LS:N GLOBAL

THE : FUTURE : LABORATORY

Innovation Debrief 2025–2026

50 innovations to watch

Introduction

For this latest edition of our ever-popular annual debrief, we invite you to dive into those signals emerging from the margins. It's there in the liminal – among the geeks, the freaks and the underdogs – that the kind of audacity that artificial intelligence has yet to replicate can still be found



According to Jeremy Kahn, Fortune's AI editor and author of Mastering AI: A Survival Guide to Our Superpowered Future, while AI can produce and aggregate mainstream art and culture, it often misses the more interesting, avant-garde fringes, potentially making it harder to discover unique, human creativity.

He tells The Future Laboratory: 'That actually may put a premium on humans who can operate as artists on the avant-garde because that will seem very refreshing to people. It will be something they cannot get from AI. But the question is, how do people discover that?'

We hope you find exactly that in these pages. Our Innovation Debrief 2025–2026 is packed with ideas that spark a conversation and can undoubtedly lead to a successful, strategic business decision. As our foresight consultancy approaches its 25th anniversary in 2025, we remain a vital engine of discovery for our clients and members.

In this report, you will find the unexpected. From jeans infused with collagen to sake tested in space and pastries made from air, we showcase the kinds of innovation that feel surprising yet deeply insightful. Alongside these stories, you will find strategic thinking to help you understand why they matter and how to act on them.

As culture becomes increasingly flat and beige turns into the norm, this report brings energy, colour and irreverence to an otherwise sanitised landscape. Among the 50 innovations to watch for, you will find provocations in themes such as Mischief Marketing, Sober Socials and Resilient Appetites.

Making a better future happen remains at the heart of our mission. That is why we highlight global innovators who carry a sense of responsibility that we could all learn from. In Craftsmanship Safeguards, we recognise the brands preserving heritage and endangered know-how. Automated Accessibility focuses on the role of technology in empowering the disabled community. And Nature's New Language examines how survival in the face of climate change will depend on mutualism rather than mastery of natural resources.

Finally, this report takes you from Europe and the US to Brazil, Japan, China, Pakistan, Singapore, Thailand and beyond. Innovation knows no frontier. The ingenuity of the brands, researchers, designers and disruptors of all types featured here transcends borders. More than ever, newness is not a Western export – it speaks all languages.

Dan Hastings-Narayanin, deputy foresight editor

Consumer Foresight and Trends Intelligence, powered by LS:N Global

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Cover: Gaia Communication System by Inxects, Denmark



Contents

3 Certified in Space

7 Mischief Marketing

11 The New Age of Discovery

15 Craftsmanship Safeguards

19 Automated Accessibility

23 Sober Socials

27 Collagen’s New Frontiers

31 Resilient Appetites

35 The Augmented Human

39 Nature’s New Language



Gaia Communication System by Inxocts, Denmark

Certified in Space

‘Tested in space’ is fast becoming the ultimate badge of innovation – a signal of exceptional quality and in-house expertise. If a product can survive space, it suggests the brand’s everyday offerings are built with the same advanced thinking and craftsmanship



Axiom AxEMU Prada Spacesuit, Italy



Thought-starter

How could the science, aesthetics and optimism of space exploration inspire your next product, experience or narrative – pushing your brand beyond limits, gravity or convention?

Left to right: Dassai Moon, Japan; The Aeonia Collection by Delavie Sciences, US

1. Dassai
Galaxy Brew

Japanese sake brand Dassai is aiming to ferment sake in space. Maker Asahi Shuzo will send ingredients to the International Space Station (ISS) in 2025 to test fermentation under microgravity. The goal? To develop techniques for brewing sake and eventually other fermented foods beyond Earth. If successful, a single 100ml bottle could retail for £517,180 (¥100m, $690,000, €614,430). Although there is no guarantee of success, the company hopes this research could pave the way for space-compatible manufacturing, even envisaging sake being enjoyed by future moon tourists. This project highlights both innovation and cultural pride, especially as sake was added to UNESCO's cultural heritage list in 2024.

: **What's next?** Space isn't just for tech companies; it's a storytelling tool for luxury, exclusivity and innovation. Use space-related innovation to reposition your brand as future-facing and premium.

2. Delavie Sciences
Celestial Cosmetics

US-based Delavie Sciences, co-founded by Dr David Sinclair, developed Bacillus Lysate, an anti-ageing skincare ingredient derived from a resilient bacterium that survived 18 months on the outside of the International Space Station. Recognised as Certified Space Technology by the Space Foundation, this patented breakthrough enhances sun protection, boosts hydration, reduces hyperpigmentation and promotes skin rejuvenation. Featured in Delavie's Aeonia skincare line, Bacillus Lysate increases hyaluronic acid by 200% and boosts skin radiance after one use. The company has expanded its product range, with a sunscreen launch expected soon. Following a 61% revenue rise in 2024, Delavie anticipates 155% growth in 2025, proving space science's skincare potential (source: Fast Company).

: **What's next?** Microgravity could be a future lab for fermentation, ageing, chemical reactions or material properties in food, drink, biotech and cosmetics. Ask yourself: 'how will my product react in space?'





Proxis by Samsonite, US

3. Samsonite
Space Stress Testing

US luggage brand Samsonite has literally taken innovation to new heights by launching its lightest suitcase, the Proxis, to the edge of space. Designed with an ultra-light, durable Roxkin shell, the 4.6lb suitcase ascended over 130,000 feet and returned fully intact, proving its resilience in extreme conditions. The mission showcased Samsonite's commitment to cutting-edge design and performance, pushing travel gear beyond Earth's boundaries. 'This experiment with Sent Into Space – a UK-based aerospace company specialising in high-altitude balloon launches to the edge of space – demonstrates how our case delivers performance under the most challenging conditions, withstanding not only the rigours of Earthbound travel but also the ultimate test: space,' said Nicole Adriance, senior director of brand marketing.

: **What's next?** To stand out, products won't just be certified, they'll be battle-tested. Consider testing your product in extreme or symbolic environments (space, Arctic, under water) to create compelling narratives around quality and resilience.

'This experiment with Sent Into Space demonstrates how our case delivers performance under the most challenging conditions, withstanding not only the rigours of Earthbound travel but also the ultimate test: space'

Nicole Adriance, senior director of brand marketing, Samsonite

Lab Insight

Alice Crossley
senior foresight analyst

Space-certified products are fast becoming shorthand for future-proofed luxury and innovation – but resist gimmickry. Instead, use this trend to champion extreme environment testing and space-informed design as markers of genuine craft and cultural capital

4. Prada
Cosmic Couture

Axiom Space has partnered with luxury fashion house Prada to design next-generation lunar spacesuits for NASA's Artemis III mission, marking the first crewed Moon landing since 1972 and the first to include a woman. Prada will contribute materials expertise, design innovation and protection solutions for the harsh lunar environment. The Axiom Extravehicular Mobility Unit (AxEMU spacesuit) will enhance flexibility, durability and scientific capability on the Moon. This collaboration blends fashion with aerospace engineering, celebrating creativity and advancing human exploration. The mission is scheduled for 2027 and represents a significant step in sustainable lunar exploration and broader space discovery.

: **What's next?** Future innovation comes from unexpected partnerships. Start co-creating with players outside your industry – biotech, gaming, climate tech, materials science – to develop products or ideas no one can create alone.

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Left to right: Axiom AxEMU Prada Spacesuit, Italy; #BringTasteToSpace by Sir Kensington's, US

5. Sir Kensington's
Meteor Mayo

In 2024, Sir Kensington's, the condiment specialist owned by Unilever, campaigned to bring its mayonnaise and sauces to the International Space Station. Citing astronauts' reduced sense of taste in microgravity, the company proposes its flavourful, health-conscious condiments as a solution to bland space food. Samples of chipotle mayo and chilli lime crema were submitted to NASA's Space Food Systems Lab. The brand also launched a public petition to support the initiative. If approved, Sir Kensington's will adapt its shelf-stable products for space requirements. The mission is to #BringTasteToSpace and become the go-to flavour boost for astronauts' meals beyond Earth.

: **What's next?** Even if your products won't go into orbit, consider how the aesthetic and science of space exploration can inspire your Earth-based brand. Designing for space and interplanetary optimism is fertile creative ground.



'When we learned that it is difficult for astronauts to taste flavours while in space… we realised that this could be a brand new territory for us to explore and bring our proposition of mouth-watering, other-worldly flavours to all people – including the astronauts themselves'

Chris Symmes, head of marketing, Degree

Mischief Marketing

Roasting competitors in public? Serving kegs to pregnant women? To cut through the noise, marketers are leaning into ‘doing the wrong thing’ to show that brands can be bold, cheeky and irreverent



Young-Chul Kim, South Korea



Geeta Bit Naughty by Geeta's, UK

6. Geeta's
Blurred Lust

Pickle and chutney brand Geeta's launched Geeta Bit Naughty, a cheeky campaign encouraging Britons to think beyond curry. Developed by creative agency Insiders, the campaign features pixelated food ads showing bold flavour pairings such as mango chutney in spaghetti bolognese or fajitas made with roti to challenge culinary norms without offending traditionalists. The pixelation is reminiscent of content blurred for under-age eyes and adds a playful layer of rebellion. Insiders co-founder Rory Gilbride said: 'While us Brits love Indian food, we struggle to see beyond delicious curries, meaning that the way we apply Indian flavour is limited' (source: Linkedin).

: **What's next?** Adopt a playful, tongue-in-cheek marketing approach to rejuvenate a tired or traditional category. How can you tap into humour and cultural rebellion to spark interest and modernise your brand's perception?

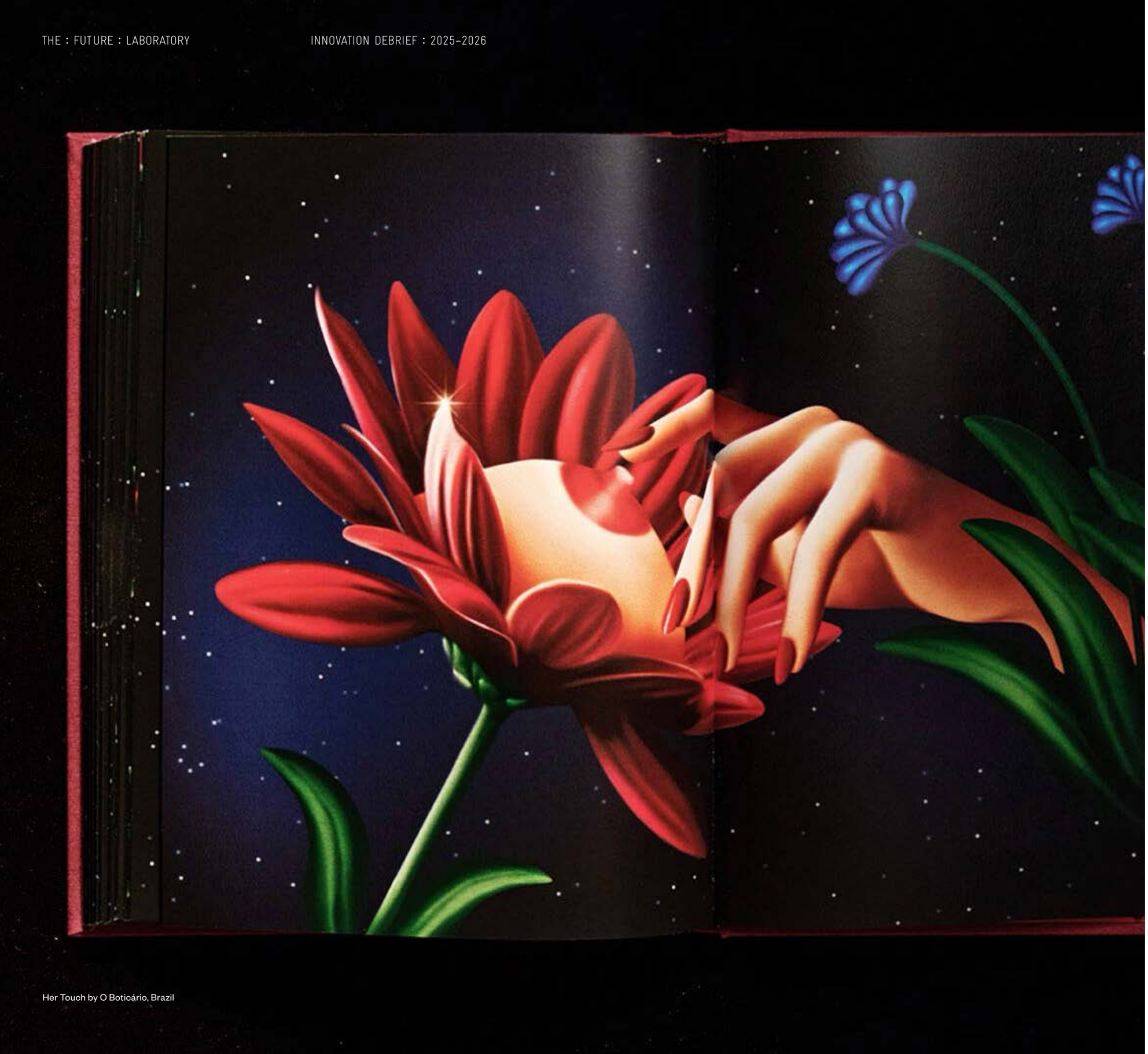
7. Liquid Death
Pregnancy Pastiche

Liquid Death launched a cheeky new campaign in March 2025 entitled Kegs For Pregs, starring pregnant podcast host Kylie Kelce chugging water from a party keg. The twist? It's just still mountain water. The brand cleverly disguises healthy hydration as hard partying. 'I've had so many of these,' Kelce says, while promoting the oversized water kegs for expectant mothers. The campaign riffs on the idea of drinking for two, complete with a jingle and eyebrow-raising humour. Following a viral Super Bowl ad, Liquid Death leans into its irreverent brand voice, with creative vice-president Andy Pearson reminding everyone: 'Don't be scared, it's just water.'

: **What's next?** The Kegs For Pregs campaign proves that maternity doesn't have to mean boring branding. Explore edgy or unexpected positioning for pregnancy-safe goods, from alcohol-free spirits to mocktail kegerators and skincare bundles.



Kegs for Pregs by Liquid Death starring Kylie Kelce, US



Her Touch by O Boticário, Brazil

8. O Boticário
Sexuwellness Education

In 2025, Brazilian beauty brand O Boticário launched Her Touch, a free digital book celebrating female pleasure by reframing the skin as an erogenous zone. Written by clinical sexologist Mari Williams and illustrated by Brazilian artists, the guide blends sensuality with poetic self-exploration. It follows the success of Her Code, the brand's taboo-breaking 2023 fragrance. Backed by research showing 79% of women have faked orgasms, Her Touch encourages intimacy, self-love and body awareness. The campaign includes Near-Field Communication (NFC) enabled packaging, influencer partnerships and round-table talks. It quickly became the most downloaded book on Amazon Brazil, reinforcing O Boticário's commitment to empowering women through honest, inclusive storytelling.

: **What's next?** O Boticário reframed sensuality as a form of self-care, not scandal. Beauty, wellness and fashion industry players can explore how touch, intimacy and body confidence can become pillars of their messaging.

Lab Insight

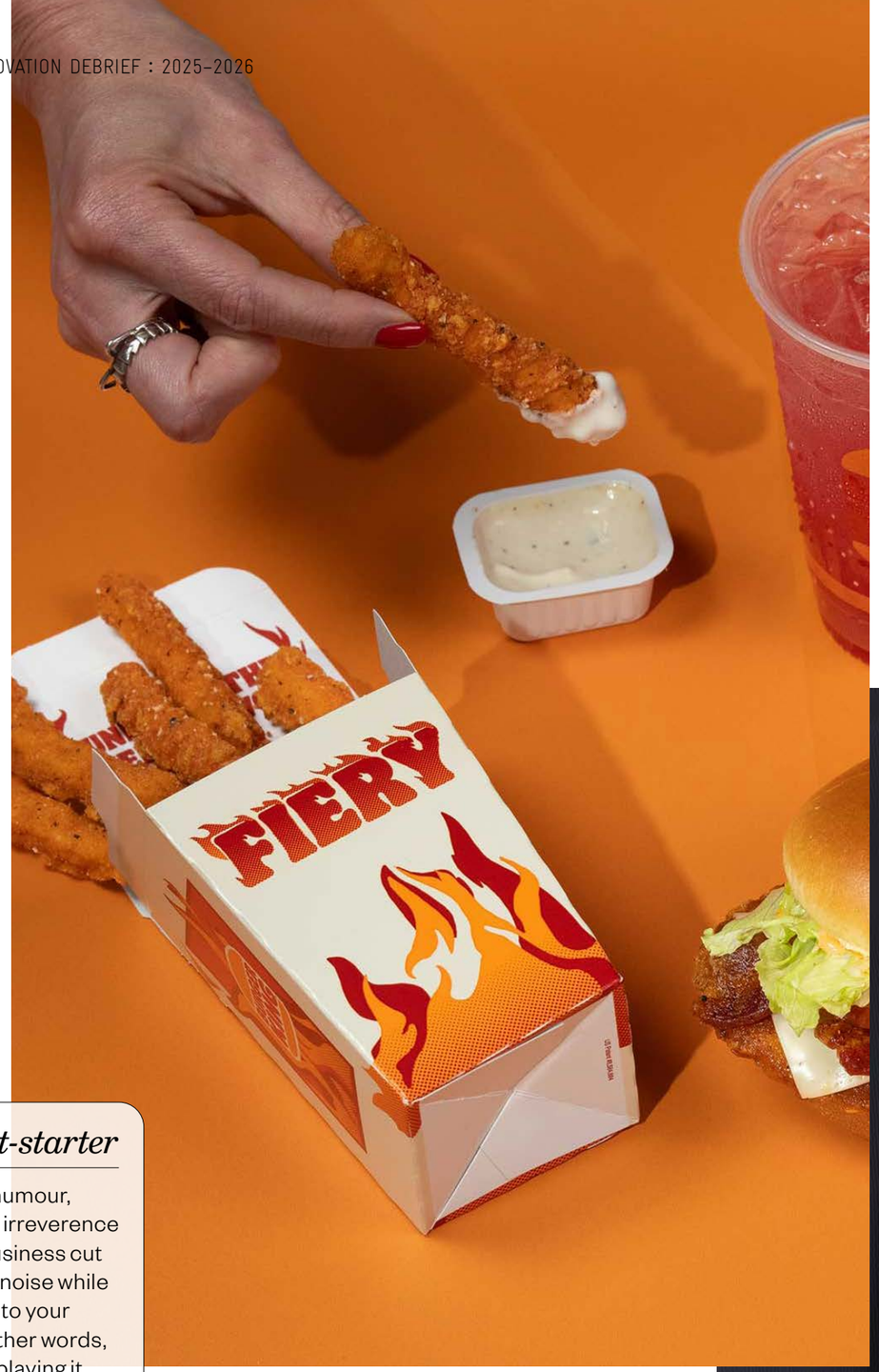
Dan Hastings-Narayanin
deputy foresight editor

In the post-Covid advertising landscape, nostalgia and dark humour emerged as tools of comfort and irony. Now, brands are embracing a more mischievous tone, aiming to titillate consumers and encourage them to explore their defiant side. Why does it feel so good to be bad?

9. Burger King Brazil
Search Hijack

In March 2025, during Brazil's Consumer Week, Burger King (BK) pulled off an audacious stunt by placing exclusive discount coupons in the photo sections of over 1,000 competitor restaurant listings on Google Maps across 24 states. Timed to coincide with Consumers' Day, the geolocated campaign hijacked consumer attention right at the point of decision-making and required zero media spending. Developed with AlmapBBDO, the initiative used Google's Local Guides feature to redirect customers searching for rivals to BK deals. 'The idea is quite simple: if you're not the most searched brand on Google, aim to be the most purchased one,' said Igor Puga, vice-president of marketing at Zamp, BK's parent company, in a press release.

: **What's next?** Burger King literally used competitor real estate to redirect traffic. What would it look like to treat your competitors' platforms, stores or listings as indirect acquisition channels using humour, utility or surprise?



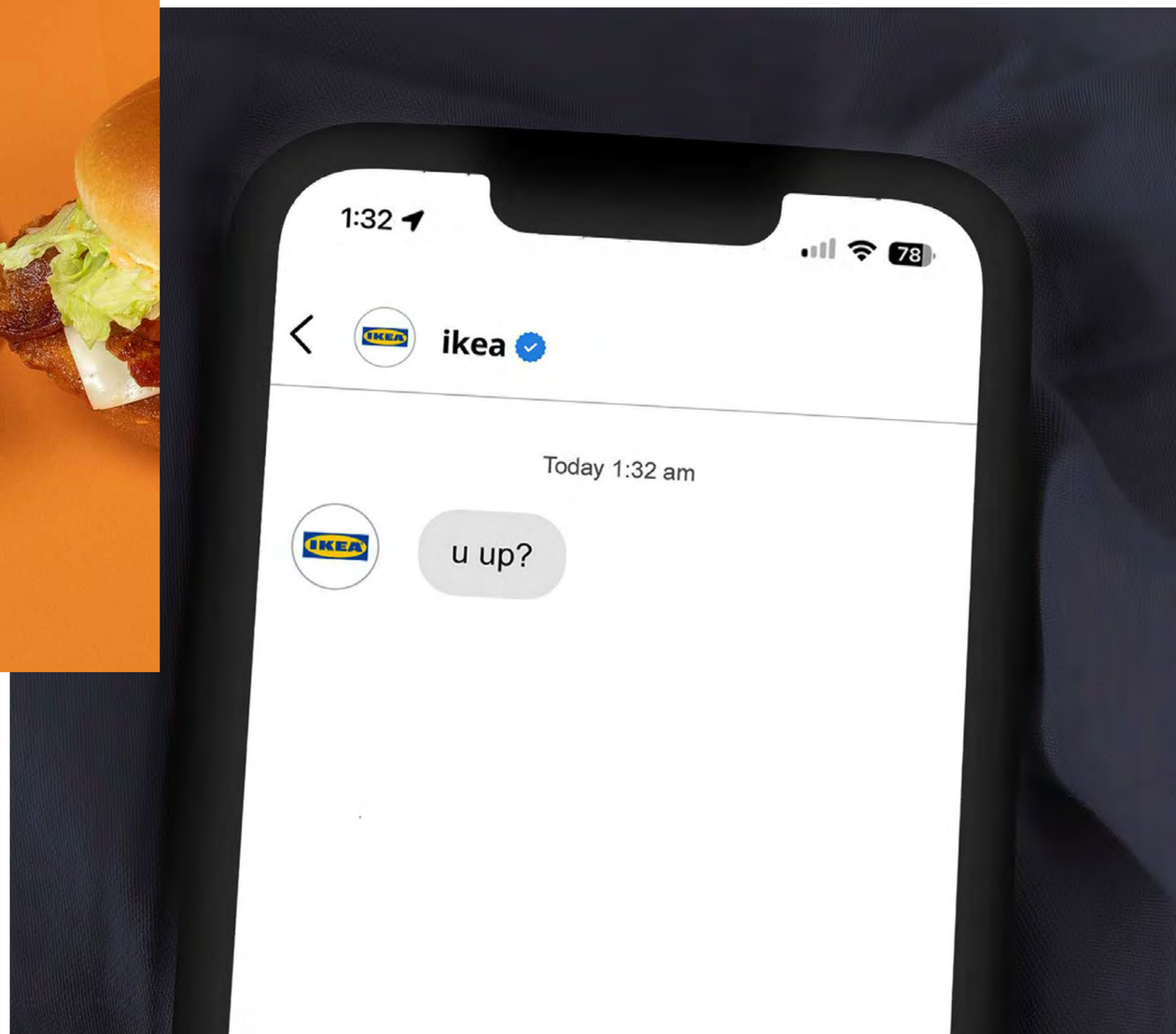
Thought-starter

How could humour, innuendo or irreverence help your business cut through the noise while staying true to your values? In other words, are you still playing it too safe?

10. Ikea Canada
Flirty Coupons

In February 2025, Ikea put a cheeky twist on late-night texting with its U up? campaign, DM-ing users in Canada between 10:00pm and 5:00am after Valentine's Day. Some lucky responders received free mattresses, while others were offered 15% off sleep products through Ikea's loyalty programme. Created by agency Rethink with media placed by Carat, the stunt cleverly reached people likely to be scrolling due to poor sleep. With over 500 messages sent, including to influencers, and minimalist billboards supporting the push, the campaign humorously targeted competitors like Emma and Simba while promoting better rest with Ikea. 'U up?' became a clever nod to sleepless shoppers.

: **What's next?** To be noticeable in a sea of corporate noise, study meme culture, Gen Z slang or dating app dynamics to craft brand messages that feel like texts from a crush, not ads.



Left to right: Burger King Fiery menu, US; U Up? campaign by Ikea, Canada

The New Age of Discovery

Where can consumers still find newness amid algorithm fatigue, ad blockers and saturated content platforms? Part of the answer lies in gatekeeping resources, gamified marketing, decentralised spaces and a renewed sense of trust – between brands as curators and audiences as active participants in the brand universe



Xchair by Ben Elliot, France



Left to right: MAR BAR by Mariale Marrero and Infinite Reality, US; Refy, UK

11. Mariale Marrero
The Influencer-verse

At Web Summit 2024, Infinite Reality CEO John Acunto and Venezuelan content creator Mariale Marrero unveiled an immersive digital world designed for Marrero's 32m followers. Similar to platforms like Roblox, this digital space allowed users to interact with Marrero while virtually exploring her home. From her living room to her kitchen (where users could view recipe videos) to her dressing room (where they could try on clothes), Marrero's world provided a comprehensive experience. The goal was for creators to own the data collected in these immersive spaces and to sell direct, transparent access to their fan base to advertisers, ensuring greater control and monetisation.

: **What's next?** As creators aim to monetise their communities outside traditional big tech algorithms, they will explore subscription platforms, gated communities and blockchain-enabled loyalty systems.

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12. Refy
Trust-Based Discovery Channels

British beauty brand Refy is redefining product discovery through deep community engagement. Its Instagram broadcast channel (with nearly 16,000 members) offers polls, masterclass invitations and feedback opportunities to ultimately turn customers into co-creators. Beyond digital, Refy hosted a Community Trip in Mallorca for eight superfans in 2024, focusing on authentic connections over influencer marketing. Refy co-founder Jess Hunt personally hosted the trip, cementing real-world loyalty. This grassroots, direct-to-consumer-first approach creates a new discovery model where products are introduced in intimate, peer-driven settings, not just via retail. Refy's model shows how loyalty, exclusivity and genuine interaction are reshaping the future of beauty marketing.

: **What's next?** Embrace new feedback frontiers and consider using Instagram broadcast channels, brand-exclusive Discord groups or WhatsApp communities to foster direct customer engagement, push new products and create feedback loops.

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REFY
REFY
REFY



Bar Dating by Heineken, Italy and Brazil

13. Heineken
Hospitality Swiping

In 2025, Heineken launched Bar Dating, an innovative app in Brazil and Italy that helps young adults discover new bars using a familiar swiping format inspired by dating apps. Aimed at breaking the cycle of routine nights out, the app gives each bar a unique profile so users can match based on live music, laid-back atmosphere or just great beer. With 67% of Gen Z and Millennials returning to the same spots despite craving novelty, according to Heineken, this playful approach turns bar discovery into an engaging digital experience, helping users refresh their social lives while supporting local bars and real-world connections.

: **What's next?** As swipe culture becomes the UX of exploration, brands should consider how to reframe discovery as a game rather than a search. How can you redesign discovery journeys to feel more playful and spontaneous?

‘Although younger consumers have a desire to be adventurous and try new things, the reality is they are often stuck in the same routine, which leads to many feeling that their social lives are becoming stale. We want to encourage young people to step out of their comfort zones and visit new bars’

Nabil Nasser, global head, Heineken

Lab Insight

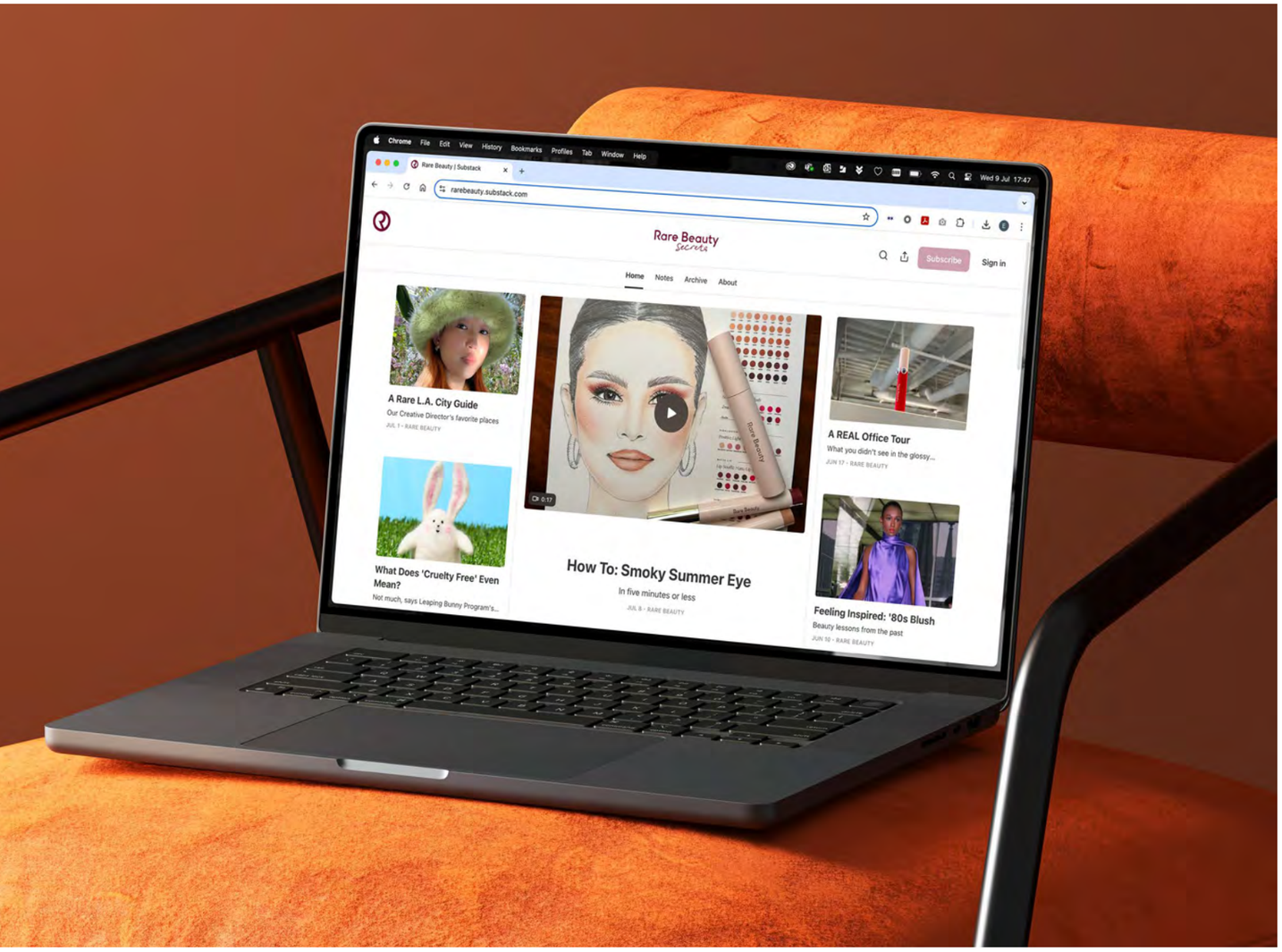
Dan Hastings-Narayanin
deputy foresight editor

With the imminent decline of traditional search, TikTok trapping users in microbubbles and the rise of agentic AI, how are consumers meant to discover new things? Don't expect a single platform to hold a monopoly. Consumers will seek out newness through people they trust, whether that's a loved one or their favourite brand

14. Rare Beauty
Substack Mindset

Rare Beauty, the cosmetics brand founded by singer Selena Gomez, launched a Substack newsletter entitled Rare Insider in April 2025. This initiative offers a behind-the-scenes look at product development and team culture. Written by MacKenzie Kassab, Rare Beauty's director of creative strategy, the newsletter aims to share stories that don't always fit on traditional social media platforms, such as insights into the Rare Impact Fund's mental health initiatives and the creation process of specific products. Topics are often inspired by real questions from the audience, sourced from Instagram comments or even Sephora reviews. This approach reflects a creator mindset, focusing on storytelling and community engagement to ultimately grow direct sales.

: **What's next?** With platforms like Instagram, X and TikTok throttling organic reach, email newsletters give your business total control as a direct communication and discovery channel.





Thought-starter

How could your business rethink discovery as a decentralised, emotionally driven journey shaped by trust, play and storytelling instead of relying solely on algorithms, ads or influencers?

Left to right: Rare Beauty Secrets on Substack, US; Walmart Unlimited, US

15. Walmart
X-tended Retail

Walmart is expanding into immersive commerce with Walmart Unlimited, a gamified mini-series where users can shop seamlessly while playing. The debut episode featured small luxury brands evolving from product makers to cultural stewards, as well as suppliers like natural food business owner Ibraheem Basir, and blends diverse storytelling, gaming and retail. Whether reviving lost techniques or reframing heritage through tech, brands are curating living archives and empowering consumers to become co-creators.

In parallel, Walmart launched Your Dorm Your Way, an updated virtual store in Walmart Realm developed with Emperia. Featuring themed dorms inspired by Pinterest trends and influencer content, the experience offers mini-games, curated shopping and high engagement with conversion rates going up 75% and an average visit time of 11 minutes.

: **What's next?** Walmart's storyline-led approach brings emotion and identity to the fore. Brands should embed product discovery into plotlines, character arcs or quests to build loyalty through emotional storytelling.

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Craftsmanship Safeguards

As forecast in our Luxury Recrafted and New Codes of Luxury macrotrend reports, brands are becoming taste-makers and patrons of the arts by investing in the preservation of craftsmanship. From teaching ancestral know-how to emerging talent to digitising artisanal techniques for longevity, your favourite brand is already acting as a museum curator





Left to right: Dior Gold House. Photography by Goose Studio, Thailand; Hair Reborn by Pantene and Zhou Yinghua, China

16. Dior
Escapism Retail

Dior's Gold House in Bangkok, Thailand, is a temporary concept store opened in December 2024 due to remain in place for two years that blends Parisian luxury with Thai artisanal tradition. Designed as an immersive retail experience, the space features hand-made gold mosaic tiles and lush gardens, but its true distinction lies in its collaboration with Thai artists. These artisans created bespoke furniture and décor using traditional techniques – bamboo filigree, mirror mosaics and even recycled elephant waste – re-interpreted in modern forms. By spotlighting and supporting these crafts, Dior not only enriches its brand narrative but also safeguards local heritage, positioning craftsmanship as a central pillar of its global storytelling and design innovation.

: **What's next?** Transform retail into short-lived cultural monuments that drive urgency, media buzz and pilgrimage-level engagement. Trade permanence for high-impact presence.

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17. Pantene China
Cultured Treatment

In 2024, Pantene China partnered with master artist Zhou Yinghua to revive the ancient Chinese art of hair embroidery, using restored human hair transformed by its 3 Minute Miracle treatment. The campaign was developed with Grey Hong Kong and re-imagined Zhou Fang's historic painting, Court Ladies Adorning Their Hair with Flowers, stitched entirely from Pantene-treated hair. By combining modern haircare technology with a rare heritage craft, Pantene not only demonstrates product efficacy but also helps preserve an endangered art form. The initiative celebrates cultural storytelling and women's beauty while aligning with Pantene's brand message: making the impossible possible through everyday miracles.

: **What's next?** Pantene's treatment met hair embroidery techniques going back 5,000 years. Seek out cultural crafts or disappearing techniques that can be revived through your product or formula to honour tradition while celebrating progress.



Walk Gently by Arc'teryx, Canada

18. Arc'teryx
Decolonising Craft

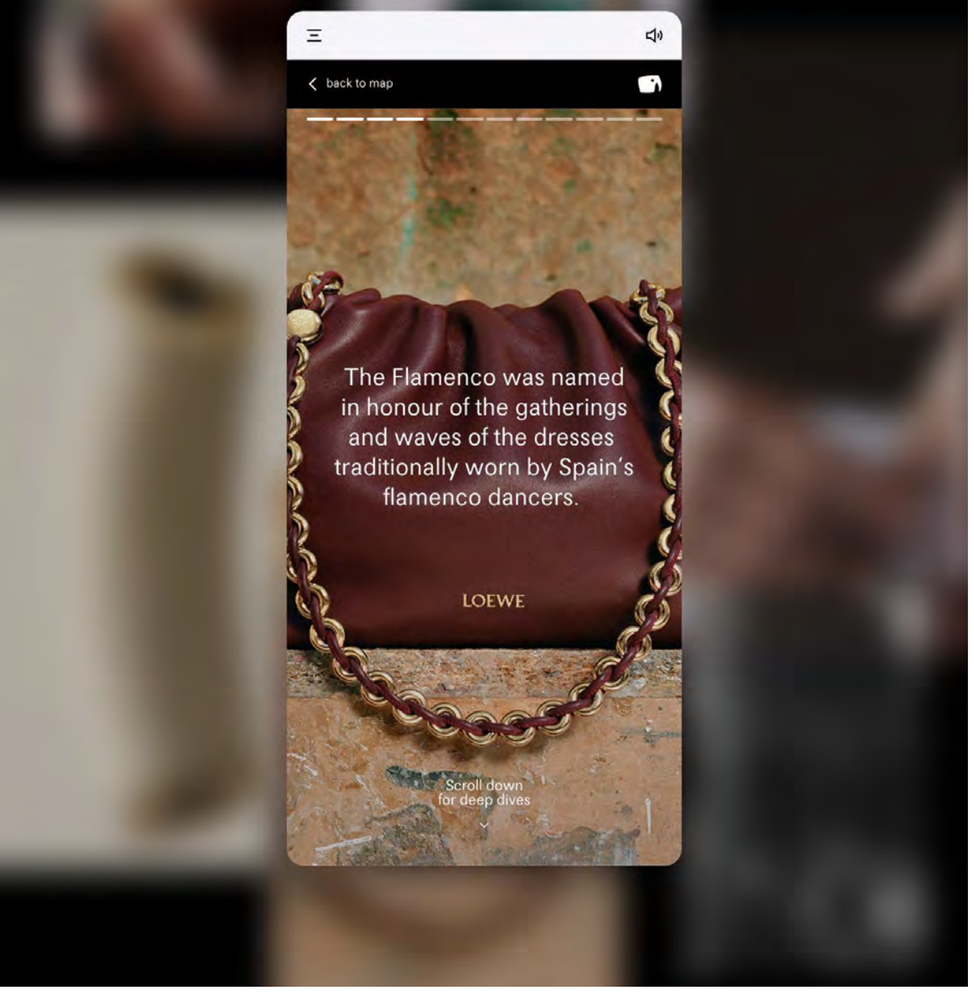
Arc'teryx's Walk Gently design platform spotlighted Indigenous craftsmanship by collaborating with Musqueam artist Cole Sparrow-Crawford on a seven-piece collection blending ancestral techniques with technical apparel. Each garment draws on Musqueam stories, from canoe-inspired shorts to moccasin-like shoes and a wool blanket reflecting Coast Salish weaving. The initiative embeds Indigenous designers within Arc'teryx's team, ensuring authentic storytelling and cultural preservation. The campaign was co-led by Sparrow-Crawford's sister and celebrates local traditions and the skills of Indigenous communities for engineering technical garments. Arc'teryx is empowering a new generation to carry on their cultural heritage by supporting Indigenous design and honouring centuries-old knowledge.

: **What's next?** Arc'teryx's Walk Gently line draws from thousands of years of Indigenous technical design. Consider how to create programmes that elevate ancestral knowledge systems – from weaving to architecture – as technological legacies, not folkloric footnotes.

Lab Insight

Rose Coffey
senior foresight analyst

Luxury brands are evolving into cultural stewards, curating living archives and empowering consumers to become co-creators. Whether preserving craftsmanship techniques or reframing heritage through tech, using culturally rich narratives allows brands to resonate with consumers who seek connection beyond product ownership



Left to right: Loewe Crafted World digital experience by Stink Studios, Tokyo; Signor Blum for Bottega for Bottegas by Bottega Veneta, Italy

19. Loewe
Digitising Handicraft

Unveiled in April 2025, Spanish luxury brand Loewe's Crafted World exhibition in Tokyo celebrates its 179-year heritage of craftsmanship through a blend of physical and digital storytelling. Created with Stink Studios, the digital experience lets visitors design a personalised Tool Bag ticket, navigate exhibits and engage remotely through playful features inspired by Japanese game shows. Designed by OMA, the exhibition also pays homage to Japanese craftsmanship, featuring traditional materials and techniques that reflect Loewe's appreciation of local artisanal culture. By merging heritage with immersive technology, the brand creates a seamless, global luxury experience that deepens engagement before, during and beyond the event without losing authenticity.

: **What's next?** Consider how to make luxury interactive and not solely aspirational. Can you design fun, educational tools that make slow, traditional processes and heritage feel relevant to younger, digital-native audiences?

20. Bottega Veneta
Curator Brands

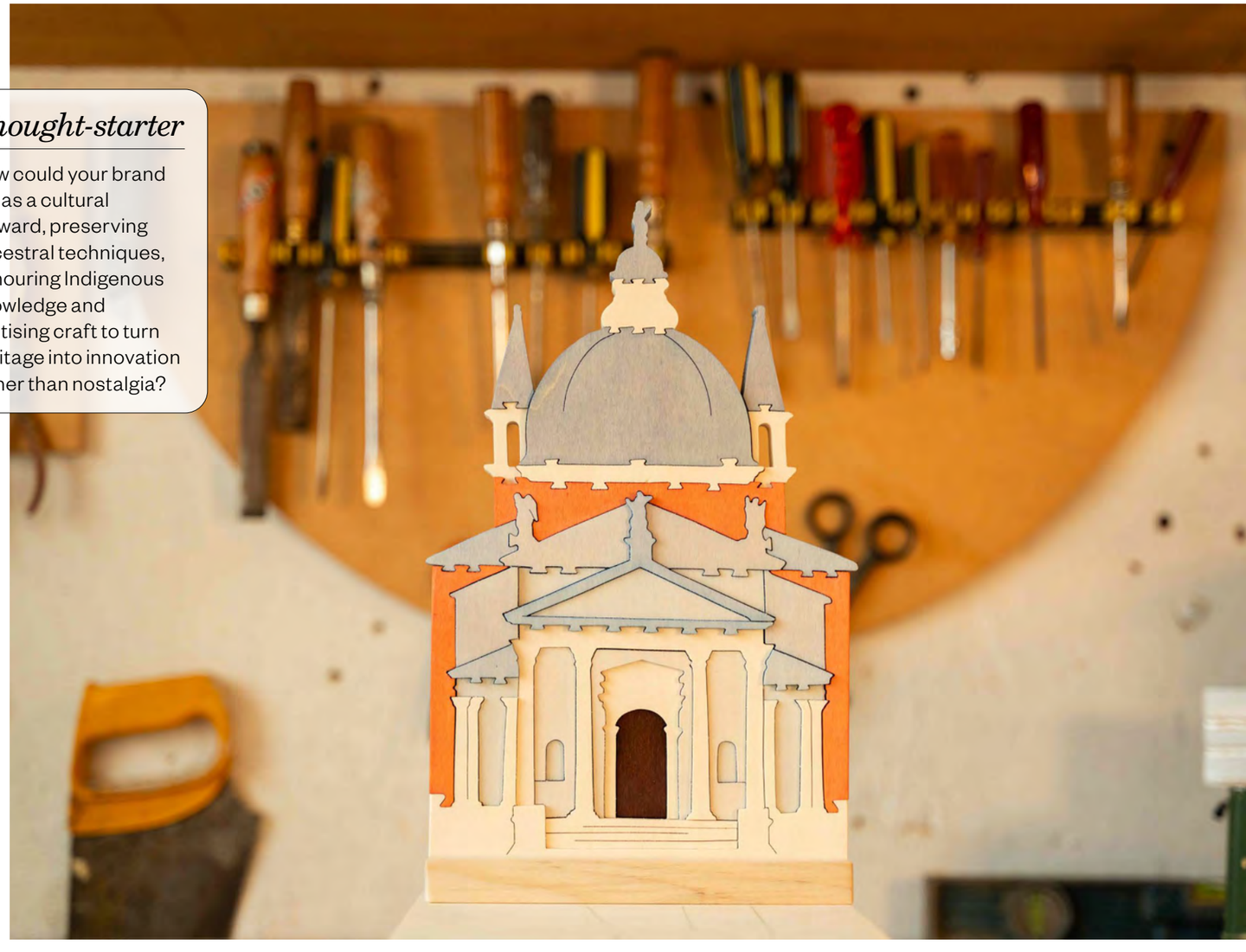
Bottega Veneta's Bottega for Bottegas celebrates and safeguards traditional craftsmanship by spotlighting small artisan workshops from Venice and beyond. The initiative supports age-old skills, from Murano glassmaking to hair embroidery and brass casting, by giving makers a global platform. The 2024 edition honoured six Venetian artisans, showcasing hand-crafted puzzles, glassware and playing cards steeped in local culture and technique. Through storytelling, collaborations and retail exposure, Bottega Veneta merges fashion with heritage preservation, positioning itself as both brand and cultural patron. The project reflects a commitment to sustainable, slow luxury and ensures these artisanal legacies endure in a fast-paced, industrialised world.

: **What's next?** The future of brand partnerships is undoubtedly ethical and restorative, shifting from hype-driven moments to acts of custodianship through intimate alliances with living heritage.

Read More

Thought-starter

How could your brand act as a cultural steward, preserving ancestral techniques, honouring Indigenous knowledge and digitising craft to turn heritage into innovation rather than nostalgia?



Automated Accessibility

Although calls to defund diversity, equity and inclusion (DEI) initiatives across the US are growing louder, tech innovators continue to develop cutting-edge tools powered by artificial intelligence to improve daily life for disabled individuals. Now, more than ever, designing for inclusion should be a priority



The Portland Trail Blazers and OneCourt in partnership with Ticketmaster, US



Left to right: Pair Node by LFD (Life for Design), South Korea; My First Voice by Monks and India Centre for Community Initiative (CCI), India

21. Pair
Modular Smartphone

Design collective LFD (Life For Design) has unveiled Node, a concept modular AI smartphone under its flagship brand Pair. The device allows users to customise up to eight magnetic modules, ranging from speakers and cameras to braille displays and health-monitoring blocks. Powered by AI, Node features a smart assistant, real-time language translation and voice-command capabilities. It includes options like SSD storage secured by facial or fingerprint recognition, sub-displays and power bank modules.

The phone's interface is highly customisable, with widget layouts resembling Tetris. Although still a concept, Node re-imagines accessibility, adaptability and functionality in smartphones for a diverse range of user needs.

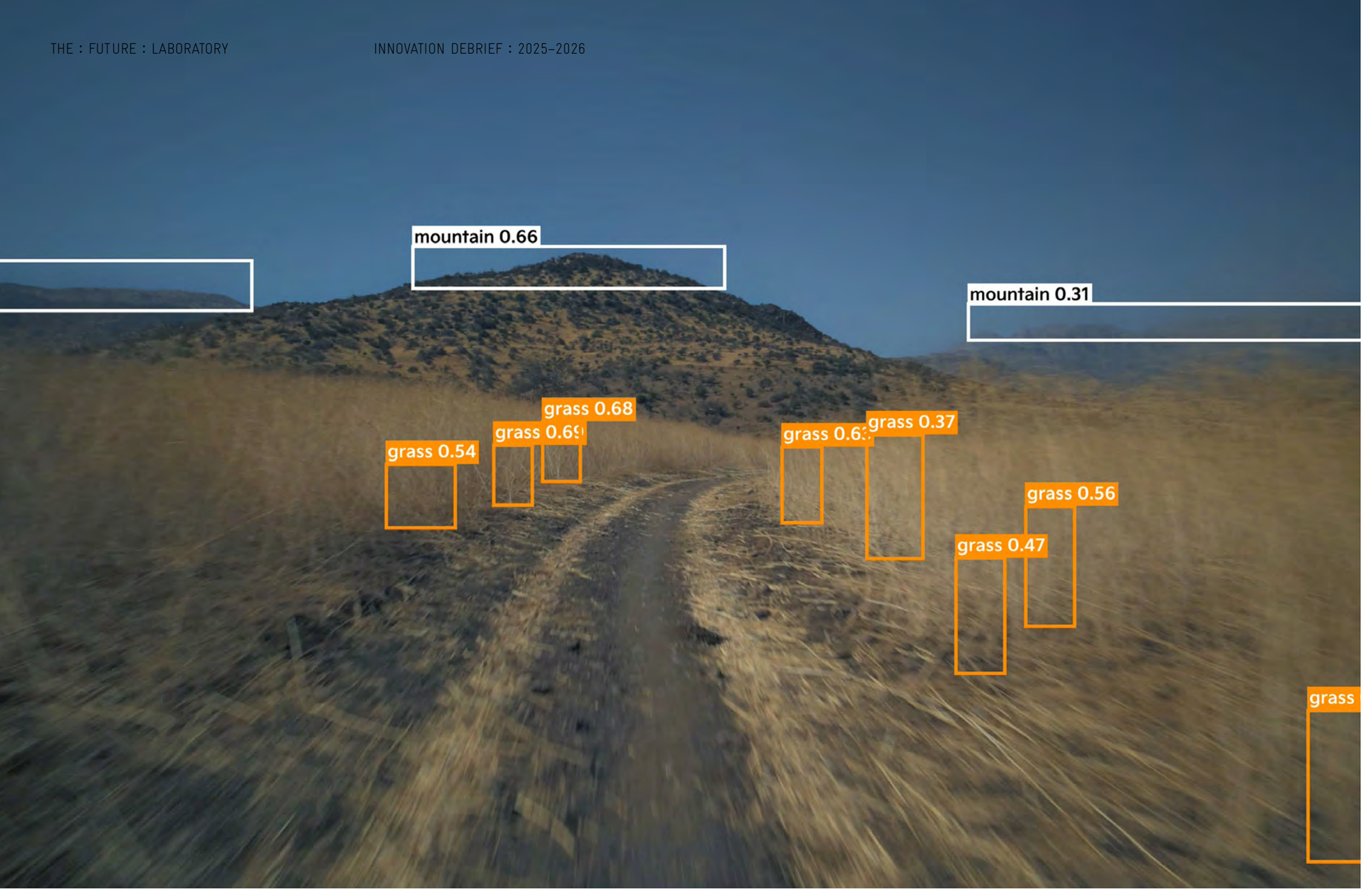
What's next? Pair's modularity allows users to build their ideal phone – part speaker, part translator, part health tracker. Brands can explore user-driven hardware eco-systems that evolve based on personality, lifestyle or ability.

22. Monks
Non-verbal AI Translations

S4 Capital's Monks and India's Centre for Community Initiative (CCI) launched My First Voice, an AI-powered project that helps non-verbal children communicate using voice cloning, in April 2025. The tool captures a child's unique vocal tone from hums or family speech samples and generates a personalised voice, enabling more natural interaction. Developed over two years, the technology reduces voice training time from three days to five minutes, making it scalable and impactful. Piloted with 10 children, it gave parents the joy of hearing their child say 'I love you'. The project aims to expand across India, promoting inclusion and breaking stigma through tech.

: **What's next?** For many non-verbal children, being heard in their own voice means being seen as fully human. Consider how to build tools that close the dignity gap, especially in areas where silence or stigma still rule.





Kia Soundscapes, Europe

‘With Kia Soundscapes, we are exploring how technology can tear down barriers and help us create a more inclusive and accessible world’

David Hilbert, marketing director, Kia Europe

23. Kia Europe
Motion Melody

In April 2025, car manufacturer Kia Europe and brand agency Innocean Berlin introduced Soundscapes, a ground-breaking initiative that transforms landscapes into music for passengers with vision loss. Using the Kia EV9’s Advanced Driver Assistance System (ADAS), the car’s AI interprets topography and converts it into sound, allowing visually impaired passengers to ‘hear’ their surroundings. Developed with creative coder Harald Schaack and music producer Wonder Bettin, the system maps textures and object sizes to specific musical elements. The campaign includes emotional films of users experiencing Soundscapes for the first time, reinforcing Kia’s inclusive ethos of ‘movement that inspires’ and highlighting how smart technology can enhance accessibility on the road.

: **What’s next?** By converting topography into music, Soundscapes redefines the interface between user and environment. Explore how your products can deliver sensory, creative or emotional outputs for users often left out of UX conversations.

Lab Insight

Alice Crossley
senior foresight analyst

AI-powered accessibility is evolving from functional aid to emotional, sensory and creative empowerment. Leading brands will increasingly be those that consider inclusive, restorative design as a core innovation driver, not a reactive add-on

24. Bling
Speech Wearable

Bling is a ground-breaking AI-powered wearable designed to support individuals with speech disabilities by converting abnormal speech and sign language into audible speech in real time. Created by Braindeck, the device features a microphone, speaker and built-in cameras, and even projects spoken words onto the wearer's wrist. It also enables users to hear their own reconstructed voice, aiding speech practice without a therapist. With personalised, self-learning AI, Bling bridges critical accessibility gaps and empowers independent communication. Honoured at CES 2025 for Accessibility & AgeTech innovation, Bling represents a major advance in assistive technology for people with speech impairments.

: **What's next?** As explored in our macrotrend The Synthocene Era: Merging Human and Machine Intelligence, assistive AI is becoming restorative AI. Consider developing new kinds of AI tools that reconstruct lost or altered abilities (mobility, memory, sight, speech).



Thought-starter

How could your business harness AI not just for convenience, but also to restore dignity, independence and joy for people historically excluded from design and innovation?

25. Grupo Boticário
Accessible Glam

In February 2025, Grupo Boticário, a Brazilian holding company specialising in perfumery and cosmetics, unveiled Smart Lipstick, an AI-powered device that enables precise, hands-free lipstick application for individuals with motor and visual impairments. Developed over seven years in partnership with Brazil-based Cesar Innovation Hub, the system uses computer vision and robotics to map lips and apply product in just two minutes. This breakthrough not only showcases technological innovation but also sets a new benchmark for inclusivity in the beauty industry.

As inclusive brands grow 1.5 times faster than competitors, Smart Lipstick highlights how adaptive design can empower users with independence and self-expression while redefining accessibility in personal care through thoughtful innovation (source: Circana, SeeMe Index).

What's next? Disabled consumers should not be an afterthought. Consider treating accessibility as a source of product differentiation, emotional value and brand leadership. Inclusive design is the new frontier of R&D.



Left to right: Bling by Braindeck, South Korea; Smart Lipstick by Grupo Boticário and Cesar Innovation Hub, Brazil

Sober Socials

Amid digital overload, consumers are seeking moments of connection away from the internet. But for many, sobriety, connection and affordability are top of mind. Clubs and bars are being replaced with reading parties, supper clubs or meeting in arcades to play claw machines, while coffee shops are emerging as venues for daylight partying



Soft Wins by On, Switzerland



Left to right: 2sday Supper Club, UK; Build-A-Chair Workshop by Happy Medium, US

26. The Sober Supper Club
Alcohol-free Banquets

As signalled in our Topline Tableware report from 2023, younger generations are dusting off tabletop heirlooms and driving a revival of traditional arts de la table. The #dinnerparty trend on TikTok had more than 166,000 posts as of May 2025, prompting brands including Eckhaus Latta to hold their own gatherings for marketing. Hosts are elevating dining experiences with elaborate settings, and now, these events are going sober. In cities such as New York, Austin and Denver, the Sober Supper Club serves alcohol-free dinners and aims to foster genuine connections. Third Place Bar, an organisation specialising in alcohol-free pop-up events, runs Zero-Proof Supper Clubs, proving that great dining doesn't require alcohol.

What's next? Explore the growing market for elevated, design-led, non-alcoholic dining with bespoke menus, artful tableware and elegant ambience without the hangover. Alcohol-free doesn't mean style-free.

Read More

27. Happy Medium
Arts & Crafts Sober Bar

Happy Medium's promise is clear: its Manhattan and Brooklyn art cafés are 'just like a restaurant, but you order art experiences instead of food'. While alcohol isn't on the menu, these venues offer everyone the chance to immerse themselves in creativity and explore the world of art. The internet-famous hub (136,000 followers on Instagram, nearly 30,000 on TikTok as of May 2025) has become a popular hangout for New Yorkers looking to engage in mindful art-making. Activities include drawing, bracelet- and collage-making, chair-building, canvas-painting, pottery and sculpting. With reservations selling out quickly, Happy Medium proves that Americans are ready to trade liquid courage for creative courage.

: **What's next?** Arcades, board game cafés, escape rooms and nostalgic amusement spaces can thrive in this new sober social landscape. Tap into the growing kidult culture for play-based experiences for grown-ups.





Coffee shop pop-up by Ikea and Lab54, London, UK

28. Lab54
Coffee Shop Raves

In April 2025, house party specialist Lab54 joined forces with Ikea UK to transform a coffee shop into a party hosted by DJ Lagoon and drag artist Bimini. Beyond a coffee shop, this activation included several pop-up parties held at a hair salon, a kebab shop and a library. Earlier in March, the collective also launched its Coffee Shop Series pop-ups in partnership with nicotine pouch specialist Velo. The aim was to take over a local coffee shop and turn it into a daytime rave, featuring live DJ sets and performances.

: **What's next?** Consider how to own the niche of sober daylife (the daytime equivalent of nightlife). This could include branded event series, sober beverage lines or 'brunch rave' franchises targeting sober Gen Z and Millennials.

Read More

Lab Insight

Seyi Oduwole

foresight analyst

In a post-human, AI-saturated world where synthetic-weary consumers hanker for hugs, happiness and the human touch – without hangovers – sober third spaces are emerging as vital antidotes. Brands that craft visceral, ineffable experiences through playful, p-leisure placemaking and social rewilding will thrive in this new era



Left to right: Run Travis Run by Travis Barker, courtesy of Mascot Sports. Photography by Lauren Hartmann, US; Reading Rhythms at Chapter 13, US

29. Run Travis Run
Fitness Fan Clubs

Following critical injuries from an accident in 2008, famed Blink-182 drummer Travis Barker adopted a healthier lifestyle and launched his series of 5k races, Run Travis Run, in 2024 in Los Angeles on the morning of one of his tour dates. Explaining the motivation behind the initiative, Barker said: 'I wanna motivate people to get outside and walk or run,' and to 'make healthy decisions and create healthy habits'. The experience offers fans a sense of community, exclusive merchandise and access to an experiential health zone, where participants can explore activations from brands such as Offfield, Red Bull, SweatPals and Muscle Milk.

What's next? As health culture evolves, unexpected figures like Travis Barker are becoming new wellness role models and reshaping what a fitness influencer looks like. Consider designing products and experiences that reflect this shift, blending subcultural cool with health-first values.

Read More

30. Reading Rhythms
Reading Parties

Created by four Gen Z students based in New York, each Reading Rhythms party features sessions of mindful reading to the sound of soft music or live piano and moments of casual conversation where each participant is invited to talk to their neighbour about books. Smartphones are nowhere in sight as attendees want to celebrate literary culture and turn down the digital volume. A victim of its own success, Reading Rhythms now draws in crowds of over 200 people, has a waiting list of nearly 300 and charges £7.89 ($10, €9.22) per person just to sit and read with others.

What's next? As consumers seek deeper connection and new formats that celebrate being alone, together, how can your brand design experiences that honour quiet focus while still delivering a shared social atmosphere to merge solitude with belonging?

Read More



Thought-starter

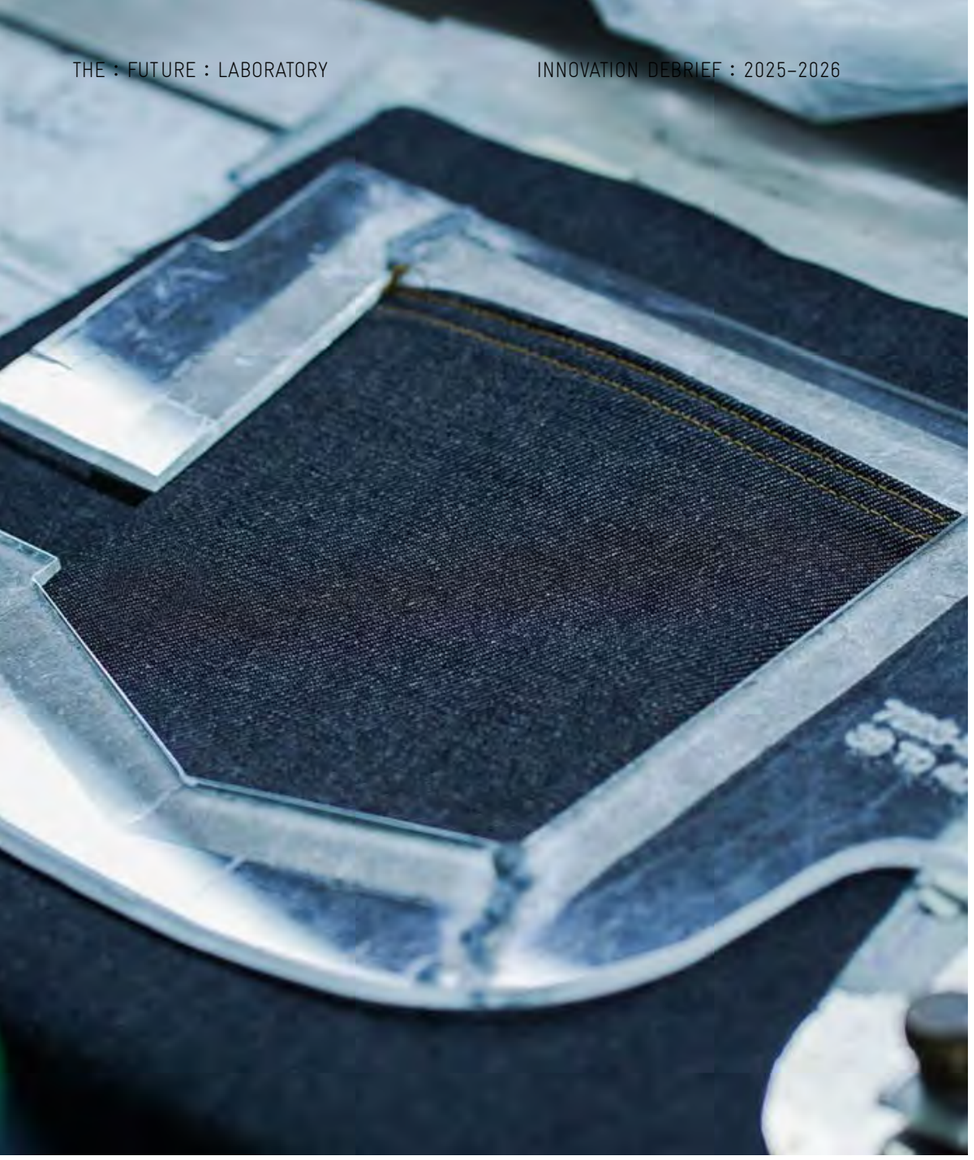
How could your brand create joyful, screen-free, alcohol-free spaces that foster real connection, creativity or movement to meet consumers' growing desire for mindful, health-first social experiences?

Collagen's New Frontiers

Growing alongside collagen's strong foothold in the beauty, health and supplements categories, a new wave of collagen-infused products is making a splash. With bold branding, purposeful missions and a breath of (maritime) fresh air, collagen is surfacing in food, fashion and drinks – bringing functionality and care to the fore



Fjör, UK



Left to right: Collagen Denim by Soorty Denim, Pakistan; Pure Glow Rosé by Watkins Wine, Australia

31. Soorty
Good Jeans

Soorty's new Collagen Denim blends fashion with skincare by infusing jeans with collagen peptides derived from upcycled fish scales. Using advanced Umorfil technology, the Pakistan-manufactured fabric supports skin hydration and soothes sensitive skin, turning everyday wear into a wellness experience. The collagen acts as a natural moisturiser, making the jeans ideal for people with delicate skin. Soft, breathable and luxuriously smooth, the denim also offers excellent fit and shape retention. This innovation redefines clothing as a skincare solution, delivering functional fashion that hydrates, comforts and cares while showcasing the brand's commitment to sustainability and ethical innovation.

: **What's next?** Soorty positions denim as something that gives back to your body. Can you frame your products as tools for care, recovery or support, especially in categories that have long prioritised aesthetics over comfort?

32. Watkins Wine
Functional Rosé

In early 2025, Australia-based Watkins Wine launched Pure Glow Rosé, a light, 9.5% abv wine infused with marine collagen. This peptide, derived from fish skin and scales, is commonly used in beauty and wellness products. The collagen is tasteless but adds functional appeal, aligning with the growing trend of better-for-you beverages, as analysed in our Functional Feasting macrotrend report. This blend of Grenache, Shiraz and Merlot offers notes of strawberry and cherry, while embodying mindful, modern luxury. Pure Glow merges health and indulgence, positioning collagen as a natural fit for conscious, trend-aware wine consumers.

: **What's next?** Consider how drinks can exist at the intersection of ritual, relaxation and regeneration. Watkins Wine positions its rosé not as a celebratory indulgence, but as a form of self-care.



Thought-starter

Given ongoing debates about collagen absorption and efficacy, how could you expand the conversation – infusing function, care and climate-conscious innovation into beauty, food and fashion to create rituals of regeneration, protection and joyful wellbeing?



Lemme, US

33. Lemme
Soothing Snack

Unveiled in August 2024, Kourtney Kardashian Barker's Lemme Glow Lollipops are limited-edition, watermelon-flavoured treats designed to support skin health from within. Each 18g lollipop contains grass-fed collagen peptides (extracted from grass-fed cows), antioxidant-rich vitamin C and cocoa butter – ingredients known to promote skin elasticity and hydration. Free from synthetic colours, flavours and sugar alcohols, they're also gluten-free. These affordable lollipops offer a nostalgic, Y2K-inspired alternative to traditional supplements, blending beauty benefits with a sweet indulgence.

: **What's next?** As seen with the success of gummies, the supplement aisle is becoming the snack drawer. Just like Lemme Glow, can you re-imagine collagen and vitamin C as cute, craveable and Instagrammable?

‘After years of struggling to find the right supplements, I embarked on a journey to create science-backed products that you would legitimately look forward to taking every day’

Kourtney Kardashian Barker, founder, Lemme

Lab Insight

Olivia Houghton
insights and engagement director

‘Collagen’s cross-category expansion reflects a growing consumer fluency in the body’s structural biology – and a desire to support it through targeted, functional solutions. While questions around efficacy persist, its integration into fashion, food and drink demonstrates how wellness ingredients are being reframed as tools for daily care, resilience and regeneration’

34. Gelée
Creative Jelly

Described as a lush, fruit-forward powdered Jell-O that's nourishing for the body, mind and soul, Gelée is the brainchild of Californian chef and artist Zoe Messinger and her obsession with bone broth. Made from non-GMO whole fruit powders and beef gelatin, the dessert is available in flavours like guava, passion fruit and pineapple-coconut. Free from added sugars and rich in collagen and probiotics, Gelée aligns with health-conscious trends while reviving the nostalgic appeal of gelatin desserts. Designed for creative expression, Gelée encourages users to craft edible art by mixing the powders with hot water and setting them in moulds

: **What's next?** Collagen-infused food will become a playground for texture-driven creativity. Its aesthetic recalls the nostalgic, soothing appeal of childhood's gelatinous, gummy, sticky and viscous snacks and toys.





Left to right: Photography by Cottonbro Studio; Bluetag Cooling Collection by Popilush, US

35. Popilush
Cooling Costumes

Popilush's Bluetag Cooling Collection blends shapewear with cutting-edge textile innovation. Made from proprietary oyster collagen-infused yarn, the garments reduce body temperature by 15%, block 99% of UVA/UVB rays and feature anti-bacterial benefits. The collagen-rich fabric also keeps the skin moisturised and smooth in hot climates. Extracted from the smooth interior part of discarded shells, the oyster collagen fibre is combined with nylon 6 yarn through nanotechnology to create an innovative, cooling fabric. With built-in shapewear mesh, bust support and comfort-focused features like an overlapping gusset, the collection delivers style, structure, ease and functionality.

What's next? As global temperatures rise and heatwaves become the new normal, consider how to design for heat resilience, sun protection and sweat-friendly elegance. The climate crisis is a fashion problem too.

Resilient Appetites

In our Adaptive Appetites macrotrend report, we forecast that climate change and resource scarcity would drive the food and drink industry to re-invent itself through innovative manufacturing and resourceful design. Today, lab-grown and 3D-printed products are



Gelateria Danese by Georg Jensen at Milan Design Week 2025, Italy

36. Atlr.72
Dessert Made From Air

In August 2024, Japan's Ajinomoto Group launched a new brand, Atlr.72, in collaboration with Finland's Solar Foods to introduce Solein-infused mooncakes and ice cream sandwiches in Singapore. Solein is a carbon-neutral, air-fermented protein rich in iron, fibre and B vitamins. It replaces dairy in these limited-time products, aligning with Ajinomoto's green food business ambitions. Solein is also being used by Finnish brand Fazer in a chocolate snack bar and oat drinks, while Solar Foods itself has commercialised protein shake powder. Ajinomoto aims to expand Atlr.72 globally, promoting sustainable food innovations that reflect modern environmental values and reducing the ecological impact of traditional food production.

: **What's next?** Alternative proteins must go beyond meat mimicry. Solein's neutral taste and nutritional density make it perfect for dairy-style applications like chocolate, drinks, desserts and breakfast products.





Thought-starter

How could you design food for a climate-challenged future in which indulgence, nutrition and cultural relevance co-exist with lab-grown, air-made or 3D-printed precision and sustainability?

Left to right: Solein-Infused Mooncakes by Atlr.72, Singapore; Novameat, Spain

37. Novameat
Shredded Biomimetic Protein

Attendees queued up at Mobile World Congress 2025 in Barcelona to taste Catalonia-based disruptor Novameat's tacos filled with 3D-printed shredded beef. 'What people are looking for is not a copy of meat. What you're looking for is protein with texture,' said CEO and founder Giuseppe Scionti. Novameat uses biomimetic 3D design and micro-extrusion to create innovative, sustainable meat alternatives for the food industry. The launch of its high-protein Shredded Nova-b*ef in 2024, praised for its meat-like texture, coincided with £14.7m ($19.8m, €17.4m) in Series A funding to scale production and R&D.

: **What's next?** Novameat prioritises fibrous textures for mouthfeel mastery. Explore texture-first design in alt-meat proteins for shredded cuts, pulled formats or marinated meats where feel defines the entire experience.

Cultivated Caviar by Umami Bioworks, Singapore

38. Umami Bioworks
Cultivated Caviar

Singapore-based Umami Bioworks launched a cultivated caviar alternative in early 2025 aimed at ethically conscious younger consumers redefining luxury. Using a blend of machine learning, digital twins and plant-based ingredients, the company recreates seafood products without relying on traditional harvesting methods. Available at selected restaurants and retailers, the cultivated caviar delivers taste and texture. Formerly known as Umami Meats, the manufacturer has also explored 3D-printed proteins and partnerships across Asia to scale sustainable seafood solutions. ‘By combining cutting-edge science with a deep respect for oceanic heritage, we are offering connoisseurs an indulgence that delivers exceptional taste and texture without compromise,’ said CEO Mihir Pershad.

: **What’s next?** Umami Bioworks uses digital twins to replicate seafood structures. How could you make use of this approach to other high-value delicacies such as truffles or foie gras to engineer products with precision and consistency?

Lab Insight

Savannah Scott
creative director

‘Food and drink are advancing through bio-engineering, with lab-grown and 3D-printed innovations meeting demands for health and value. As ingredients are scrutinised and benefits benchmarked, brands must balance precision with pleasure, creating new cultural pathways that connect functional innovation with the emotional, communal joy of eating’

39. Steakholder Foods
3D-Printed Seafood

Israeli innovator Steakholder Foods unveiled what it calls the world's first plant-based 3D-printed eel in 2024 using its proprietary DropJet technology, which mimics real meat's taste and texture. Currently made with plant proteins, fats and vegan ingredients, the product is designed for future integration of cultivated cells. This innovation offers a sustainable alternative to endangered and costly traditional eel, targeting Asian markets in particular. In 2025, the company unlocked more investment from the Singapore-Israel Industrial R&D Foundation (SIIRD). A pioneer in sustainable meat and seafood, Steakholder aims to scale its HD144 printer, cell cultivation and formulations for wider commercial use.

: **What's next?** Steakholder Foods' focus on creating a quality product for specific regional markets, such as eel, which is both endangered and culturally significant, shows that the future of sustainable food can be about taste as well as cultural preservation.



40. The National University of Singapore
High-Protein Alts

Scientists at the National University of Singapore have 3D-printed plant-based calamari rings using mung bean protein and microalgae, offering a sustainable, high-protein seafood alternative. The optimal formula (10% microalgae, 1.5% gellan gum, 2% fat) closely mimics real calamari in texture and surpasses it in protein content. The printed calamari with 10% microalgae delivered 19.61% protein content, compared to 14.21% in actual squid rings. This innovation addresses overfishing and marine pollution while repurposing agricultural by-products and underused crops. This development shows how 3D printing and sustainable ingredients can reduce oceanic pressure and meet consumer interest in health, innovation and environmental responsibility.

What's next? Amid rising demand for protein-rich diets, highlight how some alt-proteins are not only more ethical but also nutritionally superior. Future brands should lead with health as a core value.



Left to right: 3D-Printed Eel by Steakholder Foods, Israel; 3D-printed plant-based calamari rings by the National University of Singapore

'Our 3D printing technology offers complete digital control on the printing process so one can design the product's 3D modelling, texture, flavour, nutritional values and more. It is built to be modular with printing capacity that can reach high throughput of [hundreds] of tons per month'

Arik Kaufman, CEO, Steakholder Foods

The Augmented Human

We've entered The Synthocene Era, a new chapter in which human intelligence is enhanced, not replaced, by machine intelligence. The next frontier is the human body itself. Classic wearables that synchronise with your phone and track your steps are evolving into augmentables: seamless technologies that extend your capabilities, not just monitor them

Photography by Cottonbro Studio



Left to right: NotePin by Plaud, US; Exoskeleton hand by Sony Computer Science Laboratories, Japan

41. Plaud
Pin Partner

Plaud's NotePin is a wearable AI device designed solely for recording, transcribing and summarising conversations, offering a focused alternative in the crowded AI gadget space. Worn as a pin, necklace or wristband, NotePin captures audio in real time and uses GPT-4o to transcribe and organise your notes into actionable and searchable summaries. Ideal for meetings, conferences or daily life, it's marketed as a productivity tool for professionals who want to streamline workflows and capture important information hands-free. 'NotePin is your always-ready business partner, handling mundane, daily tasks so you can concentrate on what truly drives value in your life and career,' said Plaud co-founder and CEO Nathan Hsu.

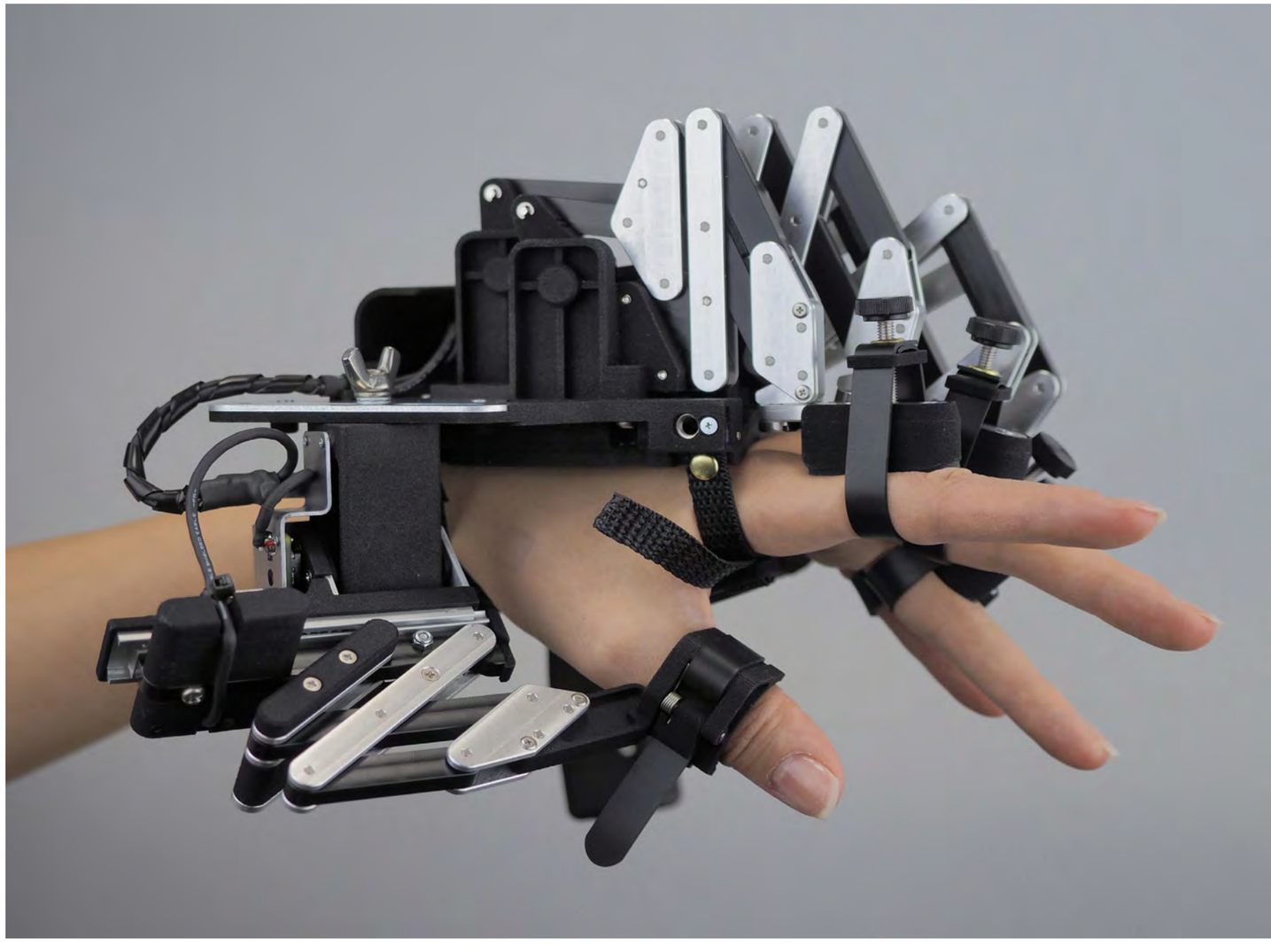
What's next? Consider building hyper-focused AI tools that solve specific workflow bottlenecks. In the age of AI abundance, doing one thing exceptionally well has become a crucial differentiator.

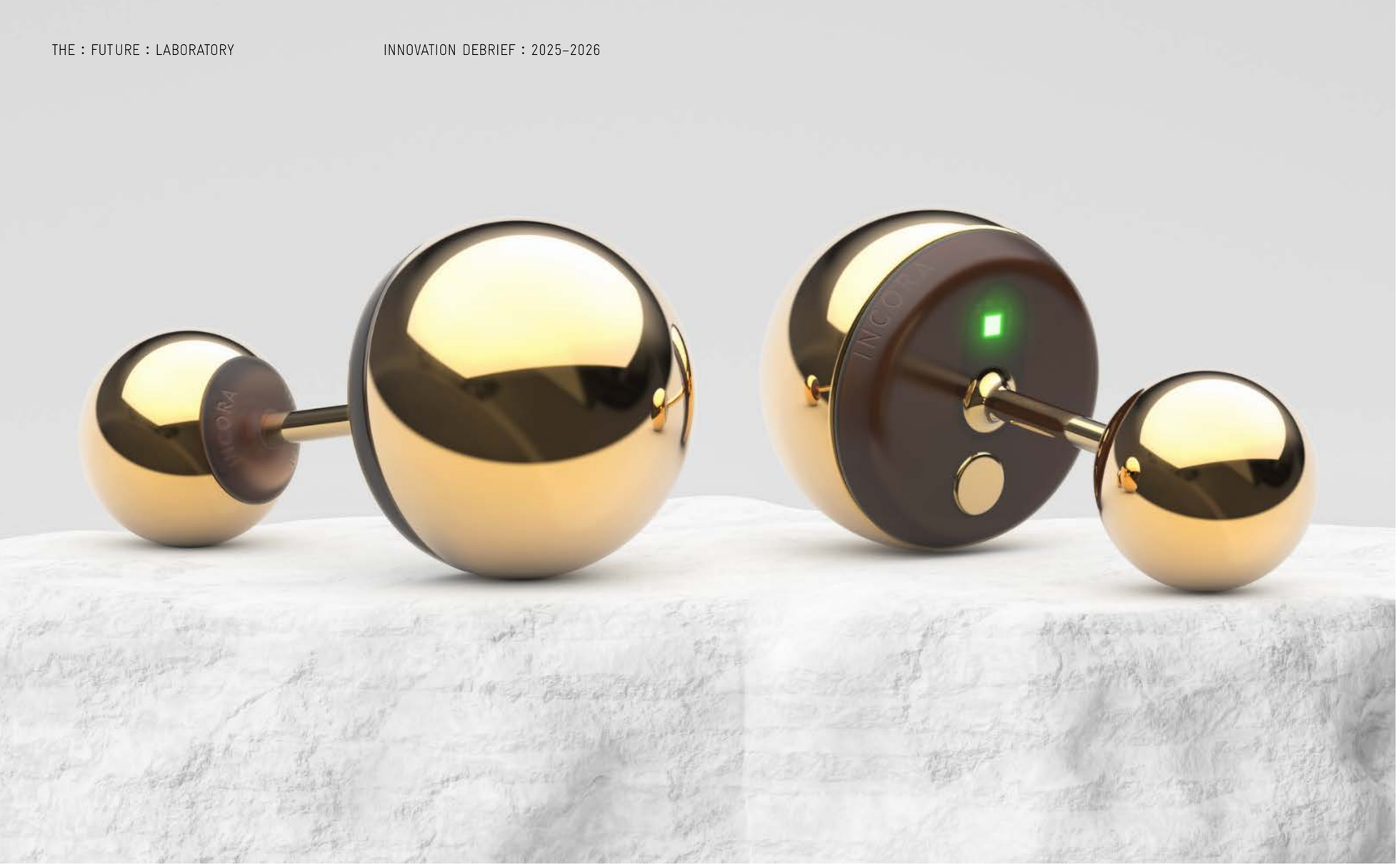
42. Sony Computer Science Laboratories
Finger-waggling Exoskeleton

In early 2025, researcher Shinichi Furuya and his team from Sony Computer Science Laboratories unveiled a breakthrough training method that enables skilled performers to exceed natural physical limitations. Using an exoskeleton device, the researchers guided pianists through high-speed, complex finger movements previously deemed impossible without assistance.

The results, published in Science Robotics, showed that after training, pianists could perform these advanced techniques independently. By mapping brain activity, researchers found that the exoskeleton experience triggered changes in plasticity in the motor cortex, suggesting the potential to rewire the brain for greater dexterity. Interestingly, the effect appeared in both hands, despite the exoskeleton being worn only on the right, and lasted both immediately after training and the following day.

: **What's next?** Sony envisages a future in which brain-machine training tools enhance physical skills in fields such as surgery and sport, harnessing neuroplasticity to unlock superhuman abilities – without the need for device use.





Incora Health, US

43. Incora
High-tech Jewellery

Incora is a US-based health tech start-up revolutionising women's wellness with the world's first smart earring for menstrual, fertility and health tracking. Co-founded by Theresa Gevaert and Dr Lindsey Calcutt, the earring uses light sensors to collect accurate core data from the earlobe, such as temperature, heart rate, stress levels and sleep patterns. The data collected is then synchronised with an AI-powered app for real-time insights. Unlike wearables on wrists or fingers, Incora's design offers unmatched accuracy. With clinical trials under way and a 2025 launch planned, this high-tech jewellery redefines wearable tech by combining fashion, science and personalised health insights.

: **What's next?** The next generation of health tech will be worn with pride, not hidden. Explore wearables that blend into cultural and personal aesthetics, such as earrings, clips, scarves or hair accessories.

'We identified a fundamental gap in the wearable market. Consumer devices weren't accurate enough for clinical settings, while medical devices weren't designed for everyday wear'

Dr Lindsey Calcutt, CEO and co-founder, Incora Health

Lab Insight

Fiona Harkin
director of foresight

'We see the next generation of wearables as augmentables, transitioning from tracking and quantifying ourselves and our everyday habits to improving and expanding our human capabilities'



Left to right: Omi, US; MO/GO trousers by Arc'teryx and Skip, Canada

44. Omi
AI Mind Reader

Omi is an always-on wearable AI device designed to be worn around the neck. Described by The Verge as '80% companion and 20% Alexa assistant', Omi is evolving beyond its first version. In 2025, it will introduce a single electrode to monitor brain activity and identify when the user is addressing it without the need for a wake word. This allows the device to distinguish between commands directed at it and general conversation. An orb-like module worn on the temple allows users to control who the device listens to. All data is stored locally or in the cloud and can be deleted easily.

What's next? Given Omi's emotional intelligence, the future of wearables is relational as well as functional. Could you create AI devices that support mental wellbeing, social context and personal rituals, not just productivity?

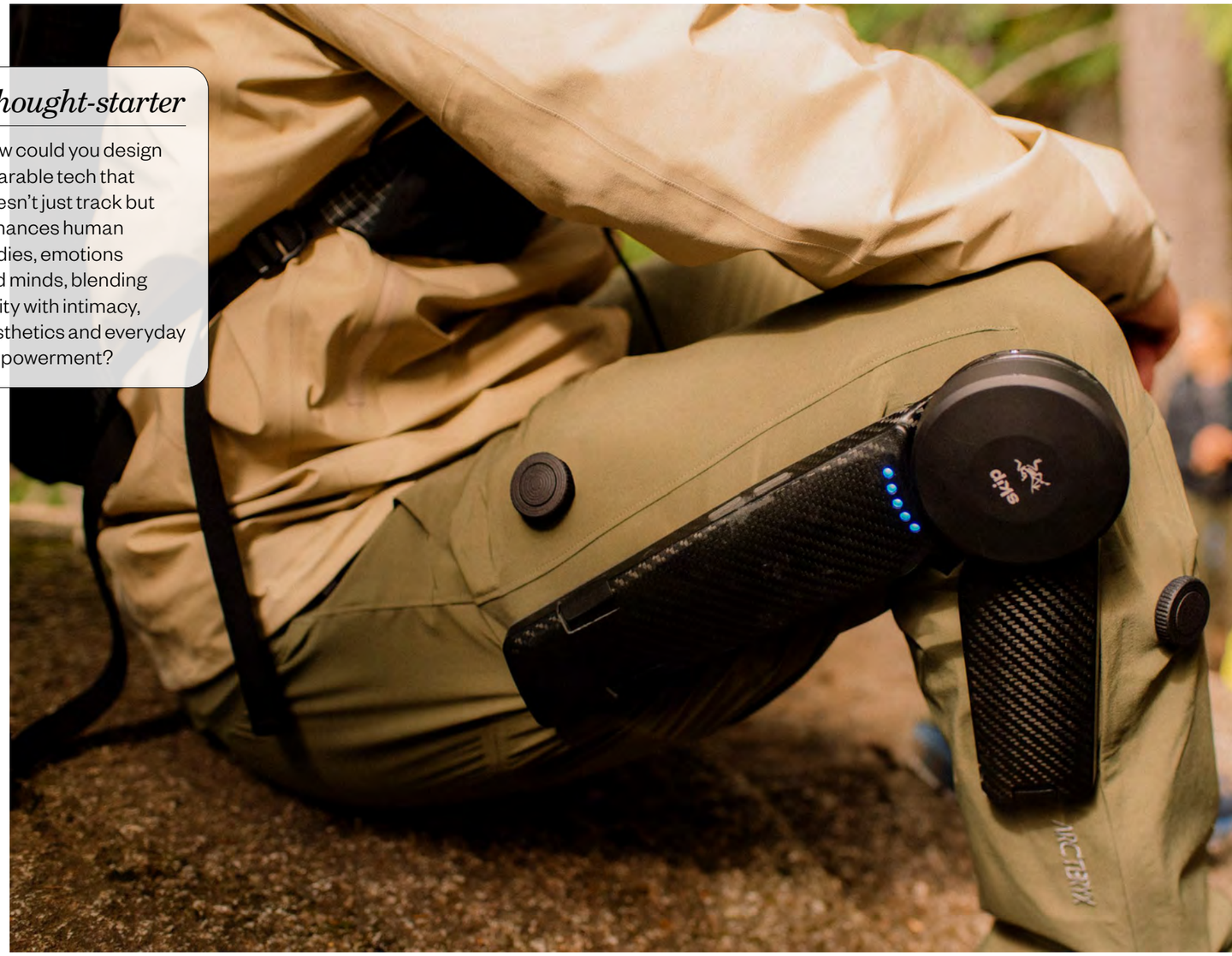
45. Arc'teryx
Powered Fashion

Arc'teryx and Skip have unveiled MO/GO, the world's first powered trousers built to transform urban mobility. Fusing motion-assist technology with Arc'teryx's performance design, the trousers deliver a boost with every step, reduce fatigue and enhance movement. Inspired by the mountain goat, nature's expert climber, MO/GO helps users tackle elevation and heavy loads with ease. Integrated sensors and motors respond to the body in real time, while the lightweight, weather-resistant build suits everyday wear. These trousers signal a shift in performance apparel, from passive protection to active support, and offer a glimpse into a future when clothing doesn't just cover but empowers the wearer.

: **What's next?** Prepare for the upcoming shift from performance gear to performance enhancement. Consider exploring wearables that amplify human ability with comfort and style.

Thought-starter

How could you design wearable tech that doesn't just track but enhances human bodies, emotions and minds, blending utility with intimacy, aesthetics and everyday empowerment?



Nature's New Language

As the climate crisis intensifies, innovators are using design, data and sensory storytelling to give nature a voice. From glowing rivers to talking trees and scent-based activism, new experiences are shifting us from human-centred thinking to symbiotic systems where nature becomes both subject and storyteller



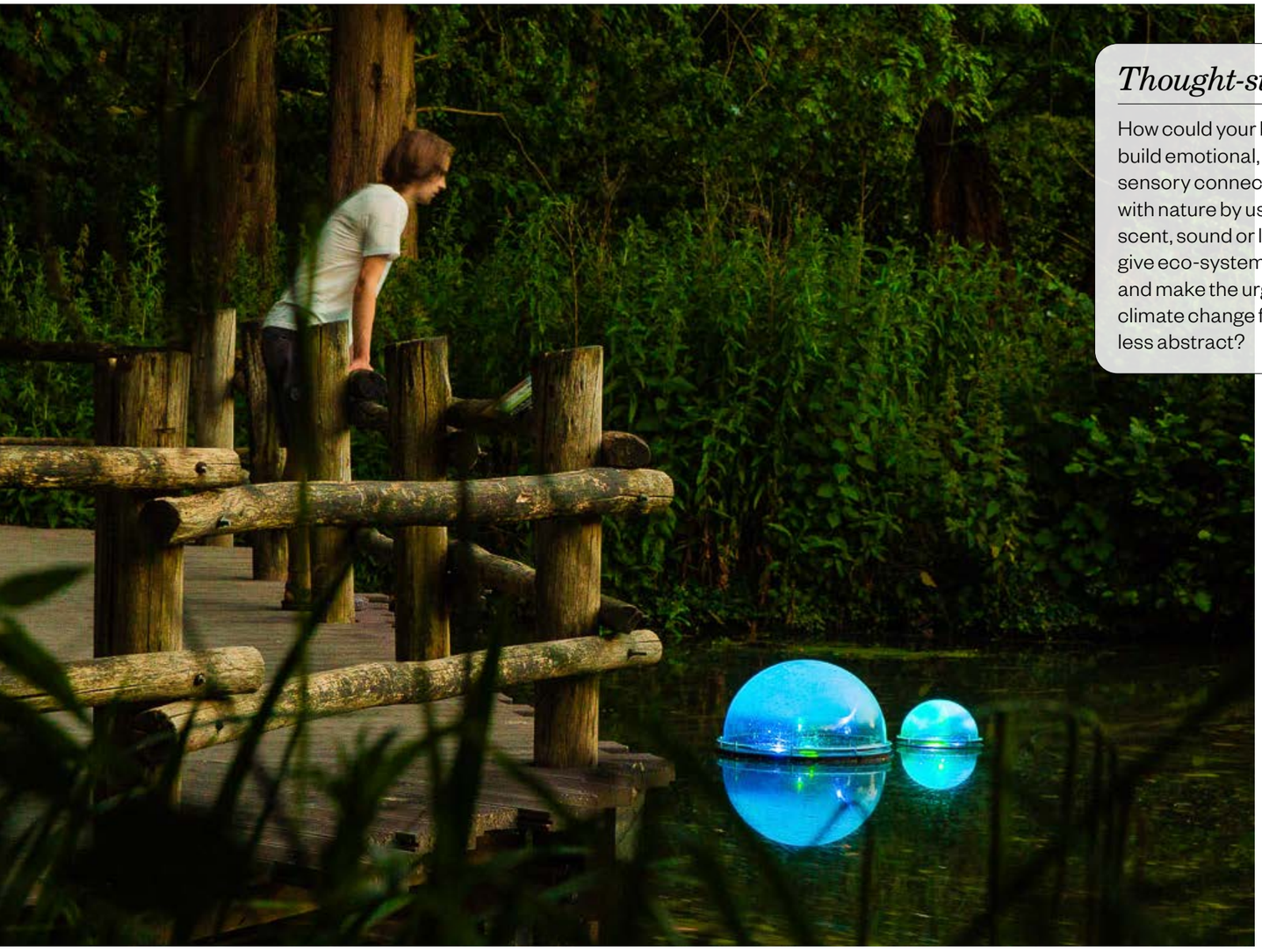
Nature's Calling by Woo, UK

46. Nova Innova
Symbiotic Signals

Presented at Dutch Design Week in October 2024, POND (Power of Nature-Based Design) is a light installation by Ermi van Oers of Nova Innova that communicates the health of Eindhoven's Dommel River. The orbital lights are powered by bacteria that exist naturally in the water using microbial fuel cell technology, which allows the installation to measure the water quality hourly. In the evening, the data is translated into a luminescent display reflecting the water quality and overall health of the river. Ermi van Oers says POND will soon expand across The Netherlands to detect waterborne threats and use machine learning to predict climate disruptions.

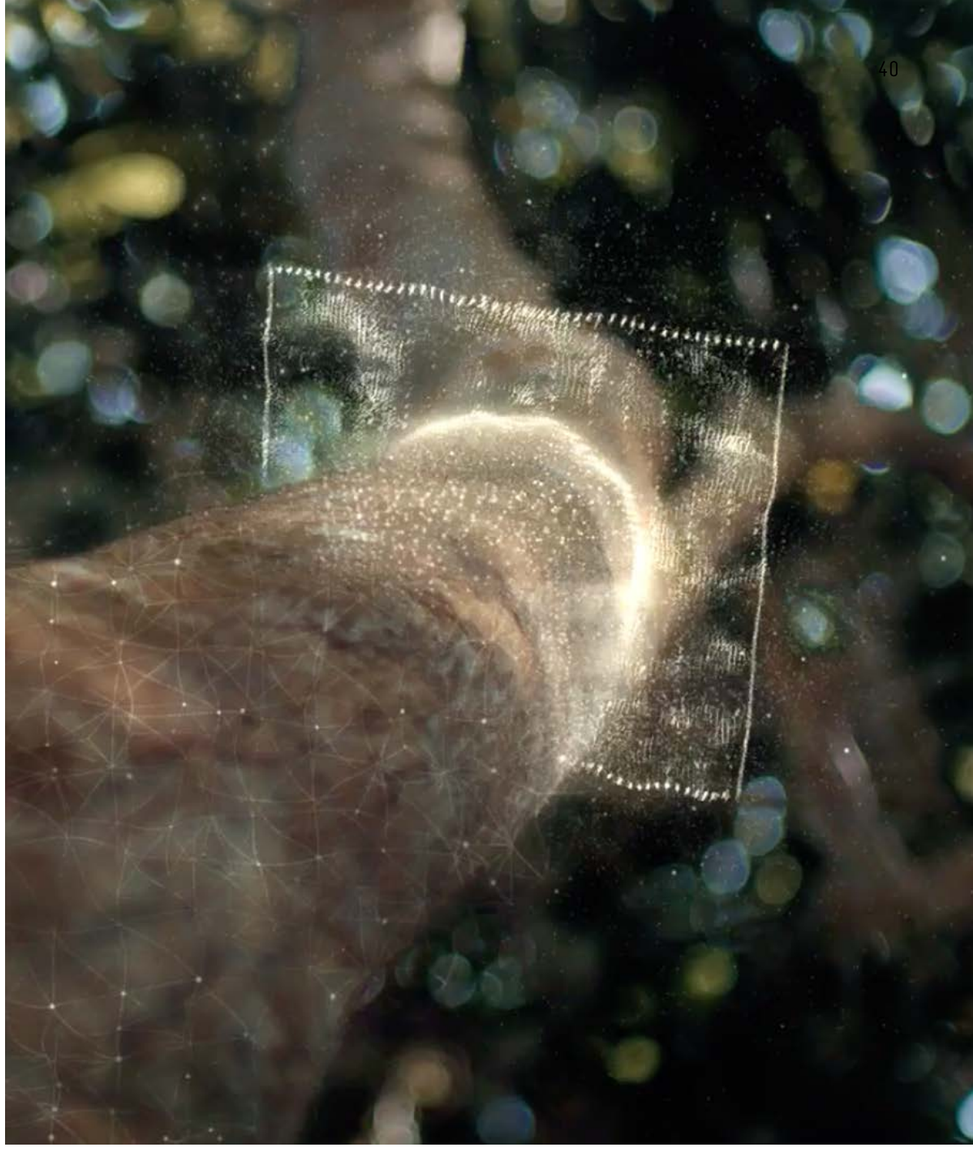
: **What's next?** As people tend to protect what they can see and feel, consider creating immersive visualisations of air, soil or climate data that educate, mesmerise and drive public action.

Read More



Thought-starter

How could your brand build emotional, multi-sensory connections with nature by using data, scent, sound or light to give eco-systems a voice and make the urgency of climate change felt and less abstract?



Left to right: POND by Nova Innova, The Netherlands; Natura, Brazil

47. Natura
The Sound of Nature

Brazilian beauty brand Natura launched its first sound logo created from the bio-electric signals of Amazon rainforest trees in 2024. Partnering with Africa Creative and Soundthinkers, the team used sensors to capture the trees' electrical pulses, which were analysed for tempo, tonality and timbre, then transformed into a unique melody. The resulting sonic identity reflects Natura's commitment to biodiversity and wellbeing, aligning with its ethical and environmental values. As a founding member of the Union for Ethical BioTrade, Natura demonstrates how brands can use innovation to forge emotional connections and reinforce sustainability messaging in a distinctive, multi-sensory way.

: **What's next?** If your brand believes purpose must be felt – not just stated – consider using touch, scent and sound to build visceral trust and highlight the urgency of climate change.

48. O Boticário
Eau de Climate Change

In 2024, Brazilian cosmetics company O Boticário, in collaboration with creative agency AlmapBBDO, recreated the unpolluted scent of Rio de Janeiro's Guanabara Bay. Supported by the Boticário Group Foundation for Nature Protection (FGB), this initiative highlights the importance of proper waste management to preserve natural environments and their original scent. Using headspace technology, perfumers captured aromatic molecules from well-conserved areas and recreated these natural accords to create the fragrance named Extinto. Beyond the fragrance campaign, O Boticário has launched initiatives to tackle improper waste disposal in Guanabara Bay, and has increased efforts to promote recycling and packaging re-use.

: **What's next?** Consider how to use fragrance to tell the story of place, loss or regeneration, creating intimate connections with endangered environments. The future of sustainability is multi-sensory.

Read More

Lab Insight

Emily Rhodes
creative lead

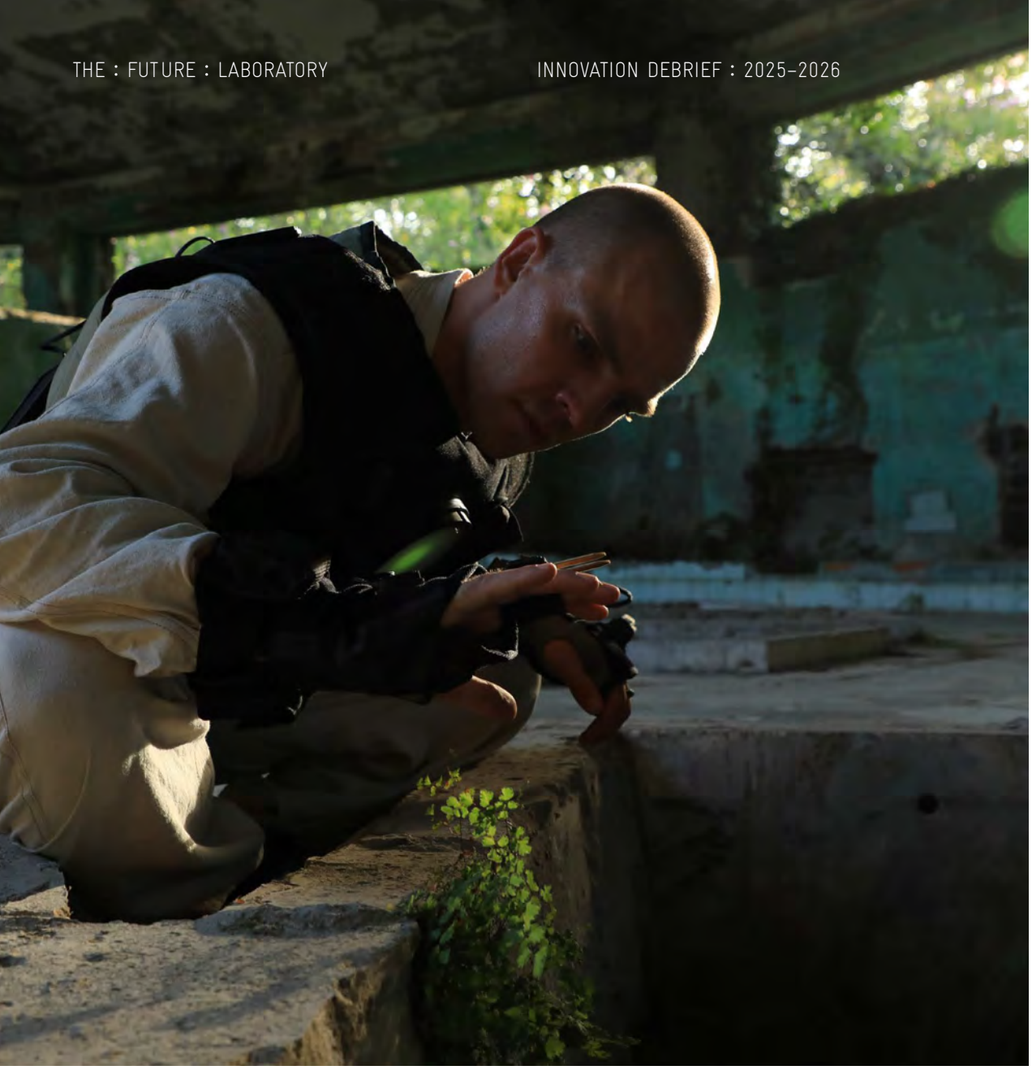
'As the climate crisis intensifies, brands must move beyond human-centric thinking and embrace symbiotic design, treating nature as a co-creator and embedding its rhythms and intelligence into every product and experience'

'Boticário's genuine concern [is] to ensure that natural scents are never driven to extinction'

Marcela de Masi, executive director of branding and communications, Boticário Group



Extinto by O Boticário and AlmapBBDO, Brazil



Left to right: Gaia Communication System by Inxects, Denmark; The Talking Tree by Droga5 for Agency for Nature, UK

49. Inxects
Bio-responsive Design

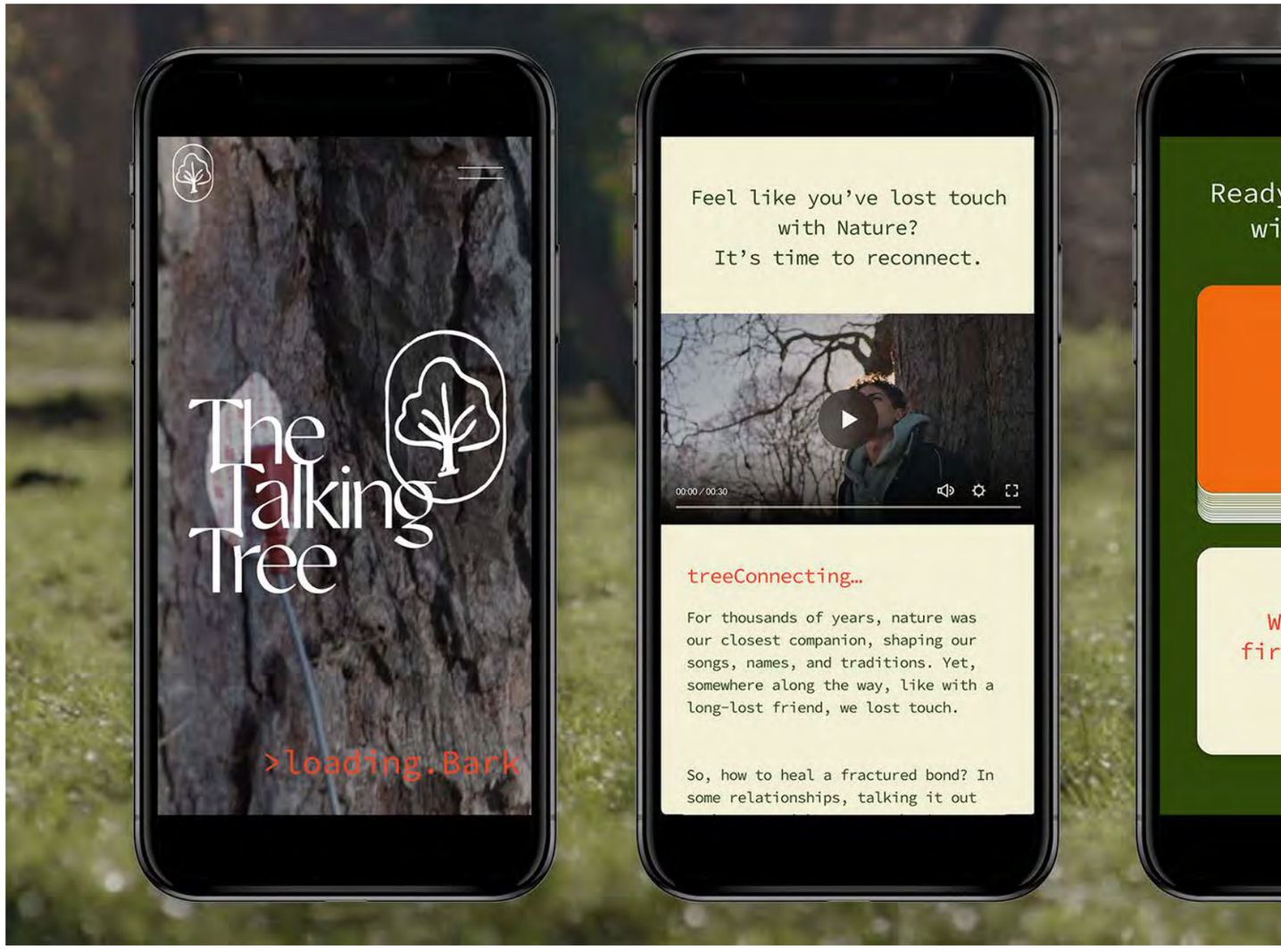
The Gaia Communication System by Swedish architect Pavels Hedström of Copenhagen-based Inxects is a wearable vest that translates environmental data into haptic feedback and illuminated signals. Designed to be used by architects and urban planners, the vest is inspired by insects' ability to sense environmental changes, allowing the user to physically feel how the environment has been affected by factors such as climate change and human interference. 'The first lesson designers should learn from nature is to abandon the concept of human-centric design,' Hedström told The Future Laboratory. 'In order to survive, collaborative and mutualistic symbiotic relationships should be sought at all times everywhere.'

: **What's next?** Given that humanity's survival depends on mutualism rather than mastery, consider how to shift from human-centric to eco-centric product design. Could you explore frameworks like bio-empathy, circularity and species equity to embed non-human needs into innovation?

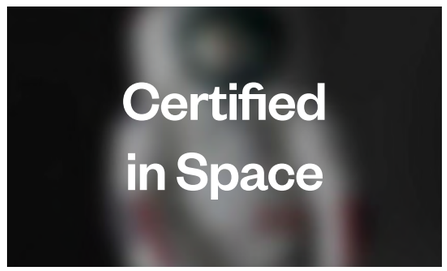
50. Agency For Nature
Mother Nature Speaks AI

Droga5's 2025 campaign for Agency for Nature introduces the world's first AI-powered 'talking tree' to reconnect young people with nature. Set in London's Morden Hill Park, the campaign film features a 150-year-old horse chestnut tree equipped with over 10 sensors capturing real-time environmental data. The latter feeds into a large language model, enabling the tree to 'speak' and reflect on its experiences. In the film, the tree addresses passers-by, asking questions like 'When did you last sit with me?', prompting real-time human responses. The result is a moving, tech-powered conversation between people and nature to spark empathy, curiosity and a renewed sense of belonging to nature.

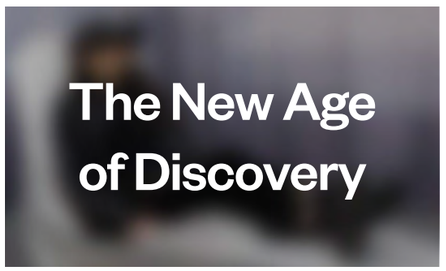
What's next? Consider how collected data could become the foundation for a new kind of storytelling voiced by non-human narrators. Could you, for instance, explore AI-facilitated narratives from the perspective of rivers, forests, glaciers or coral reefs, bridging science and emotion in compelling ways?



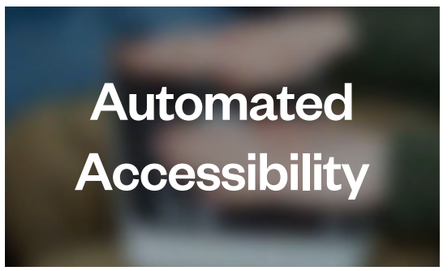
Index











1. dassai.com – Japanese sake brand Dassai is aiming to ferment sake in space

2. delaviesciences.com – Delavie Sciences developed an anti-ageing skincare ingredient derived from a resilient bacterium that survived 18 months in space

3. samsonite.com – US luggage brand Samsonite launched its lightest suitcase after testing it in space

4. prada.com – Axiom Space has partnered with luxury fashion house Prada to design next-generation lunar spacesuits for NASA's Artemis III mission

5. sirkensingtons.com – Sir Kensington's, the condiment specialist, campaigned to bring its mayonnaise and sauces to the International Space Station as a solution to bland space food

6. geetasfoods.com – Geeta Bit Naughty from pickle and chutney brand Geeta's was a cheeky campaign encouraging Britons to think beyond curry

7. liquiddeath.com – Liquid Death launched a new campaign in March 2025 entitled Kegs For Pregs starring pregnant podcast host Kylie Kelce

8. boticario.com – Brazilian beauty brand O Boticário launched Her Touch, a free digital book celebrating female pleasure by reframing the skin as an erogenous zone

9. burgerking.com – Burger King Brazil placed exclusive discount coupons in the photo sections of over 1,000 competitor restaurants listed on Google Maps

10. ikea.com – On Valentine's Day 2025, Ikea put a twist on late-night texting with its U up? campaign, DM-ing users in Canada between 10:00pm and 5:00am

11. mariale.ir.world – Infinite Reality and creator Mariale Marrero designed an immersive digital world where fans could explore her virtual home and interact with her

12. refybeauty.com – Refy, through its Instagram broadcast channel, offers polls, masterclass invitations and feedback opportunities to turn customers into co-creators

13. heineken.com – Heineken launched Bar Dating, inspired by dating apps, in Brazil and Italy that helps young adults discover new bars

14. rarebeauty.com – Rare Beauty, launched a Substack newsletter entitled Rare Insider

15. walmart.com – Walmart is expanding into immersive commerce with Walmart Unlimited, a gamified mini-series where users can shop seamlessly while playing

16. dior.com – Dior's Gold House in Bangkok, Thailand, is a concept store opened in December 2024 due to remain in place for two years that blends Parisian luxury with Thai artisanal tradition

17. pantene.com – Pantene China partnered with master artist Zhou Yinghua to revive the ancient Chinese art of hair embroidery

18. arcteryx.com – Arc'teryx's Walk Gently design platform collaborated with Musqueam artist Cole Sparrow-Crawford on a seven-piece collection blending ancestral techniques with technical apparel

19. loewe.com – Loewe's Crafted World exhibition in Tokyo celebrates its 179-year heritage of craftsmanship through a blend of physical and digital storytelling

20. bottegaveneta.com – Bottega for Bottegas celebrates and safeguards traditional craftsmanship by spotlighting small artisan workshops from Venice and beyond

21. lifefordesign1.myportfolio.com – Design collective LFD (Life For Design) has unveiled Node, a concept modular AI smartphone under its flagship brand Pair

22. monks.com – S4 Capital's Monks and India's Centre for Community Initiative (CCI) launched My First Voice, an AI-powered project that helps non-verbal children communicate using voice cloning

23. kia.com – Car manufacturer Kia Europe and brand agency Innocean Berlin introduced Soundscapes, a ground-breaking initiative that transforms landscapes into music for passengers with vision loss

24. braindeck.net – Bling is a ground-breaking AI-powered wearable designed to support individuals with speech disabilities by converting abnormal speech and sign language into audible speech in real time

25. grupoboticario.com – Grupo Boticário, a Brazilian holding company specialising in perfumery and cosmetics, unveiled Smart Lipstick, an AI-powered device that enables precise, hands-free lipstick application for individuals with motor and visual impairments

Index



26. sobersupperclubldn.com – The Sober Supper Club serves alcohol-free dinners and aims to foster genuine connections

27. happy-medium.co – Happy Medium launched an arts and crafts sober bar, where you can order art experiences

28. lab54.co.uk – House party specialist Lab54 joined forces with Ikea UK to transform a coffee shop into a party hosted by DJ Lagoon and drag artist Bimini

29. runtravisrun.com – Famed Blink-182 drummer Travis Barker adopted a healthier lifestyle and launched his series of 5k races, Run Travis Run, in 2024 in Los Angeles on the morning of one of his tour dates

30. readingrythms.co – Reading Rhythms party features sessions of mindful reading to the sound of soft music or live piano and moments of casual conversation where each participant is invited to talk to their neighbour about books



31. soorty.com – Soorty's new Collagen Denim blends fashion with skincare by infusing jeans with collagen peptides derived from upcycled fish scales

32. watkinswine.com – Australia-based Watkins Wine launched Pure Glow Rosé, a light, 9.5% abv wine infused with marine collagen

33. lemmelive.com – Kourtney Kardashian Barker's Lemme Glow Lollipops are limited-edition, watermelon-flavoured treats designed to support skin health from within

34. geleegelee.com – Lush, fruit-forward powdered Jell-O that's nourishing for the body, mind and soul, Gelée is the brainchild of Californian chef and artist Zoe Messinger

35. popilush.com – Popilush's Bluetag Cooling Collection blends shapewear with cutting-edge textile innovation



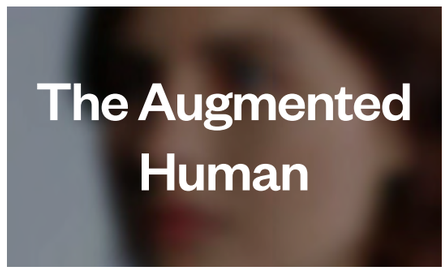
36. ajinomoto.com – Ajinomoto Group launched a new brand, Atlr.72, in collaboration with Finland's Solar Foods to introduce Solein-infused mooncakes and ice cream sandwiches in Singapore

37. novameat.com – Novameat uses biomimetic 3D design and micro-extrusion to create innovative, sustainable meat alternatives for the food industry

38. umamibioworks.com – Umami Bioworks launched a cultivated caviar alternative aimed at ethically conscious younger consumers redefining luxury

39. steakholderfoods.com – Steakholder Foods unveiled what it calls the world's first plant-based 3D-printed eel in 2024 using its proprietary DropJet technology, which mimics real meat's taste and texture

40. nus.edu.sg – Scientists at the National University of Singapore have 3D-printed plant-based calamari rings using mung bean protein and microalgae



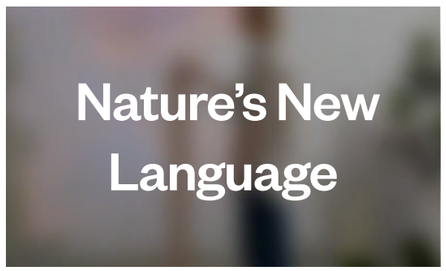
41. plaud.ai – Plaud's NotePin is a wearable AI device designed solely for recording, transcribing and summarising conversations

42. sonycsl.co – Researcher Shinichi Furuya and his team from Sony Computer Science Laboratories unveiled a breakthrough training method that enables skilled performers to exceed natural physical limitations

43. Incorahealth.com – Incora is a US-based health tech start-up revolutionising women's wellness with the world's first smart earring for menstrual, fertility and health tracking

44. omi.me – Omi is an always-on wearable AI device designed to be worn around the neck

45. arcteryx.com – Arc'teryx and Skip have unveiled MO/GO, the world's first powered trousers built to transform urban mobility



46. novainnova.com – POND (Power of Nature-Based Design) is a light installation by Ermi van Oers of Nova Innova that communicates the health of Eindhoven's Dommel River

47. naturabrasil.com – Brazilian beauty brand Natura launched its first sound logo created from the bio-electric signals of Amazon rainforest trees

48. boticario.com – Brazilian cosmetics company O Boticário, in collaboration with creative agency AlmapBBDO, recreated the unpolluted scent of Rio de Janeiro's Guanabara Bay

49. inxects.com – The Gaia Communication System by Swedish architect Pavels Hedström of Copenhagen-based Inxects is a wearable vest that translates environmental data into haptic feedback and illuminated signals

50. agencyfornature.com – Droga5's campaign for Agency for Nature introduces the world's first AI-powered 'talking tree' to reconnect young people with nature

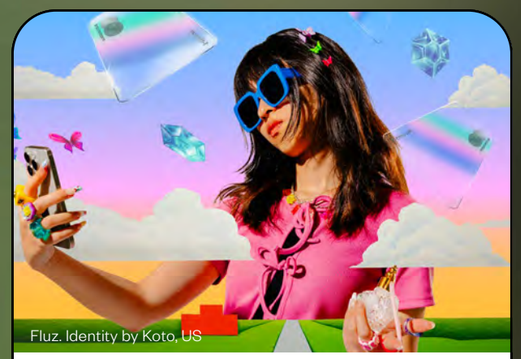
This report is based on sector research from The Future Laboratory's trends intelligence platform, **LS:N Global**

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Cassina at Milan Design Week 2025, Italy

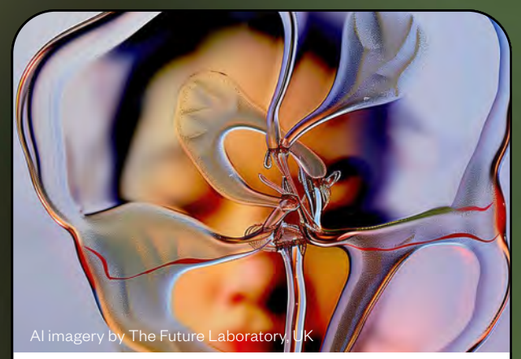
Culture-coded Retail

Digital commerce may offer consumers convenience, but a new generation of in-person retail experiences energised by cultural relevance and built on brand community is luring them back into the store.


Fluz. Identity by Koto, US

New Codes of Value

In this new era of scarcity, richness is expressed through rituals, and abundance is found in regenerative pursuits and deeper connections. New codes of value are emerging around connection, care and human flourishing.


AI imagery by The Future Laboratory, UK

The Synthocene Era

As AI redefines our understanding of intelligence, we begin to enter The Synthocene Era, an age in which the lines between what is natural and what is artificial are increasingly blurred – driving humanity into a future when technology will redefine what it means to be human.

We can also deliver our macrotrends to your business in a number of ways, from on-demand video presentations to strategic workshops and bespoke reports.

If you want to find out more, say

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