



# Vision 2022

## Expand your perspective

We assume that life will continue as a straight line, but history shows that there can be disruptions, where the future changes direction, and at the moment, we are living through one of them. The underlying story of trend forecast Vision 2022 is that we need to stretch our minds and adapt to a new reality.

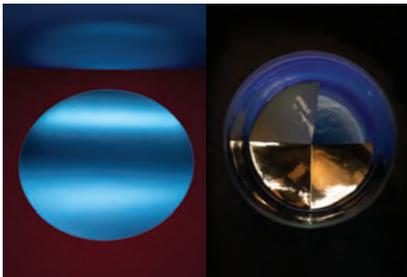


- Trend forecast book
- 2-5 years perspective
- Trend research
- Future Consumer Insight
- Strategy
- Design directions
- 2350,= Euro, excl. VAT and shipping

# Vision 2022

## Future studies for lifestyle and design

The Vision 2022 trendforecast book connects trendresearch, future consumer mindset and strategy to insights in health & beauty, men's clothing, women's clothing, living, technology, mobility, architecture and retail. The book includes twelve innovative material concepts and swatches and identifies sixteen colours.



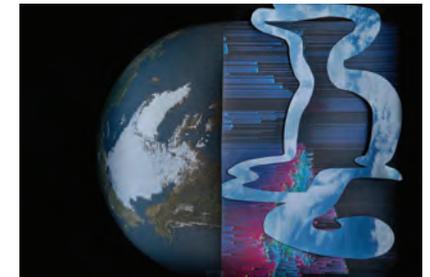
**1/ The Speed of Change**  
Looking at China to see  
the future



**2/ Laws of Nature**  
We are not just in a  
pandemic but also in a  
climate crisis



**3/ Future World History**  
Look at the world with  
new eyes



**4/ Encoding Reality**  
The next era of the  
digital experience

+ additional information on the influence of Covid -19 on these  
4 long term drivers of change.



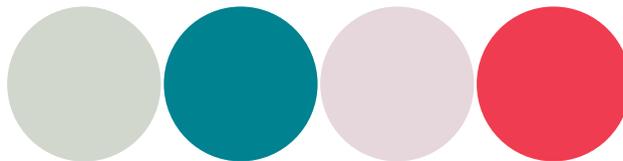
# 1/ The Speed of Change

Looking at China to see the future

The first driver of change of Vision 2022 analyses the speed, technology and innovative power of China and how to learn from the world's second-largest economy. China is already living in the future and is at the front of the 4th industrial revolution.



-  1 Zynn  
Fun way to reward yours
-  2 ZOOM Cloud Meeting  
Meet Happy
-  3 TikTok - Make Your  
Real People. Real Videos



**Learn from the speed**  
**Ai & online shopping**  
**Nostalgia**  
**Identity & culture**





# 2/ Laws of Nature

We are not just in a pandemic but also in a climate crisis

The second driver of change of Vision 2022 is about global climate change. The coming decade the environment will be at the forefront of our attention. The pandemic can be the accelerator for re-building and adaptation.



**Behavioural change**  
**Closed loop companies**  
**Re-localising**  
**Communication**





# 3/ Future World History

Look at the world with new eyes

The third driver of change of Vision 2022 is about drive the demand for social change. Brands and companies have a social function and a moral obligation to solve global problems. Our systems do not serve all. Expand your perspective to be a force for good for our collective humanity.



**Generational shift**  
**Inclusivity**  
**A global view**  
**Re-imagine growth**





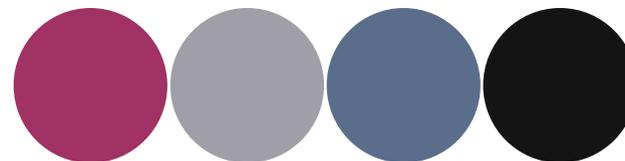
# 4/ Encoding Reality

The next era of the digital experience

The fourth and last driver of change of Vision 2022 is about the relationship of man and machines. Our online lives, gamification digital expression and emotions shape an immersive world that offers entertainment and opportunities.

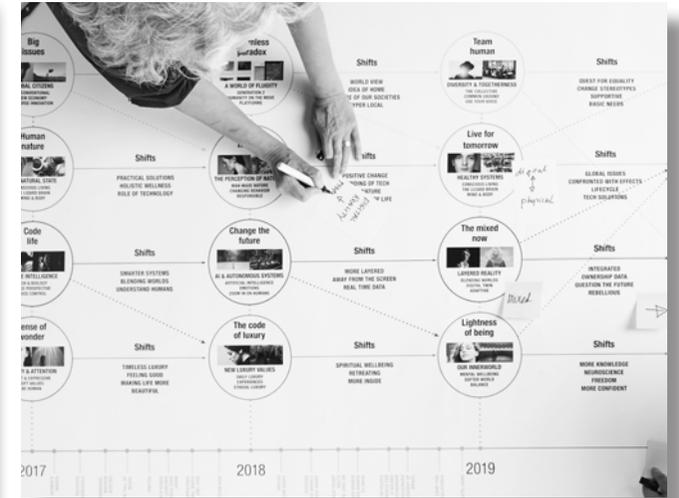


**Digital media**  
**Online lives**  
**Intertwined realities**  
**Borderless retail**



Oltmans van Niekerk

# “Who if not we should imagine the future of all this?”



## ABOUT OLTMANS VAN NIEKERK

OvN (Oltmans van Niekerk) is a trend forecasting, consumer insight and brand strategy agency that specialises in publishing trend forecast books designed to assist creative teams and manufacturers in the development of future product lines.

Oltmans van Niekerk was founded in 2005 and their main activity is customised future trend research. Their goal is to understand evolving world trends and issues and to translate these into themes that present a clear sense of direction to those involved in product design via consulting and forecast services.

Among OvN clients are: Iittala, Elvine, Starbucks, Unilever, Electrolux, BMW, Sony, Uniqlo, New Balance, IFF, Bed Bath and beyond, Secrid and De Bijenkorf.

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