



TREND FORECASTING

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POLITICAL

Following Donald Trump's presidential election victory in 2024 universal tariffs can be expected to rise going into 2025, due to Trumps yearning for autarky. International important tariffs on all foreign goods are expected to rise by 10-20%, with goods imported from China set to rise by 60% (BBC, 2024). These changes are likely to put strain on existing trade relationships, potentially reshaping global alliances and intensifying pressures on trade routes. This shift reflects a broader trend of rising nationalism and protectionism within the United States. However, this may result in increased economic uncertainty and anxiety, particularly for Chinese and other international consumers, who could face heightened financial pressures in result.

Political instability in the Middle East, driven by ongoing conflicts in Syria and Yemen and the region's influence on global oil markets, is also expected to influence geopolitics throughout 2025. For the UK, this presents significant economic and political challenges, including further surges in energy prices, which are currently projected to rise by 62% in 2025. (Business Insider, Office for Budget Responsibility, 2024). Rising energy costs and ongoing geopolitical tensions will further contribute to financial strain on consumers, creating feelings of anxiety and stress, influencing consumer purchasing habits. As a result, we may see a shift towards adopting greener technologies, such as solar power, hydro-power and bio-fuels to help become less reliant on crude oil. This shift could drive a cultural focus on achieving energy independence, influencing characteristics of the future Zeitgeist to become more independent and eco-centric.

“FRUGALITY” | SELF-SUFFICIENCY

With the UK's national debt expected to reach £2.8 trillion in 2024, the Office for Budget Responsibility warns that the national debt can be expected to rise as the population ages and tax revenues decline, potentially leading to an economic recession (BBC, 2024). This mounting debt will create political implications for the Labour party, as they may be forced to implement unpopular measures such as raising taxes and cutting public service funding. This could further slow economic growth, driving a cultural shift among consumers towards greater frugality and potentially causing political conflict. This may foster societal values that emphasize self-sufficiency, economic justice and technological innovation to help combat the incompetence of the current government.

In conclusion, the macroeconomic environment for the UK will be shaped by rising tariffs, geopolitical tensions and the mounting national debt, significantly influencing characteristics of the future zeitgeist. The protectionist policies of Donald Trump, marked by tariff increases display a shift towards economic nationalism and autarky. These changes are likely to strain international trade relationships and amplify economic uncertainty, fostering anxiety among global consumers. Meanwhile, geopolitical tensions in the Middle East and surging energy costs may accelerate the global transition to greener technologies, fostering a collective push toward energy independence and eco-centrism. In the UK, soaring national debt and political pressures will drive austerity, slowing economic growth and fostering a cultural focus on frugality, self-sufficiency and innovation. Together, these factors are expected to define the characteristics of the future zeitgeist, emphasizing resilience, sustainability and adaptability in the face of economic and geopolitical challenges.

“UNCERTAINTY” ANXIETY



NATIONALISM

“CULTURAL SHIFT”

RESILIENCE

ECONOMIC

In the second quarter of 2024, the apparel industry’s inflation rate dropped to 2.8% in the UK, signalling a positive shift for the fashion industry. This reduction of inflation could help lower purchasing barriers for consumers, making fashion more accessible for more demographics. (OFNS, 2024). As inflation drops consumer disposable incomes will rise enabling consumers to spend more on fashion non-essentials, allowing for greater personal expression, fostering emotions such as belonging, empowerment and joy. This will also present businesses with the opportunity to align with growing demands for sustainable and unique fashion offerings, reflecting values of the future Zeitgeist.

The cost of living is expected to rise in 2025, due to increased oil prices, the depreciation of the pound and ongoing, escalating geopolitical tensions in Russia-Ukraine and the Middle East. These disruptions have affected supply chains related to energy, raw materials, agriculture and manufacturing, imposing trade barriers and causing gas and electricity prices to surge by 10% in 2024 (UK Parliament, 2024). This may push consumers towards greater financial caution, with essential spending taking precedence as households cut back on discretionary purchases, while reliance on credit and debt may increase to help manage rising expenses. Higher energy costs could also drive a shift in consumer priorities toward greater energy efficiency and sustainability, influencing purchasing decisions and fostering demand for greener technologies and cost-saving innovations, shaping the future Zeitgeist.

By 2050, nearly one-third of the population in high-income countries will be aged 60 or older, increasing pressure on pension schemes and healthcare. This demographic shift is likely to reshape consumer behaviour, with older generations increasing their spending on healthcare, retirement services and health-related products to support their needs and well-being. (Bain & Company, 2024). This demographic shift could foster intergenerational solidarity and force longer lasting careers, shaping a future Zeitgeist that values lifelong learning and adaptability. As a result, continuous skill development across all age groups will become a priority, transforming workforce dynamics and allowing older workers to remain active contributors to the economy. Additionally, it is likely to drive the emergence of new and tailored markets for products and services that cater to an aging population, including healthcare innovations, age-friendly technologies and inclusive employment solutions, ultimately stimulating economic growth and diversification.

In conclusion, the macroeconomic landscape will be influenced by inflation, rising living costs and the aging population. While lower inflation may boost fashion spending and foster self-expression, rising energy costs and geopolitical tensions will encourage financial caution and demand for sustainable, cost-efficient innovations. By 2050, an aging population will drive new markets for healthcare and age-inclusive services, emphasizing lifelong learning, adaptability and intergenerational solidarity. These trends will shape a future Zeitgeist focused on sustainability, resilience and economic diversification.

“CAUTION” | DISRUPTION | AGING POPULATION

PRESSURE

“TENSION”
SUPPLY CHAIN



INFLATION

“ADAPTABILITY”

SOCIAL

With 60% of consumers being influenced by social media in 2024, the way we shop is transforming rapidly. Brands such as Coca-Cola, Gucci and Gensler are using technologies such as AR and VR to continuously redefine the future of retail. Furthermore, demand for features like mobile payments are expected to grow by 113% over the next five years, from \$7.4 trillion in 2024, further integrating technology with society. (Digital Marketing Institute, Juniper Research, 2024). This shift will significantly impact society, as consumers will increasingly prioritize brands that offer interactive, community-driven experiences, shaping a future Zeitgeist who values transparency, authenticity and social responsibility. This evolving social dynamic will foster emotions of connection, trust and empowerment as technology and social values continue to intersect.

With food prices in the UK soaring by nearly 12% in 2024 and an estimated 40 million Tonnes of food wasted annually in the US, valued at £189 billion, a new generation of “foodfluencers” are emerging to help consumers save money while addressing sustainability concerns (US Environmental Protection Agency, Feeding America, British Retail Consortium and Nielsen, 2024). “Foodfluencers” will continue to help reshape consumer behaviours by promoting resourceful cooking, sustainable consumption and reducing waste. This trend will influence society by fostering awareness of both the financial and environmental impacts of over-consumption, counteracting the consumerism of previous generations and influencing society and the future Zeitgeist to become more sustainable and conscious of the lifestyles they live and its greater impact.

British consumers aged 18—34 are leading the charge in the “experience economy” heading into 2025, with 66% expressing that live experiences provide greater fulfilment than purchasing material goods of equal value. Additionally, 62% plan to increase their spending on experiences rather than possessions over the next year (Eventbrite, 2024).

This shift highlights a broader cultural movement toward prioritizing well-being and personal identity through unique, memorable experiences. As mental health and emotional fulfilment take centre stage, this trend is reshaping society, encouraging a more holistic approach to life that values connection, growth and meaningful moments over material consumption.

In conclusion, the future Zeitgeist will be centred around sustainability, authenticity and meaningful experiences. As technology continues to transform retail, consumers will prioritize brands that reflect transparency, social responsibility and environmental consciousness, whilst the rise of sustainability-focused influencers and the shift towards the “experience economy” will continue to foster a cultural shift away from materialism and toward well-being, mental health and personal growth. These changes will redefine societal values, with future generations embracing connection, ethical consumption and a more holistic approach to life, influencing consumer behaviour.

“TREND”

FOOD | “WASTE”

MENTAL HEALTH

“CONNECTION”



EXPERIENCE

WELL-BEING

“FOODFLUENCER”

TECHNOLOGY

In 2024, Gen Z led global product returns, with 41% struggling to find the right sizing when shopping online, contributing to a staggering \$816 billion in returns and \$9.5 billion worth of products ending up in landfill, in the US alone, every year (Mintel, Clean Hub, 2024). To address this issue, leading brands like Gucci, Burberry and Chanel are leveraging AI and AR virtual try-on technologies to help improve the online shopping experience (Mintel, 2024). Virtual try-on technologies will reduce the guesswork in online shopping, improving customer satisfaction and decreasing return rates, whilst minimizing the carbon footprint associated with returns and product waste in general. As consumers increasingly prioritize environmental sustainability, brands can use innovative technology to help minimize waste and promote responsible consumption, resonating with growing consumer values.

With the rise of AI algorithms and a £5 billion investment into OpenAI in 2024, AI is being more frequently leveraged to help predict trends, reduce material waste and improve energy usage through analysing real-time data. In return AI is helping brands reduce their overall waste, environmental impact and improve sustainability and the productivity of their overall business models (CNBC, 2024). This shift towards more efficient, data-driven business models will enable businesses to adopt agile and sustainable production practices, with automation and predictive analytics playing key roles in driving innovation and adaptability. The use of AI will also help reduce waste and energy consumption, aligning with future characteristics of Zeitgeist such as environmental responsibility and ethical innovation. As consumers increasingly prioritize sustainability, future expectations will centre around brands that leverage smart technology to minimize their environmental impact, reflecting a broader societal shift towards sustainable, Tech-driven solutions in the business landscape

Quantum computing (a field of computer science that uses quantum mechanics to solve problems faster than classical computers) is becoming increasingly more relevant, with a £106 million investment from the British government in 2024, due to its ability to jeopardize traditional data security, privacy and market integrity, making it new a core focus of many data sensitive industries going into 2025 (source: Inside GlobalTech, Foley & Lardner, 2024). This development has created urgency among businesses to upgrade their Cyber-security measures and pivot towards quantum-safe technologies, catalysing a wave of technological innovation and workforce adaptation. However, for consumers, this evolution may raise concerns around digital privacy and sense of vulnerability regarding personal data security, weakening consumer confidence.

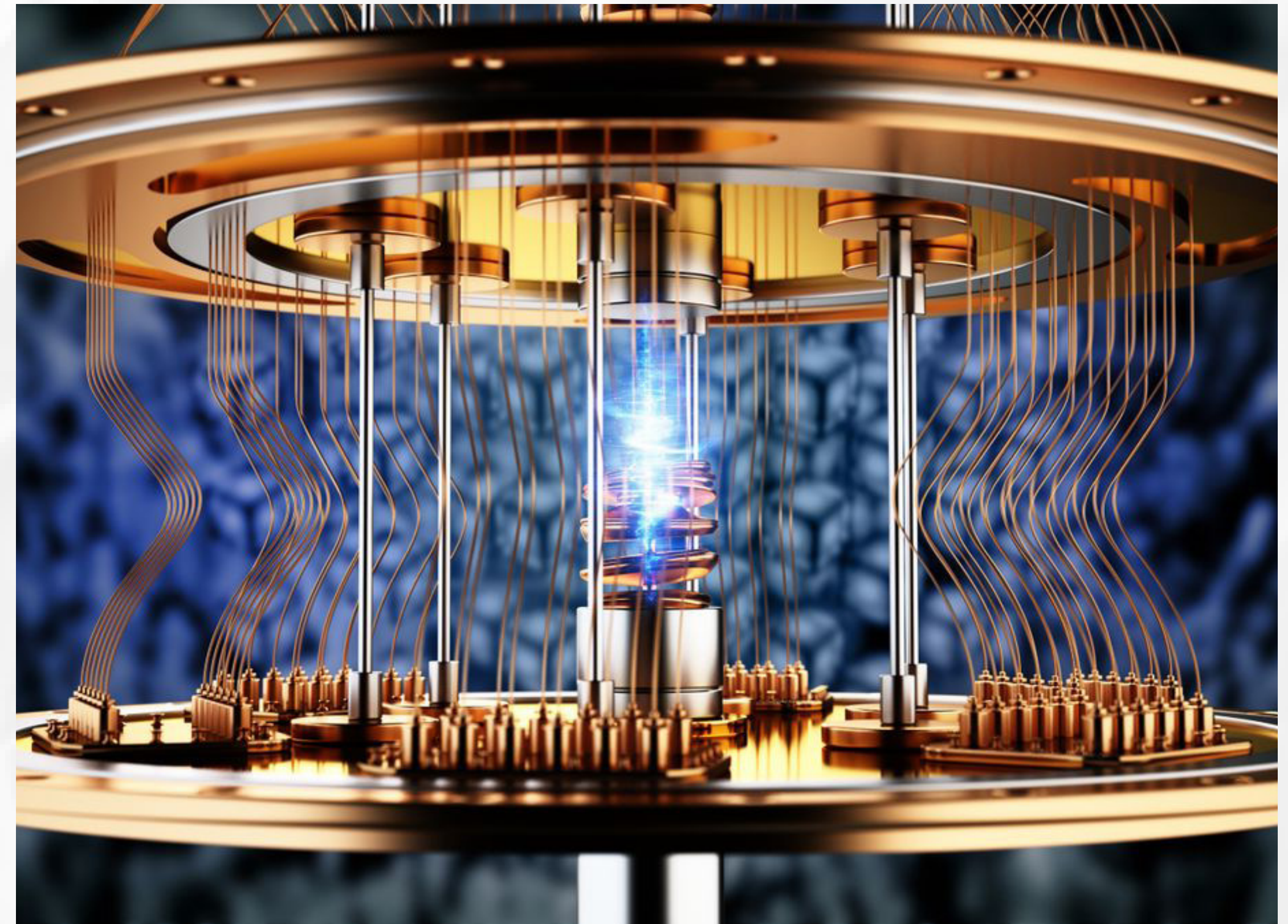
In conclusion, the future Zeitgeist can be expected to be focused on sustainability, innovation and ethical responsibility. As AI, AR and virtual try-on tools revolutionize shopping experiences. The rise of AI and quantum computing can also be expected to drive future businesses to adopt more sustainable, data-driven practices, reducing their environmental impact and improving their efficiency. However, this rapid technological evolution may raise consumer concerns around data security and privacy, influencing a future society that values both innovation and trust.

“INNOVATION”

AI | “GEN Z”

CYBER-SECURITY

“INNOVATION”



RESPONSIBILITY

DATA | REVOLUTIONIZE

ENVIRONMENT

In 2024, the earth surpassed the 1.5°C global warming limit set by the COP21 agreement in 2015. This was driven primarily by human-induced climate change, with additional contributions from natural factors such as the El Niño weather pattern. This milestone marks the troubling acceleration of global warming, highlighting the urgent need for action to combat climate change (BBC, 2024). With the increasingly devastating effects of climate change becoming undeniable, the future Zeitgeist may increasingly centre on resilience, innovation and environmental justice. With policies, technologies and social movements holding power to help shift businesses towards prioritizing sustainability over short-term growth, in turn fostering a sense of hope, optimism and community in global populations.

In 2024, the EU took action by introducing the Sustainable Product Regulation (ESPR) as part of the European Green Deal and the Circular Economy Action Plan. This initiative aimed to help mitigate the environmental impacts of design through introducing eco-design requirements. (European Commission, 2024).

By promoting products that are durable, repairable and recyclable, the EESPR can help drive the shift towards a more sustainable economy. This regulation will help reduce carbon emissions through eco-friendly design and conserve natural resources, aligning with the growing global movement toward sustainability, whilst reflecting the eco-centric values that are expected to shape the future Zeitgeist.

“ADAPT” | PANIC

CLIMATE CHANGE

In 2024, climate change directly impacted 85% of consumers, influencing 46% to actively seek sustainable products to help reduce their environmental footprint. This shift highlights sustainability as a critical, evolving factor in consumer preference, driving the demand for more eco-friendly and circular products going into the future. (Price Waterhouse Cooper, 2024). As consumers increasingly prioritize sustainability, businesses that adopt greener practices will excel and align with characteristics of the future Zeitgeist. Businesses that adapt to this shift and offer sustainable products will not only meet current consumer expectations but also position themselves to succeed in a future where environmental responsibility is core of societal values.

In conclusion, the surpassing of the 1.5°C global warming threshold in 2024 highlights the urgent need for climate action, signalling a shift toward resilience, innovation and environmental justice in the future Zeitgeist. With regulations such as the EU’s Sustainable Product Regulation (ESPR) driving the transition to more sustainable, eco-friendly products, businesses that prioritize environmental responsibility will align with evolving consumer expectations and can be expected to thrive. As sustainability becomes central to both societal values and consumer preferences, the future macroeconomic landscape will be shaped by businesses and policies focused on improving their long-term environmental impact, fostering a more sustainable and responsible global economy.

RESPONSIBILITY

DISASTER | “URGENCY”



“SUSTAINABLE”

RECYCLABLE | “CRISIS”

ANALYSIS

In conclusion, ongoing supply chain disruptions and conflicts around the world have influenced a period of stagflation. These economic challenges, driven by geopolitical instability and supply chain vulnerabilities, continue to cause global inflation to rise, creating a difficult environment for businesses and consumers.

These ongoing economic difficulties have caused consumer confidence to drop throughout the US, the UK, Europe and China, with major regional variations. A 2024 survey from Rival Spark found that 51% of consumers in the UK expect their personal financial situation to decline in 2025, this may be in result of rising the national debt and energy prices; in the US, almost half (46%) expect the opposite - this may be driven by optimism in Donald Trump (Rival Spark, 2024).

However, this economic status is resulting in more predictable consumer trends, with a consumer focus on in-store brands due to their affordability. A 2024 McKinsey study found that 62% of consumers have done this, or plan to, confirmed by the German discount grocer Aldi, a relative newcomer to the US market, reporting double digit year-on-year growth in America and a 16% growth in the UK in 2024 alone (McKinsey, 2024).

An expected coping mechanism we can expect to become in trend soon, due to this economic uncertainty is the “lipstick effect”, where consumers indulge in small luxuries, such as premium lip sticks, when big luxurious items become unaffordable and consumers still look for a luxury product to provide a sense of comfort and normalcy during financially challenging times.

INSTABILITY
DISPOSABLE INCOME

- Rise of Protectionism and Economic Instability - The United States will continue its shift towards autarky, placing strain on international trade and global supply chains. This will lead to economic uncertainty, rising inflation and potentially a global recession, affecting both businesses and consumers.
- Cultural Shifts towards Sustainability and Frugality - As economic pressures build, there will be a cultural shift towards sustainability, self-sufficiency and ethical consumption. This trend will redefine consumer priorities, pushing businesses to focus on eco-friendly, durable products and transparent business models.
- Technological Innovation Driving Consumer Expectations - Advances in AI, AR and virtual shopping technologies will reshape the retail experience, making it more personalized, efficient and environmentally friendly. Brands that leverage these technologies to reduce waste and improve their customer experience will gain competitive advantages.
- Experience Economy and Well-being - Younger generations will increasingly prioritize experiences over material goods, due to an increased focus on personal fulfillment, mental health and unique, meaningful interactions over material possessions. This will have a lasting impact on the types of products and services in demand, influencing markets and creating opportunity.
- Environmental Justice and Circular Economy - As the effects of climate change become more apparent, businesses and consumers will increasingly turn to sustainable practices. The EU’s regulations on product design and sustainability, coupled with growing consumer demand for green alternatives, will further reshape the global market to green alternatives.

STAGFLATION

“AUTARKY”

DEBT



“LIPSTICK EFFECT”
COMFORT

SUMMARY

By 2026, a combination of economic pressures, political instabilities and technological advancements can be expected to fundamentally reshape the macroeconomic environment as we know it, influencing everything from consumer behavior to international relations and market dynamics.

MOOD OF THE ZEITGEIST

By 2026, the mood of the future zeitgeist can be expected to be characterized by a blend of cautious hope, emotional resilience and a longing for simplicity. This will be in result of economic pressures, moral dilemmas and societal instability generating a global sense of unease and anxiety but also fostering a growing desire for small, achievable sources of joy and comfort to help counter-act these negative feelings.



ISSUES AND SHIFTS

Moral Injury and Economic Pressure - Moral injury arises when individuals compromise their values to maintain their living standards, such as buying fast fashion due to cost constraints or driving because of inadequate public transport. A 2022 LATAM survey found 47% of respondents strongly agreed that rising living costs made sustainable choices harder. This statistic is expected to increase by 2026 due to the global cost-of-living crisis and restricted access to sustainable alternatives (WGSN, 2024).

Dr. Wendy Dean (President and Co-Founder of the US-based non-profit Moral Injury of Healthcare) emphasizes the widespread nature of moral injury, which not only affects professions like healthcare and social workers but also everyday individuals. Despite limited public awareness, moral injury is linked to higher rates of depression (WGSN, 2024).

Glimmers of Joy - 2026 can be expected to emphasize small, spontaneous moments of joy or contentment that serve as coping tools in an overly intimidating society. These moments, such as hearing a favourite song or encountering a friendly dog, help provide people comfort and motivation by offering an achievable pleasure that counteracts anxiety and the negativity of the “mean world syndrome.”, (WGSN, 2024).

This emotional trend can work as a powerful tool for businesses to incorporate into products, branding and company culture. According to psychotherapist Lee Phillips, glimmers not only uplift mood and motivation but also deliver physical health benefits, such as calming the nervous system, reducing anxiety and improving sleep. While they won’t resolve global issues, ‘glimmers can offer meaningful support in navigating personal and collective challenges (WGSN, 2024).

Peak Pessimism to Rational Optimism—From chronic doom scrolling and endless cycles of negative news, fewer people now believe that they and their families will be better off in five years and in a survey covering 29 LATAM nations, 62% said they believe their country is on the wrong track. In the US, 58% believe life is worse today than it was 50 years ago (WGSN, 2024).

By 2026, “rational optimism” will hopefully emerge as a counterbalance. Unlike blind optimism, rational optimism acknowledges challenges and focuses on evidence-based progress and change. Inspired by ideas like those in ‘The Rational Optimist’ by Matt Ridley, this mindset offers a healthier, constructive perspective, essential for mental well-being and seeing the world as capable of repair rather than beyond saving (WGSN, 2024).

Yearning for Comfort - In recent years, many have faced significant losses, including; jobs, homes and loved ones. This has led to a widespread sense of yearning for a simpler, more stable life. This sentiment fuels feelings like ‘saudade’, a nostalgic longing for something irretrievable. This yearning has driven behaviours such as retreating into comfort and delaying traditional life milestones (this is known as ‘chrono-normativity’), particularly in regions like APAC, LATAM, and North America. Nostalgia is also greatly influencing consumer habits, with over 50% of Americans likely to purchase products tied to sentimental memories (WGSN, 2024).

This social trend is thriving on platforms like TikTok, where trends like #yearnposting (1.4 million views) and accounts such as @doseofso-ciety (2 million followers) that highlight deeply personal reflections on love, loss and life, resonating with audiences seeking solace (WGSN, 2024).

YEARNING FOR COMFORT

“DEPRESSION”

FOOD & DRINK

Food and drink play a significant role in our well-being, not only influencing our physical health but mental and emotional states. This is because the food we consume provides the energy and building blocks our bodies use to function, supporting everything from brain activity to immune function and most importantly influencing our mood, energy and response to stress.

“HEALTH-CONSCIOUS”

MINDFUL CONSUMPTION

MINDFULNESS



ALCOHOL FREE



“CBD”

In 2024, a generational shift emerged due to 61% of Gen Z planning to cut back on alcohol in 2025. This growing trend, known as “intermittent sobriety” - (the practice of temporarily abstaining from alcohol) contrasts to the drinking habits of older generations, displaying a shift in approach of alcohol consumption. This change was further displayed by the sales of non-alcoholic drinks, increasing by 29% between 2022 and 2023, with mock-tails, alcohol-free beers and THC/CBD drinks growing in popularity, reflecting a broader movement towards health-conscious, mindful consumption in younger generations (NC Solutions, Aviva, Mintel, 2024).



HEALTHY GUT

“YOU ARE WHAT YOU EAT”

“INTERMITTENT SOBRIETY”

RESPONSIBILITY



ECO-FRIENDLY

“DIET”

HEALTHY ALTERNATIVE



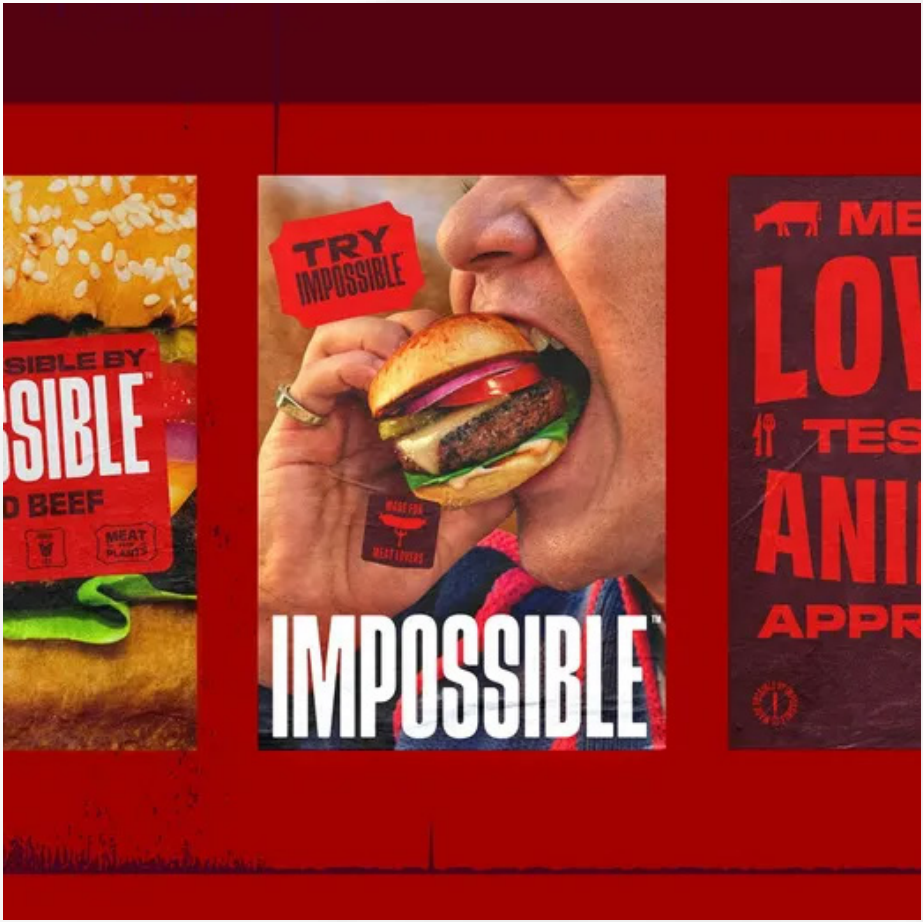
MADE FROM PLANTS

MEAT FREE | “GUILT FREE”

RED MEAT | “QUESTIONING”



ANIMAL CRUELTY



In 2024, consumer interest in red meat hit its highest point since 2004, with a notable surge in Google searches regarding “is red meat bad for you?” And “is red meat good for you?” Increasing by over 5,000% (Google Trends, LS:N, 2024). This dramatic increase indicates that people are not only researching their diets but are also questioning the broader impacts of red meat consumption. This growing curiosity signals a shift in consumer attitudes, suggesting that many are on the verge of making changes to their dietary choices. However, the market for meat products remains strong, valued at \$132.2 billion in 2024 and projected to reach \$157.4 billion by 2028, contradicting this shift (LS:N, 2024).



“HEALTHY EATING”



LOCALLY SOURCED



SMALL INDULGENCES



66% of UK adults believe that it's important that the food they eat out of home is healthy (BidFood, 2024).

69% of UK consumers believe there should be more food and drink that's both healthier and more sustainable (BidFood, 2024).

Despite a 2.2% rise of global food prices in 2024, demand for small indulgences like chocolate, coffee and wine have surged due to consumers longing for a sweet and accessible source of comfort. According to a Mintel study, 56% of respondents agreed that a chocolate bar is an effective way to boost their mood, highlighting the growing appeal of small luxuries amid economic pressures (Office for National Statistics, Mintel, 2024).

In 2024, 41% of UK shoppers reported finding it difficult to make healthy food choices at the supermarket, with the figure rising to 57% for those aged 16—44. This highlights a significant generational struggle with navigating nutrition amidst busy lifestyles and marketing influences (Mintel, 2024).



FARM FOODS



“SUSTAINABILITY”



MOOD BOOST



“BUSY LIFESTYLES”



WASTE MANAGEMENT

Rising global food and drink prices, driven by inflation and supply chain disruptions, have influenced both consumers and businesses to adapt. Initiatives such as Edeka’s food waste prevention program and Carrefour’s shrinkflation labels, warning shoppers of deceitful pricing aim to support cost-conscious shoppers and promote ethical pricing within the sector. Meanwhile, companies like Subway are adjusting product offerings, introducing more affordable options like mini-sandwiches in inflation-stricken markets such as Pakistan, allowing consumers to enjoy affordable indulgences despite economic pressures, offering small boost of comfort and satisfaction. These strategies reflect resilience and innovation as the food and drink sector adapts to economic pressures (LS:N, 2024).

INFLATION | “ADAPTATION”



RESILIENCE

BUDGETING



ECONOMIC PRESSURE

“MOOD ENHANCING”



“COMMUNITY”

TRUST

“SHRINKFLATION”

STRESS RELEIF STRUGGLE



CALMING



The food and drink industry has started to embrace psychedelics as part of a wider trend towards functional and mood-enhancing products. Companies like Dirtea, Trip and Alice Mushrooms are leading this innovative change by incorporating adaptogens and functional mushrooms into popular items such as coffee, sweets and chocolates. These ingredients, known for their stress-relief and cognitive-boosting properties, are gaining popularity as consumers increasingly seek alternatives for traditional mood-enhancing substances such as alcohol and caffeine. With the wellness market expanding rapidly, in result to growing global pressures, psychedelic-infused foods and beverages are creating a new niche market, capitalizing on the growing demand for products that support mental wellness and well-being (LS:N, 2024).

“PSYCHEDELIC THERAPY”

CBD GUMMIES



“NATURAL”



COGNITIVE BOOSTING

INTERIORS

Interiors have a significant impact on our well-being, with the ability to influence our mental, emotional and physical health. This is due to people spending around 90% of their time indoors and on average 18 hours and 43 minutes per day (UK Parliament, 2023). Well-designed interiors that incorporate natural light, ergonomic layouts, calming colours and greenery have been found to enhance an individuals mood by around 15%, productivity by 25% and reduce overall stress (Building Research Establishment, Medium, 2024). In contrast, poorly designed interiors can contribute to anxiety, fatigue and discomfort.

With over 280 million people globally affected by depression and 2/3 of individuals experiencing mental health related issues, without receiving help, interiors are increasingly being designed to promote well-being and mental health (World Health Organization, 2023, Project Hope, 2024).

BIOPHILIC DESIGN

With the construction industry responsible for 39% of global energy-related carbon emissions, biophilic design is emerging as a key solution to help reach the United Nations 2050 sustainability goals (source: World Green Building Council, 2024). Biophilia, introduced by psychologist Erich Fromm and later popularized by biologist Edward O. Wilson in the 1980s refers to the concept of integrating natural elements, such as plants, water, natural light and organic materials, into architectural design and urban planning to help promote the health and well-being of occupants (The Global Impact of Biophilic Design in the Workplace, 2024).

An increasing number of studies support this theory. According to a study in 2019 performed by Aarhus University, Denmark, children that are exposed to more nature have 55% fewer mental health problems later in life than those who aren't. Furthermore, in an office context, incorporating nature can improve well-being by 13% and productivity 8%. Similarly, another survey, which asked respondents to name the top three most wanted elements in the workplace, produced three results relating to biophilia — natural light (44%), indoor plants (20%), and a view of the sea (17%), (The Global Impact of Biophilic Design in the Workplace, 2024).



CALMING

PRODUCTIVITY



“MOOD BOOSTING”

POSITIVITY

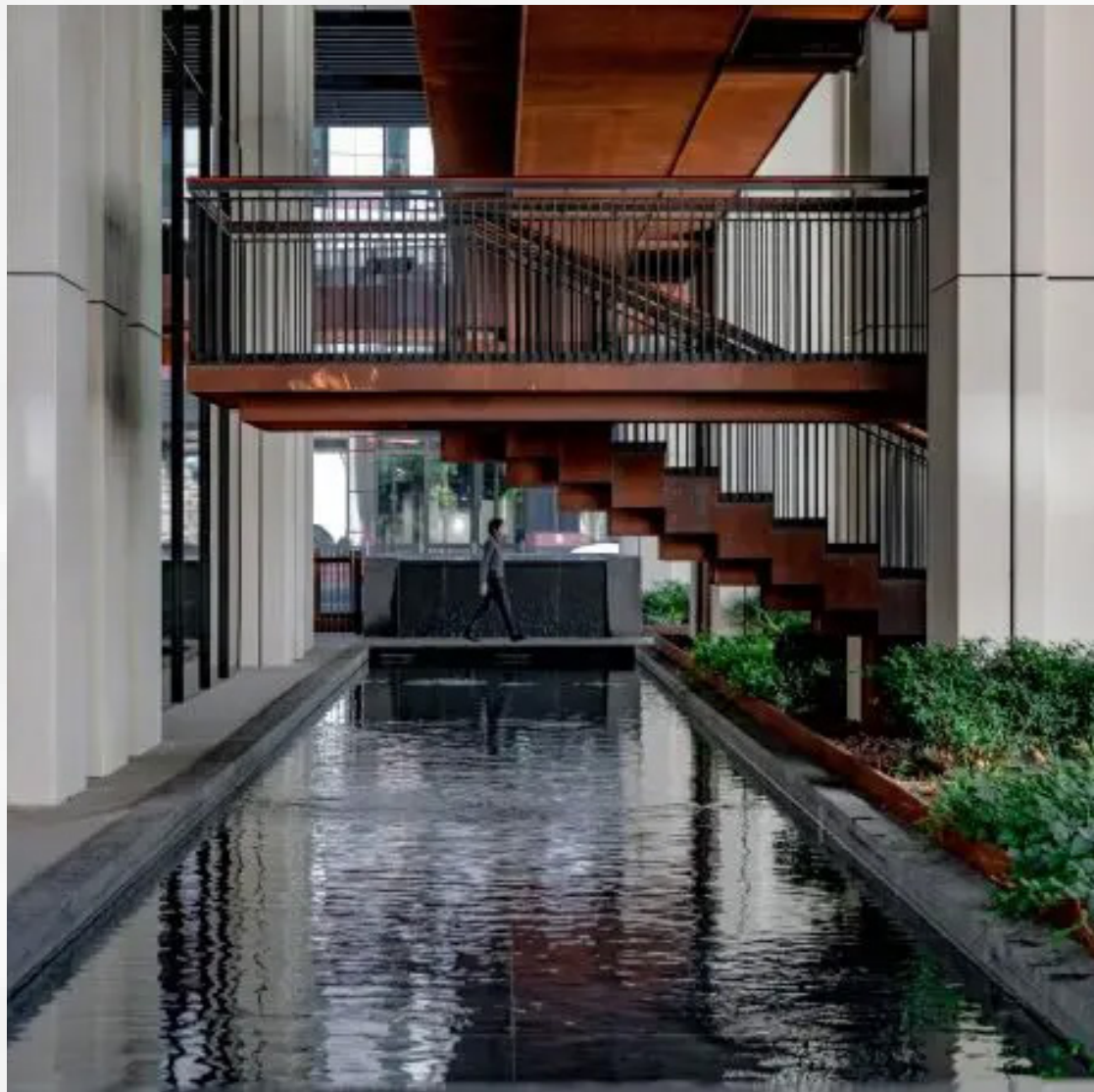


“GREENERY”

ASTHETIC



RELAXING



“AIR QUALITY”



The Barbican Centre is one of the earliest and most famous examples of biophilic architecture. Opened in the 1980s as an estate in London, it's renowned for its striking, brutalist design.

The bleak style of the Barbican is juxtaposed with the use of natural and artificial lakes and extensive wildlife. It even has its own conservatory, housing over 1,500 species of plants and trees.

Another famous landmark of both biophilia and sustainability, the Bosco Verticale was designed to combat urban sprawl and reduce expansion.

Covered by 20,000 plants (which all help to convert carbon, absorb CO2 and dust, and improve air quality), it's one of the most recognisable and widely-cited images of sustainable construction.

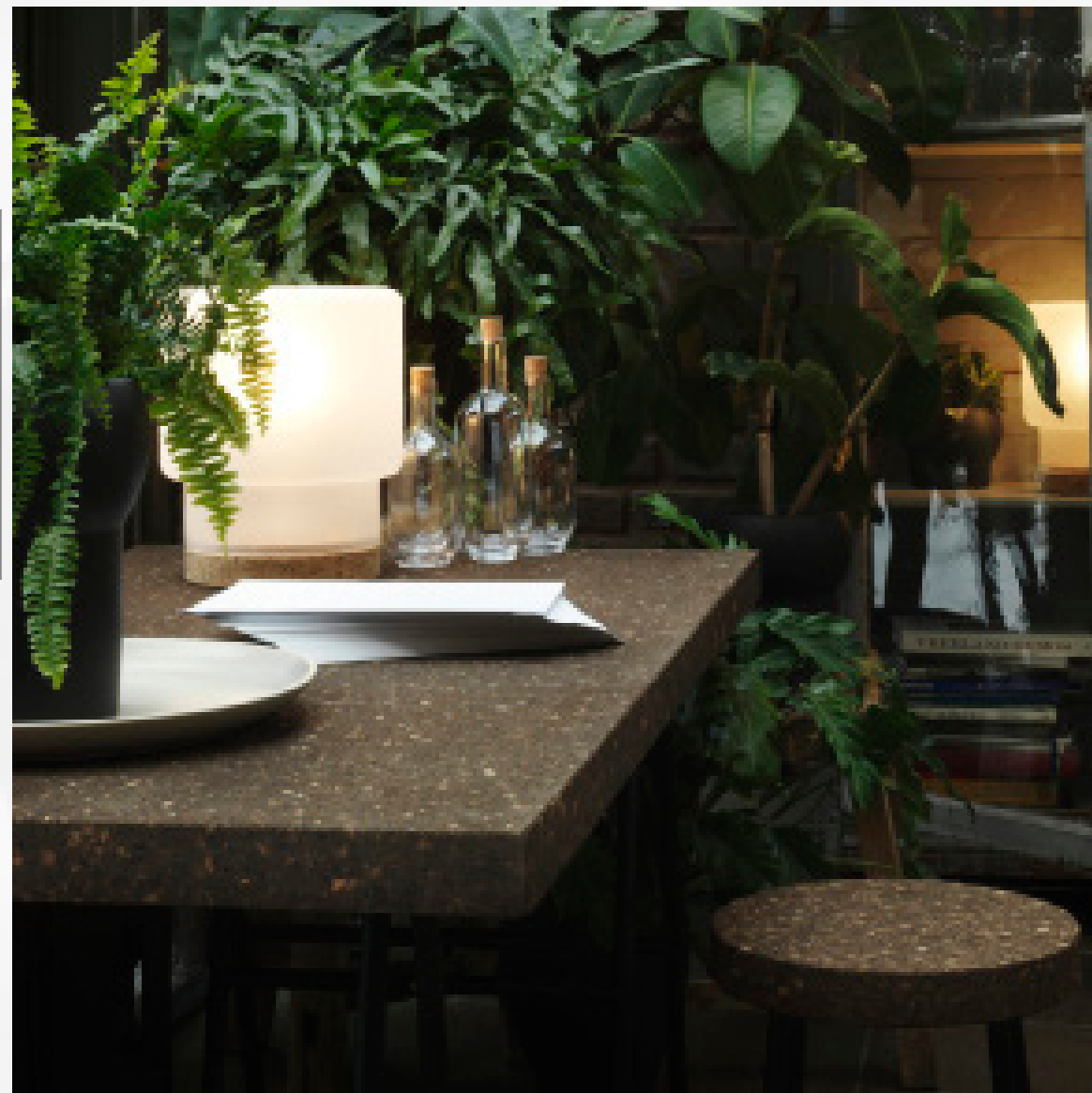


“ETHOS”

BAMBOO

IKEA is increasingly introducing well-being-oriented designs by introducing biophillic elements, ergonomic designs and sustainable materials to help align with growing consumer trends and ethos. IKEA’s Home Smart range and SINNERLIG collection uses natural materials such as bamboo and cork, alongside greenery and natural light, to create calming naturist and sustainable living spaces that promote mental wellness and align with growing consumer values. Furthermore, IKEA’s furniture range includes ergonomic chairs and adjustable desks that support both physical comfort and mental well-being and help cater to the growing trend of remote work. Additionally, IKEA emphasizes on sustainability by using recycled and eco-friendly materials that align with growing environmental consciousness, helping to create healthier, more mindful living and working environments that enhance overall well-being. IKEA’s focus on minimalist, organized designs creates spaces that enhance focus and productivity, helping individuals maintain clarity and balance in their everyday lives (Design Wanted, 2023).

“COMFORT”



“GREEN”

NATURE

RECYCLED



NATURAL LIGHT

“SUSTAINABLE”

“ECO-CONCIOUS”

REUPHOLSTERY



“QUIET LUXURY”

In 2024, interior design trends were defined by a shift towards timeless, high-quality and sustainable elements, contrasting past temporary and flashy styles. One of the most prominent trends of 2024 was “quiet luxury”, which is a style that emphasizes subtle sophistication through investment pieces such as dark wood furniture, soft textures and classic designs that evolve over time. This trend was sparked by the TV show “succession” and an overdose of blingy luxury streetwear, reflecting the broader cultural movement towards understated elegance and pretentious luxuriation becoming more integrated (British Vogue, 2024).

In 2024 designers such as those at Adair Rox Interiors and Thomas Vooght used earthy tones such as “latte” colours, velvet drapes and textured linen furniture to create serene, warm environments that reinforce our connection to nature (British Vogue, 2024).

EARTHY TONES



SERENITY

“CONNECTION”



SOPHISTICATION

NOSTALGIA



COLOUR TRENDS

In 2024, bold and dynamic colours gained popularity within the interior design world, signalling a shift from neutral, tone-on-tone colour palettes that had previously defined many spaces over the last couple years. These new vibrant hues introduced a renewed sense of energy and personality, transforming interiors into lively and engaging environments. The embracing of richer, more striking tones has not only revitalized previous design aesthetics but also fostered visually stimulating and emotionally uplifting interiors, that offer a refreshing contrast to the subdued tones of recent years (Nordic Nest, 2024).



VIBRANT RED



BLUE



POWDER PINK



PEACH



ORANGE



LAVENDER PURPLE



GAMING GREEN



EARTHY COLOURS

BOLD | DYNAMIC PAlettes | PERSONALITY
EMOTIONAL UPLIFT | EUPHORIA
INVIGORATION | POSITIVITY | LIBERATION | REFRESHING
VIBRANT HUES

DESIGN TRENDS

BIOPHILIC DESIGN

This increasingly popular trend of 2024 focuses on connecting interior design with nature by incorporating elements such as living walls, plants and organic materials like wood and stone to make the design look almost apart of nature. This not only enhances the visual appeal of the interior but promotes relaxation and reduces stress due to the calming effects of biophilic design principles and their influence on well-being (Fine & County, 2024).

SUSTAINABILITY

Eco-friendly design also gained significant popularity in 2024, displaying a growing emphasis on recycled materials, vintage furniture and creative up-cycling as consumers increasingly grow are of climate change and their individual contribution. By re-purposing old pieces of decor, this trend celebrates environmental responsibility while adding unique character to spaces, creating a story and saving money (Rural Handmade, 2024).

EVOLVING MINIMALISM

Minimalism continued to thrive in 2024, with the focus on clean, clutter-free spaces that promote peace and mental clarity, contrasting the pressures of the outside world. The trend has continued to evolve in 2024 with innovative shapes, textures and styles of simplicity that align with a lifestyle centred on well-being and peace of mind (Forbes, 2024).

SOFT AND ORGANIC SHAPES

Rounded furniture, curved edges and asymmetrical designs also gained popularity in 2024 due to this style's ability to evoke the fluidity and comfort of nature, fostering a sense of relaxation and connection within individuals (Laskasas, 2024).

MOOD BOOSTING



OPEN-SPACE

RE-PURPOSED



SUSTAINABLE

CLUTTER FREE



SIMPLE

SOFT



COMFORTING

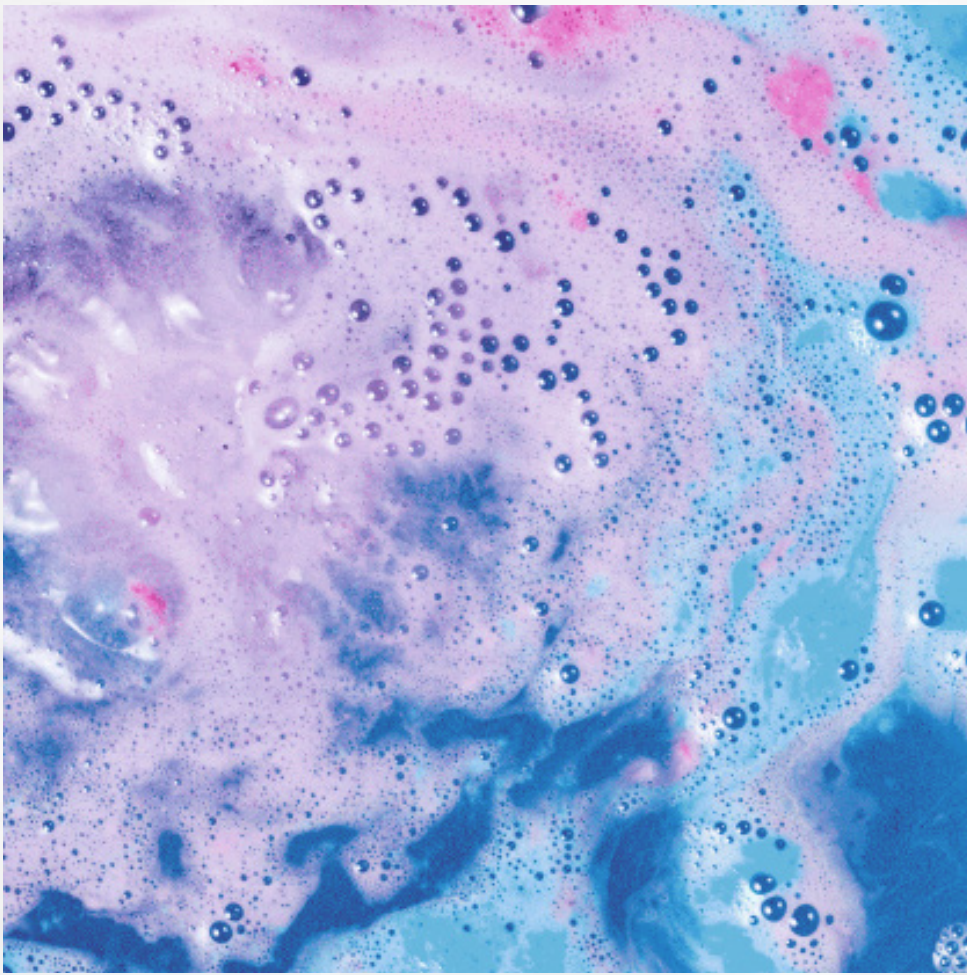
BEAUTY

As the global health and wellness movement continues to grow and adapt to various industry sectors, consumers have begun to redefine traditional self-care, making it a cornerstone of their mental and physical well-being, embedded in their daily routines. No longer confined to simple rituals like face masks — self-care now spans across a diverse range of lifestyle choices, including; fitness, health, nutrition and mindfulness (Global Wellness Institute, 2024).



STIMULATING | “INNER-PEACE”
“ESCAPE” | REJUVENATING

THERAPY



PLAYFUL BATHING RITUALS

In 2024 beauty brands started to incorporate ways to elevate the bathing experience, with sensory-driven transformative products, textures and colours that change on contact with water to help bring a more playful, discovery focused element to self-care and add to their unique selling points. For example, Lush’s #LushMoods collection uses mood-altering scents to create immersive experiences that help users feel energized, relaxed, or uplifted, turning ordinary moments into transformative self-care rituals (WGSN, 2024).



WELLNESS
RITUAL
HOLISTIC
PLAYFUL
UPLIFTED
CURIOUS
ENGAGED



TEXTURED
INSPIRED
SENSORY
CONTROL
TRANQUIL
CALM
MINDFUL



AROMATHERAPY

Scent remained a powerful and popular method for mood enhancement in 2024, with the market valued at \$2.14 billion in 2024, with a compound annual growth rate (CAGR) of 10.1%, displaying significant Year on year growth. New innovations such as Neom organics well-being Pod, which releases calming aromas into living spaces, helping to reduce stress, improve sleep quality and enhance overall mood with the natural power of essential oils gained popularity in 2024 (WGSN, Future Market Insights, 2024).



Empowered consumers continued to reshape the beauty industry in 2024, by demanding transparency, authenticity and hyper-personalization, seeking products that align with their personal values and identities, significantly driven by insights from social media trends such as #MobWifeAesthetic, #LatteMakeup and #KBeauty influencing millions and their purchasing decisions (Euromonitor, 2024).

Sustainability no longer became an option for brands 2024, with brands like L'Oréal and Estée Lauder being scrutinized for not adequately addressing the environmental harm caused by their packaging and emissions, resulting in a loss of sales and redirection of customers (Big Issue, 2024).

Meanwhile, a slow-beauty movement that emphasizes simplicity, mental wellness and nostalgia, focusing on safe ingredients and soothing sensory experiences became an increasingly popular trend in 2024, that is expected to stay going into 2025, combating consumer anxiety in result to economic uncertainty (Mintel, 2024).

K-BEAUTY

HEALTH BENEFITS



NATURAL INGREDIENTS



“TRENDING”



“LATTE”

UNREALISTIC



“DRUGS”

EMPOWERMENT



“MENTAL HEALTH”

“METABOLIC HEALTH”



SELF PERCEPTION



BODY IMAGE

OZEMPIC SAG

The success of Ozempic in 2024 was undeniable, with prescriptions in the United States increasing by more than 5,000% since 2018, reaching up to 20 million prescriptions in 2023 alone (Mintel, British Pharmacological Society, 2024). This trend has impacted the beauty industry, causing the demand for cosmetic procedures like injectable fillers, buccal fat removal and facial fat grafting to significantly rise. However, side effects to this drug include the so-called “Ozempic face” – a term used to describe the sagging or gaunt appearance that can result from losing weight quickly. Therefore, mental health issues can be expected to rise as this weight altering drug gains popularity, potentially worsening overall well-being due to the dependence and standardization of un-realistic beauty standards (Mintel, 2024).

As the wellness sector continues to explore new frontiers, deep-sea ingredients are emerging as a sustainable and viable alternative, aligning with the industry's growing eco-focus. For example, Seaspire is revolutionizing the sun care industry with its innovative ingredient, Xanthochrome—a synthetic compound inspired by the pigments found in octopus, squid and cuttlefish skin, creating a sun cream with 28% improved UV and 45% visible light protection. This product is also non-toxic to coral, unlike most traditional sun care products, aligning with growing consumer environmental demands. (LS:N, 2024)

INNOVATION | MARINE | INTRIGUE



NON-TOXIC | ADMIRATION
EVOLUTION | HOPE

SUSTAINABLE SYNERGY



MARINE BIOMIMETICS

XANTHOCROME

ENHANCED PHOTOPROTECTION

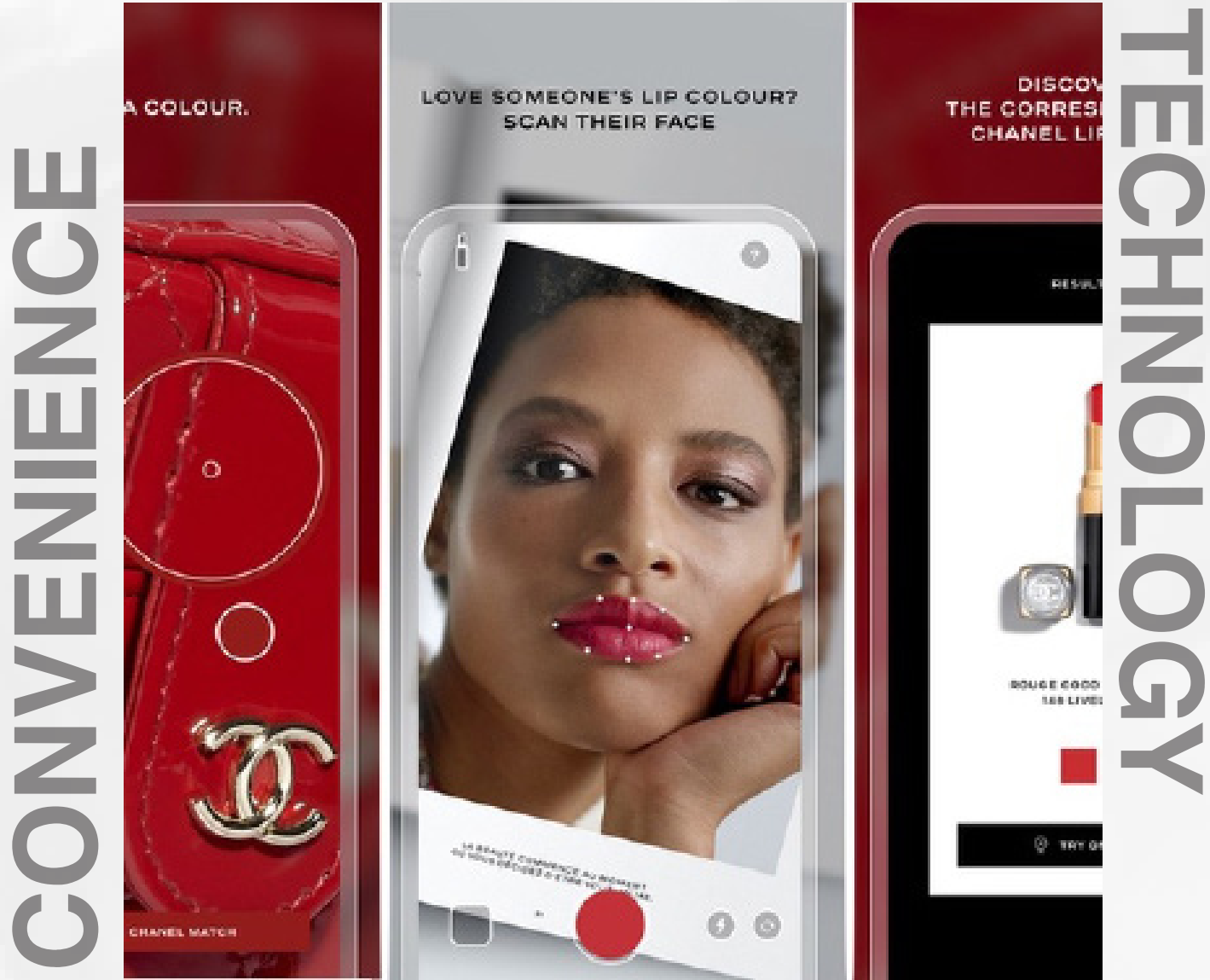


ECOLOGICAL PRIDE

Social media, particularly TikTok, has amplified wellness trends, with #wellness videos amassing an astounding 16.9 billion views. Beauty-related content on the platform has influenced 89% of users to make purchases, underscoring TikTok's impact on consumer behavior. Skincare has emerged as a star category, with brands now focusing on advanced, ingredient-driven products in response to growing interest (Lily, 2024).

NON-TOXIC | CURIOSITY
PERSONALIZATION

58% of shoppers say they are more likely to buy from a business that offers an online quiz to recommend specific beauty products for them, displaying a consumer shift in demand for more personalized products (McKensey, 2024).



CONVENIENCE

TECHNOLOGY

45% of respondents say they are more likely to purchase from a business that offers a virtual reality or AI experience that allows them to try out a product online (McKensey, 2024).

FASHION

In 2024, the fashion industry started to embrace and support mental health with an increasing amount of designers creating garments that provide therapeutic and sensory benefits. The concept of “therapeutic fashion” explores how clothing can influence mood and mental states through texture, fit and innovative technology.

This shift was largely driven by consumers increasingly prioritizing their mental health amidst rising societal pressures, climate anxiety and post-pandemic recovery. This has resulted in an influx of shoppers, seeking garments that not only enhance their physical appearance but offer comfort and functionality, contributing to an improved overall sense of well-being (McKinsey, 2024)

FUNCTIONAL

PRACTICAL



MORE-IS-MORE

VALUE DRIVEN



The ‘Statement Pocket’ trend also flourished, making up 4% of new-in trend-led retail items (+2ppt YoY) and 3% of luxury and premium offerings, reflecting a growth in demand for utility design details in 2024. The introduction of Asymmetry, functional metal trims and modular elements like detachable pockets that double as bags highlight the “more-is-more” design approach in 2024 as consumers look more for products that provide value for money. Key brands who lead this trend were: White Mountaineering, Sillage and Daiwa Pier39 (WGSN, 2024).

“RELAXED FIT”



NEUTRAL

ELEGANCE



FUTURE FORWARD

NON-TRADITIONAL



BALANCE

TIMELESS



“PEACEFUL”

SECURITY



Craig Green is a designer, who in 2024 frequently explored utility-inspired designs and textural elements, Craig Green’s collections share a conceptual and artistic ethos with Mihara Yasuhiro’s work.

In 2024 the Minimalist style trend was booming, with clean designs and subtle color palettes like #GreyOnGrey and #Black-AndWhite dominating casualwear, outerwear and tailoring, further displayed by Pinterest searches for “minimalist fashion men” jumping 100% Year on year (YoY) in the US and 300% in the UK and “minimal” apparel sales increasing by 95% YoY, driven by suits, tops and knitwear, reflecting a shift demand and trend for colour palates in 2024 (WGSN, 2024).

ENCAPSULATING

SHEILD | SENSORY RELIEF



PROTECTING

GENDER-INCLUSIVE

Vollebak was one of the key leaders of innovation, in the realm of mental health-inspired fashion in 2024, with products like the “Deep Sleep Cocoon” and “Relaxation Hoodies”. These garments were specifically designed to offer sensory relief benefits to individuals, mimicking the calming effects of weighted blankets through structured weight and soft, comforting textures, aligning with the broader trend of therapeutic fashion (WGSN, 2024).

In 2024, brands like Pronounce, Drôle de Monsieur and Bode are embracing bold contrast stitching as part of the ‘Crafted Work-wear’ and ‘Natural Craft’ trend. This technique gives a fresh twist to wardrobe staples from Harrington jackets to classic tees, pulling traditional rugged work-wear stitching into everyday looks. By incorporating bold stitching, these brands add texture and visual interest, bridging the gap between utility and style, creating a fresh, versatile aesthetic that balances craftsmanship with everyday wearability (WGSN, 2024).

DISTINCTIVE

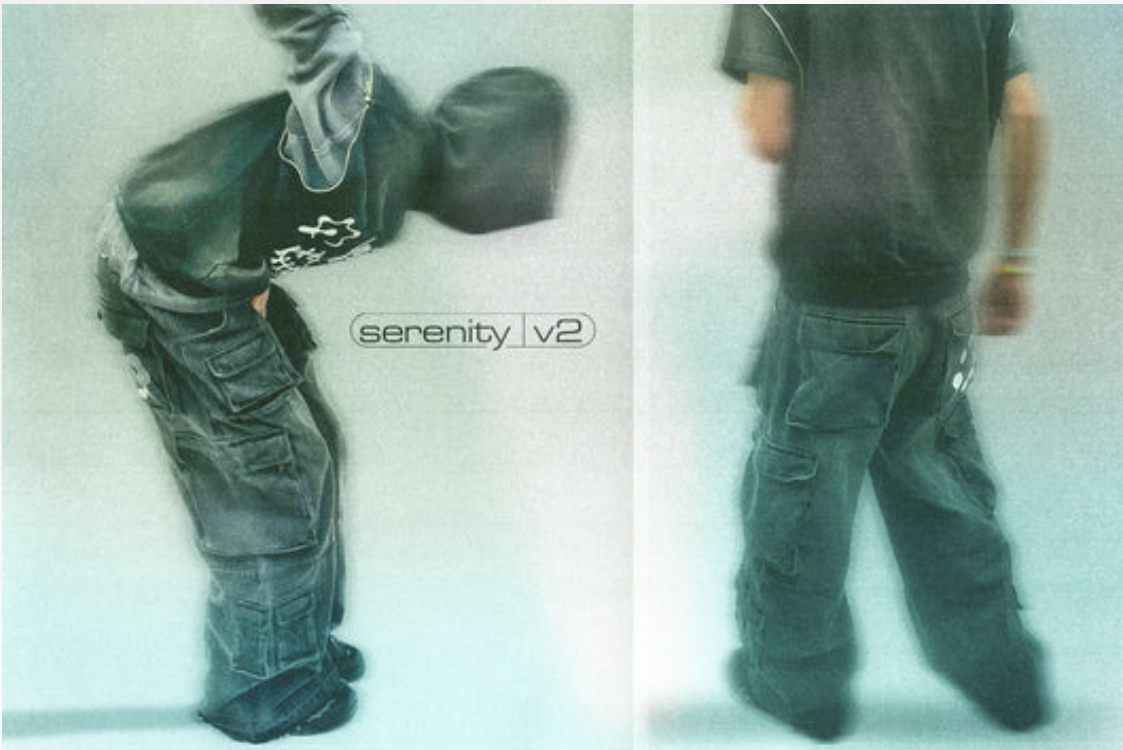


TEXTURE



CRAFTSMANSHIP

RETRO | “ICONIC”



ADAPTABLE

SOPHISTICATED BALANCE



GENDERLESS

INCLUSIVE

Polo shirts experienced a 13% rise in popularity among women in Europe from April to June in 2024, compared to the same period the previous year. This surge was driven by a diverse audience, from edgy trend setters to mainstream consumers, all drawn to the Polo Shirt’s unique blend of sporty elegance and sophisticated style. The Polo shirts versatility and ability to effortlessly transition between casual and polished looks has made it a stand-out addition to contemporary wardrobes, appealing to those who favour a balance of sporty and sophisticated aesthetics (Vogue, Heuritech, 2024).

ATHLEISURE



“VERSATILITY

VIBRANT

“SOPHISTICATION”

FUNCTIONALITY

VINTAGE | COMFORTABLE



TIMELESS

NOSTALGIA

PRACTICAL

Fashion and sportswear became more intertwined than ever in 2024, with the “Tennis Core” trend at the forefront. Heuritech’s data found a 26% increase in the popularity of tennis miniskirts, particularly among Gen Z and consumers aged 26-35. Additionally, retro football sneakers also saw a tremendous growth of 225% during the summer of 2024, compared to the previous year, cementing their status as a key trend (Heuritech, 2024).

Gray denim has risen in popularity over recent years, reflecting its status as a timeless wardrobe essential. In 2024, gray denim saw a 25% increase in demand, while gray denim pants experienced a 28% rise. This growth displays a gravitation towards versatile, staple pieces that balance practicality and style. This neutral tone of gray also aligns with the broader trend of well-being, offering a sense of calm and reliability in uncertain times. Its enduring appeal lies in its ability to blend seamlessly into diverse wardrobes, embodying both comfort and adaptability while catering to the growing desire for simplicity and stability in fashion (Vogue, 2024).

“TIMELESS” VALENTINO SPRING 2024



SUBDUED RELIABILITY

STABILITY | “PRACTICAL”

PRACTICALITY



RESILIENCE

“SIMPLICITY”

“EDGINESS”



ENCAPSULATING

MODERN MINIMALISM



HYBRID DESIGN

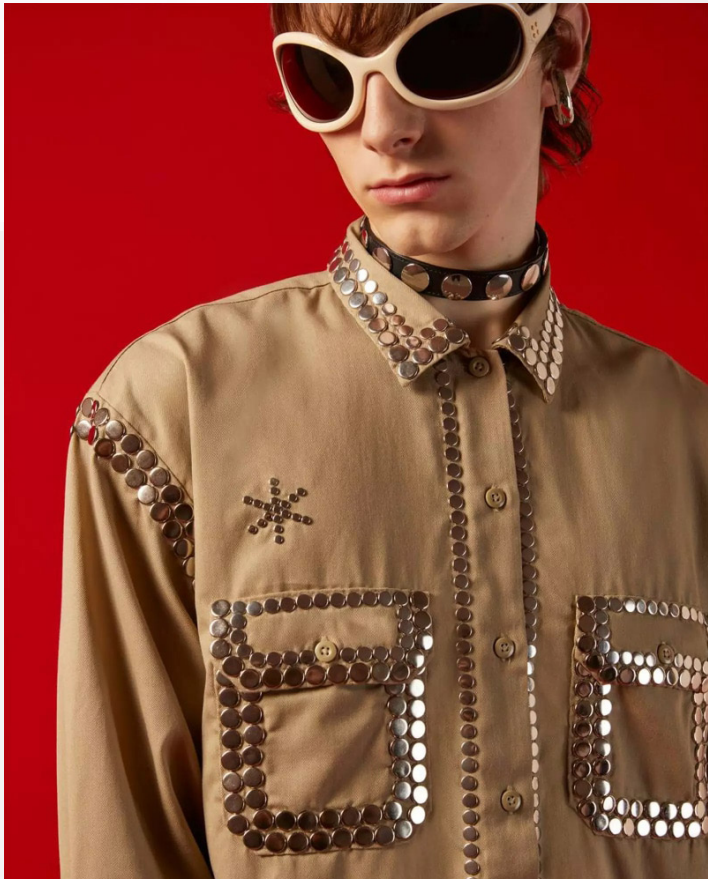
“COMFORT”

FREEDOM

Wide-leg formal shorts also experienced a significant +67% growth in visibility in 2024, highlighting their rise as a key fashion trend. This style was especially favoured by consumers aged 16—35, particularly those who identify as edgy or trend-conscious. The versatility of this style of shorts made them a stand-out piece across various fashion categories, appearing in casual sportswear, polished work-wear and even luxury collections (Heuritech, 2024).

Celebrities like Hailey Bieber further popularized this look, showcasing its potential to seamlessly integrate into both relaxed and refined outfits.

GUCCI X DICKIES

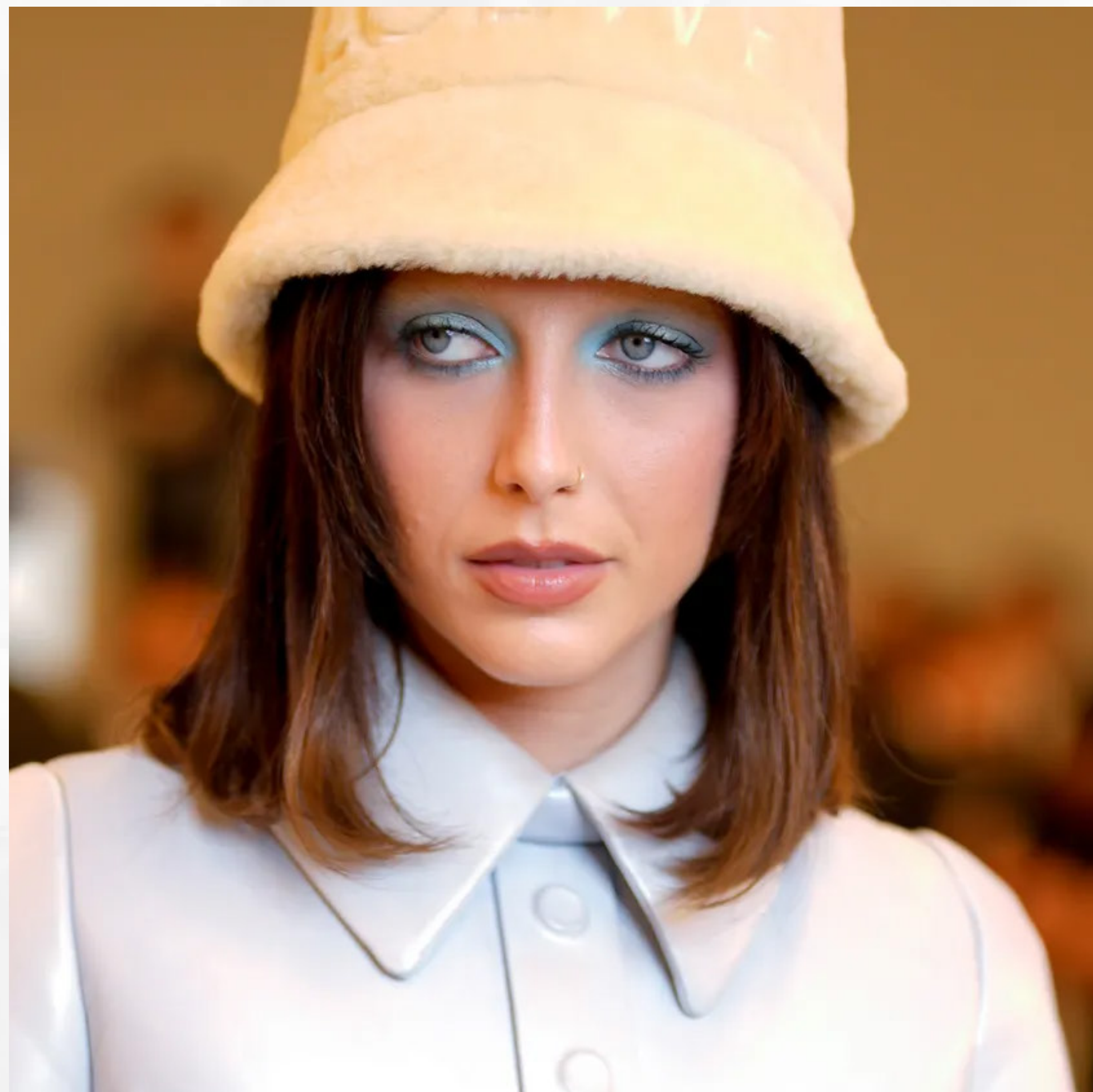


Metal embellishments, inspired by punk aesthetics where a dominant trend in 2024, displayed by Pinterest searched for ‘punk fashion’ increasing by 30%, as well as a 60% rise in ‘punk outfits’ searches year on year in the UK and US. Studding, eyelets and zips were re-imagined with decorative, asymmetrical placements in 2024, with cone-shaped studs and quilting used to create bold statements. Zip placements were also used to transform garments, such as converting straight-leg trousers into flares, shorts or revealing shoulder details using #ModularDesign, with leading brands like Prada, Valentino and Raf Simons embracing this trend (WGSN, 2024).

INNOVATIVE
STAND-OUT

EMMA CHAMBERLAIN

Emma Chamberlain is a cultural icon, born in 2001 known for her relatable, quirky personality and creative influence across multiple social media platforms. Emma rose to fame on YouTube in 2017 due to her ability to capitalize on trends and her authentic approach to sharing her everyday life, allowing her to resonate with viewers who value honesty and imperfection. In 2024, Emma currently holds 15 million+ followers on Instagram, 12+ million on YouTube and 439,000 on TikTok, displaying her broad social media reach earning her \$9 million (source: Forbes, 2024).



“AUTHENTIC”

INFLUENCER

SUSTAINABLE COFFEE



OPTIMISM

“INSPIRATION”



ADMIRATION

BUSINESS VENTURES

Chamberlain Coffee— Emma’s coffee brand ‘Chamberlain Coffee’, sells over 100+ hot beverage related products featuring eco-conscious packaging that appeals to eco-conscious consumers and her fan base who typically enjoy premium, Sustainable coffee experiences. Chamberlain Coffee is sold online and in 8,500 retailers across the U.S., including Target, Walmart and Sprouts, generating \$20 million in revenue in 2023 (source: New York Times, 2024).

Emma also does collaborations and endorsements with high-profile brands like Louis Vuitton, Cartier and Levi’s. This was aided by the result of Chamberlain winning the award for “Best Podcaster” at the 12 Short Awards, leading her to become an ambassador for Louis Vuitton in 2019 and Cartier since 2022

INFLUENCE

Emma Chamberlain is a Key vocal figure for Gen Z, influencing this generation through her authenticity, relatability and creativity. Emma redefines success by embracing imperfections, advocating for mental health and mindful consumption. Her business ventures promote sustainability, whilst her unique style encourages individuality and experimentation. Emma’s openness regarding struggles such as anxiety and burnout allow her to resonate with Gen Z, challenging ‘hustle’ culture and toxic productivity. From evolving as a YouTube star, entrepreneur and now fashion icon, Emma displays that success is about personal growth, balance and staying true to oneself, making her a powerful leader of change.

- MENTAL HEALTH ADVOCACY
- CONFIDENCE | BELONGING
- CULTURAL ICON | RELATEABLE
- ECO-CONCIOUS | AUTHENTICITY
- VOCAL LEADER | GEN Z LEADER
- ADMIRATION | EMPOWERMENT

KAI CENAT

Kai Cenat is a digital entertainment icon, born in 2001 and known for his high-energy personality and comedic influence across Twitch and YouTube. Kai rose to fame on YouTube in 2018 due to his prank and challenge videos that were humorous and relatable, later leading him to become a leading figure on Twitch due to his engaging live-streams that mix gaming, comedy and fan interactions. As of 2024 Kai Cenat holds 12+ million followers on Instagram, 14+ million followers on Twitch and 6+ million on YouTube, earning around \$8.5 million in 2024 and winning the Streamer of the Year award at the 2022 and 2023 Streamy Awards (Forbes 2024).

ADMIRATION



UPLIFTING | AUTHENTIC

COLLABORATION



RELATABILITY

INCLUSIVITY

COMMUNITY



AWARD WINING

COMEDY



COMEDIC INFLUNECE

GAMING

BUSINESS VENTURES

Streaming - A significant portion of Kai’s income comes from Twitch subscriptions and YouTube ad revenue, through his engaging live streams, often featuring high profile collaborations such as Zendaya, Ice Spice, Blueface, Bobby Shmurda and Kevin Heart drawing in millions of viewers from music and entertainment crossovers (Forbes, 2024).

Merchandise - Kai Cenat also sells branded merchandise to help further capitalize on his popularity and fan community. This merchandise includes Streetwear-inspired apparel, featuring his iconic logos, catchphrases or references to his streams. Kai also capitalized on a limited-edition release model, helping create exclusivity and drive demand (Forbes, 2024).

INFLUENCE

Kai Cenat is a key influencer of Gen Z due to his relatability and high energy enabling him to connect with his audiences authentically. With his huge social following Kai is able to shape digital culture and promote inclusivity and community. Kai’s interactive content and collaborations with celebrities help him resonate with Gen Z’s preferences for real-time engagements and entertainment, making them feel valued and ‘apart of the show’.

By blending humour, gaming and advocacy for lifestyle improvements, Kai aligns with the broader trend of well-being, displaying how content creators can drive cultural trends, encourage self-expression and redefine modern entertainment.

- INTERACTIVE CONTENT
- LIFESTYLE ADVOACY
- CULTURAL TRENDSETTER
- DIGITAL CULTURE
- MUSIC & ENTERTAINMENT
- SOCIAL REACH

GRETA THUNBERG

Greta Thunberg is a globally recognized climate activist, born in 2003, Sweden. Greta is known for her efforts to combat climate change and inspiring a generation of environmental activism. Greta first became concerned about climate change at the age of 8 and at the age of 15 started a solo protest outside the Swedish Parliament, holding a sign stating “Skolstrejk för klimatet” (“School Strike for Climate”). This then sparked the global Fridays for Future movement (Forbes 2024).

Greta’s activism has inspired millions worldwide to participate in climate strikes, addressing world leaders at forums like the United Nations Climate Action Summit in 2019, where her famous “How dare you?” speech criticized the inaction on climate change.

UNITY PASSION



AMBITION

YOUTH ACTIVISM



RESILIENCE

GLOBAL ICON



RESPECT

ROLE MODEL

VISIONARY

ACHIEVEMENTS

At just 16 years old, the Time’s Magazine named Greta the “Person of the Year” in 2019, making her the youngest recipient of this title, in history. That very same year, Greta earned the Right Livelihood Award, often called the “Alternative Nobel Prize”, as well as receiving the Amnesty Internationals Ambassador of Conscience Award for her leadership in climate activism. Despite being nominated for the Nobel Peace Prize multiple times and earning honours such as the Woman of the Year, Greta iconically declined the Nordic Council Environment Prize, emphasizing the need for climate action over recognition. Additionally, Greta has been featured multiple times on Time’s 100 Most Influential People list, cementing her status as a global icon for environmental justice (BBC,2024).

INFLUENCE

Greta Thunberg is a powerful symbol of present youth activism and a key voice for addressing climate change. Greta has inspired millions worldwide, displaying that anyone, regardless of age, can spark global movements, such as her Fridays for Future movement. Greta’s authenticity, resilience and science-based approach has enabled her to resonate with a generation of eco-conscious individuals, who prioritize facts. Her fearless advocacy of the years has made her a critical figure for change and a key role model for younger generations.

ETHICAL RECOGNITION
CHALLENGING LEADERSHIP
SUSTAINABILITY FOCUS
AWARENESS
EMPOWERMENT

HISTORICAL REFERENCE

FREEDOM | DEFIANCE

In 2024, we saw baggy jeans emerge as a dominant trend within the fashion world, reflecting a clear shift in consumer preferences, as supported by the increase in demand for related garments by 25% and 28% for Gray denim jeans (Vogue, Wrangler, 2024).

Baggy denim, which originated in 1980s hip-hop and 1990s grunge cultures, as a subculture trend, rose to popularity through influential figures like Will Smith, Tupac Shakur and bands like Nirvana. These cultural icons helped solidify baggy jeans as a symbol of defiance, individuality and a rejection of the fashion industry’s standards. In hip-hop, artists like Tupac used this style to assert their authenticity and challenge mainstream trends, while grunge bands like Nirvana embraced the relaxed fit to symbolize rebellion against polished, commercialized aesthetics (IndigoTribes, 2024).

The return of baggy jeans in 2024 was a direct example of the pendulum theory, which suggests that fashion trends often swing between contrasting extremes over time. This shift from body-conscious skinny jeans that previously dominated the early 2000’s to now in 2024, a more relaxed and oversized style of jeans, has signalled a collective consumer shift and growing desire for comfort and flexibility as consumers start to prioritize their well-being and mental health.

Runway shows have also echoed this return to oversized silhouettes in 2024, with designers from Balenciaga, Diesel and Marc Jacobs showcasing baggy denim related outfits in their Spring/Summer 2024 collections, emphasizing the versatility and timelessness of this style.

With well-being market, being evaluated at \$1.8 trillion in 2024, this has underscored the growing consumer shift towards comfort-driven product offerings. This surge in demand can be attributed to growing economic uncertainties and geo-political tensions, resulting in a broader cultural consumer shift in demand for products that offer comfort, functionality and a sense of protection in an unstable, unpredictable global climate. Therefore, baggy jeans saw a rise in demand in 2024, due to their symbolization to relaxation and flexibility, highlighting the future importance of garments that support both physical and mental well-being, with a comfort-driven approach, contrasting previous fashion trends of restriction and conformity (McKinsey, 2024).

INDIVIDUALITY | RELAXED FIT
COMFORT DRIVEN | WELL-BEING
REBELLION | BAGGY SILHOUETTE



PROTECTION

RELAXING | REJUVENATION



NONCONFORMITY

OVERSIZED



Maison Mihara Yasuhiro SS24 Paris Fashion

FLEXABILITY

SIMPLE BUT BOLD



Wooyoungmi's Fall-Winter 2024

NON-RESTRICTING

PROMOTES MENTAL RELAXATION



FUNCTIONAL

MILITARY INSPIRED | UN-POLISHED

GRUNGE | MULTI-PURPOSE



UTILITY POCKETS

Improves practicality of product, allowing user to hold more personal belongings, securely.



DURABLE



SIMPLE

DARK & CONTRASTING



DEMAND FOR SUSTAINABLY PRODUCED PRODUCTS



CALMING



ETHICALLY SOURCED



SOFT, ECO-CENTRIC DESIGNS



INNOVATIVE DESIGNS



NATURAL TONES



ENVIROMENTALLY CONCIOUS DESIGNS

INCREASED CONSUMER CONCIOUSNESS

INCREASED DEMAND FOR ENVIROMENTALLY CONCIOUS PRODUCE

RELAXED SILHOUETTES

Offers the wearer comfort and flexibility physcially & Mentally.

Use of Stone Washing
To give denim
a nostalgic
Vintage, warn look



Almost matte
Black / glossy
Denim finishes



CONCLUSION

In 2024, it became evident that products that anchored on consumer-centric business models, delivering more than just functionality but also a compelling narrative and an immersive experience, achieved remarkable success. This shift reflects the evolution of consumer preferences, shaped by the global pressures that have cast a current persuasive cloud of anxiety over many demographics. As a result, we have seen a heightened demand for products that prioritize mental and physical well-being while embracing adaptability and flexibility, which can be expected to continue, as a reflection of global pressures. Therefore, products that provide not only practical benefits but also a sense of comfort and security, meet the demand of modern consumer and future Zeitgeist as the needs for reassurance and holistic value become more demanded.

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