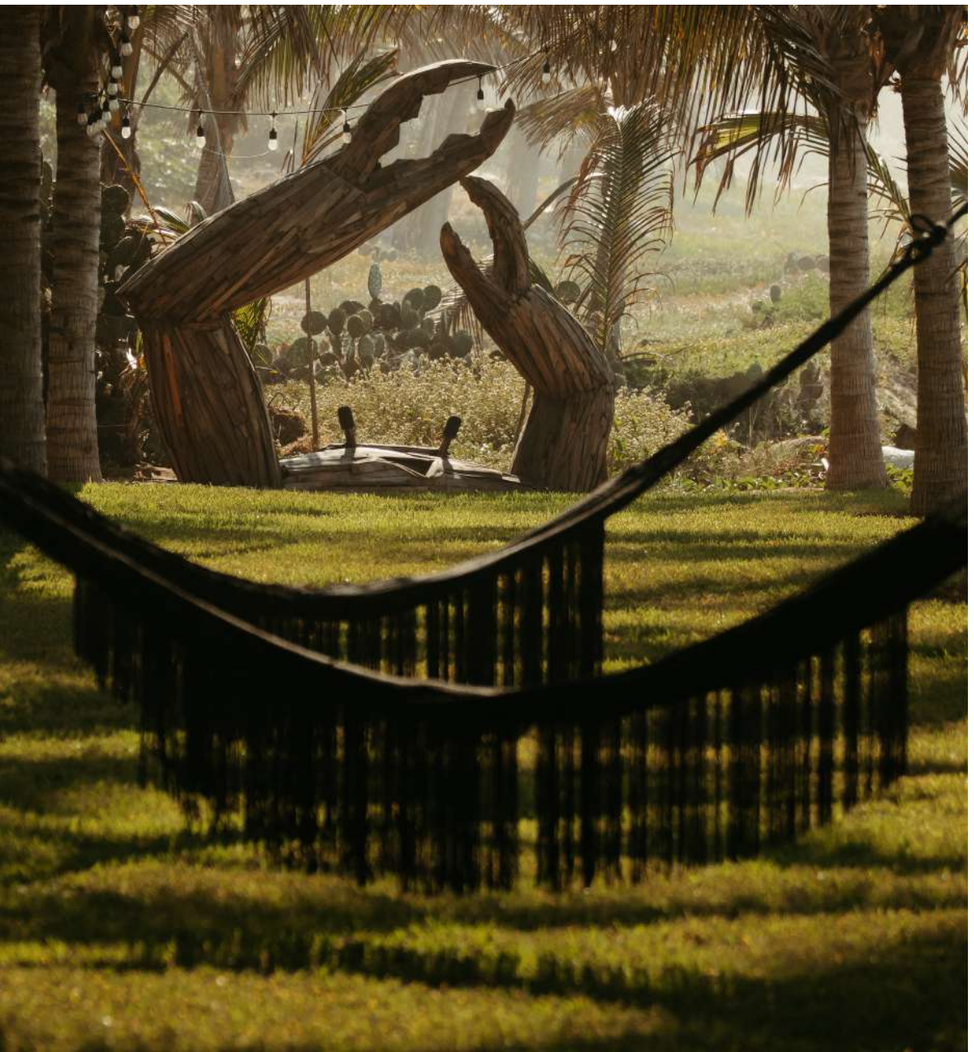
21 Re-gen Resorts

The travel sector is moving towards the concept of regeneration, which offers a more tangible and measurable approach to sustainable travel.

Collective action will underpin the industry's efforts. Eco-resort collective **Regenerative Travel** has open-sourced its white paper that publishes data points for hotels to measure their planetary and social impact. For co-founder Amanda Ho, the long-term mission is to avoid 'regeneration' becoming a buzzword.

Measurable goals are also key; for example, responsible travel brand **Intrepid Travel** has launched a range of company targets in line with the Science Based Targets initiative and the UN's Paris Climate Agreement.

Looking to the future, a regenerative approach will also influence how and where people find travel companies that do more for people, the planet and cultural protection. For example, **The Preferred Hotel Group** has founded **Beyond Green**, a platform for properties that deliver on three states of sustainable tourism – implementing 'beyond the basics' environmental practices, protecting cultural heritage and contributing to the wellbeing of local communities.



Lab Insight

Holly Friend
senior foresight analyst

'The reasons why we travel have undergone a sea change. Once known as an act of leisure, tourism has been imbued – like most sectors – by the human need for purpose, and as such people are exploring the world with philanthropy, physical extremes and new hybrid living situations in mind. Brands are responding but need to be proactive in pre-empting future behaviours to truly reach these strategic travellers'



Left: MUSA is a hospitality venue that educates for sustainability and intelligent design, Mexico; Above: Sidra by Dar Al Arkan hopes to spotlight Bosnia as a key investment for wealthy expats

22 Expat Experiences

As people swap short-term holidays for long-term relocations, travel brands are shifting their focus from tourists to an upcoming influx of expats.

Travel companies are now offering 'try before you buy' options before relocating to a new city. **Vente a Vivir a un Pueblo**, which translates as **Come Live in a Town**, is a new platform that helps space-seeking urbanites explore rural Spanish locations, using desired lifestyle factors such as public transport and healthcare to match people with a new locale.

Many tourism-reliant countries are targeting both locals and foreigners with relocation benefits to reboot their local economies. America's **West Virginia**, for example, will pay £9,000 ($12,000, €10,700) to those who move to the state, also gifting new arrivals with a year of free access to outdoor recreation activities.

New Yorker Sienna Brown is demonstrating that digital nomadism is not the domain of white people alone. Her platform, **Las Morenas de España** – The Brown Girls of Spain – has now expanded to numerous regions, providing resources, training and inspiration for women of colour considering relocation.

23 Sideline Studios

With the creator economy booming, purpose-built broadcast studios for shoots, live-streaming and podcast recording are becoming an essential element in new hospitality, leisure and residential developments.

Taking inspiration from TikTok houses, **Llewellyn** is a creator-friendly residential complex by Los Angeles-based developer **High Street Residential**, housing a soundproof room for use by musicians, video producers and social media creators living on-site.

The **Floating Music Hub** on the island of São Vicente, Cape Verde, promotes a collaborative exchange of creative ideas between local residents and visiting creators. Comprising three floating vessels, the venue includes a multi-purpose live performance space, a state-of-the-art recording studio, a bar and café, and a central triangular floating plaza for gatherings.

Creator destinations are also emerging as alternative hangout spaces. In New York, eclectic streetwear brand **KidSuper Studios** plans to build a modern-day community centre for a range of creative interests, set to be open for 24 hours a day. The plans include a football pitch, recording studio and shared workspaces.

Floating Music Hub, Cape Verde

‘It’s a way to expand Cape Verde’s cultural impact, create a platform for local musicians, and bring international artists to record and co-create’

Kunlé Adeyemi, architect and designer, Floating Music Hub



On Cloudrock Waterproof, Switzerland

24 Exercise Excursions

With some 70% of would-be travellers picking up new hobbies during lockdown that would benefit their future travel plans, the travel industry is making a play for active travellers by placing sports and fitness at the heart of their offerings (source: Exodus Travels).

Combatting sedentary lifestyles and catering for growing consumer interest in health inter-Covid, these exercise-focused excursions unlock a number of opportunities for tourism and sports companies. **The Qatar National Tourism Council** has been targeting skiers and snowboarders blocked from slopes by pandemic travel restrictions, positioning the nation's deserts as spaces to try sandboarding.

Tapping into transformational travel, **Aman's** Fitness for the Future retreats include rock-climbing in Italy's Dolomites and desert and mountain sports in Morocco's Atlas Mountains, each branded as 'transformative sports retreats to heal and strengthen body, mind, spirit'.

Similarly, **Mandarin Oriental's** new Inner Strength – Outer Strength package includes a place in a triathlon on the Caribbean Island of Canouan. To help guests' training programmes, the hotel has demarcated trails for swimming, cycling and running across its 1,200-acre property, alongside modified island activities such as kayaking sprints.

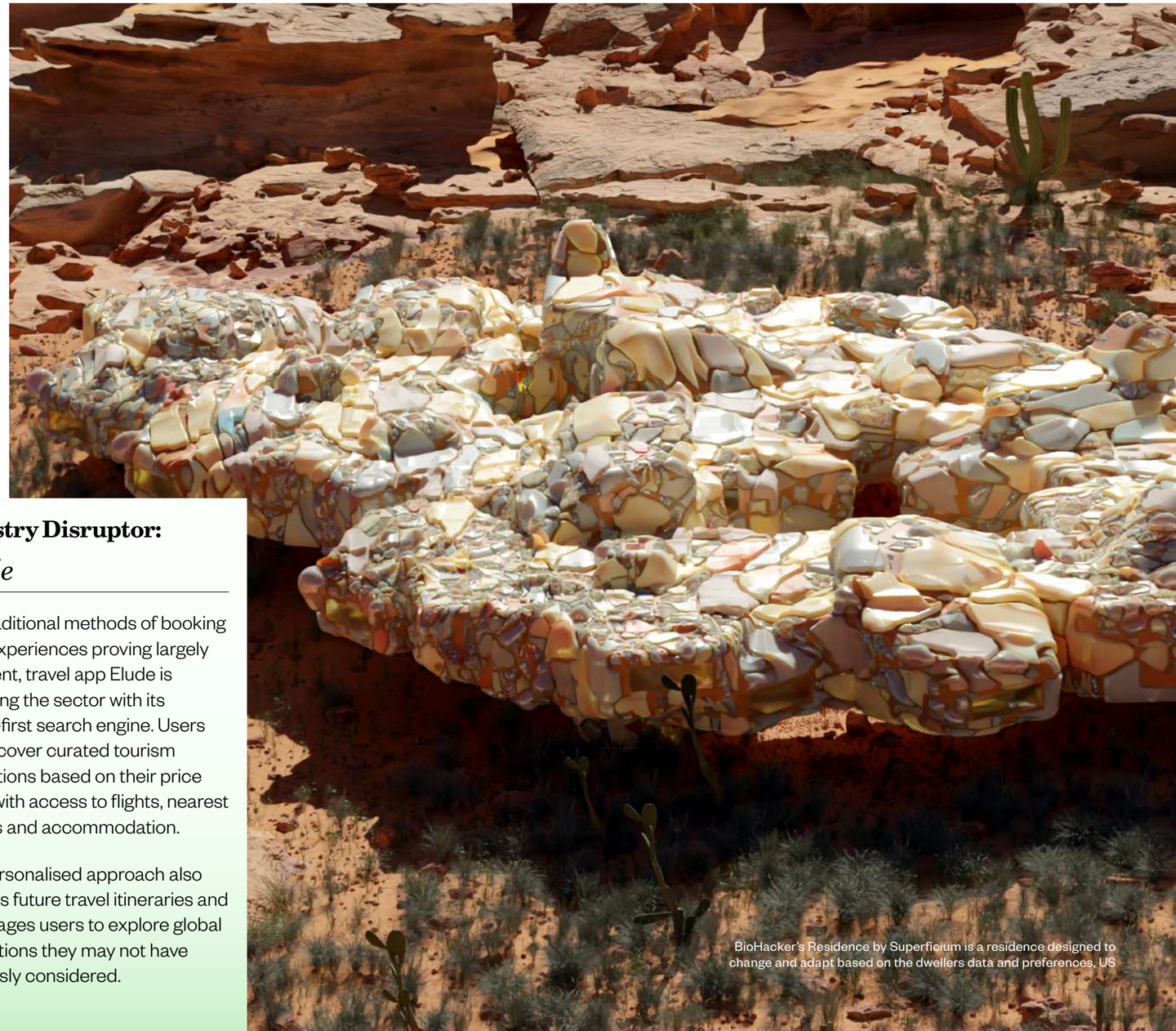
25 Data-driven Escapes

Travel media and booking brands are harnessing their consumer insights to power the tourism sector's future, designing tailored experiences for travellers.

Seen in practice, digital content platform **Culture Trip** is translating its editorial grasp of travel into small group adventures with its new concept, **TRIPS**, offering itineraries of hand-picked, niche experiences led by local insiders who can reveal hidden gems and share in-depth knowledge in the same way Culture Trip does online.

Turning data into a destination, online travel agent **Kayak** has recently used its internal hotel and design lab – and scores of user data and travel queries – to create and open a boutique hotel in Miami Beach, Florida, which will double as a test site for future hospitality tech.

Elsewhere, Alibaba-owned travel platform **Fliggy** has drawn on its extensive knowledge of Chinese consumers to create a three-day music festival in the Shapotou desert. The **Desert Hertz Music Festival** was designed to reflect a growing interest among Chinese Generation Z to explore their cultural identity. Among the experiences on offer were traditional food, clothing and craft.



BioHacker's Residence by Superficium is a residence designed to change and adapt based on the dwellers data and preferences, US

Industry Disruptor: *Elude*

With traditional methods of booking travel experiences proving largely inefficient, travel app Elude is disrupting the sector with its budget-first search engine. Users can discover curated tourism suggestions based on their price range, with access to flights, nearest airports and accommodation.

This personalised approach also provides future travel itineraries and encourages users to explore global destinations they may not have previously considered.

Viewpoint:

Homage

Damon Lawrence, co-founder of Homage, and Chimene Jackson, its chief innovation officer, are centring the Black hospitality experience on rest, healing and music

Let's begin with the background to creating Homage...

Chimene Jackson: Homage is a brand that uses hospitality as a medium to challenge the way innovators use space. What sets us apart and what makes us impactful is that because we are a Black hotel group, we are deeply connected to the convictions and the narratives that are embedded in our history. And we use these to create dynamic experiences for our guests.

What are the current hospitality projects you're developing?

Damon Lawrence: The Hotel Gordon in Albany, Georgia is next, coming in 2022. It's exciting, but it also has a plethora of challenges. It's a food desert. It's a community that's 75% Black, but it's also one of the poorest communities in the country. So, for us, the challenge is creating a space that galvanises that community. Not just with the hotel, but the ancillary businesses we can create that are really going to give the community what it needs.

What's the thought process behind opening Homage hotels in second-tier cities such as Albany and New Orleans?

CJ: For centuries, Black people were the thralls of industrialised hospitality, so we've created spaces for us to feel safe and humanised. For us, hospitality is not necessarily a means to attract the tourists that a traditional hotel might want. Hospitality is a way of bringing economic ecology to a city that uplifts our people by reminding them of their legacy.

You're also merging music with the hospitality experience; for example, through Homage hotel playlists...

DL: Music is such an important aspect of our community, so to give someone a playlist is one of the highest forms of hospitality. Music is another industry – like hospitality – where so much of the talent globally comes from our culture, but we don't have ownership of that creative work.

CJ: Since before slavery, our oral histories have been passed down through music. We lyricise our existence always, and that's why it would be a miss for us to create a safe space and not give it music. That's why our brand values are lyrics.

What's next on the agenda for Homage?

DL: We're looking closely at Baltimore, New Orleans and Memphis [for future hotels]. And we are going to be operating a homeless shelter in Oakland. We've tried to open a hotel in Oakland since day one, but the reality set in that Oakland required something much more responsive to the needs of the city. We're excited to re-imagine what transitional housing looks like, what a homeless rest haven can look like.



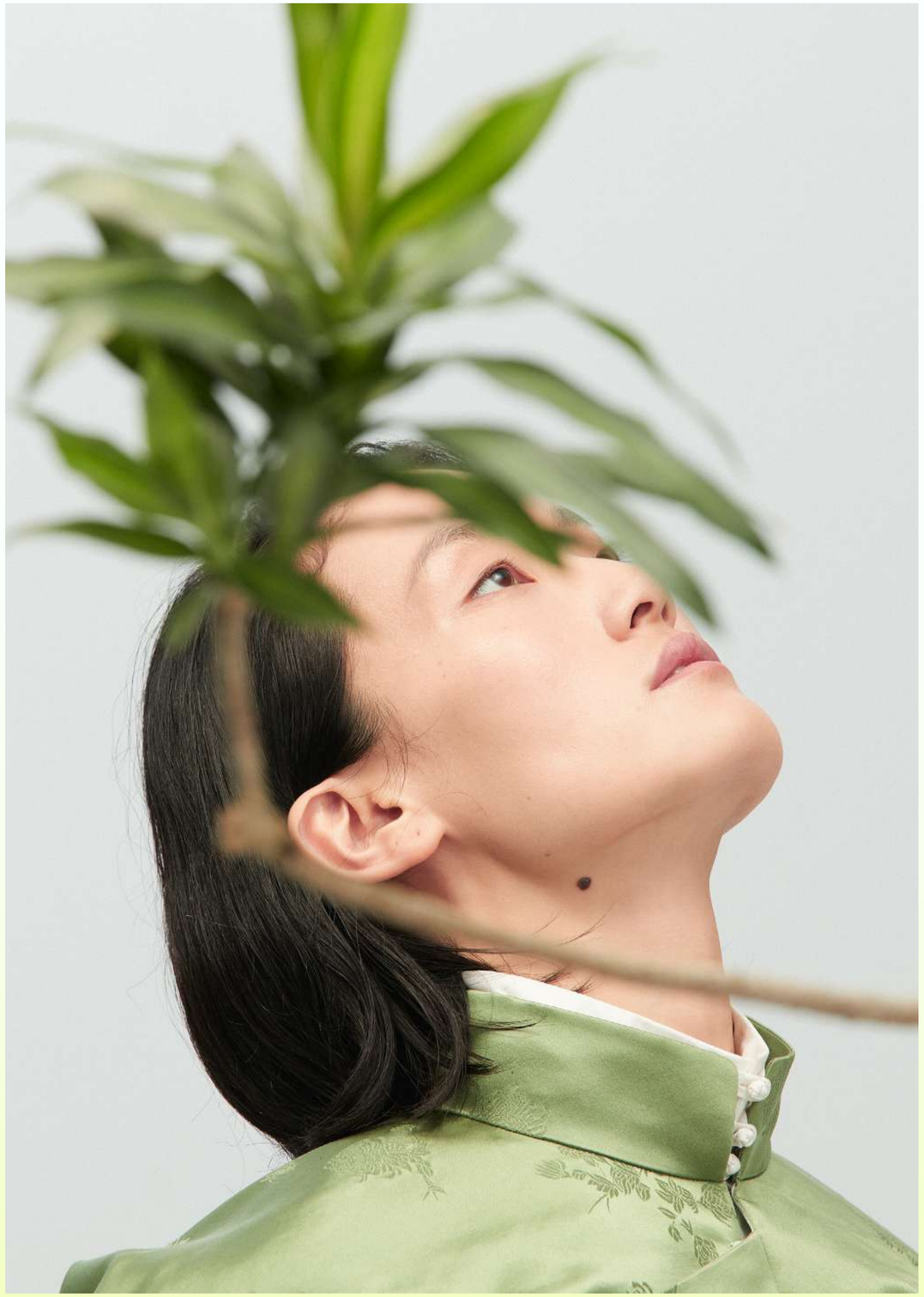
Homage, US

Luxury

Luxury's conscious evolution continues, as spirituality, sustainability and considerate marketing take root, while the home and hobbies become disruptor spaces.

Watchful consumers have been surprisingly agile and vocal in challenging brand messaging that seems overtly ostentatious in the wake of COP26 and social justice movements. This is fuelling a shift towards conscious, circular and low-key consumption among aspirational and affluent consumers.

As explored in **The Fives States of Luxury**, healing and wellbeing will also be central to luxury in 2022, especially in China where brands are carefully navigating statements with an overtly political message. Elsewhere, opportunity can be found in the accoutrements and experiences brands can provide in line with global luxurians' homebody lifestyles.



Ms MIN a independent luxury design house is rejecting Western fashion calendars and drawing on Chinese culture and heritage to inform its designs

26 Anti-ostentation Attitudes

Global inequalities and conscious consumption are altering luxurians' behaviour, fuelling more considerate approaches to how brands market online.

This follows several tone-deaf luxury and influencer marketing moments during the pandemic, from Dubai becoming a hotbed of influencer activity to **Bottega Veneta** drawing criticism for flying celebrities to a party at German nightclub Berghain while locals were in lockdown.

In China, ostentation is being monitored by the country's social media operators. In early 2021, **ByteDance**, owner of **Douyin** – China's answer to **TikTok** – banned almost 4,000 users for showing off their wealth. Jing Daily described the ban as an attempt by Douyin to clean up content that 'endangers the physical and mental wellbeing of youth'.

This is driving brands and marketers to seek new role ambassadors – described as 'reliable idols' by Mobbie Nazir, chief strategy officer at creative agency We Are Social. **Burberry** is one example. Its Voices of Tomorrow campaign, fronted by progressive footballer Marcus Rashford, focuses on supporting UK-wide youth centres and career opportunities among young people.



The Loewe Show Has Been Cancelled by Loewe in partnership with novelist Danielle Steel, Global

Lab Insight

Lavinia Fasano
foresight analyst

'In 2022, brands must ensure they are creating luxury marketing, goods and experiences that foster a more inclusive, sustainable and emotionally engaging sector. Opportunities abound across sectors, from helping to enhance our habitats through premium home products and artisanal artworks to positioning luxury as a tool for healing and wellbeing'



Gucci has partnered with local farmer Gerald Stratford to produce a Growing Guide, using an everyday figure to teach the community about nature, UK

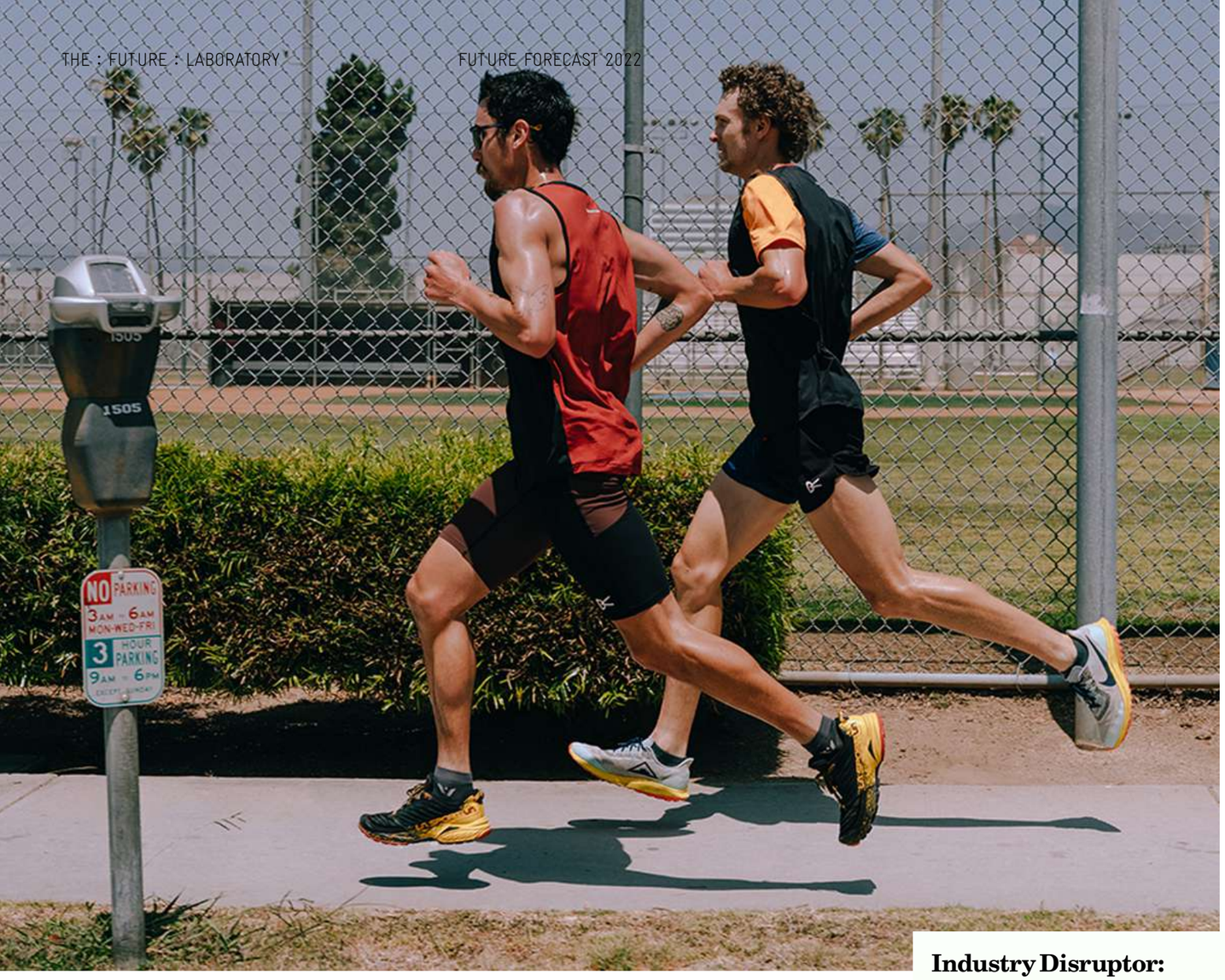
27 Mixed-media Marketing

In the age of transient and homogenised social media marketing, global luxury brands are exploring slower, lifestyle-led forms of marketing to stand out.

One route is to change approaches to Fashion Week presentations. In 2021, **Loewe** replaced its runway show with a newspaper that put its new collection directly in the hands of the media and public, while **Bottega Veneta** is using its website to house a quarterly lifestyle journal featuring global tastemakers.

Taking a card game as a form of marketing, American fashion designer **Diane von Furstenberg** partnered with **We're Not Really Strangers** to create a game that prompts players to reflect on topics such as mental health, wellbeing and conflict resolution, aligned with Furstenberg launching her own book focused on personal growth.

Mega-label **Gucci**, meanwhile, has turned to music, joining forces with British editor-in-chief Katie Grand on issue zero of **Perfect** magazine. Each record sleeve-sized issue is accompanied by a flexi-disc vinyl featuring 11 global talents, selected by Gucci and characterised as being on the experimental edge of their genres.



Mr Porter has collaborated with District Vision on a new collection for its Health In Mind initiative, UK

28 Sportive Affluents

Amid this greater emphasis on keeping active and well among luxurians, traditional sports are surging in popularity as brands refresh and revive sportswear for younger audiences. As a result, sports such as golf and tennis are making a comeback. Since the start of the Covid-19 pandemic, the average age of golf participants has decreased by five years (source: R&A). In response, luxury e-tailer **Mr Porter** launched a golf collection in May 2021, designed for 25–55-year-old men.

The return of sporting events like Wimbledon is also inspiring brands to create dedicated collections. Sportswear brand **Fila** recently partnered with Milan-based contemporary fashion label **MSGM** to launch a collection that coincides with its 110-year anniversary and Paris's major tennis tournament at Roland-Garros.

Looking to the future, a new generation of high-end sports apparel brands are using intelligent fabrics and interwoven technologies to help active affluents perform better. Building on the golfing renaissance, **Forme** offers a range of athletic t-shirts embedded with posture-training kinematics.

Industry Disruptor: *Telfar*

With the tagline 'Not for you – for everyone,' accessories brand Telfar continues its growth as a serious competitor to the traditional luxury market. Breaking free from tired marketing tropes, the brand has now launched its own television channel.

Available on a dedicated website and app, as well as on streaming services like Apple TV and Roku, Telfar TV will use a QR code system to allow viewers to buy product drops using its Bag Security Program. The channel will also stream monthly live events hosted by the label, alongside content submitted by Telfar fans.

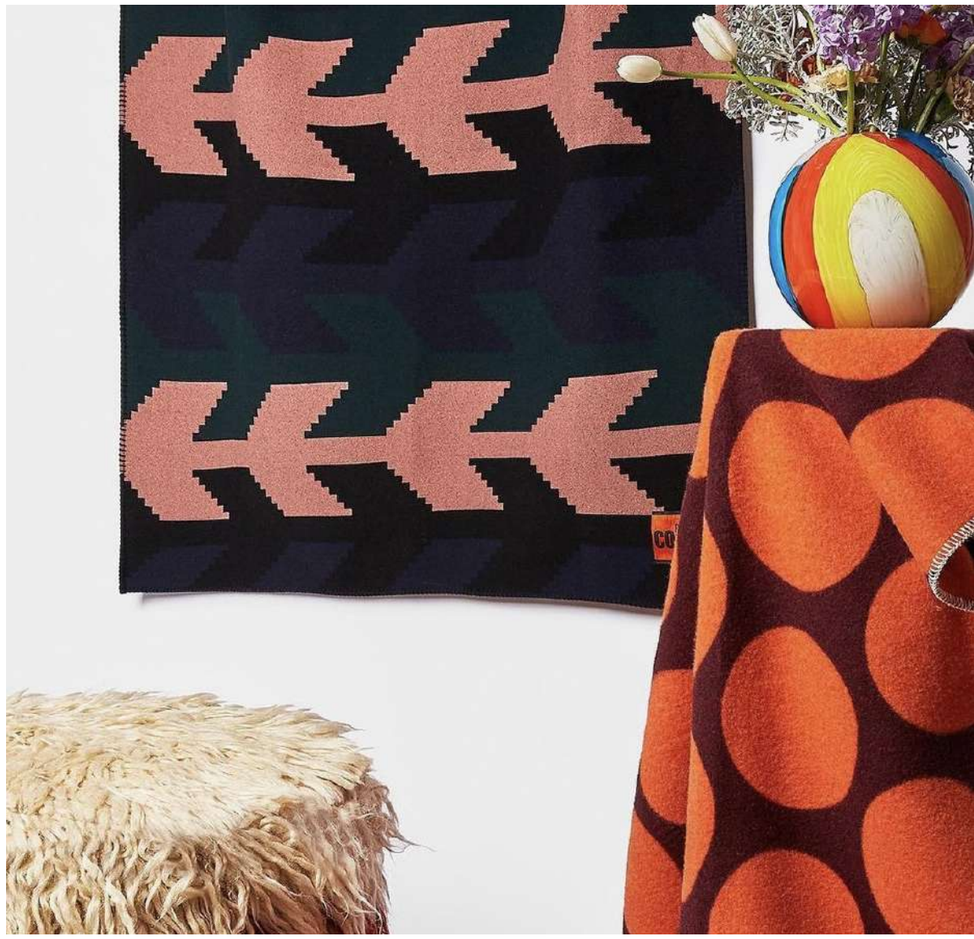
29 Elevated Abodes

Premium brands are seizing upon homeware as both an alternative revenue stream and a tool to position luxury labels and products within consumers' abodes.

Maximising on the comfort-first homebody lifestyles enjoyed during the pandemic, luxury fashion labels including **Saint Laurent**, **Off-White** and **Loewe** have launched homeware collections, offering accessible items such as cushions, clocks and scented candles as a gateway for aspirational shoppers.

E-commerce giant **Net-A-Porter** has also curated a luxury lifestyle edit, featuring decorative objects, blankets and books from the likes of **Erdem**, **Smythson** and **Assouline**. On Instagram, the rise of 'DM to buy' has propelled independent retailers such as Jenna Fletcher, owner of **Oswalde Shop**, onto the pages of **Vogue** thanks to its mid-century offering.

Elsewhere, high-low homeware collaborations, in which luxury labels partner with mainstream retailers on affordable collections, are emerging to target 'generation rent' – Millennial and Generation Z consumers keen to transform their impermanent spaces. One such example is perfumer **Byredo** creating covetable scented candles for Ikea.



Colville's vibrant jute floor mats are designed in collaboration with Maison Bengal, an organisation that works with over 5,000 Bangladeshi women to ensure a global market for their hand-crafted baskets, Dhaka

30 Healing Luxury

With health considerations underpinning luxury experiences, from dining to travel, creatives in the personal luxury goods sector are drawing on ancient wellbeing practices to imbue their products with greater meaning.

At its most accessible is nascent unisex fragrance brand **Vyrao**, which offers scents designed to boost the wearer's energy through high vibrations. Its founder Yasmin Sewell worked with energist and healer Louise Mita on the fragrance formulations, which Vyrao positions as spiritual and restorative.

In China, menswear designer **Xander Zhou** creates fashion that wanders 'on the boundary between science and Eastern philosophy'. Conceived during the pandemic, his recent collection features garments bejewelled with needles in patterns that reference acupuncture points from traditional Chinese medicine.

In a similar vein, Ziwei Longhong, founder of Chinese jewellery brand **Soft Mountains**, honours her Indigenous Nuosu background, one of China's ethnic minorities whose traditions are predominantly shaped by nature. Its forthcoming collections will feature wooden beads sourced from forests in Sichuan province, with the Nuosu – as well as Tibetan Buddhists – believing these wooden beads help to soothe and focus the mind.



Ms MIN a independent luxury design house is rejecting Western fashion calendars and drawing on Chinese culture and heritage to inform its designs

'This [Chinese study of tradition] is gathering momentum as a result of the tighter border and an increased sense of national and cultural pride'

Tim Lim, group fashion director, Modern Media

Viewpoint:

Robert Triefus

Gucci's executive vice-president of brand and customer engagement unpacks luxury's inter-Covid lessons – and what The Future Laboratory's Five States of Luxury point to next

Let's begin with a glance backwards. What has been the biggest lesson for luxury brands in the past 24 months?

What Covid has done – and its lasting impact – is to accelerate digital and luxury's understanding of it. At Gucci, we experimented with and pioneered augmented reality (AR) try-on, and adapted it across a number of product categories, including shoes, eyewear and make-up. We also piloted a live video concept called Gucci Live, bringing the experience of the store into people's living rooms through live video streaming. It's about accelerating the digital tools that you're using to communicate with your clients.

'How do you bring heritage and legacy to consumers that have less resonance with your brand's history?'

Which particular expectations or behaviours do you think will continue among luxurians?

We've talked about omnichannel for years, but for the first time, customers are truly understanding and appreciating what that can mean. There's also localisation, making local consumers feel that you are very aware of their needs, and tailoring that [to] give them a really enhanced experience. Another long-term behaviour relates to the value system – Covid-19 has dialled up sustainability. It was very much top of the agenda pre-Covid, but [the pandemic] has amplified the topic and how brands deliver on it.

Considering global value shifts, how should luxury brands be responding to the topic of diversity and inclusion?

It's very easy to have lots of marketing jargon, but you also need to look at the way you hire and the way that you present the image of your brand in a truly diverse and inclusive way. [Diversity and inclusion] is something that you must change structurally and you can only do that with intentional leadership.

With social and cultural shifts in mind, how might definitions of luxury change in the next five to 10 years?

What luxury companies must do [now] is to make legacy brands relevant. That's another consideration: how do you bring heritage and legacy to consumers that have less resonance with your brand's history?

Thinking about The Future Laboratory's Five States of Luxury 2021, which of the states resonate most with you?

Some of the States of Luxury depend on where you are in the world; you have to look geographically and dial up or dial down accordingly. In China, for example, the notion of being able to demonstrate wealth [State One] is very important. It's part of the journey that their society is in. In Japan, however, I don't think it's so much about demonstrating wealth as about demonstrating taste – which ties in with State Two.



Gucci Vault, Milan

Fashion

While disruptive digital players drive drastic change in the fashion sector, the environment will continue to steer the industry's future at large.

For an industry that has joined the sustainability debate relatively late, fashion's eco-reckoning is gaining pace, with industry processes becoming smarter and, where source materials are concerned, increasingly biodynamic and biodegradable.

Recycling, regeneration and even fermentation are now part of fashion's more proactive stance, while interactive labelling is allowing brands and shoppers alike to track products across the value chain. As examined in **Omnilux Lifestyles**, metaverse fashion communities and real-life hangout spaces will further immerse Gen Z shoppers in moments and conversations centred on positive practices.



A digital activation by Adem Elahel to showcase Maitrepierre's spring/summer21 collection, Belgium

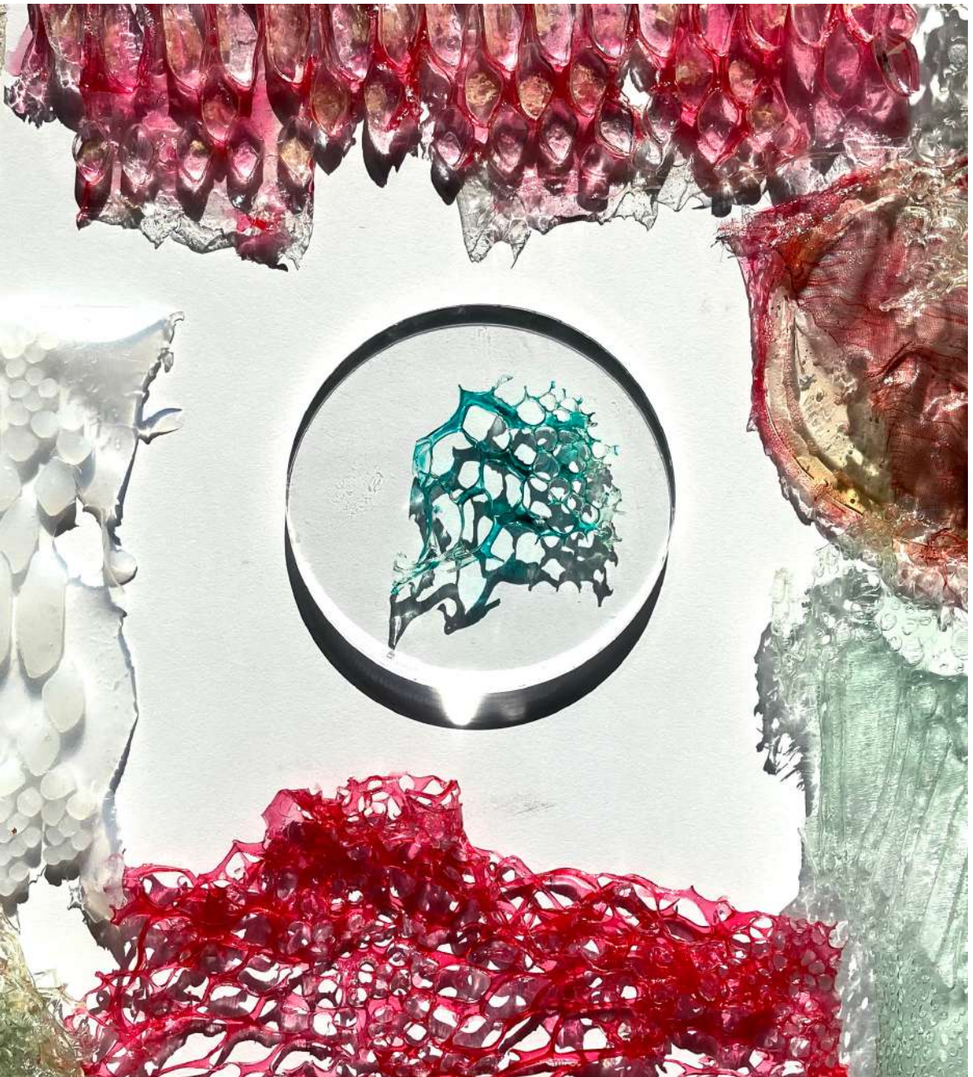
31 Bio-positive Fashion

Sustainability demands are pushing forward material innovation in the fashion sector, resulting in a series of smarter processes, from garment creation to disposal.

In a bid to counteract the 1.75m tons of leather waste produced each year, **Sustainable Composites** has created **Enspire**, a material that is made from leather offcuts, which can be used to create footwear or vehicle upholstery (source: Sustainable Composites).

Elsewhere, researchers at Australia's national science agency, **CSIRO**, are want to ease the environmental impact and heavy water use required during textile dyeing. To do this, they are working to alter the molecular code of cotton plants, using genetic modification techniques to grow cotton in a range of market-ready colours.

Similarly, fashion sector innovator **Spiber** has collaborated with skiwear label **Goldwin** to produce a knitted garment made of brewed protein, merino wool and high-grade cashmere. The resulting £599 ($800, €700) jumper points to a future in which biomaterial applications could be used to create a limited-edition or luxury product.





Left: Algae dress by Scarlett Yang is experimenting with algae to identify new textures and material lifespans, London;
Above: Fashion Values created by The Centre for Sustainable Fashion, photography by Nadira Amrani, London

Lab Insight

Abi Buller
foresight analyst

'The fashion sector is making some really positive steps towards being more environmentally friendly. From educational initiatives around sourcing to material innovation and regenerative farming, the industry is continuously working to unshackle and transform itself from historical, damaging operations. Elsewhere, fashion audiences are getting social again – through immersive metaverse spaces and real-life activations that take cues from our online habits'

32 Eco-motional Fashion

As climate anxieties abound, a new wave of change-makers are paving the way for a more positive, human-centric approach to sustainable and ethical fashion.

Working to embed eco-practices among tomorrow's talent, **The Centre for Sustainable Fashion** at University of the Arts London has teamed up with **Kering**, **IBM** and **Vogue Business** to offer open-access sustainability learning. The three-year programme is helping to pave the way for job roles centred on sustainable innovation.

Giving fashion supply chain stakeholders something to consider, some operators are taking a hindsight-driven approach to confront past mistakes. One such organisation is **Dirt**, a charity founded by fashion model Arizona Muse, which is funding scientific research into the transition of conventional farms, forests and degraded land into biodynamic farming operations.

Elsewhere, ethical consultancy **CogDis** focuses on sustainability through a spiritual and human-centric lens, aligning purpose with action. Born from the fashion sector, it supports brands in achieving more sustainable practices, embracing the idea of imperfection to instead promote incremental and honest progress.

33 Interactive Eco-labels

To inspire greener behaviour, fashion brands are reformatting clothing labels to display information about garments' carbon emissions or production and upcycling processes.

Envisaging a future when clothing carbon labelling is as commonplace as nutrition information on food packaging, footwear brand **Allbirds** began marking its shoes with a number to represent its associated CO2 emissions in 2020. 'If more brands started labelling the emissions that went into their products, we'd be able to eliminate so much confusion,' explains Hana Kajimura, sustainability manager at Allbirds.

At **Yoox Net-A-Porter** (YNAP) the launch of digital clothing labels is allowing customers to track each item's history, from initial manufacturing to potential re-use and recycling. Indeed, as new models of ownership emerge through the blockchain, brands are incentivising consumers to play a more active role in product lifecycles, from creation and purchase to resale. To this end, luxury label **MCQ by Alexander McQueen** has created **MYMCQ**, a first-of-its-kind marketplace that enables customers to trade MCQ items in a dedicated online community.

Allbirds Carbon Labelling, US



'When we buy a garment, it is often challenging to keep track of where it was made, what it is made of and its authenticity'

Giorgia Roversi, director of sustainability and inclusion, Yoox Net-A-Porter

34 Coterie Consumerism

While e-commerce has boomed over the past 18 months, Generation Z fashion brands are turning digital habits into physical activations to revive real-life retail as a social experience and collaborative space.

In Shanghai, fashion retailer **ENG** recently opened its second store, built from scratch to appeal to the youth demographic. With a cyberpunk interior aesthetic, holographic projections and 24/7 vending machines ensuring constant product access, ENG is applying Gen Z's passion for metaverse socialising to real-world retail.

In this vein, inter-Covid desire for togetherness and social experiences among younger shoppers led **TikTok** influencer and **Depop** store owner Emma Rogue to apply her virtual storefront knowledge to bricks-and-mortar retail. The result is **Rogue**, a shop with seasonal drops, events and digital collaborations that bridge the online and offline worlds.

Meanwhile, eco-conscious clothes-swap app **Loanhood** wants to use its platform to cultivate new friendships in the real world. As well as providing a platform for young people to connect with others locally, it's creating a new breed of sharing economy in which people meet at Loanhood events to swap clothes and connect physically with like-minded fashion fans.



Above: Loanhood, London; Right: Decrypted Garments by Santa Kupča, Amsterdam

35 Fashion Meta-networks

Breaking away from oversaturated social media platforms, global fashion communities are finding connection and inspiration, congregating in alternative online spaces and the metaverse.

In a bid to reconnect people after a year of cancelled real-life events and shows, augmented reality (AR) and artificial intelligence (AI) technologies are helping to bring to life fashion experiences. Using such tools, **Digital Village** is a platform set to host multiple nations' virtual Fashion Weeks, creating digital twins of attendees so they can shop in an online fashion marketplace and explore digital artist residencies.

Taking inspiration from museums and galleries, digital fashion marketplace **The Dematerialised** hosts exhibitions using blockchain-based virtual world simulator **Cryptovoxels**. These explorable showcases present work from designers, agencies and brands that operate within the immaterial fashion space. 'As the metaverse becomes more accessible and attractive to fashion consumers – and as Instagram becomes less exciting – it is a natural evolution of where people will go to hang out and shop,' says Karinna Nobbs, co-CEO of The Dematerialised.



Industry Disruptor:
Reframd

Reframd is an inclusive eyewear brand that works to create products that reflect the rich diversity of society. Beginning with a focus on glasses for Black people it is now positioning its eyewear as suitable for all faces.

It uses algorithms and 3D programming to make frames that better fit people with low and wide nose bridges. Customers capture their 'face landmarks' using their front-facing phone camera, with the brand using these images combined with parametric algorithms to capture customers' unique frame specifications.

'As the metaverse becomes more accessible and attractive… people will go to hang out, shop and be seen in their digital fashion drop'

Karinna Nobbs, co-CEO, The Dematerialised

Viewpoint:

Galaxy

Danny Quick, co-founder of retail app Galaxy.live, explains why live video selling among Generation Z will foster a community-led future for fashion resale

What inspired you to build the Galaxy platform?

Galaxy started with us as long-time buyers of second-hand and vintage clothing. On most resale platforms, there's no chance for buyers to understand what the seller's 'brand' is – its curation, perspective and styling – which are things that, in some cases, are as important as the product you buy.

Who is Galaxy targeting as both sellers and shoppers?

In our view, vintage and second-hand fashion is being driven primarily by Generation Z. They're buying, selling and trading an array of vintage and second-hand items just like they would stocks. Gen Z regard second-hand fashion as sustainable; it's cost-conscious and a source of unique items. This is driving the biggest shift in consumer spending in a generation: the desire to buy second-hand fashion over fast fashion.

'We're witnessing the biggest shift in consumer spending in a generation: the desire to buy second-hand fashion over fast fashion'

How important is community on Galaxy and how will it be fostered?

Helping merchants to build their community is the only reason Galaxy exists. We've built tools so they can schedule their next show, picking the date and time and then making what we call 'drop videos' as a teaser of what they'll be selling. Viewers can input their mobile number for a text reminder when the merchant goes live. We start there because a mobile number is such a direct line of communication. As a viewer or customer, you are then expected to join the conversation and be an active participant in the merchant's live-stream.

There is an educational aspect too, with the Galaxy Academy. Tell us more about this...

The future of commerce is about community but there have been no resources for how you build a community and thrive as an entrepreneur, merchant and creator in 2021 and beyond. This was the thinking behind the launch of the Galaxy Academy, which is an online content series about how to post a successful live-stream with us.

Will live-streaming be the only way to discover and buy fashion on Galaxy?

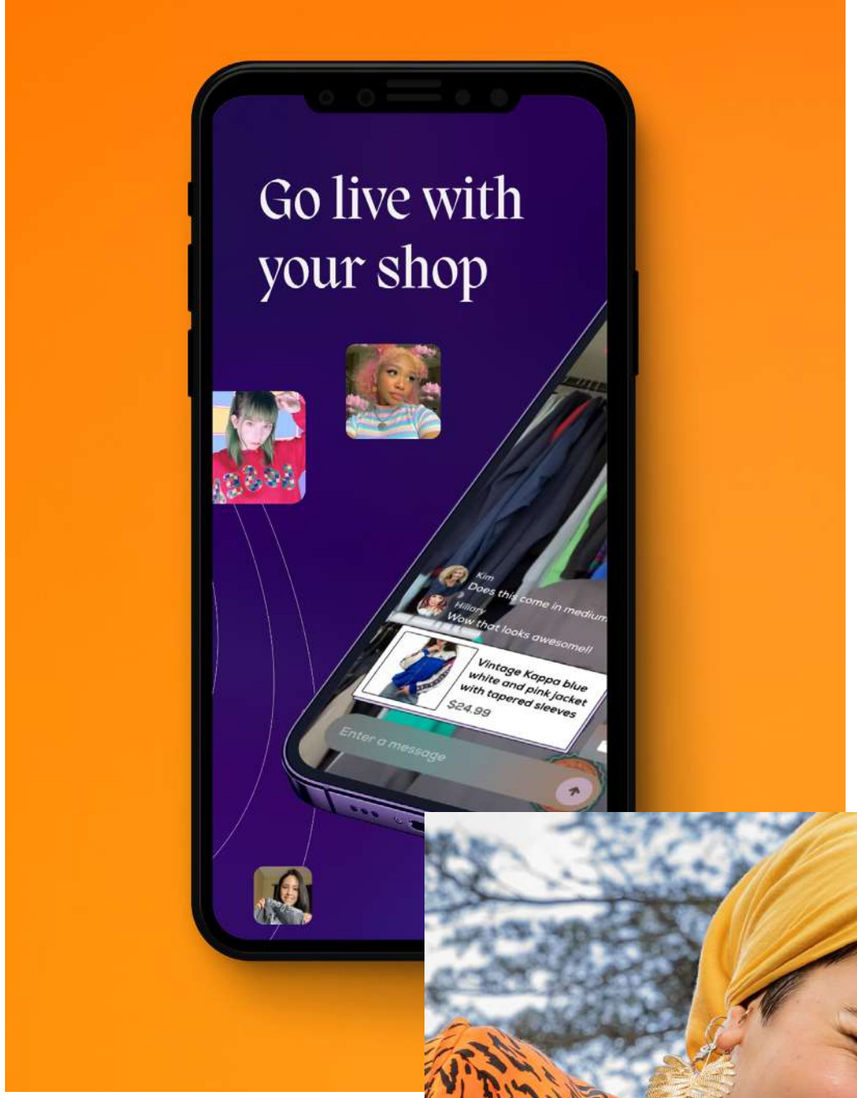
For now, showing up for a merchant's live-stream show is the only way to buy and if you miss it, you may miss the item you wanted. In the longer term, there will be ways to buy outside of live-streams.

Will brands ever have a chance to live-stream on the app?

The short answer to that question is yes; we absolutely want to work with brands in the future, but it's not a focus right now.

What can the wider retail sector learn from Galaxy?

We have been squarely focused on helping to empower creators in their communities, without them having to rely on other platforms' search or recommendation algorithms. If we can move the industry towards shifting the power back to creators and entrepreneurs, then we will have done our job.





Galaxy, US; Superfluid, US

Retail

Retailers are rewriting the industry playbook with engaging digital storefronts in the metaverse, stores for children instead of adults and interiors imbued with tranquillity.

In 2022, as e-commerce continues to accelerate, consumer expectations will force the sector to address its impact along the value chain. This will drive the emergence of **Eco-venience Retail** services that help consumers and retailers to make carbon offsetting a one-click, seamless part of the buying process.

Inter-Covid, immersive play-tail spaces are encouraging people back into stores with an emphasis on fun and learning. But phygital retail remains a potent trend as virtual fashion spaces abound, and the metaverse, once a marginal pursuit, becomes a multi-billion-dollar reality.



Shaping by Eyla Llarena Aliaño proposes a different lifestyle where environmental care in consumption is a priority, Barcelona

36 Offset Sellers

With an explosion in last-mile delivery anticipated in the decade ahead, the retail industry is now facing the same pressure as the travel sector to counteract the carbon footprint of customers' purchases.

This is fostering new services for online sellers to make carbon offsetting a more accessible and convenient part of the purchasing journey.

Integrated into the e-commerce experience, **Seesiu** is a web plug-in that gives shoppers the choice to offset carbon from their delivery at the check-out, while **EcoCart** offers a **Google Chrome** extension that makes online shoppers' carts carbon-neutral with a single click.

By 2050, German bank Berenberg forecasts that the global market for carbon emissions offsets could increase to £150bn ($200bn, €177bn). Seizing this opportunity, **By Humankind** is expanding its product offer beyond natural refillable deodorants and biodegradable floss with a monthly plastic offsets subscription that gives any customer the chance to counteract the plastic footprint that results from their typical daily routines.



Fashion for Good's new exhibition, GROW, focuses on the world of innovative biomaterials in fashion and their essential role in driving the industry towards circularity, Amsterdam

Lab Insight

Kathryn Bishop
foresight editor

'Growing consumer confidence will force retailers to invest in experiences across the digital and bricks-and-mortar spheres, as shoppers seek retail spaces attuned to their wider lifestyle choices and hobbies. Beyond stores that cater for local families and communities, selling will go social in 2022 through conversational live-streams and branded stores in the metaverse'



LEGO's Laundrette of Dreams by Yinka Ilori hopes to inspire children to dream and create from anywhere. Photography by Mark Cocksedge, UK

37 Play-tail

Retailers are targeting families with interiors dedicated to children's play and engagement, helping them to ease shopper pain points and foster community. Offering inspiration for retail brands, the relaunch of London's V&A Museum of Childhood, which has become the **Young V&A**, centres on three areas – Imagine, Play and Design. Here, children have space to create imaginary stories, explore ideas and bolster their motor skills.

In this vein, shops are being altered with fixtures, fittings and features that are designed to capture the attention of children. Munich eyewear store **Rookies** is swapping the quiet functionality typical of optometry for a 'noisy, wild and unique paradise for children', including low mirrors and drawers so they can explore products.

Some retailers, such as US toy store **Camp**, are providing services to keep children entertained as their parents undertake daily routines or chores. Other child-focused activations add a layer of play to everyday local services. In China, the **Bund Post Office** houses an area comprising floor mats and seating, which doubles as a children's play space while their parents are queuing.



‘Fundamental shifts in shopping habits are enabling brands to rethink their formats and make room for more empathetic experiences’

Luke Weston, creative strategy lead, Dalziel & Pow

38 Contemplative Stores

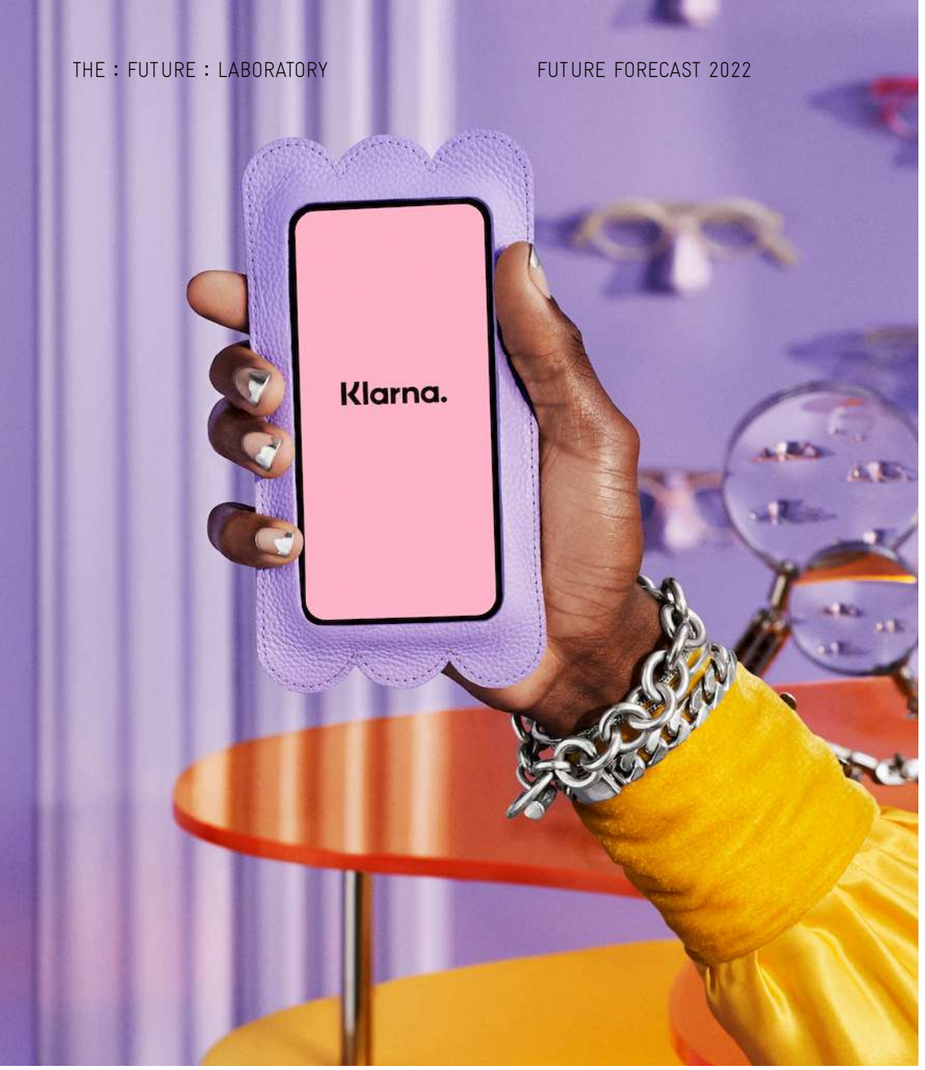
For some shoppers, the return to bricks-and-mortar spaces comes with trepidation, driving retailers around the world to create calmer shopping areas inspired by places of tranquillity and contemplation.

Building on the lockdown trend for plant care in the home, **Browns** in central London created a secret garden where visitors can rest in verdant surroundings while enjoying a bite to eat. In Shanghai, **Absolute Flower Shop** is a secret, first-floor florist with a garden hidden at its rear for the owner and customers to enjoy together.

Amid the shift towards contemplative stores, public libraries have become a source of inspiration for brands. Architecture firm **Snøhetta** recently created a library-informed pop-up for tablet brand **reMarkable**, integrating timber desks, leather banquettes and small domed reading lamps in the space.

In Jakarta, **Templ** is a concept store that combines a calm, reflective environment with a community focus for Indonesian Generation Z shoppers. Taking inspiration from ancient temples, the retail space provides a more contemplative alternative to the sprawling shopping malls commonly found in Southeast Asia.

Creating a space for relaxation Glossier has taken inspiration from fungi and moss for the interior design of its flagship store in Capitol Hill, Seattle



Klarna in partnership with Hero, US

39 Influ-seller Platforms

Nascent apps and platforms are helping retail brands seize the reach of influencers and celebrities by transforming them into salespeople through peer-led content.

Empowering store staff, pay-later platform **Klarna** has acquired **Hero**, a social shopping service that allows retailers to engage directly with shoppers. Combining the ease of e-commerce with a richer content experience, consumers can message shop staff for advice, recommendations and inspiration.

Connecting brands with micro-influencers well versed in live-stream shopping, **Buywith** scouts budding presenters from existing platforms such as Instagram and YouTube, and transforms them into the faces of shared shopping experiences for brands such as **Forever21**, **Boohoo** and **MAC**.

Tapping into the rising curator economy, nascent US-based platform **Emcee** allows influencers to create a digital storefront with products from multiple brands, alongside their own pieces. Turning these influencers into retailers, the platform drives two-way traffic, allowing users a cut from sales via affiliate links.

40 Metaverse Brands

With game spaces such as **Fortnite**, **Minecraft** and **Roblox** thriving, disruptor brands are exploring how to enter the metaverse, recognising the benefits that will come from engaging and nurturing a next-generation tribe of digital-first fans.

Tuning into the retail-gaming opportunity, **Vans** has launched an immersive 3D environment within video game **Roblox**. The skatepark-inspired space will live indefinitely within the Roblox metaverse, allowing players to continuously interact with Vans – and with their peers – through this virtual environment. Also in Roblox, **Nike's** Nikeland takes cues from its headquarters where virtual visitors can participate in games with friends, building on the brand's goal to turn sport and play into a lifestyle.

Showing the possibility for retailers to create dedicated metaverse stores, British department store group **Selfridges** recently teamed up with clothing brand **Charli Cohen** to launch a unique digital shopping experience to celebrate the 25th anniversary of **Pokémon**. To shop for the new collection, customers were tasked with exploring **Electric/City**, a dedicated digital environment where fans could purchase both physical and virtual garments.



Gucci Garden Archetypes on Roblox, Florence

Industry Disruptor: *Etsy*

The online marketplace is enticing shoppers through an interactive augmented reality (AR) show home. Called The Etsy House, the digital experience allows shoppers to walk through the space virtually, explore and purchase products available on the platform.

Featuring photorealistic and true-to-scale renderings, the project elevates Etsy's existing e-commerce offering. 'The Etsy House transports shoppers to a one-of-a-kind virtual home filled with… gifts, Etsy Design Awards winners, bespoke furniture and artwork, and other fun surprises,' explains the brand.

Viewpoint: Evrythng

Niall Murphy, CEO of Evrythng, is on a mission to give every item made a unique ID. Here, he shares the benefits this will bring to both brands and customers

Starting at the beginning, what inspired you to create Evrythng?

Right now, about four trillion things are made and sold every year globally, but it's extremely difficult to know where things are at any given time, who's got them and what they're made from. Then, thinking about the Internet of Things (IoT), this has tended to focus on connected refrigerators and so forth, but I wanted to know how we can connect objects as they're made.

'When a customer scans a product, they can 'friend' it, which allows brands to deliver a loyalty programme or open up post-purchase engagement'

What does this connectivity mean for the retail sector?

At present, the whole retail eco-system is highly fragmented. Most companies don't make the stuff they sell, or they might not distribute or sell it. They often don't know where things are. If you can connect a product with the world's smartphone infrastructure – essentially the biggest crowdsourcing data capture tool ever created – it can generate an enormous amount of traceability data and visibility.

How do such digital IDs work in practice?

When a Ralph Lauren Polo shirt is made, for example, it's also given a digital identity. That physically takes the form of a QR code on a label that's stitched into each item. The QR codes are serially unique, containing a web address and profile for the product, so it can be authenticated, or you can add information at different stages of its lifecycle.

You mention traceability. How does this play out for retailers and their customers?

These IDs mean provenance information can be associated with an item. This means that, when they take a product on board, companies and customers can validate it. Many retailers are seeing the risk in carrying products on their shelves that they themselves can't verify the freshness or authenticity of.

Can these IDs play into loyalty, add-on purchases or novel customer experiences?

When a customer scans or interacts with a product, you can 'friend' it, so to speak. And that relationship between you and that item is then unique and allows brands to deliver a loyalty programme or open up new business models, such as post-purchase engagement.

In future, how will Evrythng's IDs support sustainability or improve end-of-life scenarios for products?

IDs can help consumers to understand how to recycle an item because they can access that information in a straightforward way. For resale, one of the huge limiting factors is authenticity, and therefore trust. But once an item has been digitised and is carrying a visible identity, that means that multiple parties can authenticate it at any point in the lifecycle.



Evrythng, US; Circulose by Jesper Lindborg for Re:newcell, Sweden

Media & Tech

New frontiers are emerging in the media world, from digital workplaces to image-free social platforms and elite crypto-communities.

In the age of the **Alternet**, niche media platforms are gaining prominence with offerings that allow people to find communities with similar interests, causes and ambitions. It's here that audio-first social media will garner global users, while cryptocurrency rewards will become a way to engage and incentivise content-creators.

We will also witness the rise of dedicated news channels reporting on the climate emergency to positive ends, along with eco-conscious digital workspaces that allow us to have intimate water-cooler moments virtually.



Builders Club, UK

41 Climate Newsrooms

With Gen Z (45%) and Millennials (40%) in the US actively interacting with content that focuses on climate change action, global news organisations are launching dedicated climate crisis verticals (source: Pew Research Center).

This not only comes as the media recognises its role in helping to find wider solutions, but also as a strategy to ensure legacy news providers reach beyond the generational divide.

A key change is in the terminology used by news platforms. UK newspaper **The Guardian** changed the language it uses to talk about the environment in 2019, changing 'climate sceptic' to 'climate science denier' and swapping 'climate change' for 'climate emergency' to emphasise the situation at hand.

Business news outlets are also launching climate verticals in recognition of the long-term ramifications of the climate crisis for the economy. **The Financial Times** has created its Climate Capital hub online, while **The New York Times**' dedicated Climate Hub brings together insights and forecasts from scientists and academics, alongside its journalists.

Survive The Century uses narrative games to make climate content more accessible and to better communicate future implications.

Lab Insight

Abi Buller
foresight analyst

'The emergence of Web 3.0 is ushering in a generation of cyber-savvy consumers that are using digital spaces to re-imagine their ways of living, working and socialising. Meanwhile, media and technology brands are stepping up to offer more inclusive interactions – a shift that is resulting in financial betterment and more meaningful discussions'





Left: A Future World by Dazed is a platform dedicated to topics that address the climate crisis and radical action, Global; Above: Olive Pro earbuds by Olive Union, Japan

42 Connective Audio

People are turning to audio platforms as a way to build connections and have more meaningful conversations.

Such connective audio is taking many formats. In the dating sphere, audio-led platform **String** only allows users to send and receive voice notes as a way to get to know one another, while leaning on the intimacy of hearing a prospective partner's voice before seeing their image.

Indeed, audio-only social platforms are also gaining prominence in regions where modesty is commonplace and sharing of personal images online is infrequent. Targeting users in the SWANA region, **Sango** is an audio-centric, social and entertainment app for interacting with friends, without reliance on visual content.

Elsewhere, social media platforms are evolving to create room for productive audio-based discussions within communities. Audio network **Quilt** is intending to move its in-person gatherings to an audio app, giving space for discussions focusing on women's development.

The business opportunity for remote working is growing, with market revenue from collaboration software forecast to reach almost **£10.2bn** ($13.6bn, €12bn) in 2024

Source: Apps Run The World/Statista

43 Workspaces 3.0

As remote working becomes the norm, a series of hybrid platforms point to a future of virtual water-cooler moments, CGI networking and digital client dinners.

In particular, the limitations of video conferencing platforms mean that, for many companies, a more novel and engaging platform is required. One solution is **Gather**, a collaboration platform that takes cues from video games to replicate real-life working environments. Within Gather, companies build a lo-fi digital replica of their office layout, breakout zones and meeting rooms, with employees represented by tailored virtual avatars.

Boasting clients such as **Amazon**, **Deloitte** and **Nasa**, browser-based platform **Wonder** shows how larger companies can work virtually, hosting online gatherings of up to 1,500 people. Here, people are represented as bubbles displaying their photograph, and use their mouse to move closer to colleagues or guests to start an audio conversation.

Pointing to the future of trade shows or company events, **Nowhere** places virtual workers in a 3D world that can be customised with different zones, backdrops and features. Accessible via web browsers, the platform's navigation and spatial audio make it suitable for live-streams, performances or virtual networking.

Nowhere, UK

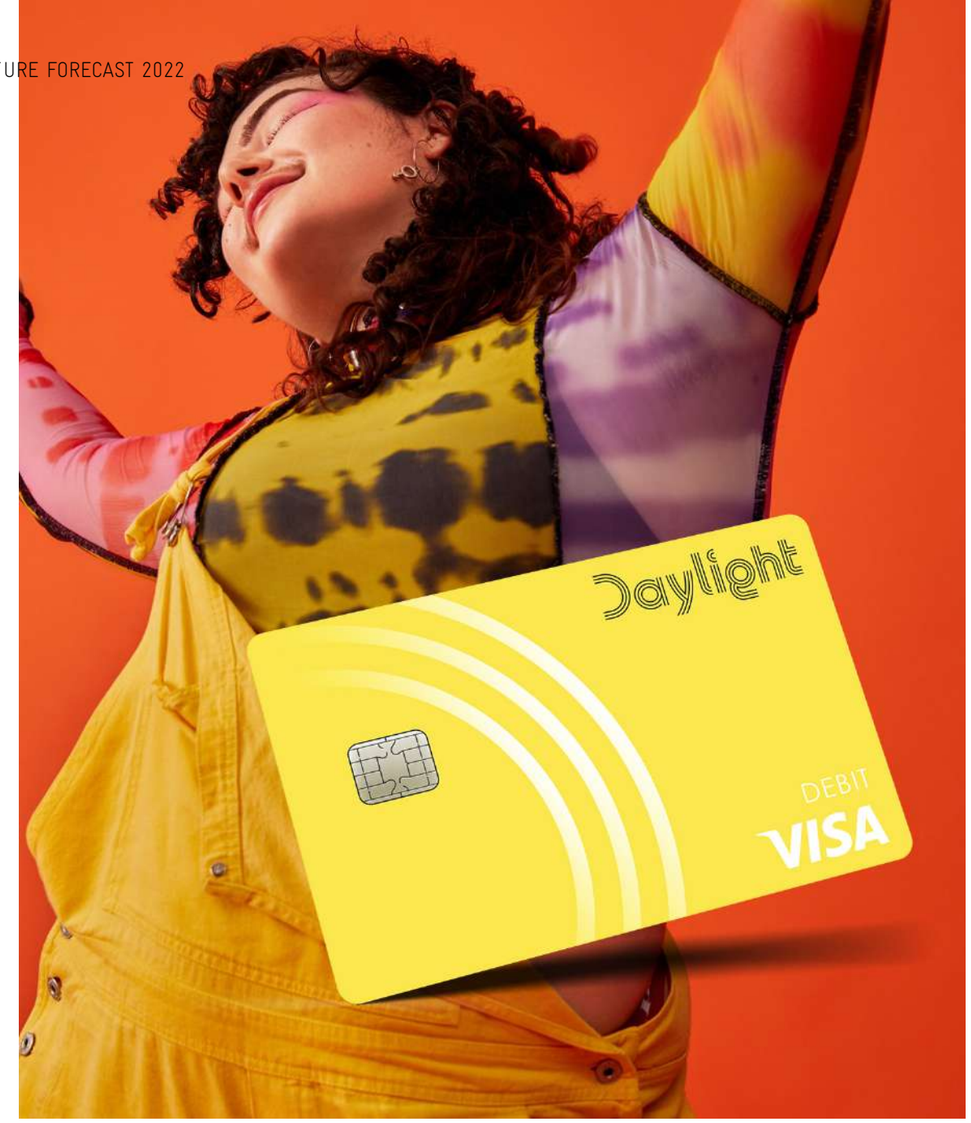
44 Affirmative Banking

According to a recent survey, 77% of Black-owned businesses described their financial condition as 'poor' or 'fair' during the pandemic, rising to 79% for Asian-owned firms (source: US Federal Reserve). With such findings underpinning conversations about financial equality, new fintech disruptors created by and for intersectional communities are emerging.

One example is fintech disruptor **Cheese**, which simplifies the banking process for Asian Americans and Asian immigrants by issuing debit cards to people with no credit history. It also ensures the provision of multi-language customer service.

Aiming to boost financial betterment for Black and Latinx people, neo-bank **Greenwood** supports charitable initiatives that give back to these communities. For each user that signs up, the bank provides five meals to a family in need, as well as awarding small business grants to customers.

Dubbed America's first LGBTQ+ banking service, **Daylight** offers membership that connects users with peers and financial coaches. Its mobile-first debit card also allows members to self-identify with their chosen name, regardless of official ID certificates.



Above: Daylight, US; Right: Yachty coin by Fyooz, a platform where anyone can issue their own cryptocurrency via the process of tokenisation on the blockchain, Switzerland

45 Crypto-cliques

As some people sign off from major social and community platforms, they are opting instead for gatherings in decentralised social spaces. In 2020, **Discord's** user base doubled, according to the company, with 25% of its users taking part in eight or more servers.

But as these spaces' popularity rises, maintaining the privacy of their communities is paramount. **Collab.land** is a system that uses cryptocurrency to manage **Telegram** or Discord chat groups so that only those with a certain number of tokens are permitted entry.

Surpassing likes and followers as previous markers of digital reputation, cryptocurrencies can also create real financial incentives for influencers who once relied on brand sponsorships. Crypto newcomers such as **Rally** are highlighting the potential market for personal IPOs by empowering influencers to launch digital currencies and establish independent fandom economies. It recently launched **Taki**, a fandom platform that lets fans directly reach out to creators for advice or to learn a new skill.

Driving the trend for hyper-exclusive decentralised digital clubs, **Friends With Benefits** (FWB) is powered by a community of Web 3.0 artists, operators and thinkers. A gated community, the platform manages its popularity by issuing $FWB tokens.



43% of students in the UK already own cryptocurrency, and **40%** believe that it will replace traditional currency within the next decade

Source: Unidays

Industry Disruptor:
Riot Games Music

Responding to the growing influence of virtual creators, video game developer Riot Games has launched a virtual record label, Riot Games Music, which designs virtual artists, produces songs and creates social content.

Recognising the changing landscape of the music industry, the company is also partnering with real-life musicians to create Sessions – music collections that can be used by creators without concern about copyright issues.

Viewpoint:

Station

Tina He and Mind Apivessa, co-founders of Station, are empowering and upskilling regular internet users into the Web 3.0 workforce of the future

Can you begin with what Station is?

Tina He: We created Station because we realised that traditional social media networks are broken. Users are creating content, but they're not compensated for what they're creating because they don't internalise creating content as a form of labour. The whole premise of Web 3.0 is that it embeds a financial layer within our social infrastructure. That might sound very transactional, but in fact it's a more seamless way to express your professional identity and immediately monetise that identity.

Who are Station's target audience?

Mind Apivessa: Ideally, anyone interested in crypto. Unless people invest time in the channels that crypto-communities are building, they won't be able to discover them. For us, it's about excavating these hidden communities and highlighting them in a way that is more easily understandable. These crypto-communities are very welcoming to newcomers because this is an industry where the more people believe in it, the more valuable it will become.

Web 3.0 has been described as exclusive and complex for everyday people to engage with. How do you make it less overwhelming?

MA: We want to aim the content at people who are non-technical. Right now, Web 3.0 is opaque and not everyone can understand or get into it, while on our platform, anyone can become a more engaged contributor. We're also focusing on the onboarding experience. From a decentralised autonomous organisation (DAO) manager to a token architect, we're going to offer resources on what these roles are and show that a Web 2.0 skill can be very transferrable to Web 3.0.

Do you see Generation Z being architects of this new eco-system?

TH: There's a perception of Gen Z being very involved in these communities, but we're still early in the market development. We're only at the beginning of Web 3.0. Right now, there's probably a few thousand people who all know each other contributing actively in the eco-system, and we need a thousand times that number for it to be a vibrant and inclusive community.

As more people gain Web 3.0 knowledge, what do you think this might mean for traditional educational and workplace institutions?

TH: One reason for taking down Web 2.0 platforms and traditional institutions is a cost and value calculation. People are realising that they're not getting much return on investment in terms of traditional education, and the stigma around not going to college is lessening, while Silicon Valley engineers are hopping between jobs. These emerging behaviours show that people are naturally gravitating towards a more flexible and self-sovereign way of working.

You're both experts in this new work economy. What do you foresee as the job roles of the future?

TH: In the future, we're going to expand beyond the four tracks. Maybe there are 1,000 different roles we can't foresee that will be created by the community. We're a technology company, so it's our responsibility to build the infrastructure for them to discover people who have taken similar paths.



MCM's Techno Jungle campaign takes consumers through physical and digital domains towards new frontiers of self-expression and co-creation, Germany

Youth

Craving autonomy, Generation Z are demanding more from social media monoliths, co-opting existing platforms to suit their needs, and refusing to engage with relentless algorithms.

Forget Snapchat and Instagram. In 2022, Generations Alpha and Z will take it upon themselves to create fluid, creative social apps that nurture their mixed gender, intersectional and openly diverse multimedia friendships.

This desire to celebrate their diverse yet specialist skills and talents is also evident in how today's youth are shifting from content-creators to content-curators. But, as our **Reformation Generation** youth trend details, young people remain activists at heart. They no longer trust mainstream marketing and advertising models, which seem increasingly out of step with their concerns, targeted anger and alt media agenda.



Superfluid, US



Il Prisma by PHYD is a digitally enhanced high street training centre designed to boost employability in Italy

46 Out-of-work Networks

To mitigate an unemployment epidemic, the solo activity of job-hunting among young people is being transformed into a community-driven, collaborative pursuit.

UCandu is an all-in-one system that manages contacts, job applications and interviews, focusing on creating a friendly community for job-hunters in which rivalry is substituted for encouragement.

Brands are also taking a role in helping young people find their career path. Alcohol-free beer brand **Freestar** last year launched a **WhatsApp** hotline for unemployed Gen Z, allowing them to book a free 30-minute video session with industry experts from businesses such as **Propercorn**, **Tesla UK** and the BBC.

A programme in the city of New Haven, Connecticut, is working to uplift vulnerable youth by rethinking how we position and build skills. The **DreamKit** app offers support to young users to explore digital activities that develop their life skills, rewarding them with gift cards to spend on essentials such as groceries.



Alyssa Coscarelli is co-founder of EMCEE, a new platform enabling creators to curate online storefronts that feature their favourite products from the web, US

47 Curator Kids

At a time when more than 50m people consider themselves digital creators, the incessant cycle of newness demanded by social platforms – and the hours required to make just a few seconds of content – is causing many young people to reach breaking point (source: SignalFire). To counter this, young people are swapping content creation for curation.

Until recently, such curation has been the domain of newsletter and podcast bundles such as **ReadBase** and **Shuffle**. Now, however, sites such as **Tumblr** are reprising their reputation as moodboard platforms; a Tumblr Post+ allows bloggers to charge their followers a monthly fee for content access.

Building on **Ethel's Club**, a Brooklyn-based community space for people of colour, founder Naj Austin is building **Somewhere Good**, a virtual platform that allows people to curate their own 'worlds' based around their passions and interests, from cosplay to cooking, skating and art.

In a similar vein, **Yup** is the first social network for curators. By adding the Yup extension to their browser, people can curate and share content, whether their passion is for non-fungible tokens (NFTs) or 1970s mob movies, earning money and clout for their taste.

Lab Insight

Holly Friend
senior foresight analyst

'After years of bowing to the demands of social media platforms, teenagers are no longer content with rigidly defined spaces for youth culture to thrive. Instead, they're designing, coding and congregating in their own online and offline alternatives – disrupting the job market, urban placemaking and the entire creator economy in the process'

48 Hangouts 2.0

Leaving their lockdown cocoons behind, young people are countering a year of isolation and under-stimulation with alternative social encounters. Claiming more unusual places as hangouts, from airports to ageing bathhouses and CBD lounges, Generation Z are using such spaces to carve out new social rituals for the post-pandemic age.

According to Vice, many young people are heading to airports to socialise; an affordable meeting place for teenagers, they offer plenty of stimulation, food outlets and connection opportunities. Retail spaces are also doubling as hangouts. Founded by 24-year-old Matt Choon, New York's **Bowery Showroom** is a TikTok-driven thrift shop and CBD store that aims to serve as community and cultural hub.

In other regions, Gen Z are reviving traditional rituals by embracing activities more commonly associated with older generations, from public bathing to fishing. In Japan, **Schemata Architects** has made the **Koganeyu** bathhouse a next-gen hangout space, with a sauna, air bath and bar for meeting friends.



B+Tube's Changsha flagship invites Gen Z consumers to create social media content as they shop in the space

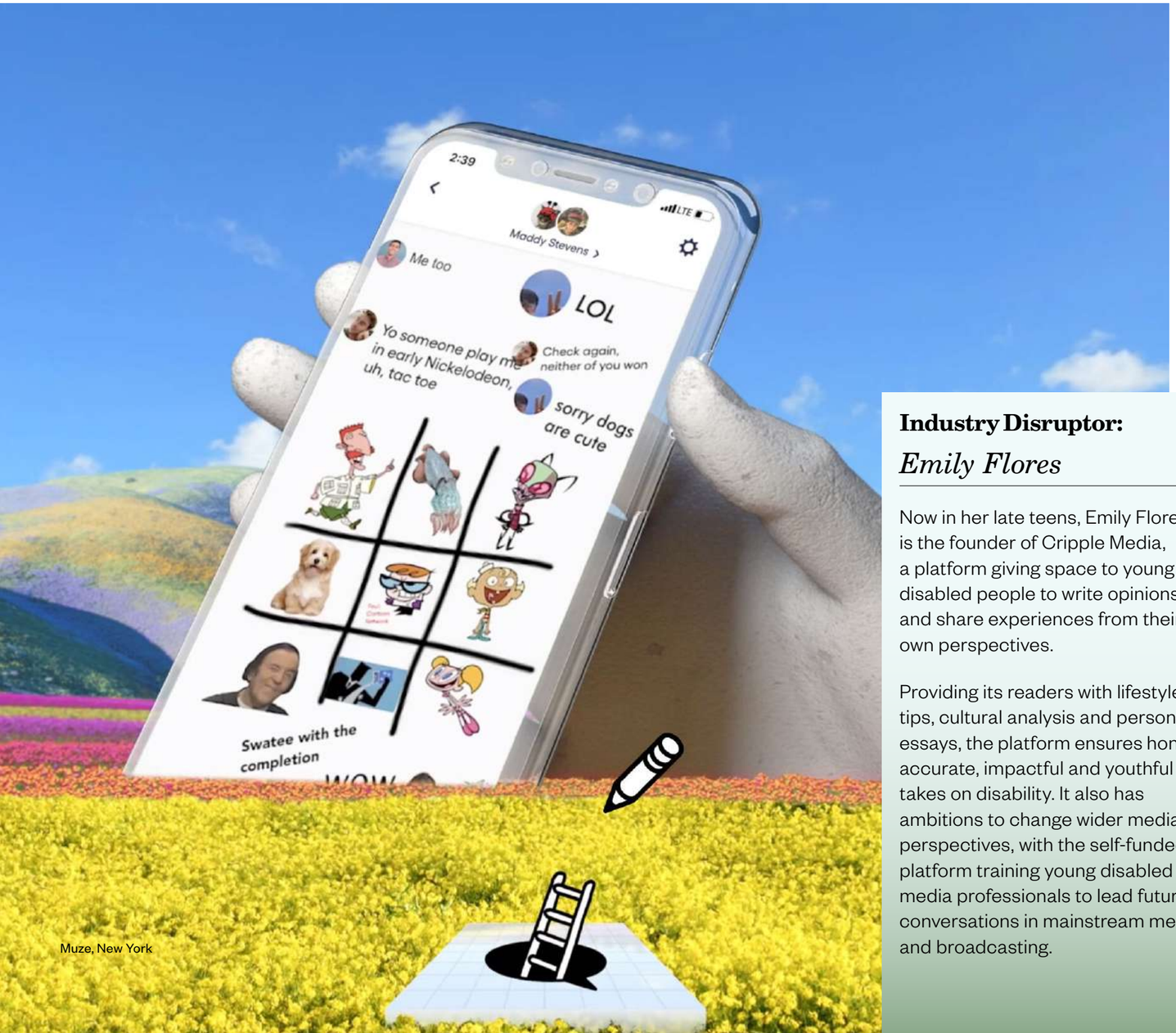
49 Next-gen Social Apps

As **Snapchat** and **Instagram** become passé among some young people, members of Generation Z are taking it upon themselves to build more creative and fluid social apps as spaces to nurture their multimedia friendships.

Described as 'for students, by students', **Dive Chat** is a group messaging and organisation app for college students that hosts everything from digital student clubs to event invitations and private friendship chatrooms in one space.

Turning regular conversations with friends into a collaborative art project, **Muze** is rethinking mobile messaging as a blank canvas for creative expression. Users can write, draw and add images and videos as they interact with friends, transforming what was once a traditional chat box into a visual collage.

Hailing from France, **Yubo** allows teens to make new friends by live-streaming together. With a tagline of 'life not likes', the app highlights how many platforms' reliance on a 'like' button is increasingly out of step with self-assured Gen Z.



Muze, New York

Industry Disruptor:
Emily Flores

Now in her late teens, Emily Flores is the founder of Cripple Media, a platform giving space to young disabled people to write opinions and share experiences from their own perspectives.

Providing its readers with lifestyle tips, cultural analysis and personal essays, the platform ensures honest, accurate, impactful and youthful takes on disability. It also has ambitions to change wider media perspectives, with the self-funded platform training young disabled media professionals to lead future conversations in mainstream media and broadcasting.



SAVEME is a water brand offering people the opportunity to shape its brand messaging and design aesthetic in line with activist values, Belgium

50 Teen Ad-vitism

In a grand subversion of marketing, youth collectives and brands are using satire and brandstanding to distance themselves from – and sometimes reject – large corporations and institutions. Instead, the next generation are using Teen Ad-vitism to form grassroots collectives that champion anti-establishment ideals.

One route has been to redirect advertising revenues, seen with YouTube creator **Zoe Amira**, who subverted the platform's advertising model by asking viewers to watch an hour-long video so she could donate the ad revenue to **Black Lives Matter** charities.

With scepticism about advertising rapidly becoming a defining feature of Generation Z, anti-marketing agency **MSCHF** is taking over the internet with its viral bi-weekly product drops, which range from Birkenstocks made of Birkin bags to potato chips flavoured with foods banned in the US, such as horse meat.

And, as the **GameStop** controversy of 2021 demonstrated, young people are using their collective power to stun institutions – amateur stockbrokers coordinated over **Reddit** to send the stock price for the video game company surging and leaving bankers out of pocket.

Viewpoint:

Strada

The art world is on the cusp of major change. Here's how Paul Hill, the 22-year-old founder of Strada, is empowering the next generation of artists and investors

What inspired you to launch Strada?

Last autumn, I was trying to afford rent, so I started selling screen prints. I realised there aren't any reputable ways for fine artists to sell their artwork and retain most of the proceeds. The only option beyond Etsy or Instagram is going through the gallery system, but fewer than 2% of artists that graduate with an MFA end up getting signed to a gallery – then the gallery takes 50% commission. I started thinking about a better system that allows artists to have a full-time career, retain the majority of their proceeds, and get paid as quickly as the artwork is delivered to the collector. So I built Strada.

And how does the platform work?

It's an online marketplace for artists, galleries and art collectors to buy and sell artwork. Artists make their own profile, similar to Instagram, then upload their artworks and the prices. They retain 88% of their proceeds, and a portion of Strada's own proceeds goes back to our artist grant fund.

Gen Z are often defined for being digital natives. Why, then, are offline exhibitions important?

Physical galleries are important in establishing culture and community, which are the foundation needed to build a company geared towards Gen Z. Strada announces pop-up exhibitions just a few days before, with a focus on artists who are primarily Black, Indigenous people of colour or of marginalised genders. Having an in-person exhibition that people can visit was key in building a reputable place to buy and sell artwork.

Do you see Strada offering young people a way to invest without driving capitalism?

When it comes to Gen Z investing, we focus on three things. One: what do we like? If we see something and we don't like it, we're not going to invest. Two: how does it impact the world? Gen Z don't want to invest in things that are going against making the world a better place. The last is: what's the return? With Strada, if you're collecting from a young emerging artist who is sure to blow up in the long run; just holding onto it, that value can go up 10 times. It's a perfect formula.

> 'Not only are we pushing the old venture capitalist world out, but we're also pushing the old art world out too'

Could we see Gen Z transform the venture capitalist approach to art?

Just 1% of tech founders are Black; executives and CEOs and employees are primarily white or male, often both. So, as Gen Z grow older and enter the workforce, there'll be even greater demand for change. The majority of Strada's employees and executives are Black, Indigenous people of colour, alongside our advisers, board members and investors. Not only are we pushing the old venture capitalist world out, but we're also pushing the old art world out too. We're on the cusp of a massive turnover and a major shift in the art world.



Paul Hill of Strada. Photography by Sophia Wilson, US

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Beauty

• Anti-aspirational Beauty
As customers begin to focus on the real, beauty marketing is becoming more inspirational and inclusive, reflecting back real-life scenarios.

• Momentary Make-up
Brands are packaging up bold beauty looks in convenient applications, allowing for rapid changes in identity without commitment or expertise.

• Wanderlust Beauty
The beauty and travel sectors are intersecting via multi-purpose products that align with people's ever-more transient lifestyles.

• Flower Therapy
The medicinal and therapeutic nature of flowers is being explored through new beauty and wellness products.

• Certified Skincare
Beauty brands are turning to honest labelling innovations to ensure openness about ingredients, sustainability and clinical efficacy.

Health & Wellness

• Radical Relief
With chronic conditions rising and traditional support systems failing many young people, digital communities are filling the gaps.

• Queer Care-givers
Non-discriminatory care is breaking through to offer inclusive products and services for LGBTQ+ communities, from sexual wellness to mental health support.

• Cyclical Fitness
Fitness brands are empowering people to harness their hormonal cycles as a way to optimise exercise routines and enhance overall wellbeing.

• Exertainment
To encourage inter-Covid fitness, gyms are offering exertainment: real-life and virtual classes that combine entertainment, socialising and exercise.

• Bio-based Activewear
Plant-based performance apparel and exercise accessories are helping brands to reduce their planetary impact.

Food

• Chefs On Demand
Membership platforms and subscriptions are connecting restaurants and chefs with food enthusiasts, digitising and diversifying the reach of food.

• Criteria Grocers
A new wave of grocery retailers are communicating their social and eco-values to customers by setting strict criteria for products they sell.

• TikTok Tastes
The app's viral content is creating a hype cycle of culinary trends, establishing it as a major accelerator of ingredients and recipes.

• Eatertainment Spaces
Enticing people back to bricks-and-mortar experiences, brands are fusing food and entertainment with immersive interiors.

• Erotic Eating
Foods' visceral qualities are being explored through sensorial shopping experiences and communal eating events centred on touch and indulgence.

Drink

• Sustainable Sips
From packaging to production and sourcing of ingredients, drink producers are actively improving the eco-friendliness of their supply chain.

• Climate-adaptive Wineries
As the wine industry adapts to rising temperatures and extreme weather, threatened vineyards are turning tainted grapes into experimental tipples.

• Imbibing Irony
After a decade of worthy marketing from drinks companies, a new generation of brands are pushing back with refreshingly honest communications.

• Remedy Drinks
From Ayurveda to fermentation, meet the no- and low-alcohol drinks spotlighting bygone drink-making methods and global wellness practices.

• Alternative Vintners
Next-gen winemakers are experimenting with low- and no-alcohol innovations that hint at wine's post-category future.

Travel & Hospitality

• Re-gen Resorts
The travel sector is moving towards the concept of regeneration, which offers a more tangible and measurable approach to sustainable travel.

• Expat Experiences
As people swap short-term holidays for long-term relocations, travel brands are shifting their focus from tourists to an upcoming influx of expats.

• Sideline Studios
Purpose-built studios for shoots, live-streaming and podcast recording are becoming an essential element in leisure developments.

• Exercise Excursions
The travel industry is making a play for active travellers by placing sports and fitness at the heart of their offerings.

• Data-driven Escapes
Travel media and booking brands are harnessing their consumer insights to designing new hotels and events for travellers.

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Social and environmental issues are altering luxurians' behaviour, fuelling more considerate approaches to how brands market online.

• Elevated Abodes
Premium brands are seizing upon homeware as both an alternative revenue stream and a tool to position luxury within our abodes.

• Healing Luxury
The personal luxury goods sector is drawing on ancient wellbeing practices to imbue their products with greater meaning.

• Sportive Affluents
Luxury labels are refreshing and reviving sportswear as affluents place greater emphasis on keeping active and well.

Fashion

• Bio-positive Fashion
Sustainability demands are pushing forward material innovation, resulting in a series of smarter processes, from garment creation to disposal.

• Eco-motional Fashion
A new wave of change-makers are paving the way for a more positive, human-centric approach to sustainable and ethical fashion.

• Interactive Eco-labels
Fashion brands are reformatting clothing labels to display information about garments' carbon emissions or production and upcycling processes.

• Coterie Consumerism
Generation Z fashion brands are turning digital habits into physical activations to position stores as inter-Covid social spaces.

• Fashion Meta-networks
Global fashion communities are finding connection and inspiration, congregating in virtual realms and the metaverse.

Retail

• Offset Sellers
New services for online sellers are making carbon offsetting a more accessible and convenient part of the purchasing journey.

• Play-tail
Retailers are targeting families and building community with shops dedicated to children's play, learning and engagement.

• Contemplative Stores
Retailers around the world are creating calmer shopping environments inspired by places of tranquillity and contemplation.

• Influ-seller Platforms
Retail brands are seizing the reach of influencers and celebrities by transforming them into content-creating salespeople.

• Metaverse Brands
Disruptor brands are exploring how to enter the metaverse in order to engage a next-generation tribe of digital-first fans.

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• Climate Newsrooms
Global news organisations are launching dedicated climate verticals as the media recognises its role in powering future solutions.

• Connective Audio
People are turning to aural media and audio-only social spaces to build connections and have more meaningful conversations.

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As remote working becomes the norm, a series of hybrid platforms point to a future of virtual water-cooler moments.

• Affirmative Banking
Amid fresh conversation about financial equality, fintech services created by and for intersectional communities are emerging.

• Crypto-cliques
With some people signing off from major social media platforms, they're opting instead for gatherings in decentralised digital spaces.

Youth

• Out-of-work Networks
For young people, the solo activity of job-hunting is being transformed into a community-driven and collaborative pursuit.

• Hangouts 2.0
Young people are claiming more unusual places as hangouts, from airports to ancient bathhouses and CBD lounges.

• Teen Ad-vitism
New collectives and brands are using satire and brandstanding to distance themselves from large corporations and institutions.

• Curator Kids
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• Next-gen Social Apps
Members of Generation Z are building more creative and fluid social apps as spaces to nurture their global friendships.

Calendar 2022



In their latest campaign Burberry blurs the lines between reality and imagination, UK

4 October

Trend Briefing 2023 A/W Macrotrend

Online Event + Report

At Trend Briefing 2023, we will present a new cross-sector macrotrend and its implications for how we live, work and experience the world around us in the second half of the decade.

11 February

Future of Engagement

Webinar + Report

From maximising on the metaverse to retro entertainment formats garnering attention, how will your brand engage audiences in 2022 and beyond?

24 March

The New Collectivism S/S Macrotrend

Linkedin Live + Report

How next-generation brands, businesses and Zalpha (Gen Z + Gen A) consumers are redefining how we'll create, manufacture and retail brands in the Transformative Twenties.

14 April

Retail Futures

Online Event + Report

We'll explore how brands can take more immersive approaches to retail, augmenting stores, elevating e-commerce and marketing in the metaverse.

16 June

Beauty, Health and Wellness Futures

Online Event + Report

As the sectors synchronise further, we'll examine how global identities are influencing new products and experiences, from care to cosmetics.

23 June

Innovation Debrief

Webinar + Report

The 50 definitive mid-year brand campaigns, case studies and global innovators that will inspire readers, agencies, brands and designers around the world.

8 September

Luxury and Hospitality Futures

Online Event + Report

Fresh opportunities to court new communities and sub-cultures loom as immersive technologies and unconquered frontiers bring disruption to the luxury and hospitality sectors.

1 December

Food and Drink Futures

Online Event + Report

The reason we eat is ever-changing. Discover the cultural rituals, flavour profiles and bio-hacks that will propel the food and drink market in fresh directions in the coming decade.

9 December

Future Forecast 2023

Webinar + Report

Discover 50 trends and consumer behaviours that will shape 2023, plus exclusive innovator interviews and forecasts from The Future Laboratory's expert sector analysts.

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