

Microtrend : Safety Fits

Part functional gear, part vessel for activism, clothing collections are supplemented with safety features to act as modern day armours.

Drivers : Political and social unrest is making consumers feel increasingly unprotected and vulnerable. Coupled with a widespread distrust in establishment, people look for new ways to protect themselves.

Analysis : The sartorial safety push may be rooted in fashion, but this shift has much wider meaning and implications. Expect use cases of defensive dressing to continue branching out and augmenting our everyday sartorial uniforms.

‘Power dressing is taking on a new quite literal meaning – empowering the wearer with added functionalities able to shield them from external threats’

Marta Indeka, foresight analyst, LS:N Global

CASE STUDIES



DAMES, US

DAMES

Merging street style and street sense, DAMES bolsters women’s safety with built-in self-defence features. Beyond apparel, the brand is empowering women to feel fearless and confident, but also sexy.



Kickback by Mother Goods, US

Mother Goods

Denouncing America’s daily firearm casualties, Kickback is a bullet-resistant collection of ‘loungewear built for inaction’. The Kevlar bathrobes offer protection needed in a country where ‘you can get shot by anyone, anywhere, at any time’.



Manifesto Collection by Cap_able, Italy

Cap_able

Leveraging technology and fashion, Cap_able creates garments to bypass AI and facial recognition. The knitwear features an algorithm which confuses AI cameras, shielding the wearer from facial recognition.

Strategic Opportunities

Supercharge functionality

Explore new ways to supplement product utility. How can clothing enhancement or accessories meet our future needs?

Double down on design

Functionality shouldn’t come at the price of aesthetics. For visually-driven younger generations great design is no longer a nice to have but a need to haves

Make a statement

Like DAMES’ cute but lethal keyring charms, blend style, utility and purpose, how can infuse activism into the mundane?

The smart personal security market is expected to reach \$8.74 billion in 2030

Source: Market Research Future