



## ACSS26 NEW TRIBES

The world is becoming entangled in polycrises. As a result, many people are longing for positive personal experiences. Sport and travel are very popular as a balance and distraction from everyday life. The isolation caused by pandemic and urban lifestyle had generate a growing demand for communities and sport in community. In the same time, in an era where sedentary lifestyles and health concerns are on the rise, the trend of fitness as a lifestyle has gained unprecedented momentum. Beyond the traditional realms of competitive sports, people worldwide are embracing the idea of incorporating physical activity and wellness practices into their daily routines. This trend is particularly popular among millennials and Gen-Z, who are increasingly focused on maintaining a healthy lifestyle and staying active. Rise of social media and influencer culture has also contributed to this trend, making fitness a more attractive lifestyle choice. Stay at the new tribes page with our synthesis:

### TRAVELLERS → OUTDOORS LOVERS / SALTED GRANOLA ADVENTURERS

Leisure travels, adventure trips, overlanding and vantravelling, bikepacking and long distance hikes transformed travelling into deep itierance experience linked to nature for people in search of evasion.

### COMMUTERS & COURIERS FIXIES → QUIET OUTDOOREERS & GORPCORE

The hype and fashionable urban commuter community from the 2010's is turning towards functional statement wearing hiking gear in a consciously stylish way. The satisfyingly effective functionality is exactly what makes it cool. Sleek designs and enigmatic logo are a must have.

### SOCIAL MEDIA SLASHERS → SOCIAL HIKERS

Soft hiking and collective sorties are the new place to be to socialized. Overlooked and not performance oriented, this trends seduce Next Gen' for its arty nature reporting and self-expression opportunities.

### MARGINAL SPIRIT → TRAILERS

Reconnecting with the spirit of running pionners, trail runners free themselves of sports codes with a freedom and post punk aesthetic. Satisfy, District running, Norda Run, had reinforced the post punk identity and propelled trail in the hype summit.

### FIT INFLUENCERS → HOLYSTIC CONSCIUOUSSERS

Motivated by data from connected watches and the overexposure of their active lifestyle, fitfluencers have become true wellness gurus with health and nutrition advice to boot. From Stretching Postural® to Functional mobility, Neat and recovery, they hacked their health for an optimum health capital.

### PARTY GOERS → SPINNING ADDICTS

Indoor cycling Spinning (rpm) had become the new place to train in an entertaining and clubbing vibe. Whit instructors who are incredibly moving and motivating, spinning addicts come to let go and experience rebirth while exercise can stimulate neurotransmitter activity in the brain, which may lead to increased emotional intensity.

### MARATHONIANS → ULTRA

Endurance sports and their "ultra" version attract an ever-increasing audience, particularly young executives, city dwellers and graduates, looking for thrills and surpassing themselves. A practice that echoes modern forms of work.

### WEEKEND WARRIORS → ACTIVE BUISNESSERS

The weekender joggers have adopted daily active clothing as new luxury codes showing they have time and money to enjoy leisure sports. In today's world, there is no transition from the trails to the streets and vice versa: same products and same fashion attitude. Arcteryx, Lululemon, On running are part of the new statement of business people.