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Innovation Debrief 2024–2025

50 innovations to watch

Cover: AI imagery by The Future Laboratory, UK

Introduction

The world is changed by examples, not by opinions, according to the Brazilian writer Paulo Coelho. It is under this theme of action and activism that we have gathered together some of the most influential innovations and innovators for our ever-popular annual debrief.

But before diving in, take a moment to step back and re-assess what you believe innovation means today. It has become a workhorse term, more often than not signalling the need to drive progress and stay competitive in a rapidly changing world. Some believe innovation is about continual disruption – another hackneyed word – with its connotations of cyclical rupture and repair, not to mention the reactionary pivoting that can go hand in hand with this, often touted as a necessary strategy for dealing with fast-changing times.

Yet the pace of change is unlikely to slow. We cannot control it, but we can control our reaction to the change around us. Innovation in this context means the ability to decide when, and how, to action your own change:

: **Acknowledging Change:** For the most part, this can simply mean tracking the change as it is happening – noting the evolutionary shift in a sector or consumer group – and being willing to implement change if necessary.

In this debrief, we explore **Elastic Luxury** as this long-established sector begins to flex in order to meet changing consumer needs, lending its craftsmanship and strong brand identity to new ventures. In the **DINKWAD Economy**, we track those innovators acknowledging a demographic shift – that of double-income, no-kids, with-a-dog lifestyles.

: **Driving Change:** This is when activism drives innovation, addressing those underserved markets with potential and where your innovation will be buoyed by a wave of necessity.

We note this in **Gynaeguity**, where we examine long overdue innovations in femtech that are reshaping gynaecological practices and empowering women to take charge of their health. In **Compost Couture**, we explore how organic matter is offering numerous solutions to fashion's carbon footprint, while in **Bio-based Builds** we highlight those innovators championing a disassembly ethos in building practices, paving the way for more sustainable living.

: **Anticipating Change:** The seeds of innovation can be planted when you know what change is coming. This is when the Action and Activism driving successful innovation today are complemented by Anticipating our possible futures.

In **Neo-legacy**, we note how the tech industry is already 10 steps ahead of the buzz around longevity, asking: How can we preserve digital legacies? Do we want our data to outlive us? And how will artificial intelligence disrupt our definition of immortality?

There are more innovations to explore in this debrief, themed into trends, including **Biophilic Bonds**, **Adaptable Algae**, **Entertainment Gets Phygital** and **Branded Third Spaces**.

We hope it will drive and inspire your approach to innovation so that, together, we can make a better business future happen. As always, your feedback is most welcome.

Fiona Harkin
Director of foresight, The Future Laboratory

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Elastic Luxury

As the luxury sector evolves to meet next-generation consumers' needs amid economic uncertainty, it is lending its craftmanship and strong brand identity to new ventures. In line with our **New Codes of Luxury,** this elasticity is reinforcing the potential of luxury brands to position themselves as cultural powerhouses and multi-faceted patrons of taste



A Collection for The Macallan by Stella and Mary McCartney, London, UK



Saint Laurent fine jewellery, France

Saint Laurent
Haute Heirlooms

French luxury fashion house **Saint Laurent** made its first foray into fine jewellery in May 2023. The Saint Laurent Haute Joaillerie collection consists of bracelets, necklaces, earrings, rings and cuffs made from diamonds and recycled gold, conforming with the brand's commitment to exploring eco-friendly alternatives to conventional materials.

Although some of the pieces are slim and branded like the design of Saint Laurent handbags, most of the collection is timeless and almost unbranded, offering a subtle hint of luxury to those in the know and creating an evergreen branch to Saint Laurent's offering.

: **What's next?** Creating new luxury products that are instant heirlooms is an effective way to appeal to the current culture of nostalgia. Forward-thinking luxury brands will focus on timeless collectables to ensure they remain relevant to Gen Zalpha consumers

McCartney and The Macallan
Crafted Collaboration

United by a mutual adoration for the Scottish countryside, Scotch whisky distillery **The Macallan Estate** collaborated with Stella and Mary McCartney on a limited-edition collection of unique lifestyle and bar accessories in October 2023.

From hand-made glassware to a ceramic flask encased in an apple leather sleeve, a pair of brass ice stamps and a brass napkin weight, each artisan item is designed to enhance the whisky-drinking experience. The 11-piece limited-edition collection is exclusively sold as a set, with only 300 available.

'We wanted to create a collection that celebrated the highest quality of materials and incredible craftsmanship that would be fitting of the shared values between us all,' said Stella McCartney.

: **What's next?** Luxury brands will look to tap into niche segments of their audiences – such as fashionable whisky fans – and create limited-edition collections that speak directly to these high-net-worth individuals (HNWIs)



A Collection for The Macallan by Stella and Mary McCartney, London, UK



LVMH
Olympic Ambitions

LVMH is establishing itself as a leading benefactor of sports and the arts. In July 2023, the luxury conglomerate announced its sponsorship of the Paris 2024 Olympic and Paralympic Games; Chaumet will oversee medal design, Moët Hennessy will act as wines and spirits partner and Sephora will host activations for the public.

Building on this, LVMH announced 22 Montaigne Entertainment in February 2024, spearheaded by Antoine Arnault and LVMH's North America head, Anish Melwani. Partnering with US-based **Superconnector Studios**, the venture aims to integrate the group's iconic brands into Hollywood, marking a strategic expansion into the entertainment industry.

: **What's next?** Bold activations outside the remit of core business are becoming a status symbol for large brands. Expect this to manifest in the convergence of sports and fashion on a luxury level never seen before

‘Sports are a tremendous source of inspiration for our Maisons, which will unite creative excellence and athletic performance’

Bernard Arnault, chairman and CEO, LVMH

Lab Insight

Marta Indeka, senior foresight analyst

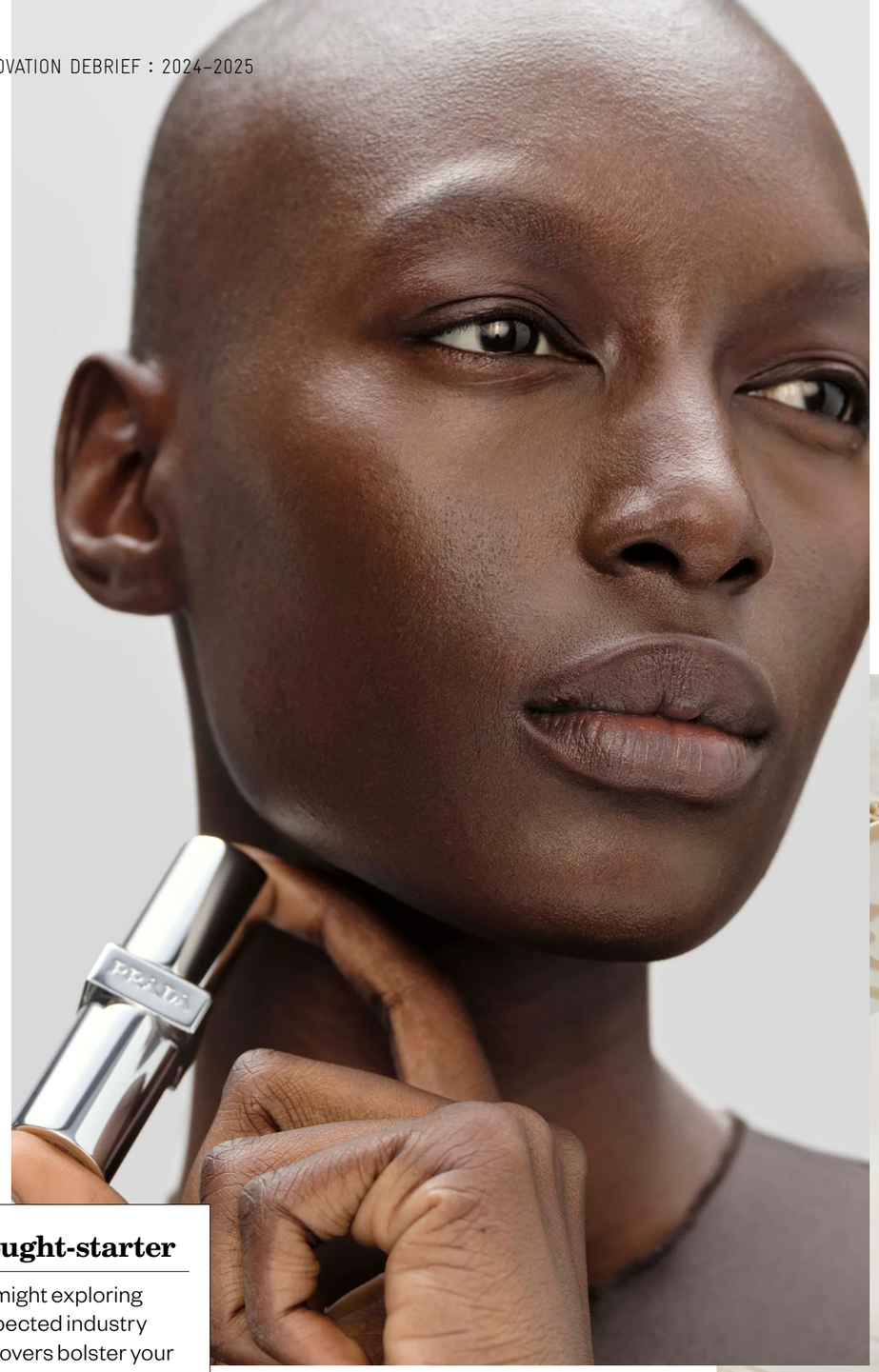
‘While some players in the sector may be experiencing slower growth, luxury’s cultural influence is clearly unharmed. Expect luxury brands to further flex their soft power, with sports and entertainment emerging as playgrounds of choice to display creativity, resilience and relevance’

Miu Miu Premium
Premium Perfumes

Beauty giant **L'Oréal** and luxury fashion house **Prada** are expanding their partnership to create, develop and distribute luxury beauty products for **Miu Miu**. Announced during L'Oréal's 2023 annual results conference, the first Miu Miu fragrances under L'Oréal are expected to hit the market in 2025, pending regulatory approval.

The luxury brand introduced its first fragrance Miu Miu Eau de Parfum in 2015, but has yet to expand its scent offering. By collaborating with L'Oréal, Miu Miu will capitalise on its current success – Miu Miu and Prada were crowned Lyst Index's hottest brands for Q1 2024 – while tapping into industry demand for ultra-premium beauty.

: **What's next?** As the luxury fragrance market becomes an increasingly saturated space, luxury brands will look to stand out through exclusivity initiatives, such as fragrance collections only accessible to ultra-loyal customers



Thought-starter

How might exploring unexpected industry crossovers bolster your brand's cultural influence and resilience during inflationary periods, providing alternative avenues for engagement for temporarily priced-out consumers?

Louis Vuitton
Artful Indulgence

Louis Vuitton introduced a permanent range of tableware in November 2023. Designed to be equally functional and decorative, the collection bridges tradition and modernity with fine French porcelain in Louis Vuitton's white and blue monogram flower motif.

The luxury brand also opened Le Chocolat Maxime Frédéric in February 2024, a premium chocolate shop nestled in Singapore's Marina Bay Sands flagship store. Breaking ground as the brand's first chocolate venture outside France, the confectionery haven offers a range of chocolates inspired by Louis Vuitton's iconic design codes, cementing the luxury fashion house's reputation as an international purveyor of taste.

: **What's next?** Luxury brands will look to expand into new sectors and regions to enhance the experiential value of their retail spaces, and blur the line between store and cultural landmark



Left to right: Prada Beauty, Milan, Italy; Louis Vuitton tableware, Paris, France

Neo-legacy

Longevity might be the buzzword of the moment in the health and wellness sector, but the tech industry is already 10 steps ahead, and is asking: How can we preserve digital legacies? Do we want our data to outlive us? And how will artificial intelligence disrupt our definition of immortality?



Grown by Cyrus Clarke, France



Heirloom Hardware by Modem, Amsterdam, The Netherlands

Modem
Heirloom Hardware

We are all data hoarders; our digital footprints consist of hundreds of thousands of archived pictures, emails and screenshots, facilitated by cost-effective and convenient cloud data storage. But do we outlive this data or does it outlive us? Innovation and design agency **Modem** teamed up with industrial designers **HB-AS** in June 2023 to develop Heirloom Hardware, a tangible alternative to transient cloud services, coding data into objects such as pendants or canisters to ensure photos, videos and documents can be passed on to future generations. Heirloom Hardware re-imagines the family heirloom as a ‘storage system whose built-in longevity challenges the illusory permanence of the cloud’.

: **What’s next?** Data and privacy breaches are causing some consumers to put their faith back in analogue. Brands should consider how they can also serve analogue archivists

Volkswagen
AI Arias

To celebrate the 70th anniversary of **Volkswagen Brazil** in July 2023, the automotive manufacturer created a short film bringing the late singer Elis Regina back to life. Working with creative agency **AlmapBBDO** and production company Boiler Filmes, the campaign used deepfake and AI technologies to recreate the singer’s image and voice with uncanny precision. Maria Rita was just three years old when her mother Elis died in 1981, but the film unites the two. As they drive individual Volkswagen models, the mother-daughter duo sing together for the first time. The campaign poses the question does our legacy die with us or can technology help us live on?

: **What’s next?** AI may feel esoteric for many consumers, but Volkswagen’s campaign showcases the opportunities for brands to evoke joy and human connection through these technologies



Volkswagen, Brazil

Grow Your Own Cloud by Monika Seyfried and Cyrus Clarke, Copenhagen, Denmark

Grow Your Own Cloud
Web3 to Web Tree

Imagine a world where technology harmoniously co-exists with nature and data is stored in Non-Fungible Plants (NFPs). Founded by technologist and artist Cyrus Clarke, **Grow Your Own Cloud** is a research project working to make this vision a reality, growing living plants with encoded digital data and non-fungible tokens (NFTs) in their DNA as a potential solution to the carbon footprint of digital infrastructure.

NFPs work by transforming digital files (0s and 1s) into DNA (A, C, T, G), using synthetic biology to store the data in plants. The project's Pre-Seed Round closed in January 2024; in the next round collectors will generate unique digital seeds to form the first NFPs.

: **What's next?** As concerns surrounding the carbon footprint of traditional digital infrastructure grow, businesses will seek out sustainable storage solutions, such as biodata centres

Lab Insight

Gabriela Białkowska, creative foresight analyst

'AI is redefining digital immortality by enhancing personal legacies, but growing data accumulation demands durable, bio-storage solutions. As technology advances, integrating sustainable practices into data preservation will be crucial, balancing the long-term storage needs of our digital legacies with our planet's longevity'



Biomemory DNA-based data storage solution, France

Biomemory
Decoding DNA

French start-up **Biomemory** launched the first personal DNA-based data storage solution available to the public in December 2023. Unlike traditional memory cards, Biomemory's card stores up to 1Kb of text data using DNA – nature's original storage medium.

DNA is a dense storage medium that is stable over time and requires no energy usage until retrieval. Ideal for safeguarding sentimental memories or important documents that don't need regular retrieval, the DNA card could offer a promising sustainability solution for long-term data storage.

: **What's next?** Biomemory is paving the way for a greener, more environmentally conscious approach to data preservation. In the future, businesses that fail to comply with sustainable storage quotas could face higher taxes

‘The DNA Card is an ideal introduction to this technology, offering a way for users to preserve their most precious data for lifetimes and even pass it down through generations’

Erfane Arwani, CEO, Biomemory

Thought-starter

In an era when digital legacies are becoming increasingly important, how can your brand use innovative and sustainable data storage solutions to preserve memories, drive intergenerational storytelling and shape a more connected future?



AI imagery by The Future Laboratory, UK

Wist
Immersive Memories

Wist turns smartphone videos into immersive 3D experiences for a meta-trip down memory lane. Launched at the beginning of 2023, the app collects depth, colour and audio information from the original captured video, before transforming it into 3D to be experienced using AR (augmented reality) on a smartphone or with a virtual reality headset.

The memories can be accessed individually or shared with friends and family, allowing moments such as a baby's first steps to become an immersive experience for the whole family. Wist might also be used to keep the memory of the deceased alive, helping users cope with grief.

: **What's next?** Haptic feedback and scent emulation will soon be added to immersive experiences such as Wist, allowing users to re-live memories through all senses

Branded Third Spaces

Faced with a decline in footfall to bricks-and-mortar stores and a hybrid work culture that has left consumers eager to leave the house, brands are transforming retail storefronts into third-space hubs for community, culture and creativity. Tailored to the interests that align with their customer base, these third spaces are intensifying brand identity and consumer loyalty



Sporty & Rich flagship store, New York



Saint Laurent Babylone, Paris, France

Saint Laurent
Luxury Literature

At the start of 2024, fashion house **Saint Laurent** opened Babylone, a bookstore and cultural venue in Paris's 7th arrondissement.

Designed by Saint Laurent's creative director Anthony Vaccarello, the creative retail space puts a Saint Laurent spin on the traditional bookstore. Inside, customers will find a selection of rare publications, out-of-print recordings and original art alongside a curated cultural events calendar featuring DJ sets, readings and signings. The fashion house intends the venue to become a 'gathering place in the heart of Paris for artistic innovators where connections and ideas can be born'.

: **What's next?** Re-imagining traditional stores as cultural hotspots will help luxury brands connect with Gen Z HNWIs who value creativity and community

Birkenstock
Collective Craftsmanship

At the beginning of 2024, footwear brand **Birkenstock** opened a creative residency studio space in the heart of East London designed to celebrate craftsmanship.

Birkenstock Studio: Walk With Me is a curated programme of London-based artists-in-residence hosting free events and workshops in the space, bringing the local community together to create, educate and inspire. Past workshops have included a Birkenstock customisation with artist and designer Jyrrel and leather crafting with artist and designer Helen Kirkum.

: **What's next?** Hosting workshops not only allows brands to give back to their customers, but also serves as a platform to showcase the craftsmanship so intrinsic to a brand's identity

Thought-starter

Third retail spaces rely on an in-depth understanding of your brand's audience. How can you curate experiences that resonate with your customer base and foster a sense of belonging to create vibrant community hubs?



Birkenstock creative residency studio, London, UK

Supreme
Shop ‘n’ Skate

Streetwear brand **Supreme** made its long-awaited retail debut in Shanghai in March 2024, marking the brand’s first stand-alone store in China. Poised to be a hub for street culture enthusiasts, the flagship store stocks Supreme apparel and features a suspended skate bowl.

Staying true to its origins as a skateboarding brand, Supreme has tapped into the streetwear subculture and provided a space for both sports and socialising within its retail space. The skate bowl will draw more customers into the Shanghai store and affirm the brand’s authentic identity – an important value for Gen Z consumers.

: **What’s next?** To foster strong customer loyalty, businesses will look to build a sense of subculture around their brands through activations and retail spaces offering aligned sports and activities

Lab Insight

Emily Rhodes, creative foresight analyst

‘While most transactions continue to occur in physical stores, the rise in online-only marketplaces and convenience-driven culture is pushing retailers to design engaging spaces, not only to encourage real-life sales but also to foster a sense of community and establish life-long brand connections’

‘When we open a store, our goal is to build a community really rooted in the city, and be there for the long term’

Julien Cahn and Todd Jordan, Supreme

Supreme, Shanghai, China

Jägermeister
Social Sounds

In March 2024, Jesse Mugambi, a sustainable design student at the University of Brighton, won a £43,000 ($54,000, €50,000) grant from alcohol brand **Jägermeister** to build a music venue in Nairobi.

The #SaveTheNight Fund was launched in 2023 to fund projects aimed at improving the beauty, safety and sanctity of dance floors around the world. Studio Can-V will repurpose shipping containers into a versatile daytime creativity hub and vibrant nightclub, built by local artisans. Jesse and Jägermeister hope the project will foster local talent and create a platform for artists to break into new markets, with the scope of scaling across Africa.

: **What's next?** Brands wanting to tap into Gen Z consumers should look to invest in projects that empower youth and emerging talents, showcasing a commitment to social responsibility and community-building



Save The Night Fund by Jägermeister, Germany



Arc'teryx ReBird Service Centre, Toronto, Canada

Arc'teryx
In-store Adventures

Outdoor-wear brand **Arc'teryx** upgraded one of its three London stores in March 2023, moving to a larger 733-square-metre 'pinnacle' store in Covent Garden. The new space is the brand's first in Europe to feature the ReBird Service Centre, a hub for circularity handling product repairs and reducing textile waste. The new store also has a strong community focus; in the community hub, the brand will screen athlete films, showcase curated adventure and exploration books, and provide local trail maps for avid hikers.

: **What's next?** To ensure brand longevity, businesses must increasingly innovate beyond products, fostering genuine connections among customers based on activities and values associated with the brand

Gynaeguity

From menstrual care to fertility treatments, long overdue innovations in femtech are reshaping gynaecological practices and empowering women to take charge of their sexual health, fertility and wellbeing. These inventions don’t claim to re-invent the wheel, but represent the intersection of innovation and necessity, promising a future where women’s health is proactive and personalised



Modibodi, US



Sequel's Spiral Tampon, San Francisco, US

Sequel
Modern Menstruation

The tampon was first invented almost a century ago, yet the product's design has remained relatively unchanged since. That is, until 2023, when the US Food and Drug Administration (FDA) approved a new product from start-up **Sequel**.

As college athletes, co-founders Greta Meyer and Amanda Calabrese had been let down by period products once too often and set out to use their engineering backgrounds to provide a much-needed update to the product.

Sequel's Spiral Tampon features diagonal grooves that spiral down the product. This creates a helix shape that elongates the flow path, allowing the tampon to absorb more fluid and limiting leakage. The tampons were launched in California and New York in February 2024.

: **What's next?** The spiral tampon will mark a new era in period product design, inspiring similar developments to improve comfort and effectiveness across the period care market

'We used our experience as high-level athletes and training as product engineers to build the tampon we wished we had on game day'

Greta Meyer and Amanda Calabrese, co-founders, Sequel

Thought-starter

Women have long felt overlooked by the medical industry. How can your brand develop femtech solutions that make women feel empowered, acknowledged and heard?



Nixit, US

Nixit
pH Protection

Canadian period care brand **Nixit** launched a line of condoms in January 2024 with 'vaginal health in mind'. The brand aims to change the narrative of buying and carrying condoms being a man's responsibility by creating a product designed and marketed for women's vaginal health.

The condoms come in feminine pink packaging and are made with just two ingredients – natural rubber latex and pure silicon oil. Typical condoms, the brand says, prioritise endurance and fixate on size, while Nixit products focus on being safe for sensitive vulvas and avoiding pH disruption and UTI-causing ingredients.

: **What's next?** Female sexual health is currently an underserved segment of the women's health industry. Expect other period care brands to follow Nixit's lead and branch into sexual health too

Béa Fertility
Hormone-free IVF

Béa Fertility raised £2.5m ($3.1m, €2.9m) to launch its at-home fertility treatment in the UK in July 2023.

A hormone-free alternative to IVF, Béa's Intracervical Insemination (ICI) treatment concentrates semen at the opening of the cervix using a cervical cap which can be left in place for up to one hour. Béa has a 39.28% pregnancy rate over three treatment cycles.

By offering an at-home treatment, Béa removes the stress or discomfort that many face during fertility treatments. ICI also provides a path to parenthood for families using donor semen or wanting to become pregnant without intercourse.

: **What's next?** At-home intracervical insemination fertility treatments will make parenthood more accessible for diverse, non-conventional modern families

Lab Insight

Olivia Houghton, deputy creative foresight analyst

'Although women's health may vary across the globe, one universal truth is evident: the current system has let them down. It's now time to prioritise the inclusion and comprehension of women, to engage in direct communication with them, and to tailor designs and services to their specific needs in order to provide accurate care"

One in six people globally experience infertility

*Source: **World Health Organization***



Béa Fertility, US

Fairtility
Optimal Oocytes

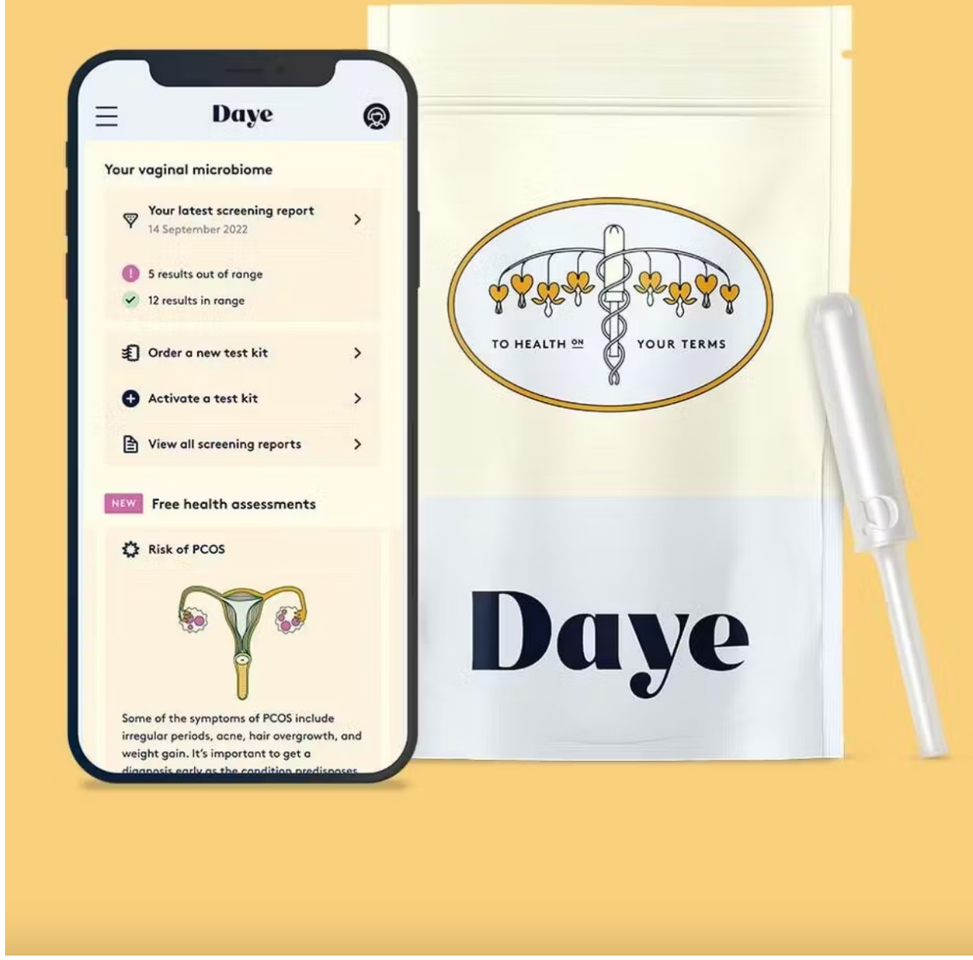
At the 39th Annual Meeting of the European Society of Human Reproduction and Embryology in June 2023, fertility company **Fairtility** announced the launch of CHLOE (Cultivating Human Life through Optimal Embryos) OQ, a revolutionary AI tool providing transparency into the viability of oocytes (egg cells). CHLOE OQ provides insights into the potential of an oocyte developing into the blastocyst stage post-fertilisation, a notoriously crucial yet unpredictable stage in fertility treatment.

The tool follows CHLOE EQ, an AI-powered embryo quality assessment tool that Fairtility rolled out the year before. Adding oocyte analysis broadens the AI's capability to provide decision support for fertility preservation, egg donation and female factor infertility in IVF treatment.

: **What's next?** CHLOE OQ will help to boost the efficacy of egg-freezing treatments by indicating how many retrieval cycles are needed for optimal fertility treatment, empowering and enabling many women to pursue parenthood at their own pace



Photography by Amina Filkins



Daye, US

Daye
Cyber-clinics

Femtech start-up **Daye** opened a digital period pain clinic in July 2023 to help accelerate the path to diagnosis for gynaecological issues such as endometriosis and PCOS, and reduce the intensity and duration of menstrual cramps.

After filling out a medical questionnaire on the platform, users receive a personalised health insight report and undergo consultation with a period pain specialist. Initial packages range from £24.99 ($31.40, €29) to £54.99 ($69, €64), and the digital clinic connects users with sexual health nurses, period and pelvic pain specialists, fertility experts, physiotherapists, nutritionists and lifestyle coaches for further treatment.

: **What's next?** Feeling underserved and overlooked by mainstream medical services, women will increasingly turn to femtech services for personalised and accessible solutions to gynaecological health concerns

Biophilic Bonds

Grounding and re-rooting through the senses, brands are tapping into the innate human need to connect with the natural world by infusing biophilic elements into their designs and experiences. In a world saturated with technology, connection to nature is emerging as a new luxury



Afterlife by Christopher Edward Rodriguez

House of Hackney
Nature Guardians

London-based interiors company **House of Hackney** became the second UK company to appoint a human nature guardian to its board in December 2023, giving the guardian a formal vote on corporate decisions that might affect sustainability.

Brontie Ansell, a senior lecturer in law at Essex Law School and director of community interest company Lawyers for Nature, was appointed as the first nature guardian of the eco-beauty brand, Faith In Nature. Now she will take on this role for House of Hackney too.

: **What's next?** Brands will increasingly give nature a seat in the boardroom to formally set a precedent for corporate accountability and avoid greenwashing. Perhaps governments will appoint Mother Nature as an MP or minister next



House of Hackney, UK



Nike ISPA MindBody

Nike
Forest Footwear

In March 2023, **Nike** launched the ISPA MindBody trainer. The sustainable shoe uses an algae-derived ink to achieve the illusion of being covered in dirt and mould, despite being straight off the shelf. The footwear also utilises a glue-free cording system to hold the shoe together, enabling easy disassembly and recycling at the end of the shoe's lifecycle.

Most significantly, the trainer's technical sole is designed to invoke the feeling of walking barefoot in a forest. The Nike ISPA MindBody slogan encourages its wearer to 'live in accordance with nature', engineering a grounding feeling and connection with the natural world through product design.

: **What's next?** Nike's trainers will influence a wave of designs utilising scents and textures to design garments that have a positive effect on the mental wellbeing of the wearer

Loewe
Sensory Scents

Luxury fashion house **Loewe** has been creating botanical fragrances under the Loewe Parfums brand since 2013. A decade on, the luxury brand took an itinerant Victorian Greenhouse on a road trip through Madrid, Seville, Malaga and Barcelona, delivering a sensory escape from urban living at every stop.

Inside the greenhouse, customers could experience Loewe's Botanical Rainbow collection and Loewe Home Scents surrounded by the leafy vegetation that inspired them. In an ode to nature, the luxury brand created the immersive experience to foster a closer relationship between consumers and their favourite fragrances.

: **What's next?** As fragrance continues to emerge as one of the strongest segments of the beauty industry, brands should look to host immersive pop-ups allowing customers to experience the scents before purchase

Lab Insight

Savannah Scott, art director

'The new currency for brands is nature and authenticity. Modern consumers, especially Generation Z, are seeking brands that not only embody their values but also support their lifestyles too. We've seen a rise in technological fatigue and consumers are now seeking the simplicity and wonder that can be found in the natural world, preferring experiences that evoke these feelings over automated convenience'

Loewe Greenhouse, Spain

Meltee
Mood-boosting Melts

Wax melts and candle brand **Meltee** is harnessing the power of phytoncide technology to bring the serenity of nature into the home. Phytoncides are the organic compounds found in plants – particularly in leaves, bark and needles – that have been found to lower blood pressure, reduce stress hormones and boost the immune system. Launched in December 2023, Meltee's Nature Healing candle combines scents such as rosemary, leaves, green stems, lily, bluebell and cedarwood to bring the calming ambience of nature into the home. A solution for urban living, the candles offer benefits akin to forest bathing.

: **What's next?** As the world becomes increasingly urbanised, consumers will seek out products that can replicate the benefits of nature from inside the home



Nature's Healing by Meltee, UK



Future Society by Arcaea, US

Thought-starter

How can your brand use sensory experiences in your next product launch or press event to address the longing for connection to nature in an increasingly urbanised world?

Future Society
Scent-surrection

Perfume brand **Future Society** is using DNA sequencing to recreate the scent molecules produced by extinct flowers. Developed by **Arcaea**, a Boston-based beauty biotech firm founded by MIT-trained scientist Jasmina Aganovic, the brand launched six genderless fragrances in October 2023.

While it is not possible to precisely assert what extinct flowers smelled like, by blending fragrance artistry with bioscience, Future Society is re-imagining the flowers as contemporary fragrances. Through these aromas, the brand is crafting unique scents and contributing to restoring lost eco-systems, encouraging greater preservation of existing flora in the process.

: **What's next?** Museums, galleries and other educational experiences will use Arcaea's DNA sequencing technology to revive ancient scents and create immersive sensory experiences

DINKWAD Economy

DINKWAD (double-income, no-kids, with-a-dog) lifestyles are on the rise, fuelled by an influx of pandemic puppies and Gen Z and Millennials opting out of traditional parenthood. With disposable incomes to spare, consumers are increasingly seeking out human-grade petcare, driving lucrative growth in the **Prestige Pets** market



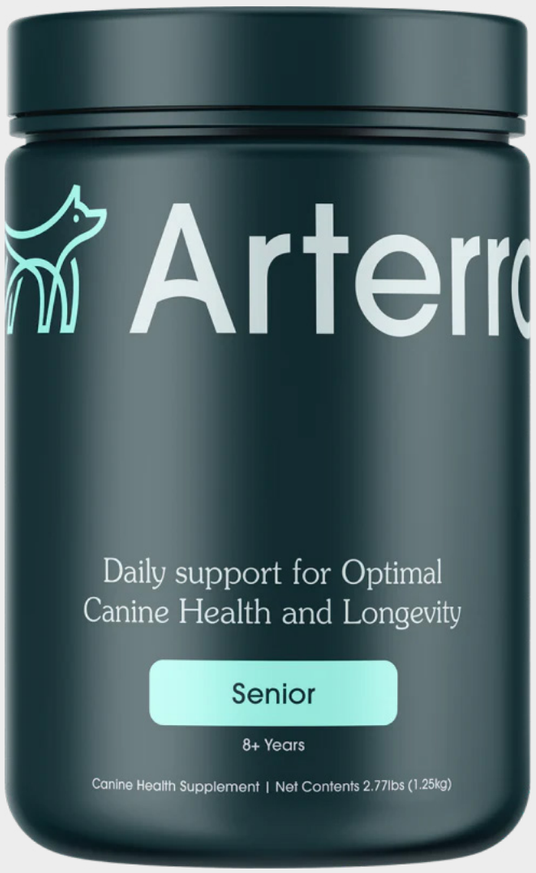
Park's Best dog collars, US

Arterra
OAPets

Dog supplement brand **Arterra** launched a veterinarian-formulated supplement to help dogs live longer, healthier and happier lives in December 2023.

Designed to 'slow down the clock' in healthy adult dogs and 'turn back the clock' in senior dogs already experiencing signs of degenerative ageing, the 63-ingredient supplement supports the body with joint health, cognition, mood, immunity, allergy, gut and organ function with one bacon-flavoured scoop. Active ingredients in the canine supplement include collagen, bone broth protein, Lion's Mane mushroom, Ashwagandha and turmeric.

: **What's next: Longevity Lifestyles** mean humans are set to live longer and will consequently want their pets to live longer too, with many prepared to pay a premium to make this a reality



Arterra, US



Carepet smart pet bed by Domethics, US

Domethics
Hound Health

At the Consumer Electronics Show (CES) in 2024, wearable device and Internet of Things (IoT) product developer **Domethics** showcased the Carepet, an intelligent pet bed designed to monitor a dog's vital metrics while it sleeps. The smart bed tracks heart rate, respiratory patterns, sleep quality and daily activity using integrated sensors and real-time monitoring. The pet's owner can access the data through an app and be alerted to indications of mobility issues and cardiac conditions. Designed as a proactive health measure for pets, the smart bed retails for £158 ($199, €184).

: **What's next?** As humans become more accustomed to tracking their health metrics via smart devices, they will expect the same for their pets. Brands should consider how wearables can be adapted for animal use



Floof, US

Floof
Pampered Pets

Floof is a premium dog grooming brand bringing clean, science-backed, innovative formulations to the petcare market. The brand launched the Gentle Essentials collection in May 2023 – a dog shampoo, conditioner, soothing cream and wipes – designed to be 'human grade', providing furry friends with the same level of care and attention that pet parents would give to human skin.

Floof products are formulated by in-house vet dermatologists and skincare chemists using high-quality, clean, science-backed ingredients to best suit dogs' sensitive skin.

: **What's next?** As pets take on a greater emotional role in Gen Z and Millennial households, brands must create products that include them as members of the family

Lab Insight

Dan Hastings Narayanin, deputy foresight editor

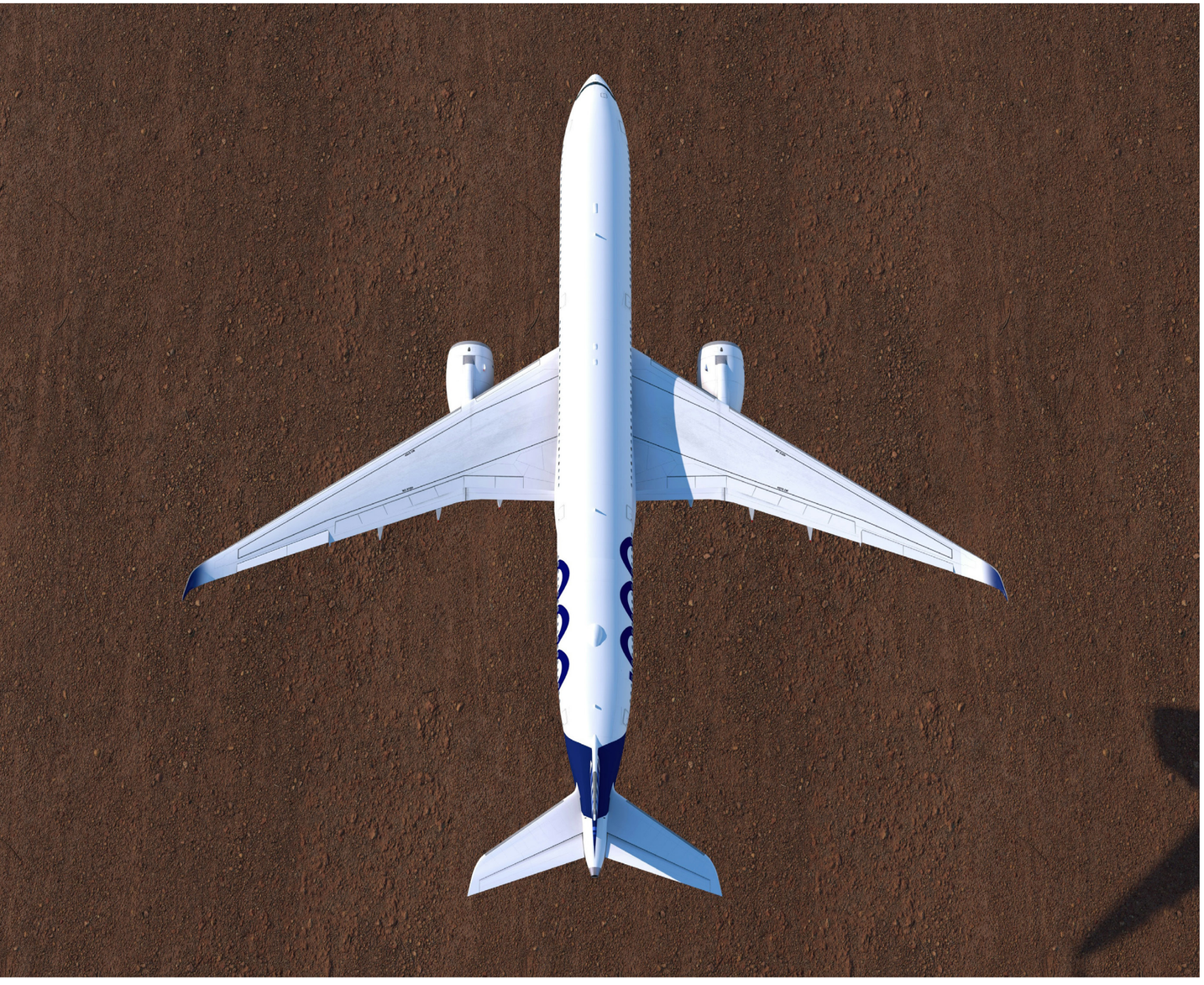
'Forget the furry friends, DINKWAD couples are now proud parents of increasingly demanding and pampered four-legged royalty. From food to wellness and travel, the pet market has entered its premium era – and this is only the beginning. The sky is the limit for luxury urban pet nurseries, concierge services specialising in grooming – have you booked their next pawdicure yet'? – and even gourmet restaurateurs'

Bark Air
Passenger Pups

Bark Air is the world's first dog-centric airline, from the company behind monthly dog subscription service BarkBox and private jet charter company Talon Air. Before boarding, passengers and pets meet in the lounge for pre-flight socialising. On board, dogs can watch in-flight squirrel movies, drink canine champagne, chew on complimentary shoes, take advantage of a belly rub button and play in the sky-high dog park.

The airline was created to serve the surging interest in dog-friendly travel and was set for take-off in May 2024. A one-way Bark Air flight from New York to London will cost £6,368 ($8,000, €7,405) for one dog and one human companion.

: **What's next?** DINKWAD consumers expect their pets to be able to go wherever they do, and businesses must consider how best to accommodate this, especially in the travel and hospitality industry



Photography by Alexander Mils

Thought-starter

For many Gen Z and Millennial consumers, pets have evolved from animal companions to an extension of their lifestyle and identity. How is your brand adapting to recognise this evolving relationship?



Oro dog nanny robot by Ogmen Robotics, US

Ogmen Robotics
Canine Companion

Would you leave your pet with a robot for company? At CES 2024, **Ogmen Robotics** revealed Oro, a dog nanny robot programmed to recognise signs of anxiety and restlessness, and provide engagement, comfort and treats when owners aren't around.

Oro is fitted with two-way audio and a video screen, a built-in treat dispenser and a ball thrower for games of fetch.

The robot can autonomously navigate the house and uses AI to recognise dogs' behavioural patterns, and identify and respond to feelings of distress or a desire to play.

: **What's next?** While Oro is designed for dogs, pet-like robot companions are poised to become invaluable for lonely and older citizens, offering company without the maintenance of traditional pets

Compost Couture

In **Innovation Debrief 2023–2024**, we tracked how brands were re-inventing waste to create new, sustainable materials and products. In the past 12 months, the luxury market has carved out a niche in waste re-invention, looking to organic matter and fruit and vegetable waste as key solutions for the fashion industry's carbon footprint, ushering in a new era of compost



Stella McCartney and Veuve Clicquot, UK

Fendi
Origami Occasion Wear

Fendi joined forces with the Japanese architect **Kengo Kuma** for its spring/summer 2024 menswear collection in June 2023, to re-invent a line of accessories and shoes using waranshi, a hybrid material of cotton and tree bark traditionally used for origami and lantern-making. Kengo Kuma re-imagined the Peekaboo bag and the Baguette Soft Trunk using waranshi, adding a raw and imperfect finish to the well-structured designs. To redesign Fendi's Flow trainers, the architect utilised fabric made using the practice of *yatara ami* – or Japanese bamboo-weaving – for a woven lattice-like effect.

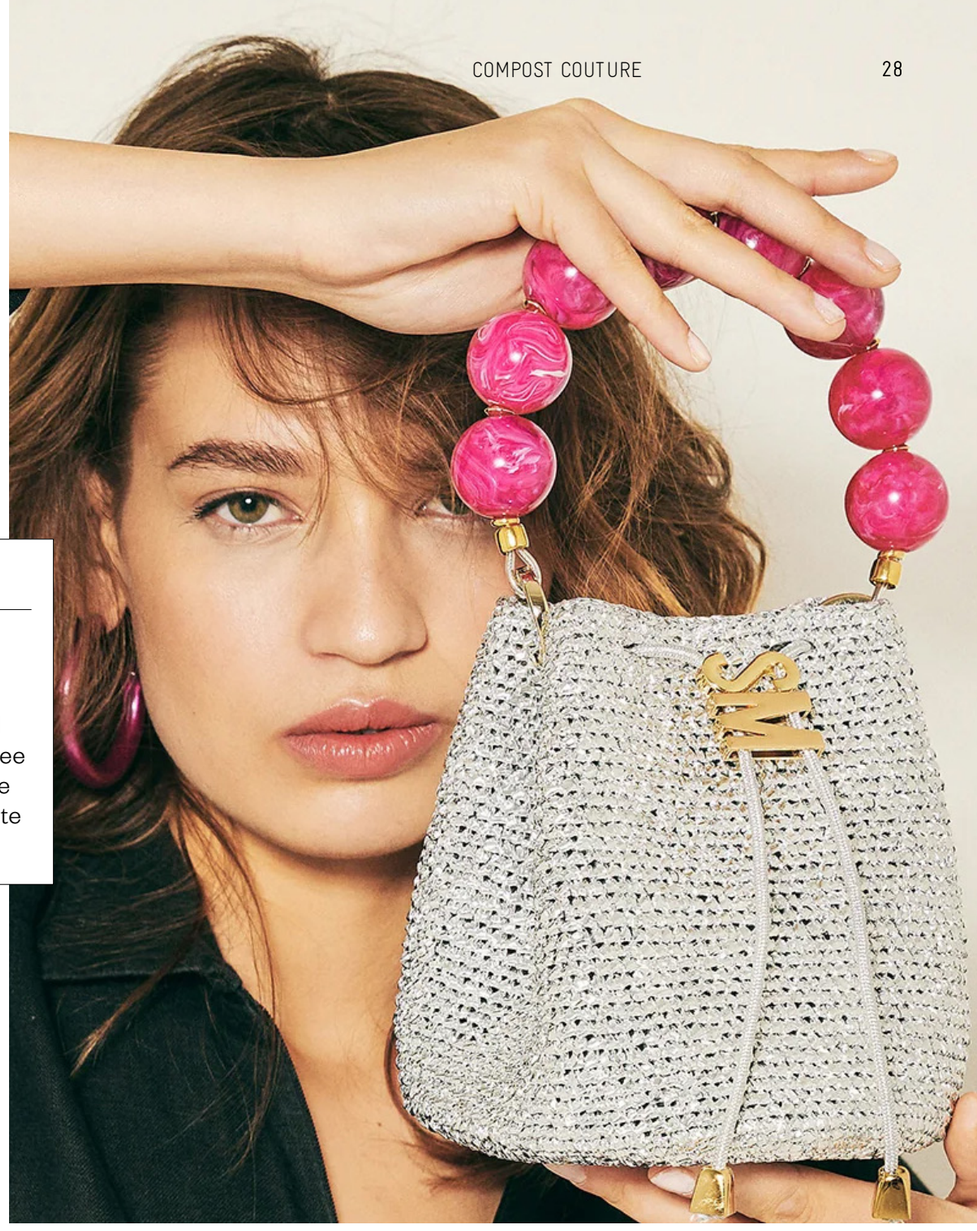
: **What's next?** By embracing alternative, sustainable materials luxury brands can deter dupe culture by creating exclusive, irreplicable pieces that capture the craftsmanship at the heart of luxury brands



Fendi and Kengo Kuma

Thought-starter

The success of compost couture lies in the creative vision of luxury designers. How can you find value and opportunity where others see waste? How can you elevate the overseen appeal of waste materials to consumers?



Stella McCartney and Veuve Clicquot, UK

Stone & Mason
Trash to Treasure

Mother-daughter brand **Stone & Mason** released a series of limited-edition bags made from recycled crisp – or potato chip – packets in May 2023. The fashion brand worked with Artesanias del Atlantico, a Colombian charity supporting local craftsmanship and culture, to source the raw materials and hand-crochet the upcycled crisp packets into a line of sparkling tote and bucket bags.

Each purchase from the Crisp Collection is accompanied by a packet of British-made crisps in biodegradable packaging. Prices range from £135 ($170, €155) to £245 ($310, €282).

: **What's next?** As traceability becomes more widely available in the fashion industry, pressure will be put on brands to give back to the communities producing the clothes through social initiatives



Piñatex® by Ananas Anam for Carolina Herrera, Spain

Carolina Herrera
Premium Piñatex

In July 2023, fashion designer **Carolina Herrera** launched a luxury handbag, the Táchira bag, made from Piñatex, a material formed from waste pineapple leaf fibres.

Piñatex is made from Anam PALF (textile-grade pineapple leaf fibre by materials manufacturer Ananas Anam), has a low environmental impact and provides value to waste leaves that would otherwise be burnt after the pineapple harvest. By creating the Táchira bag from Piñatex, Carolina Herrera also provides a secondary income stream for pineapple farmers in rural areas such as The Philippines, Bangladesh and the Ivory Coast.

: **What's next?** Alternative textiles such as Piñatex will become more widely adopted beyond fashion, and brands will begin to experiment with their use for products such as luggage, car interiors and furniture

Lab Insight

Simar Deol, foresight analyst

'The urgency of the climate crisis is compelling the fashion industry – widely acknowledged as one of the most environmentally harmful sectors – to seek innovative alternatives to unconventional materials. The industry's challenge is to ensure that its end products meet the standards of timeless design, material quality and durability'



Stella McCartney and Veuve Clicquot, UK

Stella McCartney and Veuve Clicquot
Wearable Wine Waste

In November 2023, fashion designer **Stella McCartney** collaborated with champagne house **Veuve Clicquot** to create a line of accessories made from Vegea, a grape-based alternative to animal leather.

Created by mixing grape pulp, seeds, skin and stems with vegetable oils and natural fibres from agriculture, Vegea is an 80% renewable and recycled material. The two luxury brands used Vegea to create a collection of Frayme bags, a Veuve Clicquot Yellow Label bottle holder and Elyse sandals with platforms made from recycled cork.

: **What's next?** Food and fashion will converge further as luxury brands collaborate on limited-edition products made of fruit and vegetable fibres

‘This collaboration is the perfect blend of my cruelty-free vision with Veuve Clicquot’s incredible natural ingredients, using waste to circularly create a luxurious alternative to animal leather’

Stella McCartney

Ganni
Bacterial Bags

At the 2023 London Design Festival (LDF), Danish designer **Ganni** unveiled a one-off edition of the Bou bag made from a bacterial leather alternative. Created in partnership with London biotech company **Modern Synthesis,** the bacteria are grown over a framework of threads by feeding it agricultural waste.

The microbes then convert sugar found in the waste into nanocellulose, a finer form of the cellulose fibres found in cotton. This creates a material that drapes in a similar way to cowhide, but has the potential to generate up to 65 times fewer greenhouse gas emissions than real leather and doesn't require the use of plastic coating for durability.

: **What's next?** Other sectors will begin to take an interest in biotech companies and the new materials they are creating, sparking a cross-industry movement towards sustainable innovation in product design



Bou Bag by Ganni and Modern Synthesis

Entertainment Gets Phygital

Spectatorship is no longer a passive experience. Mixed reality (MR) is reshaping social entertainment by enabling consumers to simultaneously interact with content and fellow attendees. Catering for the younger generation's craving for phygital (physical and digital) experiences, holograms, AR and gaming innovations are fostering stronger fandoms and bridging the gap between digital and physical worlds



3 Body Problem activation by Netflix at SXSW 2024. Photography by Tico Mendoza, Austin, Texas, US

Axiom Holographics
Hologram Hippos

In July 2023, a new family-friendly zoo opened in Brisbane, Australia. Unlike traditional zoos, however, in **Axiom Holographics'** Hologram Zoo, all the animals are projections made from laser light. Using interactive 4D animations, the attraction allows visitors to experience nature and discover the animal kingdom in a new, immersive way.

Throughout the zoo, animals fly over visitors' heads, while others are kept in fenced areas as if they are real. The different holographic shows introduce the animals of Africa, the North Pole, Asia and Australia. In the prehistoric show, visitors can even travel back in time to visit the dinosaurs.

: **What's next?** Hologram technology will be integrated with nature documentaries to create immersive play-like experiences that give audiences proximity to wild animals, without compromising on safety or threatening conservation efforts



Axiom Holographics, Australia



Cosm Experience Center, Utah, US

Thought-starter

If mixed reality is the future of entertainment, how is your brand or business adapting your content to fit this new medium? Could music festivals implement AR technology to point to secret performances, for instance? Or could theme parks build static VR experiences using headsets next door to physical rides?

Cosm
Super-sized Sports

Cosm, an immersive technology and media venue, is set to open in Los Angeles in June 2024. Pioneering shared-reality sports screenings, the venue is built around an 87-feet dome LED screen. Bringing mixed reality to the mainstream, the domed and curved screen facilitates communal activity and real-time interaction while delivering an immersive viewing experience. Wrapping around the audience to ensure every seat is completely immersed in the content, the domed screen amplifies the intensity of game-changing touchdowns or match break points.

: **What's next?** Shared-reality screenings won't be used solely for sports. Cosm and other similar screen innovations will elevate art exhibitions and film screenings too, setting a new standard for engagement and redefining the fan experience

Tin Drum Studio
Cyber-concerts

In June 2023, Kagami, a new genre of mixed reality concert, made its debut at The Shed in New York. Created by the late composer Ryuichi Sakamoto and **Tin Drum Studio**, the virtual performance is a posthumous celebration of the composer's work.

The immersive sensory experience begins with audiences walking down a pathway infused with an aroma specially curated by the composer. Optically transparent glasses are then handed out, allowing the audience to enter Sakamoto's mixed-reality realm and watch the virtual composer performing the piano alongside visual art displays. Unlike traditional concerts, the audience is free to wander around during the set, interacting with the performance from different vantage points.

: **What's next?** Expect contemporary artists to use mixed reality for immersive tours, offering fans unique creative listening experiences beyond traditional concerts

‘There is, in reality, a virtual me. This virtual me will not age, and will continue to play the piano for years, decades, centuries’

Ryuichi Sakamoto

Kagami by Ryuichi Sakamoto, UK

Lab Insight

Alice Crossley, foresight analyst

‘The next generation of consumers are growing up on a steady diet of screens and gaming. Introducing digital elements into physical experiences will help brands capture the attention of these tech-native tweens, elevating entertainment experiences without sacrificing social interactions’



HyperSpace, Dubai

HyperSpace
Phygital Theme Parks

HyperSpace builds and operates 'future-forward' theme parks in shopping centres that blend physical and digital elements. In 2023, the start-up opened House of Hype in Riyadh, a physical video game experience that integrates gaming elements into real-world experiences.

House of Hype visitors can design holograms, hunt for augmented reality loot boxes and win digital goods by playing games. HyperSpace's proprietary tech platform PARX tracks each visitor's actions within the theme park, turning the entire space into a gamified eco-system. The digital theme park transforms gaming from individual entertainment into collective fun for the whole family.

: **What's next?** Traditional theme parks and play areas will need to add gamified elements to their existing venues to remain relevant to digital native Gen Alpha

Superba
Tech Titans

Augmented reality production agency **Superba** created Stadium AR to bring mobile mixed reality to a stadium scale. The National Football League's (NFL's) Tennessee Titans became the first team to utilise this app-less technology in October 2023.

Throughout the 2023 NFL season, fans could scan a QR code in the Nissan Stadium to launch the Titans AR experience and display effects such as virtual pyrotechnics, project a giant version of the team's logo onto the field or flick a virtual football into the opposition's logo to break it.

By introducing a gamified element to the live match, the Titans incentivised fans to attend matches in person and facilitated a feeling of active involvement with the match.

: **What's next?** These technologies will be amplified as virtual reality headsets become the norm, creating an opportunity for every spectator to customise their field of vision with match stats, team logos and special effects



Stadium AR by Superba, US

Bio-based Builds

Architects are challenging the perception that technology holds the key to better building practices. Instead, they are utilising bio-based materials, envisaging a construction cycle where buildings are deconstructed and materials are returned to the source at the end of their life. This design-for-disassembly ethos fosters a deeper connection with the land, paving the way for sustainable living



The Biofuel Waste is Bliss project by Agne Kucerenkaite and Marija Spokaite. Photography by Darius Petrulaitis and Agne Kucerenkaite


HyperSpace, Dubai

Vollebak
Hedonistic Sustainability

In summer 2023, British clothing brand **Vollebak** worked with visionary architectural firm **Bjarke Ingels Group (BIG)** to conceive a project that would transform a deserted Canadian Island into a self-sufficient off-grid destination embodying 'hedonistic sustainability'.

Under the plans, a 597-square-metre village-like cluster of nine interconnected buildings with rooms made entirely from biomaterials such as stacked seaweed, compacted earth, hemp, glass and locally sourced stone, would be built on Vollebak's island.

The island and BIG's designs, with full permission to be built, will be available to purchase through Sotheby's Concierge Auctions.

: **What's next?** Vollebak and BIG hope the blueprint for the island can be applied to schemes around the world, setting the standard for self-sufficient homes that live off the land they're built on


Pavilion, Kochi Muziris Biennale by Samira Rathod Design Atelier, India

Samira Rathod Design Atelier
Structural Scrap

For the 2023 Kochi Muziris Biennale in India, architectural practice **Samira Rathod Design Atelier** designed and constructed a temporary pavilion made entirely from local construction debris.

Named The Container, the 465-square-metre, one-way sloping pavilion was created using waste granite from quarries, coir, fishing nets, geogrid, brick bat, cement and mesh wire. The architectural firm chose not to use concrete footings so the structure could be easily dismantled, and its materials re-used.

The materials and design were carefully constructed to ensure the temperature inside the pavilion is 2–3°C cooler than outside, creating a cool space for locals to socialise.

: **What's next?** In the face of resource scarcity, businesses must analyse the waste materials they produce and seek out internal or external projects to re-imagine this waste into new materials or products

Overtreders W
Borrowed Materials

Dutch architecture firm **Overtreders W** built Stable Stack in May 2023 – a singular, temporary hotel room located in the peat meadow landscape of Veenhuizen. It was made almost entirely from borrowed materials – wood from a local carpenter and tiles from a nearby farm. The cabin was then constructed using tie-down tension straps to ensure the materials could be returned to their original owners.

Stable Stack was created as part of the Ven Huis Hotel series, a project by collective Ketter&Co and local hotel Bitter & Zoet, celebrating local craftsmanship through unconventional temporary accommodation.

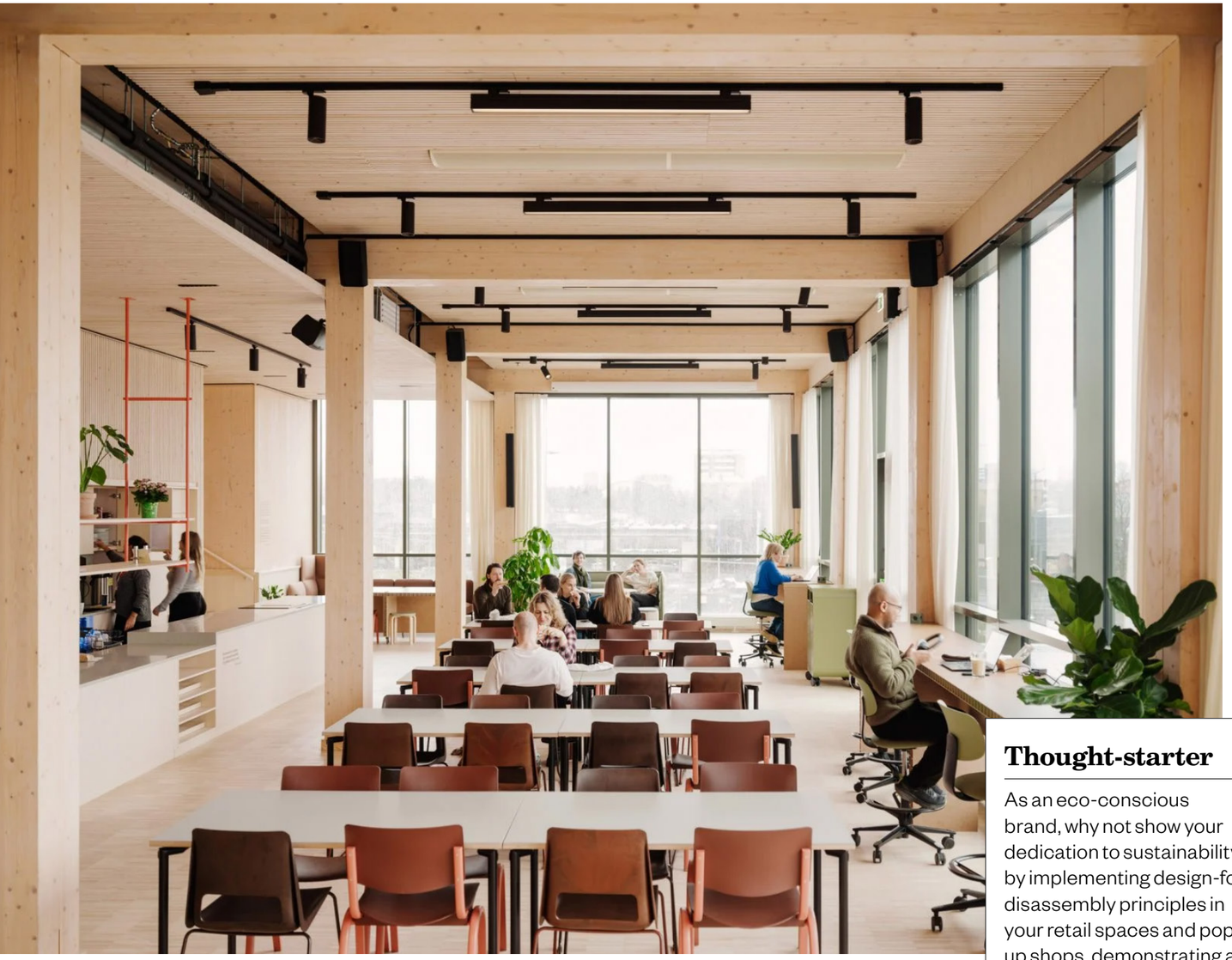
: **What's next?** Temporary accommodation that uses borrowed, local materials and can be deconstructed upon checkout could provide the industry with a new means of transient travel that has a lesser environmental impact

Lab Insight

Fiona Harkin, director of foresight

'Alongside the practice of 'urban mining' for recycled materials and the rise of retrofitting rather than building anew, these new bio-materials have the potential to embed sustainability into our future spaces'

Overtreders W hotel cabin, The Netherlands



HasleTre by Oslotre, Oslo, Norway

Oslotre
Deconstructive Designs

HasleTre is an office building in Oslo, Norway, built by consulting agency **Oslotre** in December 2023. Made with a timber grid structure, the office building was designed to be easily disassembled and re-used in the future. During construction, the timber elements were kept as close to the maximum production size as possible, with minimal perforations to ensure optimal re-usability. Inside the office space, Oslotre used recycled and re-used materials for the ceiling plates and flooring, and upcycled materials for 60% of the furniture, with the remainder created from biodegradable or waste materials.

: **What's next?** Architectural firms and construction companies must look to adopt design and building methods that leave materials in the rawest forms possible to optimise recycling options at the end of their life

Thought-starter

As an eco-conscious brand, why not show your dedication to sustainability by implementing design-for-disassembly principles in your retail spaces and pop-up shops, demonstrating a commitment to environmental responsibility throughout your entire brand output?

Glastonbury
Magic Mushrooms

At **Glastonbury** in 2023, festival set designer Simon Carroll unveiled the Hayes Pavilion, a gathering and conversation space made from salvaged timber and mycelium – a biomaterial grown from the root structure of fungi.

To form the walls, Carroll cut up and combined mycelium insulation boards using a similar technique to how polystyrene foam is often used in set design. A gelatine-based adhesive was then used to create a smooth three-dimensional surface before applying a seaweed-based bioplastic colour coating. The pavilion's exposed timber framing system was also made from salvaged wood, while the roof was fabricated from repurposed tents.

: **What's next?** Events that rely on temporary structures will increasingly look to bio- or compostable materials to reduce their carbon footprint, streamline dismantlement and leave behind as little waste as possible



Hayes Pavilion by Simón Carroll, Glastonbury, UK

Adaptable Algae

On LS:N Global we've been tracking **algae innovations** since 2010. Today, trailblazers in fashion, food and product design continue to look to this eukaryotic organism as a hero ingredient for a healthier and more sustainable future. Maturing out of research labs and into consumer markets, algae innovations are more cutting-edge than ever



Digital art by Alex Shuper

Algae Cooking Club
Pond to Pan

Algae Cooking Club launched its subtle buttery algae oil in February 2024. Made by sugar fermenting Brazilian algae for three days before squeezing it, the oil has a higher smoke point than olive or avocado oil, making it ideal for frying at high temperatures.

Algae oil also has a high composition of healthy omega-9 fats (93%) and 75% less saturated fat than olive or avocado oil. Formulated without chemicals, solvents, pesticides or oil blending, Algae Cooking Club's oil also requires less time, water and land for production, reducing its carbon emissions to almost half of canola or avocado oils.

: **What's next?** In our **Adaptive Appetites** macrotrend, we outlined how consumers must adopt unfamiliar yet eco-friendly food innovations to combat climate crisis-induced supply chain fragility



Algae Cooking Club, US



Moss, US

Thought-starter

As algae-based materials and innovations come to the fore in consumers' consciousness, how is your brand considering the ingredient and its properties in your product?

Moss
Sea Moss Sips

Actor Michael B Jordan has partnered with health-focused café and brand DrSmood to introduce **Moss**, a line of ready-to-drink sea moss beverages blended with organic juice, botanical extracts and herbs. Launched in January 2024, Moss is available in three flavours: Pure, Pomegranate and Mango Ginger. Sea moss is a naturally occurring, edible algae that is low in fat and contains iron, magnesium, vitamin A, vitamin K and omega-3 fatty acids, leading to the label of 'superfood' in the health and wellness industry. Moss is said to boost vitality, reduce stress, increase cognitive function, support memory and focus, and assist the immune system.

: **What's next?** Moss claims to be the first ready-to-drink sea moss beverage – expect to see other functional brands incorporating sea moss into their food and beverage products before long

BettaF!sh
Sustainable Seafood

On World Ocean Day in 2023, Berlin-based start-up **BettaF!sh** launched Tu-Nah, a vegan tuna substitute in a can. Plant-based, rich in protein and free from soy and wheat, BettaF!sh makes Tu-Nah from broad beans and regenerative seaweed.

Seaweed is a zero-input crop that requires only sunshine and seawater to grow, removing the need for pesticides, fertiliser or fresh water and helping BettaF!sh conserve the ocean through the cultivation of seaweed crops. The plant is also rich in fibre, vitamins and minerals, and has anti-inflammatory and antioxidative qualities, making it a beneficial addition to most diets.

: **What's next?** Restaurants will begin to offer climate-friendly alternative menus for eco-conscious consumers filled with options using sustainable ingredients such as BettaF!sh Tu-Nah

Lab Insight

Seyi Oduwole, foresight analyst

'Driven by consumers' desire for self-optimisation and self-preservation, algae has come to the fore as a dynamic resource for cross-sector innovations. Businesses tapping into this versatile material are cultivating a more sustainable world that enhances human lives'

BettaF!sh, Europe



Typology pop-up store by Snøhetta at Printemps Haussmann, Paris, France

Typology
Algae-powered Pop-ups

French beauty brand **Typology** opened a pop-up store in the Paris Printemps Haussmann department store in April 2024. The pop-up was designed by Norwegian agency Snøhetta with the brand's ethos of simplicity and minimalism in mind; raw aluminium coated with biodegradable algae produced in Denmark was used in the displays to create a texture and colour reminiscent of skin and match the amber tones of Typology's packaging.

The unique use of algae for a large-scale exterior display in a department store showcases the material's versatility and potential as a sustainable design solution.

: **What's next?** Eco-conscious consumers want brands to exhibit the same values in their retail spaces as in their products. Using biomaterials such as algae signals an authentic commitment to sustainability throughout the consumer experience

Nike
Algae Inks

In August 2023, **Nike** dropped the Nike Alpha Force 88 X Billie Eilish trainer. Designed in collaboration with **Living Ink**, a bioscience start-up, the shoe was created using sustainable materials, including a black pigment derived from algae.

An often-overlooked aspect of sustainable design, Living Ink has created Algae Ink printing inks and Algae Black pigments as eco-friendly alternatives to the Carbon Black, petroleum-based ink typically used to dye clothes and shoes. Living Ink also provides a responsible waste disposal solution for algae farms that cultivate algae for use in waste water treatments or dietary supplement productions.

: **What's next?** Using natural pigments will become the norm in the fashion industry as consumers become increasingly wary of petroleum-based products



Nike Alpha Force 88 and Billie Eilish trainer in collaboration with Living Ink

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Elastic Luxury



● **lvmh.com** – Luxury conglomerate LVMH is the official sponsor of the Paris 2024 Olympic and Paralympic Games, and has launched its first media company, 22 Montaigne Entertainment

● **ysl.com** – French fashion house Saint Laurent has made its first foray into fine jewellery with the launch of Saint Laurent Haute Joaillerie

● **themacallan.com** – Scotch whisky distillery The Macallan Estate has collaborated with Stella and Mary McCartney on a limited-edition collection of lifestyle and bar accessories

● **louisvuitton.com** – French fashion house Louis Vuitton has introduced a permanent range of tableware and opened Le Chocolat Maxime Frédéric, a premium chocolate shop in Singapore's Marina Bay Sands store

● **miumiu.com** – Beauty giant L'Oréal and luxury fashion house Prada have expanded their partnership to create, develop and distribute luxury beauty products for Miu Miu

Neo-legacy



● **growyourown.cloud** – Grow Your Own Cloud is a research project working to create Non-Fungible Plants (NFPs), living plants with encoded digital data and non-fungible tokens (NFTs) in their DNA

● **modemworks.com** – Innovation and design agency Modem has teamed up with industrial designers HB-AS to develop Heirloom Hardware, a tangible alternative to transient cloud services

● **vw.com** – Volkswagen Brazil has created a short film bringing the late singer Elis Regina back to life using deepfake and AI technologies

● **biomemory.com** – French start-up Biomemory has launched the first personal DNA-based data storage solution available to the public

● **wistlabs.com** – Start-up **Wist** has invented an app to turn smartphone videos into immersive 3D experiences for a meta-trip down memory lane

Branded Third Spaces



● **ysl.com** – Fashion house Saint Laurent has opened Babylone, a bookstore and cultural venue in Paris's 7th arrondissement

● **supreme.com** – Streetwear brand Supreme has made its retail debut in Shanghai with a flagship store that stocks apparel alongside a suspended skate bowl

● **jägermeister.com** – Alcohol brand Jägermeister has awarded a grant to sustainable design student Jesse Mugambi for the construction of a music venue in Nairobi

● **arcteryx.com** – Outdoorwear brand Arc'teryx has opened a pinnacle store in London featuring a repair centre and a community hub

● **birkenstock.com** – Footwear brand Birkenstock has opened a creative residency studio space in East London to host free events and workshops

Gynaeguity



● **yourdaye.com** – Femtech start-up Daye has launched a digital period pain clinic to help accelerate the path to diagnosis for gynaecological issues

● **trysequel.com** – Start-up Sequel has launched a US Food and Drug Administration-approved Spiral Tampon with diagonal grooves that spiral down the product

● **fairtility.com** – Fertility company Fairtility has launched CHLOE (Cultivating Human Life through Optimal Embryos) OQ, a revolutionary AI tool providing transparency into the viability of oocytes (egg cells)

● **beafertility.com** – Béa Fertility has launched a hormone-free Intracervical Insemination (ICI) alternative to IVF

● **nixit.com** – Canadian period care brand Nixit has launched a line of safe condoms for sensitive vulvas that avoid pH disruption and UTI-causing ingredients

Biophilic Brands



● **nike.com** – Nike's ISPA MindBody trainer is designed to invoke the feeling of walking barefoot in a forest, engineering a mentally beneficial connection to nature

● **houseofhackney.com** – London-based interiors company House of Hackney has become the second UK company to appoint a human nature guardian to its board

● **loewe.com** – Luxury fashion house Loewe has taken an itinerant Victorian greenhouse filled with its botanical fragrances on an immersive road trip through Spain

● **wearefuturesociety.com** – Perfume brand Future Society is using DNA sequencing to recreate the scent molecules produced by extinct flowers

● **shopmeltee.com** – Wax melts and candle brand Meltee is harnessing the power of phytoncide technology to bring the serenity of nature into the home

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DINKWAD Economy



● **ourfloof.com** – Premium dog grooming brand Floof is bringing clean, science-backed, innovative formulations to the petcare market with its Gentle Essentials collection

● **domethics.com** – Internet of Things (IoT) product developer Domethics has launched the Carepet, an intelligent pet bed designed to monitor a dog's vital metrics while it sleeps

● **arterrapet.com** – Dog supplement brand Arterra has launched a veterinarian-formulated supplement to help dogs live longer, healthier and happier lives

● **ogmenrobotics.com** – Ogmen Robotics' Oro is a dog nanny robot programmed to provide engagement, comfort and treats when owners aren't around

● **air.bark.co** – Bark Air is the world's first dog-centric airline, from the company behind monthly dog subscription service BarkBox and private jet charter company Talon Air

Compost Couture



● **veuveclicquot.com** – Stella McCartney has collaborated with champagne house Veuve Clicquot on a line of accessories made from Vegea, a grape-based alternative to animal leather

● **ganni.com** – Designer Ganni has partnered with London biotech company Modern Synthesis on a limited-edition Bou bag made from a bacterial leather alternative

● **stone-and-mason.com** – British mother-daughter brand Stone & Mason has released a series of limited-edition bags made from recycled crisp – or potato chip – packets

● **carolinaherrera.com** – Fashion designer Carolina Herrera has launched a luxury handbag made from Piñatex, a material formed from waste pineapple leaf fibres

● **fendi.com** – Japanese architect Kengo Kuma has re-invented a line of Fendi accessories and shoes using waranshi, a hybrid material of cotton and tree bark

Entertainment Gets Phygital



● **stadiumar.com** – Augmented reality production agency Superba has created Stadium AR, a mobile mixed-reality experience for stadium-scale sports fixtures

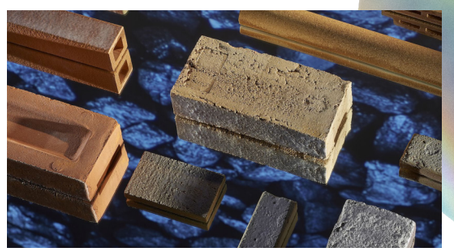
● **hyper-space.com** – HyperSpace has opened House of Hype in Riyadh, a physical video game experience that integrates gaming elements into real-world experiences

● **hologramzoo.com.au** – Axiom Holographics has opened a zoo filled with animal projections made of laser light

● **cosm.com** – Immersive technology and media venue Cosm is bringing an 87-feet dome LED screen to Los Angeles

● **tindrum.io** – Tin Drum Studio has launched Kagami, a new genre of mixed-reality concert, celebrating the late composer Ryuichi Sakamoto's work

Bio-based Builds



● **overtreders-w.nl** – Dutch architecture firm Overtreders W has built Stable Stack, a singular, temporary hotel room made almost entirely from borrowed materials

● **vollebak.com** – Clothing brand Vollebak has worked with architectural firm Bjarke Ingels Group (BIG) to conceive a project that will transform a deserted Canadian Island into a self-sufficient off-grid destination

● **srda.co** – Architectural practice Samira Rathod Design Atelier has designed and constructed a temporary pavilion made entirely from local construction debris

● **oslotre.no** – Consulting agency Oslotre has built HasleTre, an office building in Oslo, Norway, designed to be easily disassembled and re-used in the future

● **glastonburyfestivals.co.uk** – Glastonbury festival set designer Simon Carroll has built a gathering and conversation space made from salvaged timber and mycelium

Adaptable Algae



● **algaecookingclub.com** – Algae Cooking Club has launched a subtle buttery algae oil as a health-conscious alternative to traditional cooking oils

● **mossworld.com** – Actor Michael B Jordan has partnered with health-focused café and brand DrSmood to launch Moss, a line of ready-to-drink sea moss beverages

● **typology.com** – French beauty brand Typology has opened a retail pop-up store constructed using raw aluminium coated with biodegradable algae

● **nike.com** – Nike designed the Nike Alpha Force 88 X Billie Eilish trainer in collaboration with Living Ink, a bioscience start-up that creates black pigment from algae

● **bettafish.co** – Berlin-based start-up BettaF!sh has launched Tu-Nah, a vegan tuna substitute in a can made from broad beans and regenerative seaweed

Meet the Experts



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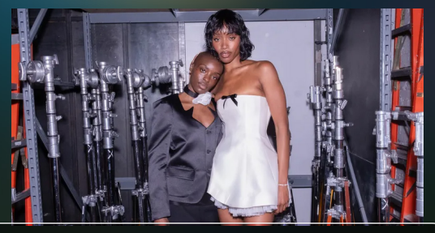
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This report draws on innovations and case studies from The Future Laboratory's trends intelligence platform, **LS:N Global**

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