



Reaching for Utopia

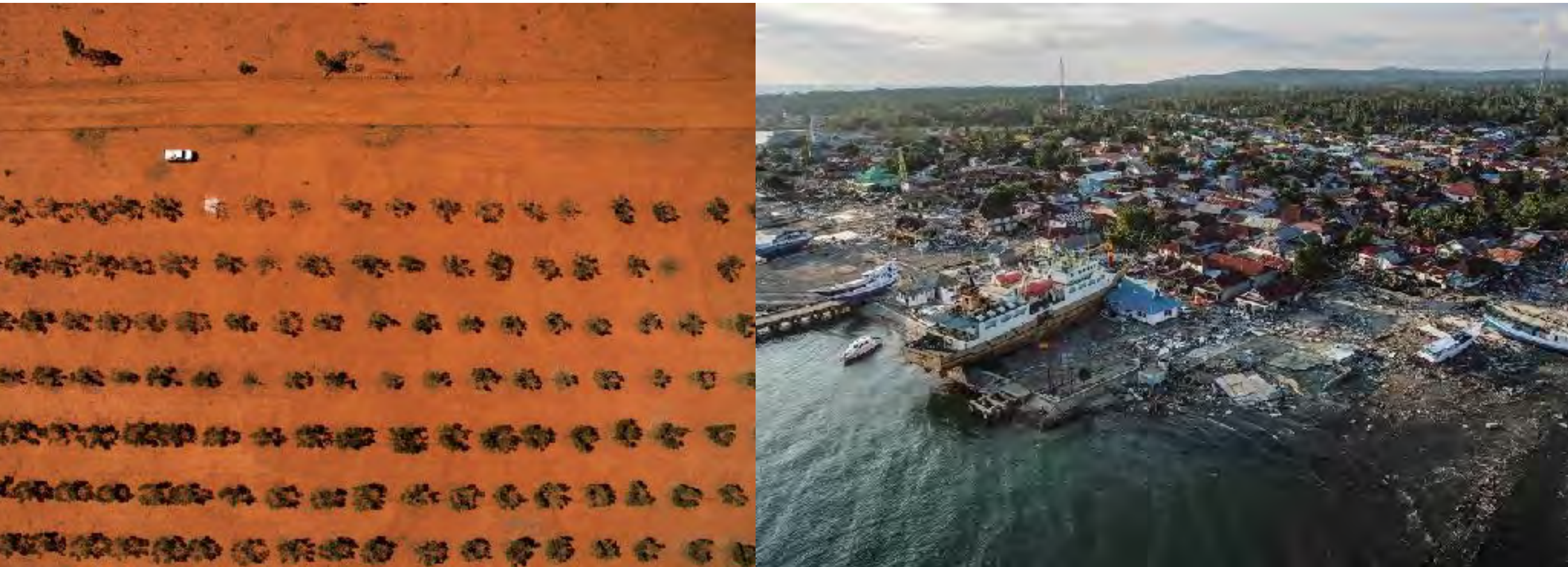
Making Sense of an Age of Upheaval

THE NEW ORDER // trends



Dystopia is easy to envisage: for example, Europe is not coping well with even modest numbers of migrants, and future flows look likely to increase substantially as migration itself is an adaptation to rapid climate change.

THE NEW ORDER // trends



The climate disaster. Never-ending drought in the Australian outback: earthquake and tsunami at Donggala, Indonesia, on the island of Sulawesi. Acc to a major UN report (October 8 2018) disasters from hunger to mass migration to coral die-offs on a huge scale will abound as soon as 2040.

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Fashion designers are looking too. Calvin Klein Fall 2018 Prairie Apocalypse

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The 3 big problems facing the world: ANTI-GLOBALISATION MOVE

THE NEW ORDER // trends



The 3 big problems facing the world: THE RISE OF POPULAR NATIONALISM

THE NEW ORDER // trends



The 3 big problems facing the world: THE LOSS OF BLUE COLLAR JOBS

THE NEW ORDER // trends



Lehman Brothers went bust 10 years ago – can it happen again? Yes: Debt; The financial system is still the same; Italy; a trade war; China. Protect Wall St first, worry about Main Street later!



INEQUALITY: the topic that more than any other sums up the decade since the crash.

THE NEW ORDER // trends



According to US Vogue, “War-core” has replaced “normcore” as the look du nos jours. Composite of Chris Port New York, the Heron Preston runway, Bella Hadid and a model in Raf Simons.

THE NEW ORDER // trends



The hospitality industry's term is “dark tourism,” a niche but growing global market focused on places where terrible things happened. Arijan Kurbasic, the manager of the [War Hostel Sarajevo](#)

THE NEW ORDER // trends



The Royal trio, William, Kate and Harry have started a campaign to help end the stigma surrounding mental health, called 'Heads Together'.



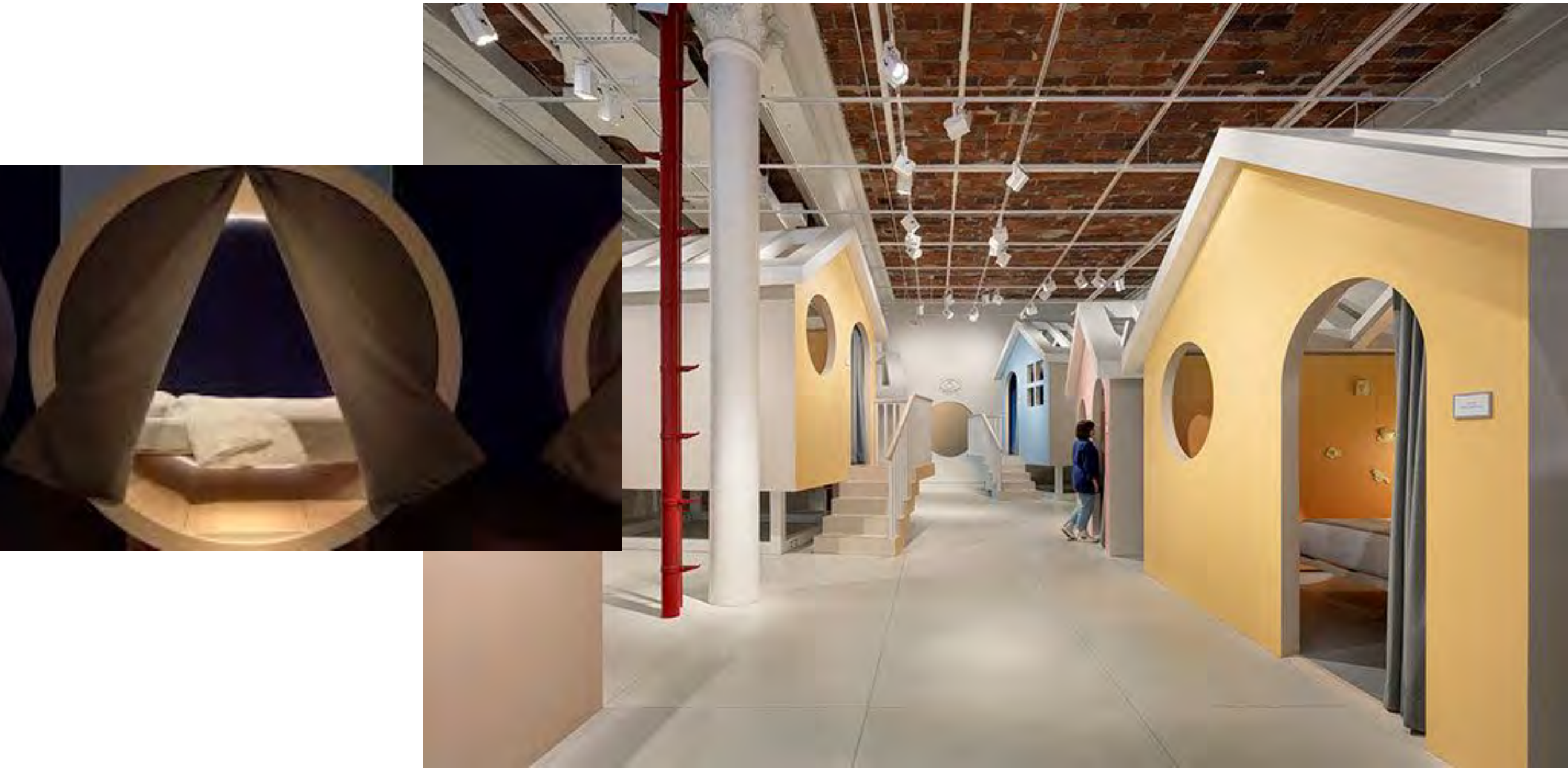
Adele shares story of friend's postpartum psychosis to help new mothers

COPING ECONOMY

- Cannabis
- Anxiety
- Detox
- Stress relief
- New forms of therapy
- Relaxing in the real world
- Simplification
- On demand economy
- Focus on comfort & cocooning
- Home design
- Green interiors



THE NEW ORDER // trends



If you need a rest from NY, The Dreamery is on-hand, offering nap rooms equipped with award-winning Casper mattresses and luxury pyjamas. But is a nap worth US\$25 or is it hyper-capitalism?

THE NEW ORDER // trends



The coping economy: pot chic; anxiety; detox; stress relief; new forms of therapy; relaxing/realistic; packaging/messaging



Tiredness is the new norm . no wonder companies are selling sleep aids from spooning robots to cuddle blankets. How did a restful night become a luxury item?

THE NEW ORDER // trends



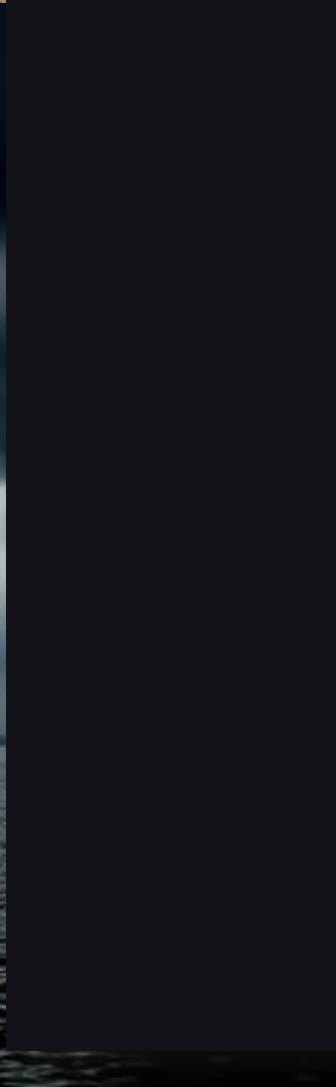
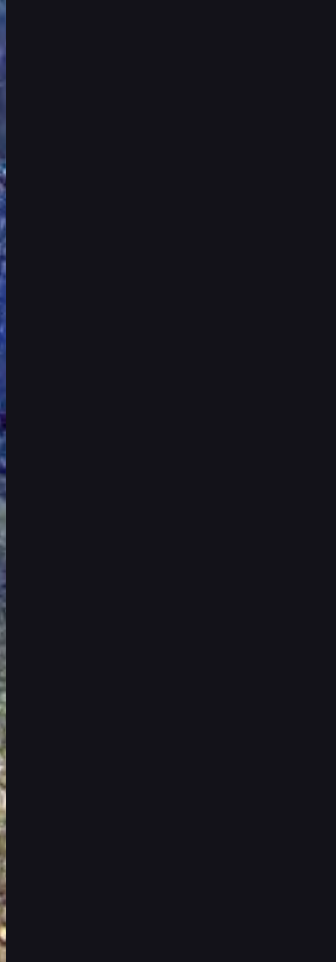
Sex-Care Is the New Self-Care. Lipstick, sheet mask, eye cream... vibrator? For beauty brands, the next big opportunity lies in the \$32 billion sexual wellness market



the sea

PANTONE® VIEW
SPRING | SUMMER 2020
Colour Planner

WOMENSWEAR MENSWEAR ACTIVEWEAR COSMETICS INTERIORS INDUSTRY GRAPHICS



THE NEW ORDER // trends



The optimist point of view. Life has never been so good!



TIME TO CARE

Environmentalism, while it distils everything woeful about the human condition, also contains the seed of transcendent hope. Both in what it has already achieved and what it can achieve in the future.

THE NEW ORDER // trends



Less doom and gloom and more optimism. UK Shoppers have cut the number of disposable plastic bags they use from 140 a year to just 19 since the introduction of the 5p levy in 2015.

THE NEW ORDER // trends



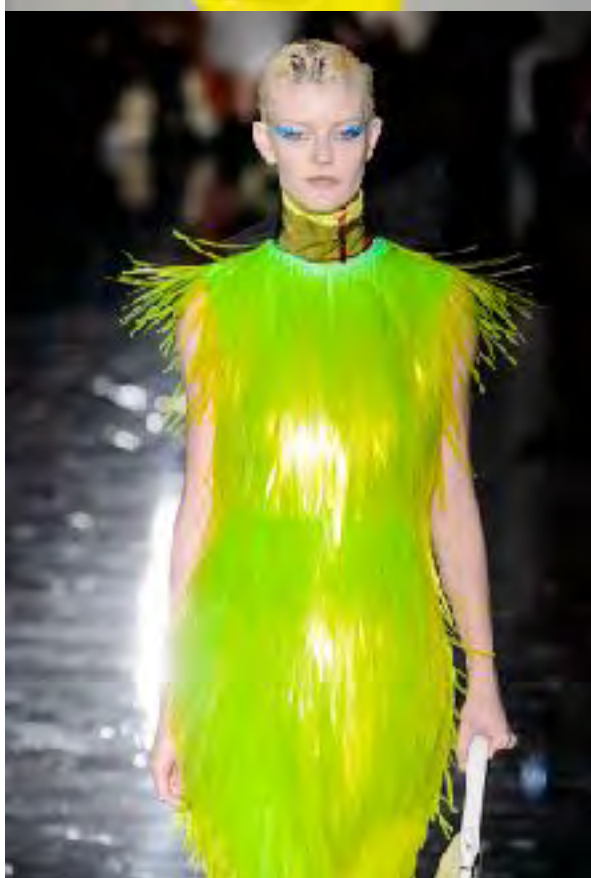
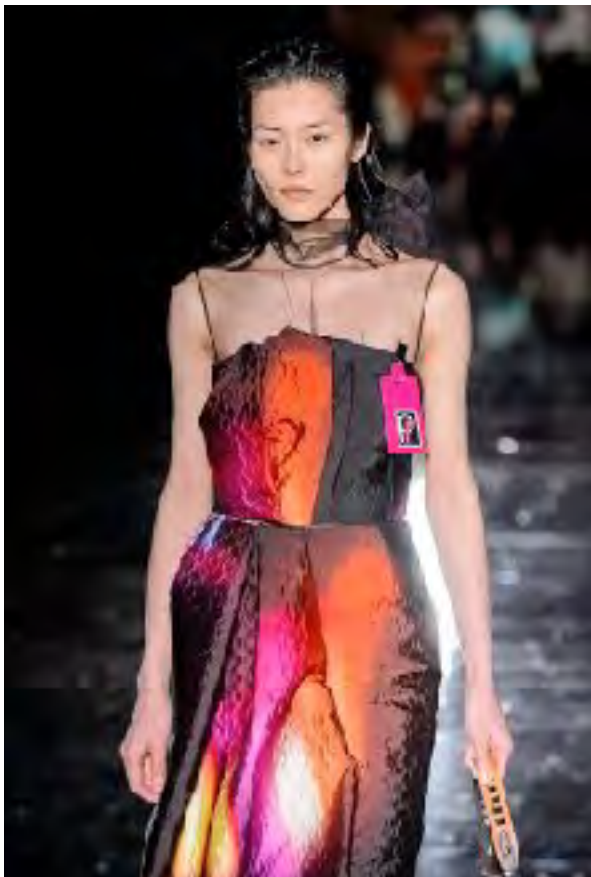
The bright side: why women fell out of love with black. brightly coloured clothes represented a 20.2% share of the UK market, up from 16.7% two years previously. Meanwhile, between April 2017 and April 2018, black fell by 10%.

HUMAN // the human city



Prada A/W 18 show. Colour to the fore

FW 2019 / Colour trends women/ Neon



Neon



Flora-festival

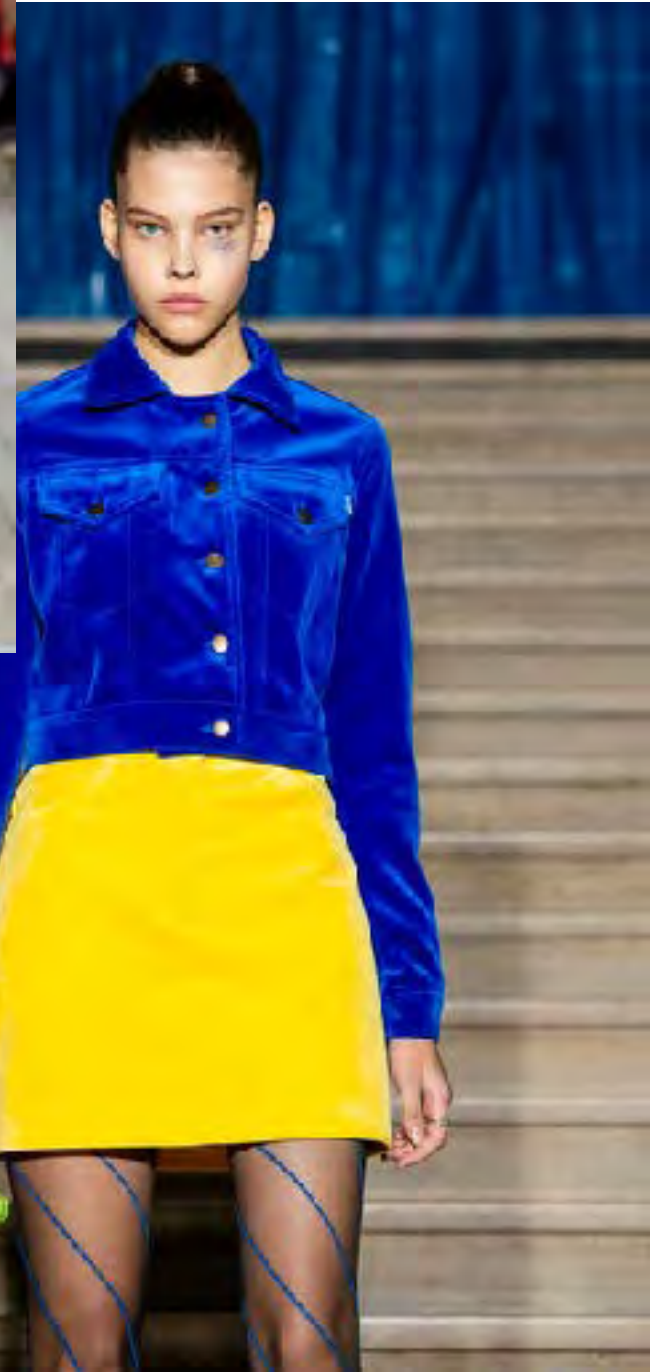
A wild celebration of blooms adorning all manner of pieces from blazers to bucket hats. It's an extravagant romantic expression, worn head-to-toe, offering the chance to stand out, whoever you are. No shrinking violets here!

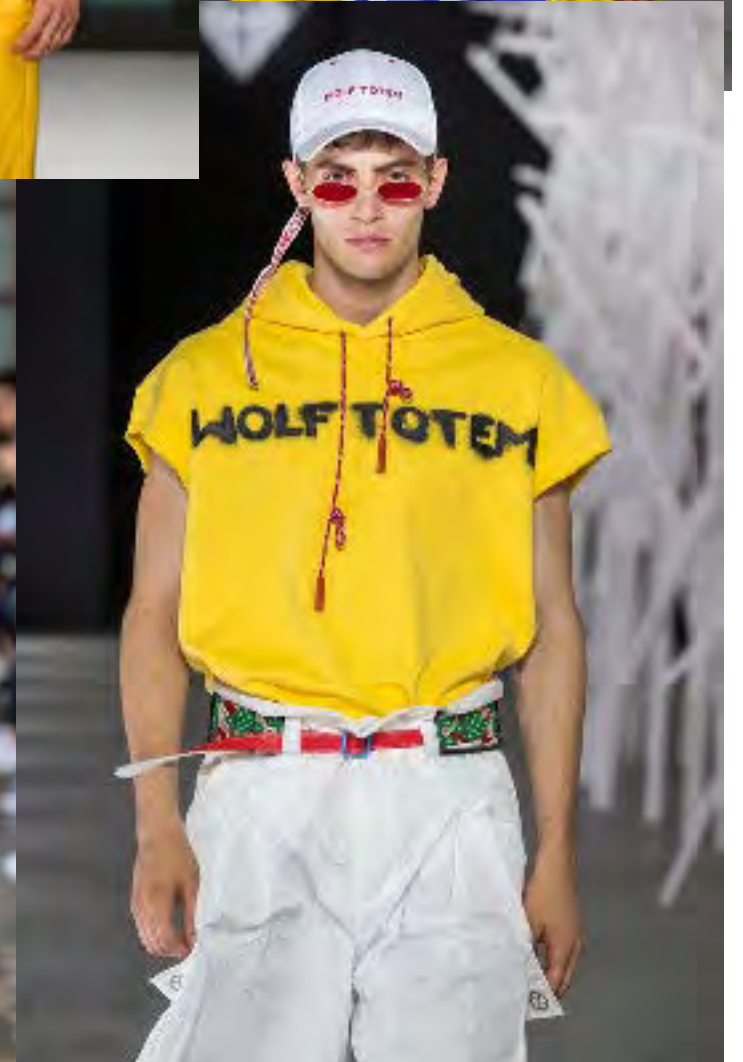
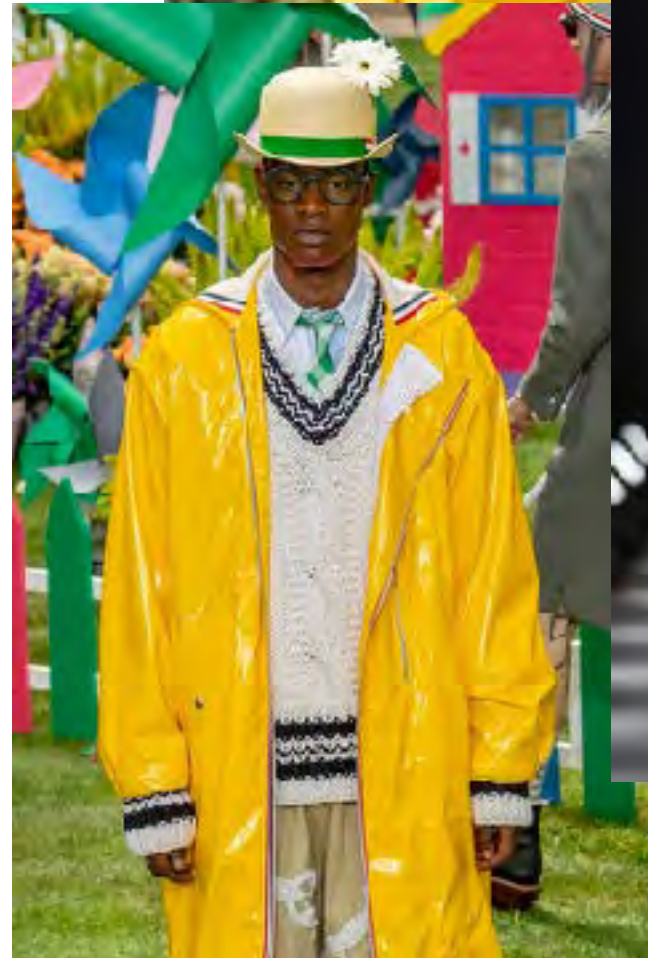
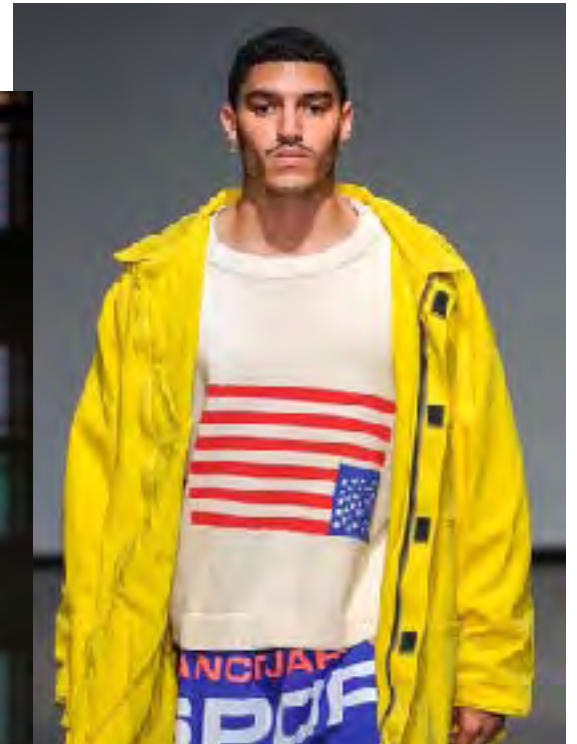
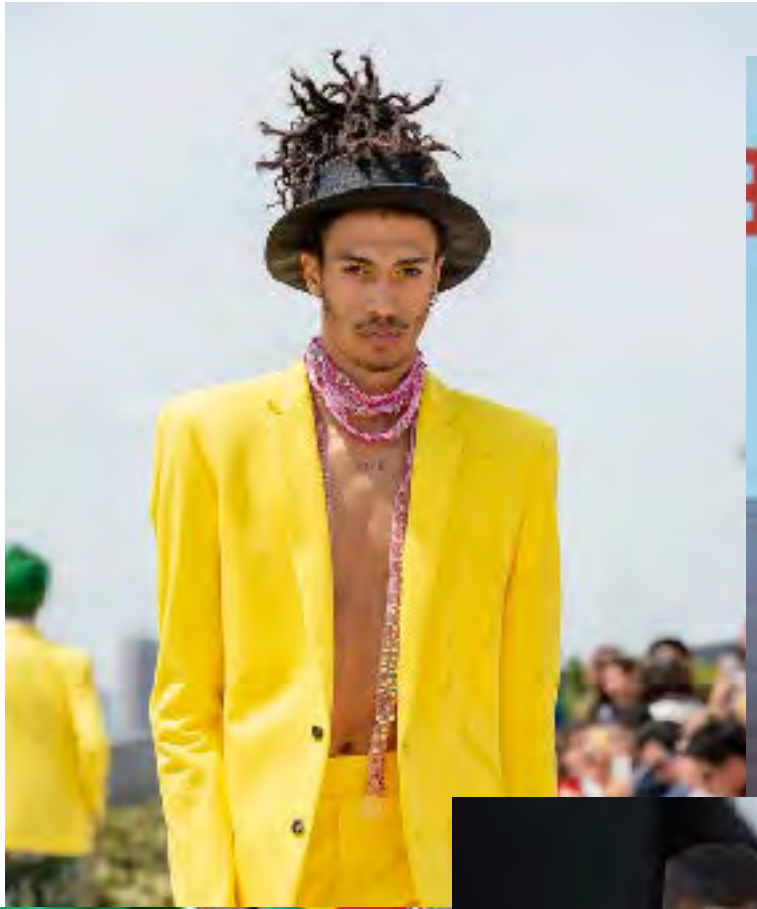
The flower extravaganza covers a multitude of fabrics from typical summer staples like simple poplins to unexpected ones such as shimmering synthetics. Parachute nylons get the blossom treatment on festival parkas and sporty blousons. Jacquard and intarsia summer knits show florals of multi-scales patched alongside jaunty polka dots. Translucent top-layers are worn over flowery shirtings and jacket-weight twills, adding an intriguing technical edge as well as a sparkling iridescence in the surface sheen. Stripe braids and solid rib trims add a sporty touch and a bold outline to the bright pattern. Sateen base cloths accentuate the vibrancy of these sherbet and tropical brights especially when set against a jet black ground. Often offered as the full set, we are seeing flowers scattered head-to-toe on hats, outerwear, tops, bottoms, bags and shoes.





FRESIA





FIESTA



FIESTA



PLAYSCAPE

- The rise of fun
- Immersion and interactivity
- Playfulness
- Unique/weird
- Geeking out
- Gaming
- Toys for adults
- Colouring books
- Power of surprise
- Snack size experiences
- 3D and bubble graphics
- Comics
- Theme parks and experiential getaways
- Costume and dressing up



THE NEW ORDER // trends



The return of comic books and graphic novels

THE NEW ORDER // trends



The return of comic books and graphic novels

THE NEW ORDER // trends



Cosplay

THE NEW ORDER // trends



Uniqueness through weirdness and geeking out

THE NEW ORDER // trends

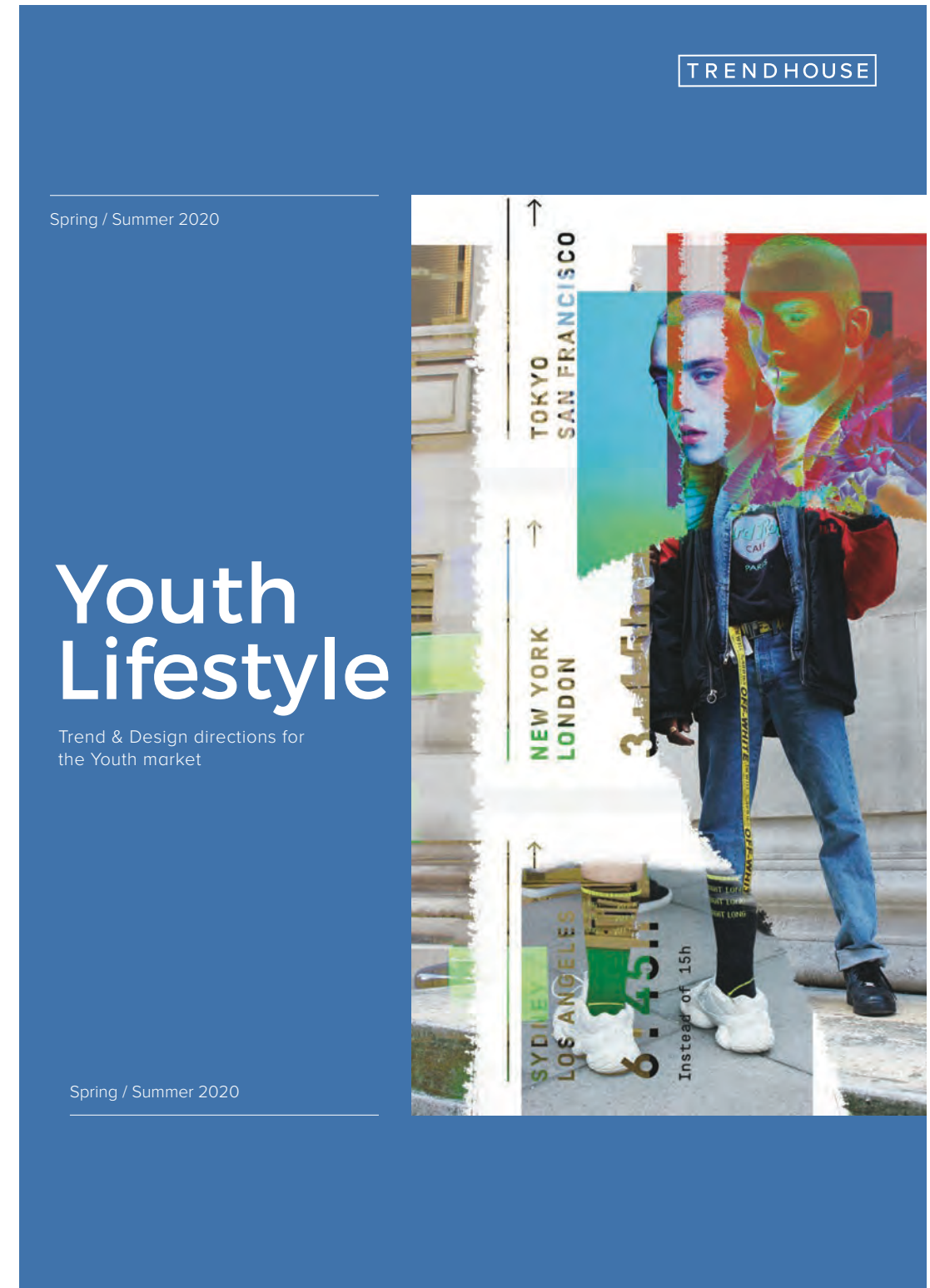
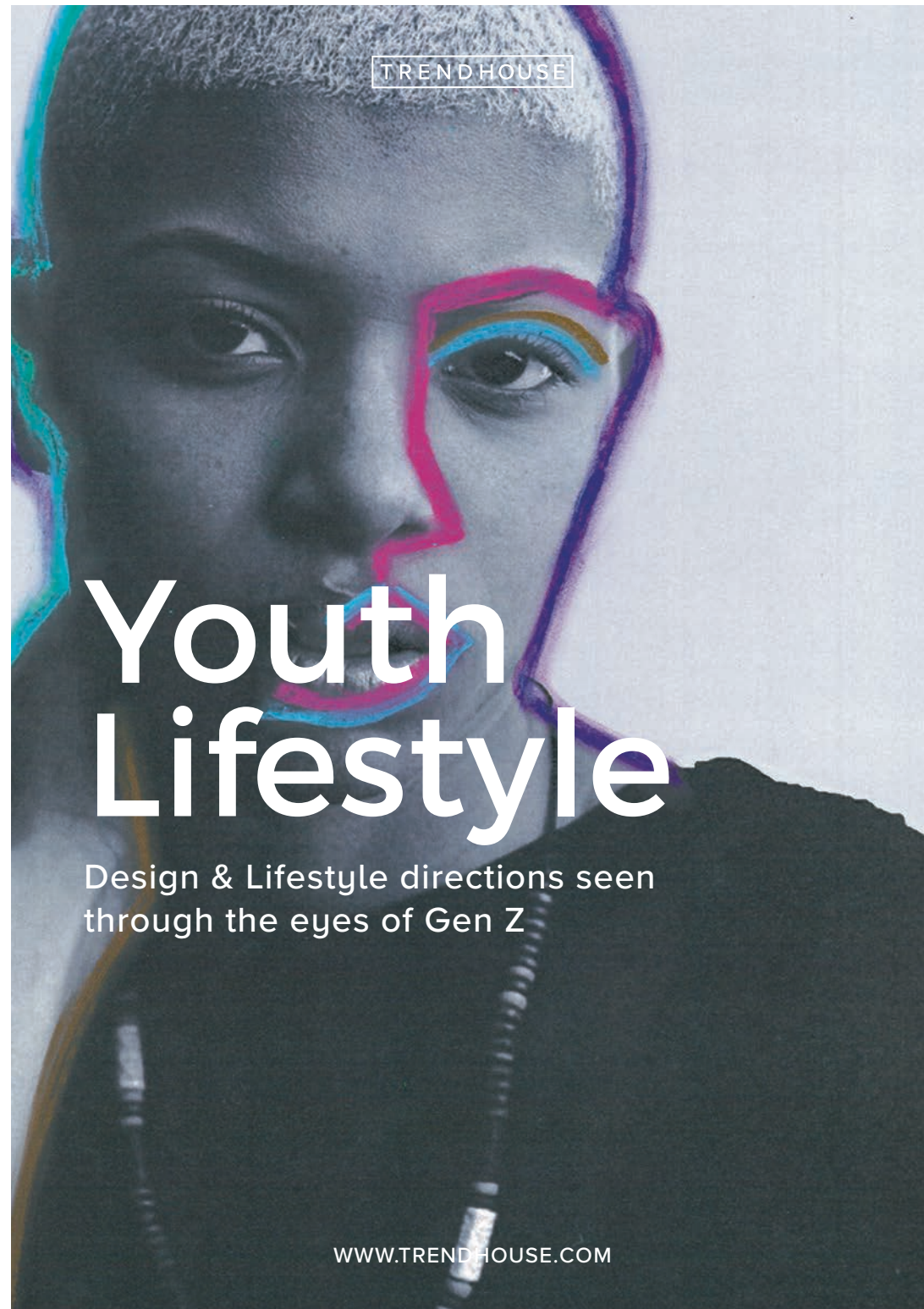


Adult theme parks



According to LEGO's recent Play Well report nearly 90% of more than 9,000 surveyed parents said that they enjoyed playing LEGO with their child. So the LEGO Forma project is an attempt to get them to do exactly that — by themselves.

THE NEW ORDER // trends



From Trendhouse Youth Lifestyle S/S 2020. Omniculture design

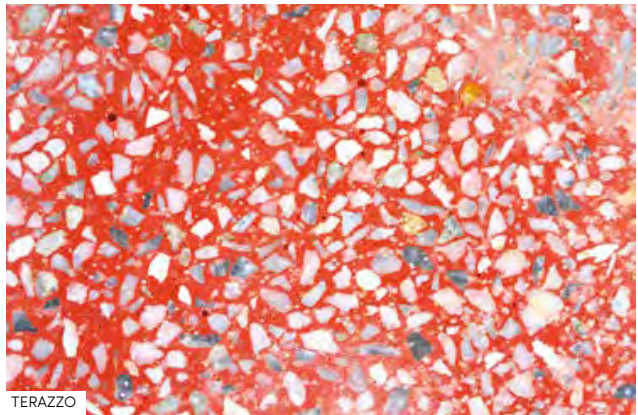
Materials & Textures



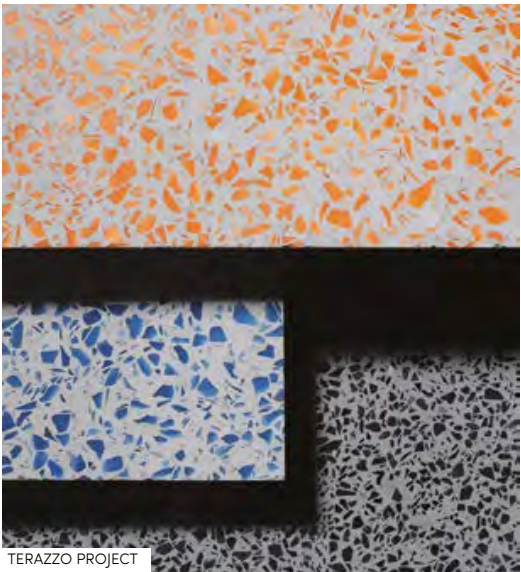
STUDIO DAVID THULSTRUP



THE BUDAPEST CAFE



TERAZZO



TERAZZO PROJECT

Terrazzo surfaces are updated in an array of bold colourways, comprised of recycled plastic chippings. Paired with multi-coloured opaque and transparent acrylic sheets and cubes, the look is clean yet playfully nostalgic.



JEAN-PHILIPPE DELBERGHE



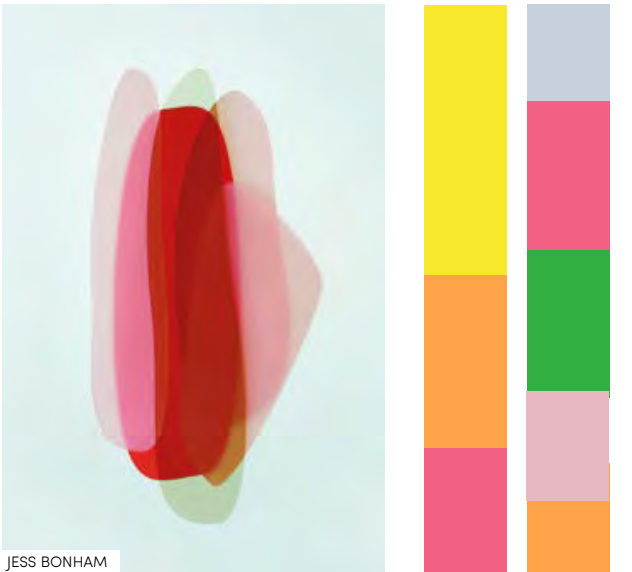
BDA LONDON



CATHERINE LOSING



J.W. ANDERSON X CONVERSE



JESS BONHAM

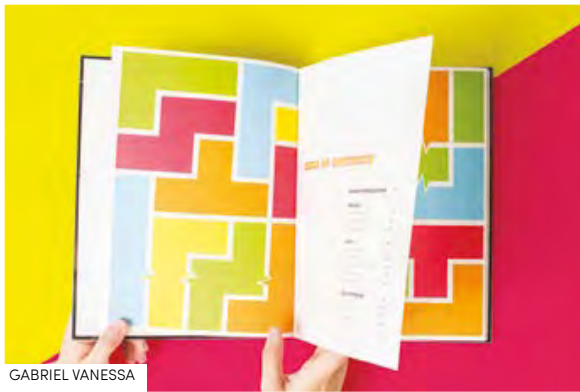
THE NEW ORDER // trends

MIXTAPE

Print & Graphic Direction



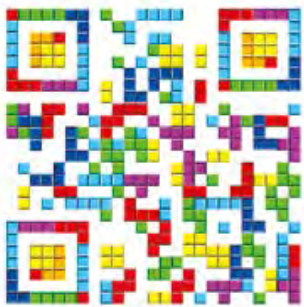
COLORGRAM



GABRIEL VANESSA



BAIMU STUDIO - AT&T DIRECT TV



DESIGNER QR CODES



COLORGRAM



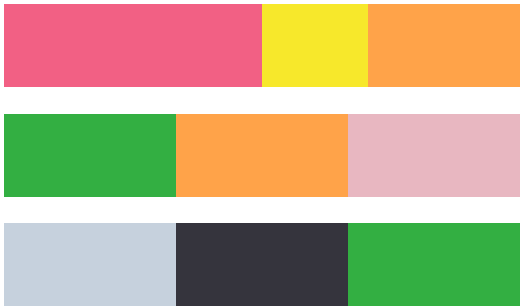
CLASSMATE STUDIO - BREW YOUR MIND BREWERY



MORPHINE MOTION GRAPHICS (PH. CAMPBELL)



GABRIEL VANESSA



Fast food, emojis and nostalgic video games inspire repeat prints and gifs with a retro aesthetic. Graphics are loud, bold and multi-coloured. Typography takes note of retro neon script signs.

From Trendhouse Youth Lifestyle S/S 2020. MixTape Old & New design

THE NEW ORDER // trends

Looks

His and her looks blend ideas from multiple eras, with the 1980s and 90s providing particularly strong references. Oversized denim jackets, bold graphic T-shirts, checked miniskirts and overalls are key.



From Trendhouse Youth Lifestyle S/S 2020. MixTape Old & New design

WHAT IS YOUR
STRATEGY FOR FUN?

DUALITY

CONTRADICTIONS

- We no longer live in harmony, but in opposition
- But where opposing forces meet, there is innovation. The clash is nothing to be afraid of
- Differing ideals, behaviours and cultures increasingly co-exist
- We recognise that homogeneity is not the answer - heterogeneity may be more challenging, but ultimately more liberating
- Dystopian worries are leading to utopian solutions



**“Where do new ideas come from?
The answer is simple: differences.
Creativity comes from unlikely juxtapositions”**

–Nicholas Negroponte, founder of MIT Media Lab



Adopting a very conscious sense of humanity, experiencing emotions, standing up for ideals and, in an animistic way, valuing things in their entirety, complex or simple!

THE NEW ORDER // trends



Politicians are focusing on borders and walls, but citizens are increasingly borderless

THE NEW ORDER // trends



Shoppers want relevant, local product, while shopping with far-flung brands and retailers. KPMG says 14% of purchases in North America, 15% of those in Western Europe and 21% of those in Asia being imported from other regions

THE NEW ORDER // trends



Cross-border shopping is on the rise, according to KPMG, with 14% of purchases in North America, 15% of those in Western Europe and 21% of those in Asia being imported from other regions

THE NEW ORDER // trends



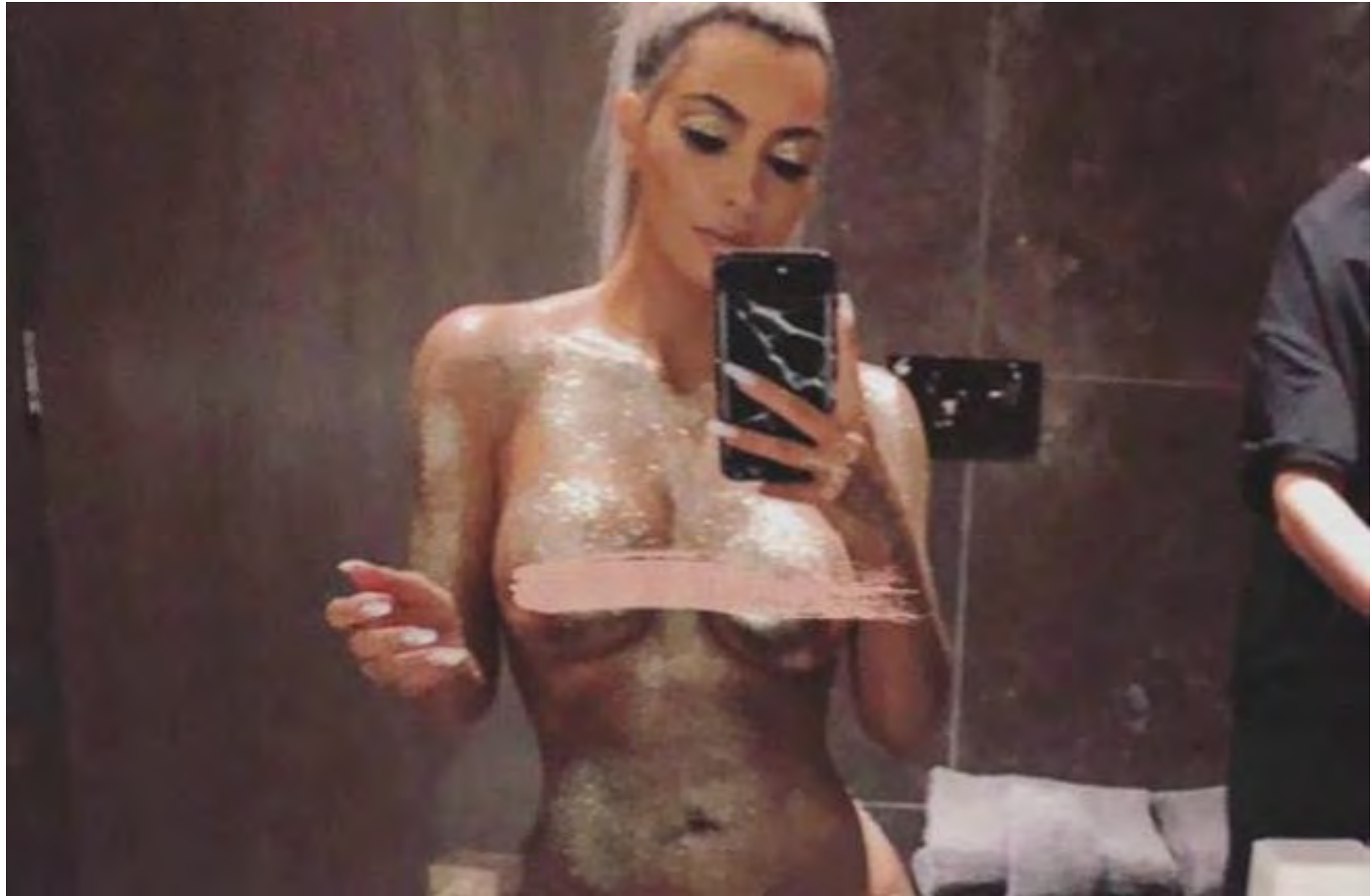
Hollywood's Shocking Sex Scandal: Rape & Abuse Claims Against Harvey Weinstein

THE NEW ORDER // trends



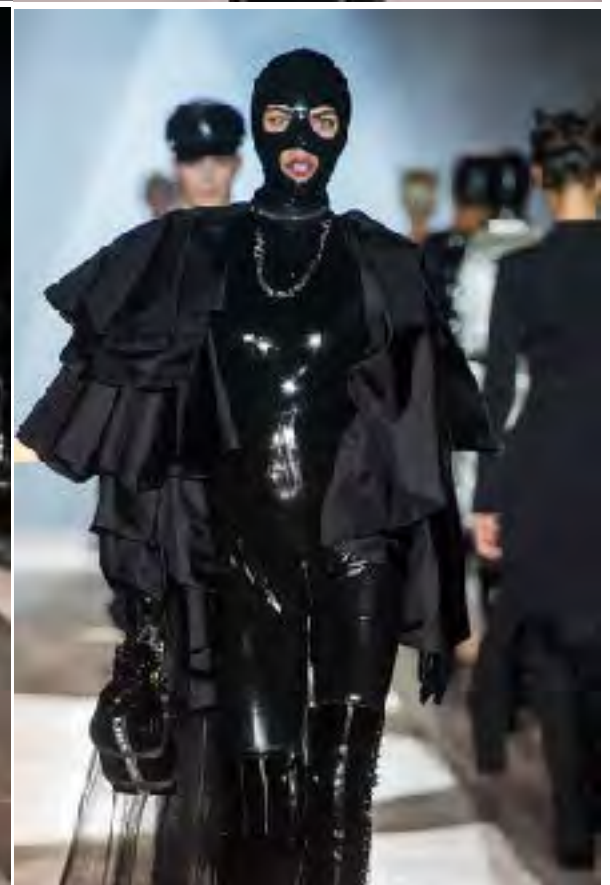
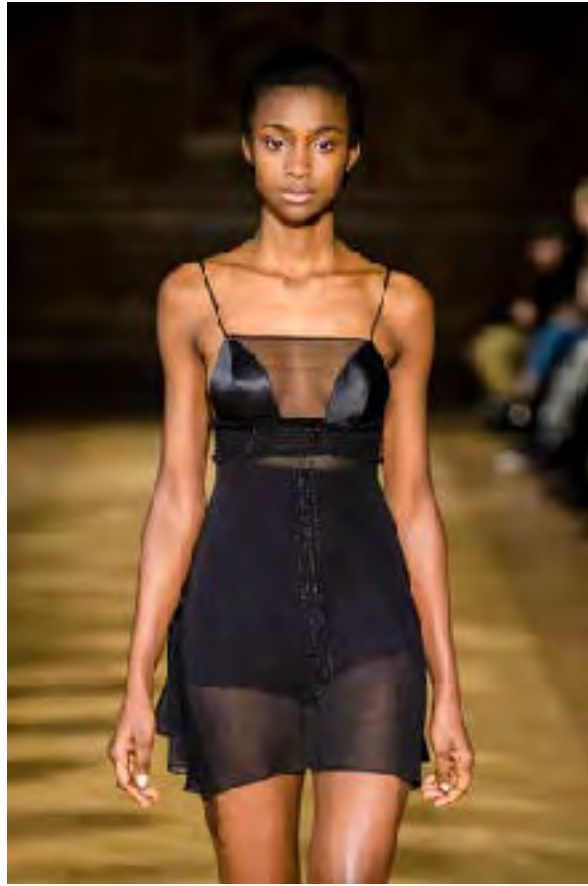
ReigHoly Cottontail! The Playboy Club Is Back Again .A defiant time capsule surfaces, smack in the middle of #MeToo country.

THE NEW ORDER // trends



From shopping to naked selfies: Kim Kardashian, Paris Hilton, Jennifer Lopez, Miley Cyrus, Lindsay Lohan, Jennifer Lawrence

FW 2019 / Catwalk trends/ Looks



Erotic

THE NEW ORDER // trends



The rise of religious style tribes, androgyny and the fashion cycle has made concealing your body cool.

THE NEW ORDER // trends



According to a study by Thomson Reuters, Muslims spent US\$243 billion on clothing in 2015, a figure expected to increase to more than US\$368 billion by 2021.

THE NEW ORDER // trends



Milan fashion week is known for seduction and glamour, but even the home of molto sexy dressing is dialling things down.

THE NEW ORDER // trends



Victoria's Secret Show Promises More of the Same. The brand remains firmly stuck in the pre-
#metoo era, and its holiday show looks antiquated coming less than two months after Rihanna's
Savage X Fenty's debut,

THE NEW ORDER // trends



Lais Ribeiro Will Wear the \$2 Million Fantasy Bra at Victoria's Secret Fashion Show



The Victoria's Secret backlash: how athleisure-inspired bras have seen off the sexy look. It's all about comfort as millennials shun the sculpted, glitter-covered styles of the annual show in favour of 'leisurée'

THE NEW ORDER // trends



Lively lingerie company is growing by 300%, crushing the mighty Victoria's Secret. Lively has developed "leisuree" that combines lingerie and activewear for women of all sizes.

URL/IRL

For young people
in particular, the
online and offline
worlds are
increasingly
blurred, to the
point that many
will no longer make
the distinction



THE NEW ORDER // trends



The average American spends three times more time on social media than on actually socializing with people, according to a study by Mediakix

THE NEW ORDER // trends



The idea of a life lived in the 'real world' in contrast to the digital one is a concept which is holding less and less relevance as the two lives become intertwined. Our lives are our feeds and our feeds are our lives.



The University of Chicago's study suggested that relationships begun online were 25% more likely to last; however, other researchers have reached the opposite conclusion.

eHarmony thinks that over 50% of couples will meet online by 2031.

THE NEW ORDER // MdM



Is the next wave of influencers digital? Lil Miquela at the head of the movement



Shudu Gram is a virtual supermodel created by fashion photographer Cameron-James Wilson in April 2017. She was inspired by the South African princess Barbie doll

THE NEW ORDER // trends



Emotionally engaging with the unreal. people are turning to the unknown to search for new kinds of truth and meaning.

THE NEW ORDER // trends

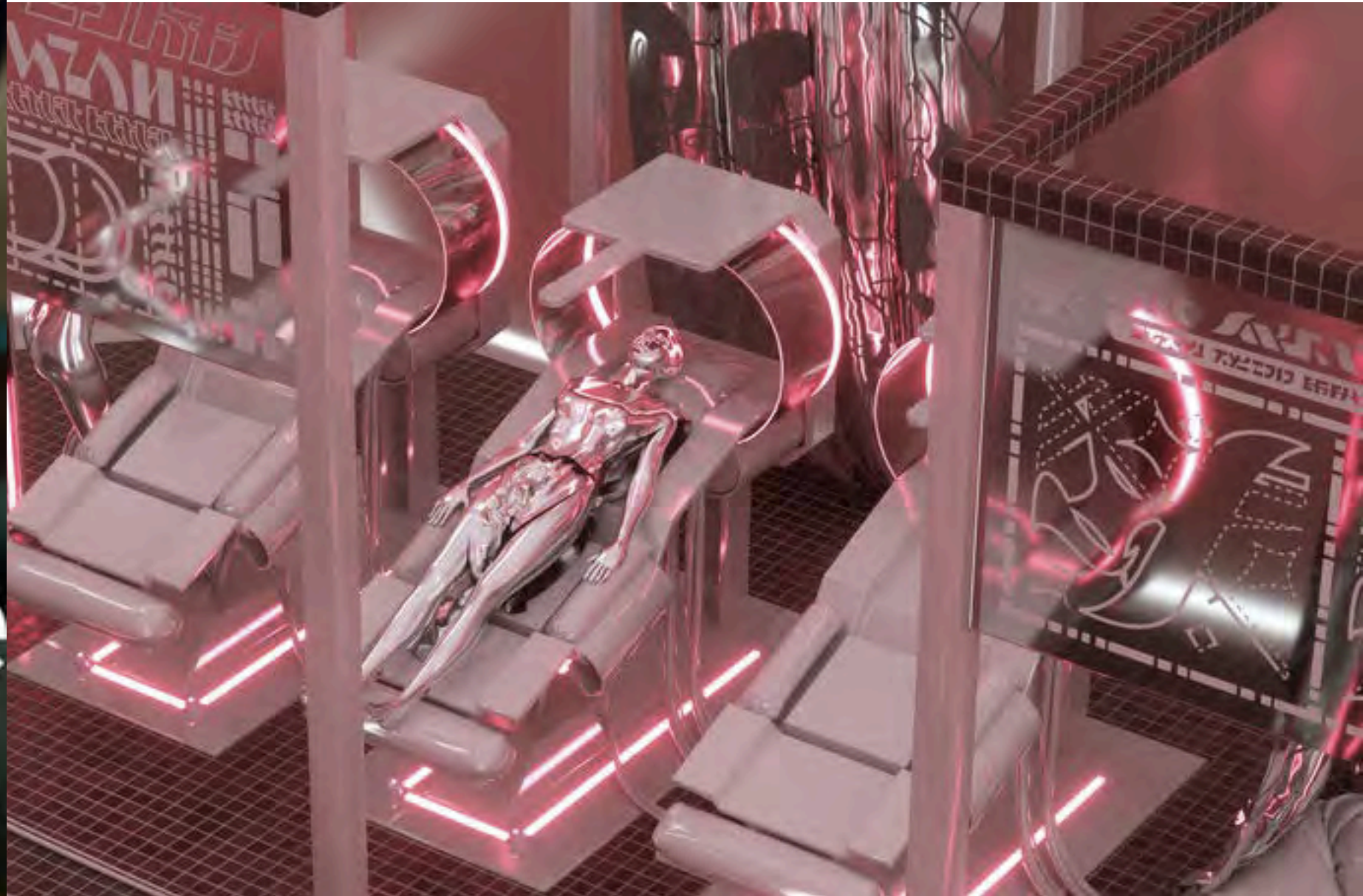


Dolls have played an important role for society, not only as children's toys but also for their symbolic power in magical or religious rituals.


RAW/POLISHED

Consumers are demanding authenticity from brands, even as they present increasingly unreal images of themselves online





In her book, *Perfect Me*, Heather Widdows argues that we are reaching a globalised ideal of beauty that is rooted in thinness, smoothness, firmness and youth. A woman who fails to conform to the ideal is regarded as a failure as a person.



Life isn't perfect.
Your profile should be.
lifefaker.com

New website Lifefaker offers “packages” of images to help users create the image of a perfect Instagram life, but clicking on a link takes users to support and information on social media pressure



RIDE OR DIE TAG

YOUTUBE
BEAUTY TREND

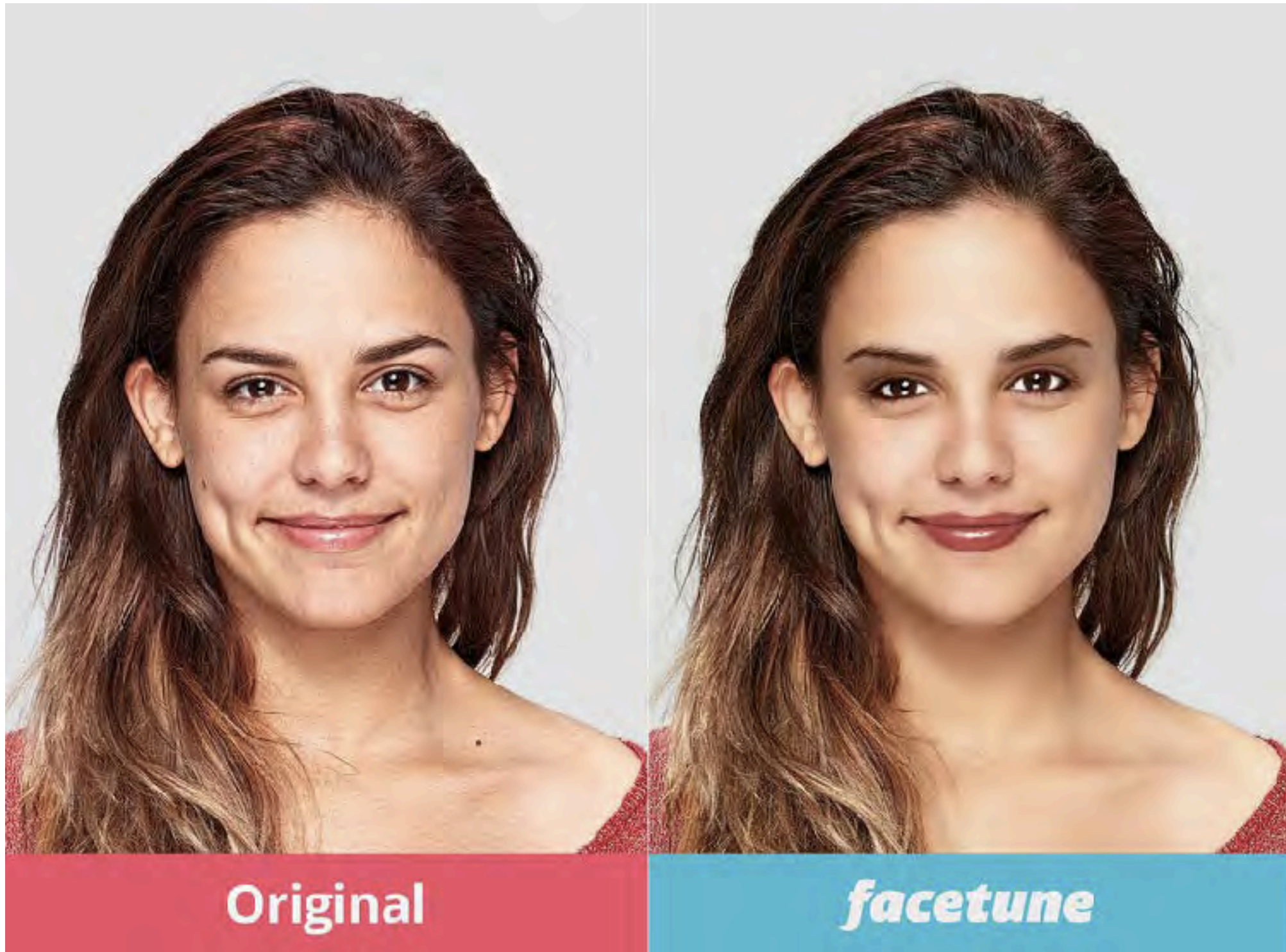


The beauty category on YouTube has grown massively, with the number of views of beauty content per month on the channel rising by 80% to 4.5bn between 2015 and 2016.



The selfie phenomenon is redefining beauty towards what looks good online, rather than what looks good IRL

THE NEW ORDER // trends



Selfie editing app FaceTune 2 has been downloaded more than 20m times, with almost 500,000 subscribers paying an average of \$40 per year.

THE NEW ORDER // sex

A close-up photograph of a man and a woman. The man, on the left, has light brown hair and is looking directly at the camera while applying bright pink lipstick to his lips with a tube of lipstick. The woman, on the right, has dark hair with bangs and is also looking at the camera, wearing the same bright pink lipstick. A third person's face is partially visible on the far right, looking towards the man. The background is dark and out of focus.

TOM FORD

LIPS&BOYS

Tom Ford presents 'Lips and Boys' lipstick ad campaign

THE NEW ORDER // sex



Tom Ford presents 'Lips and Boys' lipstick ad campaign

THE NEW ORDER // trends



Displaying equal parts confidence and curiosity, men are embracing the transformative powers of makeup. Are cosmetics companies doing enough to woo their new customers?

THE NEW ORDER // sex



A photograph of a muscular man with short brown hair, shirtless, looking directly at the camera. He is wearing dark jeans. To his left and right are lines pointing to various parts of his body, each associated with a price for a sugaring service.

| | |
|----------------------|------------------|
| Full Back - \$54 | Underarms - \$24 |
| Half Back - \$30 | Full Arms - \$42 |
| Full Stomach - \$42 | Half Arms - \$30 |
| Lower Stomach - \$24 | Fingers - \$10 |
| Full Legs - \$72 | |
| Half Legs - \$42 | |

42% of men aged 16-24 now remove hair from their underarms, up from 16% in 2016. The trend is being pinned on TV shows like Love Island where male contestants go hairless.

VISIBLE/HIDDEN

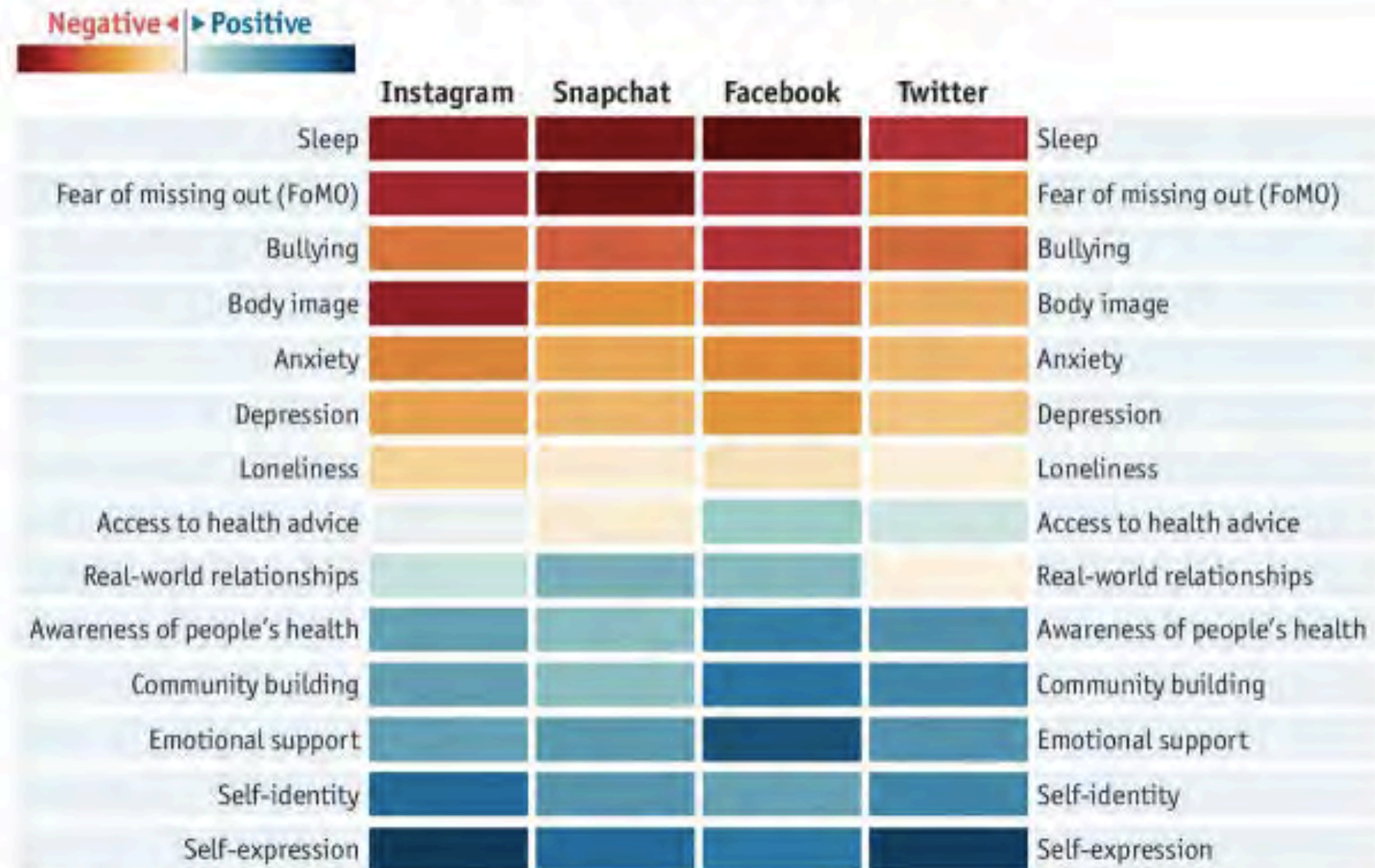
As our lives become more public than ever before, we are beginning to witness a fightback against data misuse and social media insecurity



THE NEW ORDER // trends

Like, obsessed

Britain, social media users, 14- to 24-years-old, reported impact on well-being, 2017



Source: Royal Society for Public Health

Economist.com

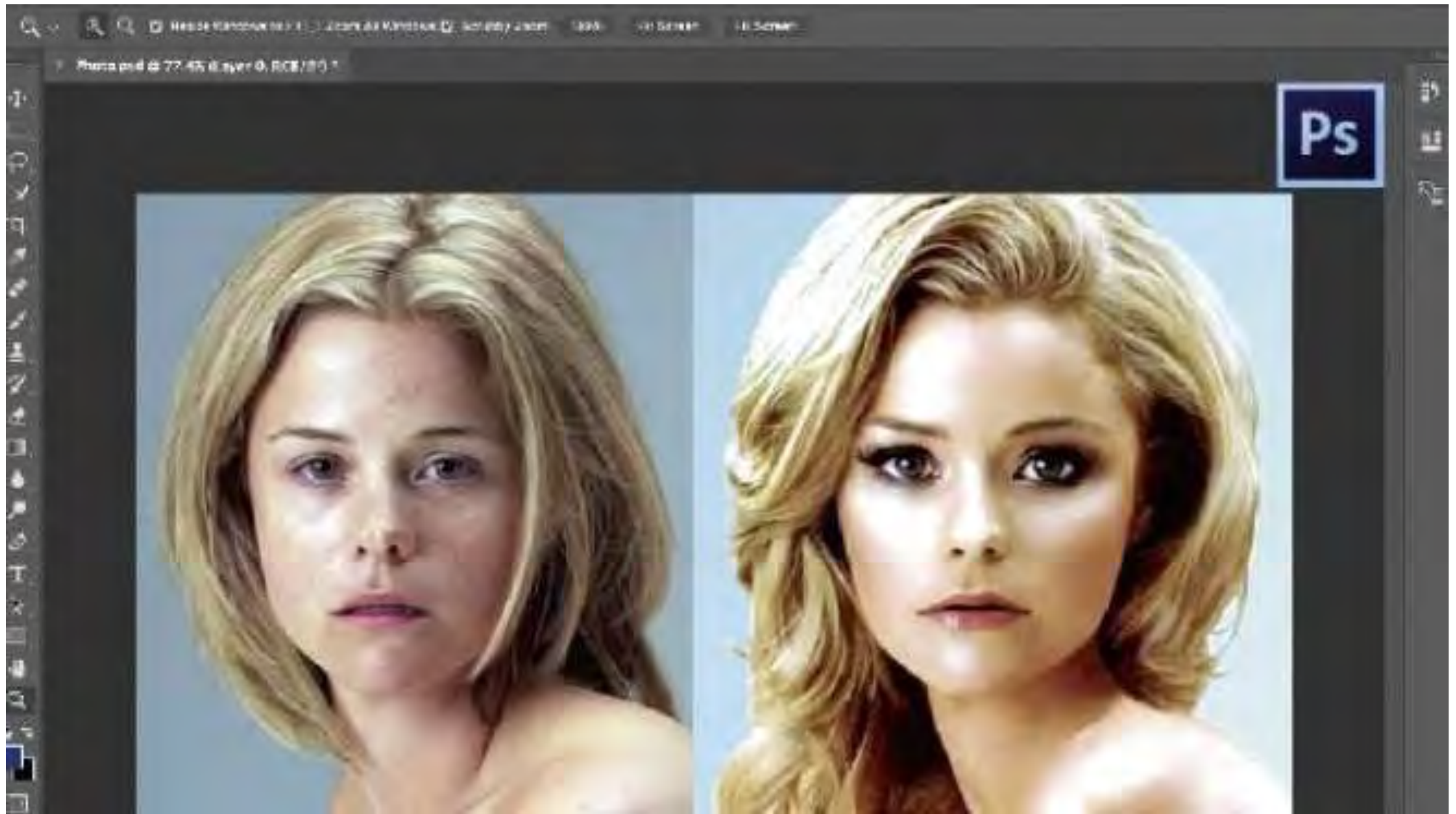
Instagram users are miserable; FaceTime users are not, says new study

THE NEW ORDER // trends



The age of envy: how to be happy when everyone else's life looks perfect. Social media has created a world in which everyone seems ecstatic — apart from us. Is there any way for people to curb their resentment?

THE NEW ORDER // trends



Many users complain of stress when confronted with the brutal realities of the digital meat market, and their place within it.

THE NEW ORDER // trends



In the new film “I Feel Pretty,” Amy Schumer plays a cosmetics company peon who conks her head and awakens believing that she has become supermodel-hot.

THE NEW ORDER // trends



Manstagram
@Manstagram_

Follow

This is why our first date is running a mile around the track to see if you sweat the makeup off

8:50 PM - 7 Jun 2015

247 381

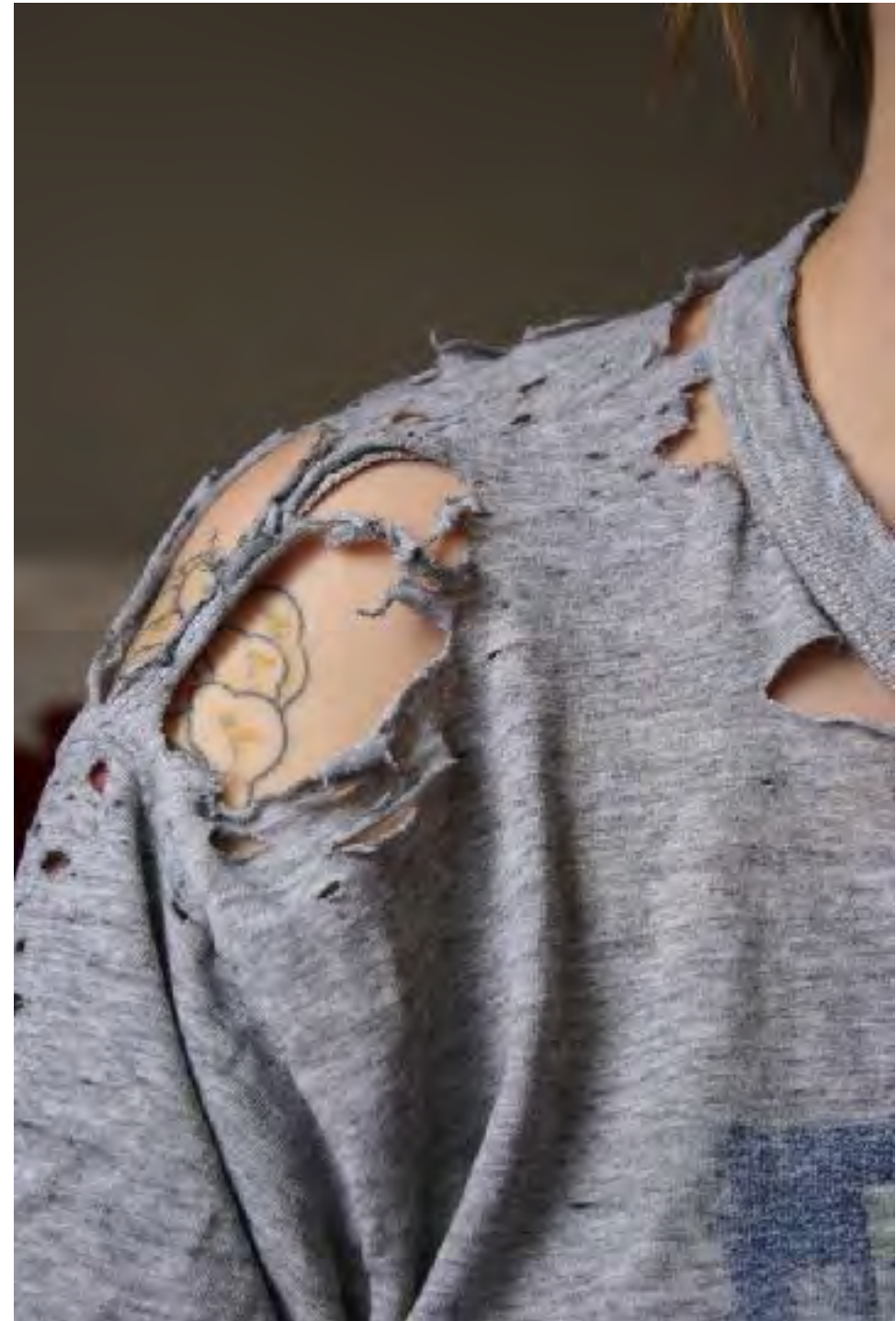
Rethink what make-up represents. While it has traditionally been viewed as a tool to cover up insecurities or attract men, everyone's beauty regime has a hidden personal meaning.



Youth-driven, low-cost brand Sleek MakeUP is challenging uninspiring beauty standards with its new initiative, My Face. My Rules..

THREADBARE ECONOMY

- Millennials and Gen Z debt
- Ingenuity at the core
- Poshmark and other swap models
- Cash me generation



THE NEW ORDER // trends



Threadbare: Millennials and Gen Z and their debt

THE NEW ORDER // trends



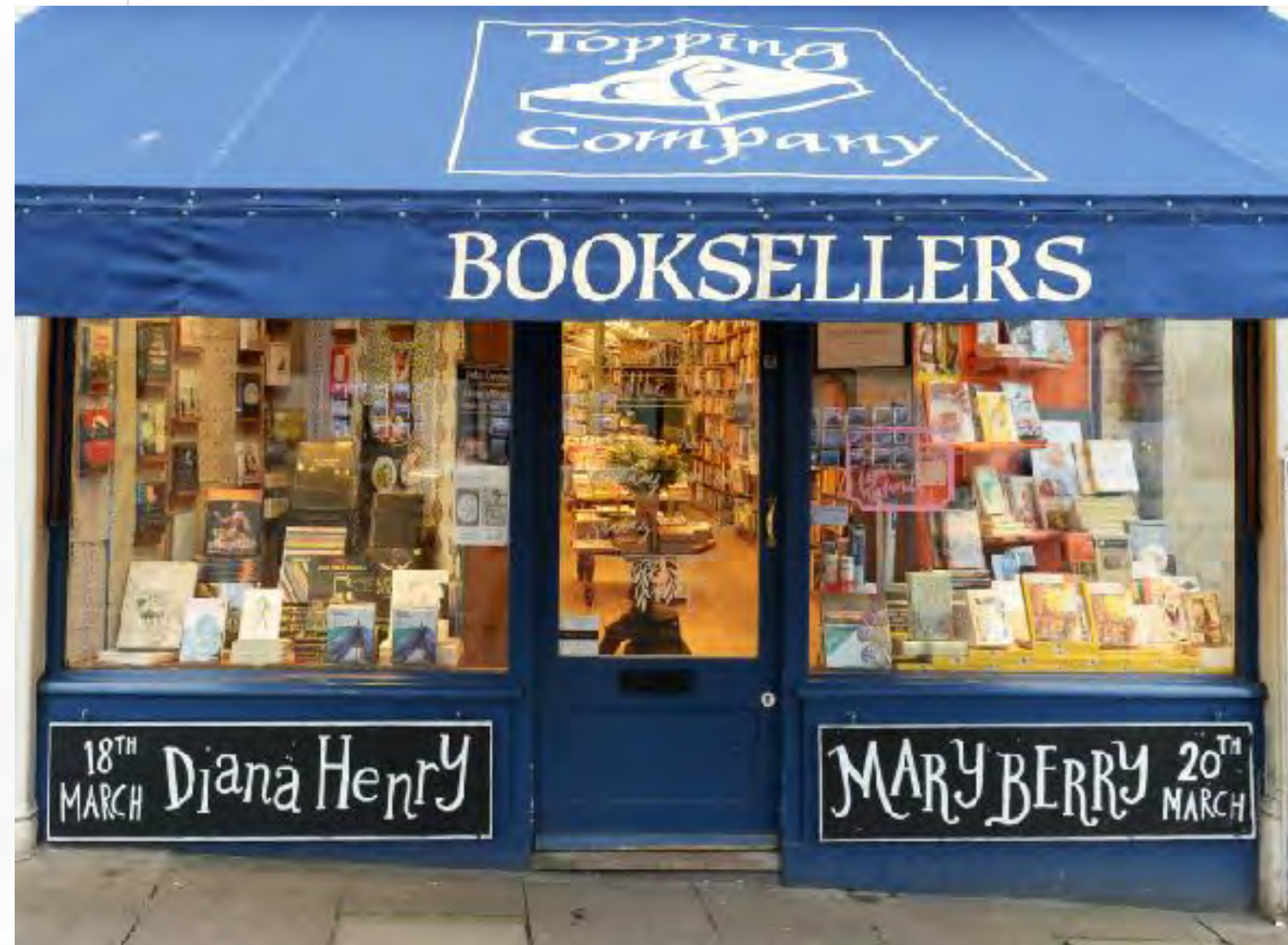
Threadbare: Millennials and Gen Z and their debt. Ingenuity their core solution

DOWNSIZING IS THE NEW INNOVATION

- Smaller store format
- Rise of shorter and smaller video content
- Rise of micro-influencers
- App contraction
- Rise of mono brands and brandless



THE NEW ORDER // trends



Downsizing is the new innovation: rise of mono-brands, brandless and small retailers

THE NEW ORDER // trends



Zip by Premier Inn. Pod style rooms for only £19 per night. 8.5-sq mt rooms designed by the consultancy that creates the first-class cabins for Air France

NICHE IS KING

- Small batch
- Limited edition
- Culture heads
- Geeks



THINKING SIMPLE

- Minimalist
- Role of craftsmanship
- Upcycled
- Sustainability
- Power of quiet
- Smart apparel





Thinking simple minimalist UX. role of craftsmanship; up cycled; sustainability; power of quiet; meditative design; smart apparel

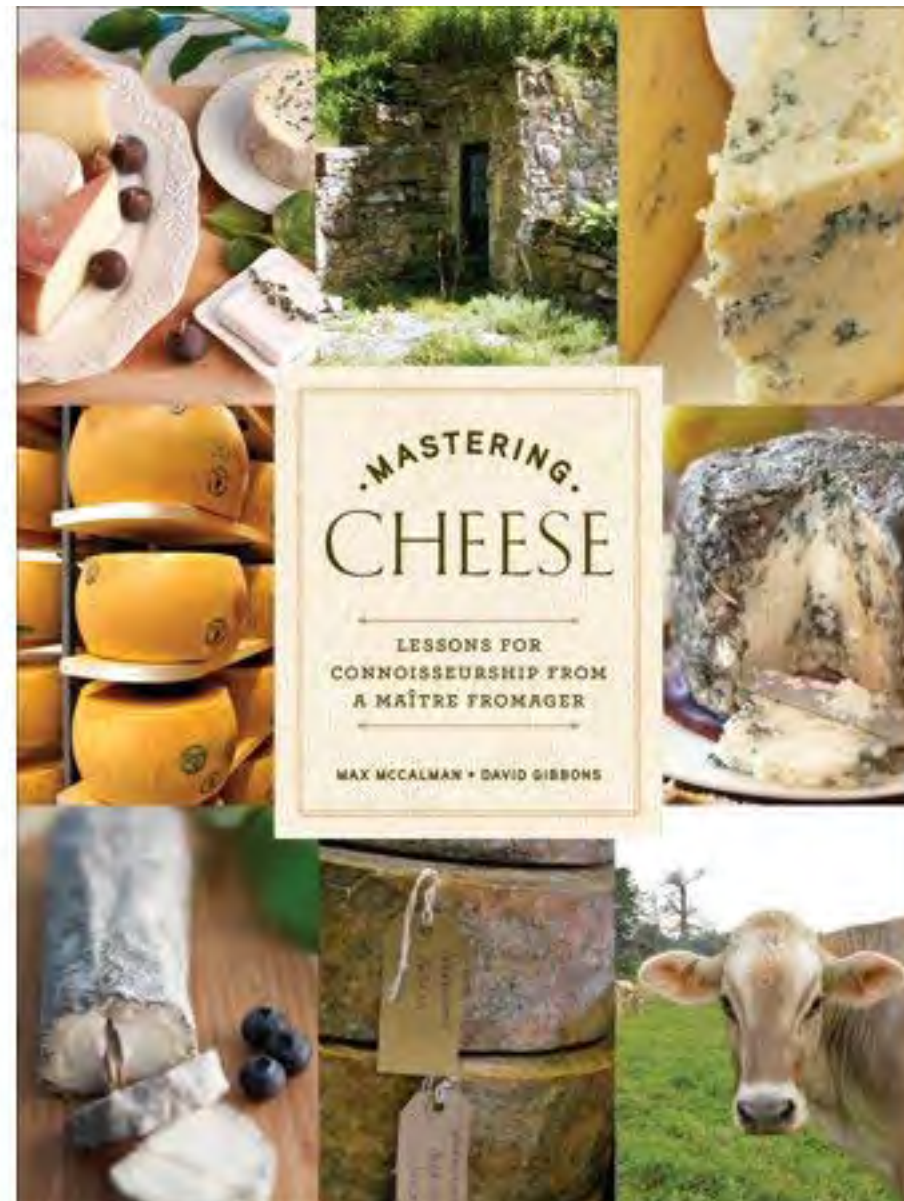
THE NEW ORDER // trends



Thinking simple: minimalist UX. role of craftsmanship; up cycled; sustainability; power of quiet; meditative design; smart apparel

THE ART OF SHOPPING NOT BUYING

- Uniqueness
- Limited
- Ephemeral
- Discovery
- Curation
- Expertise



THE FROME INDEPENDENT

MORE THAN A MARKET



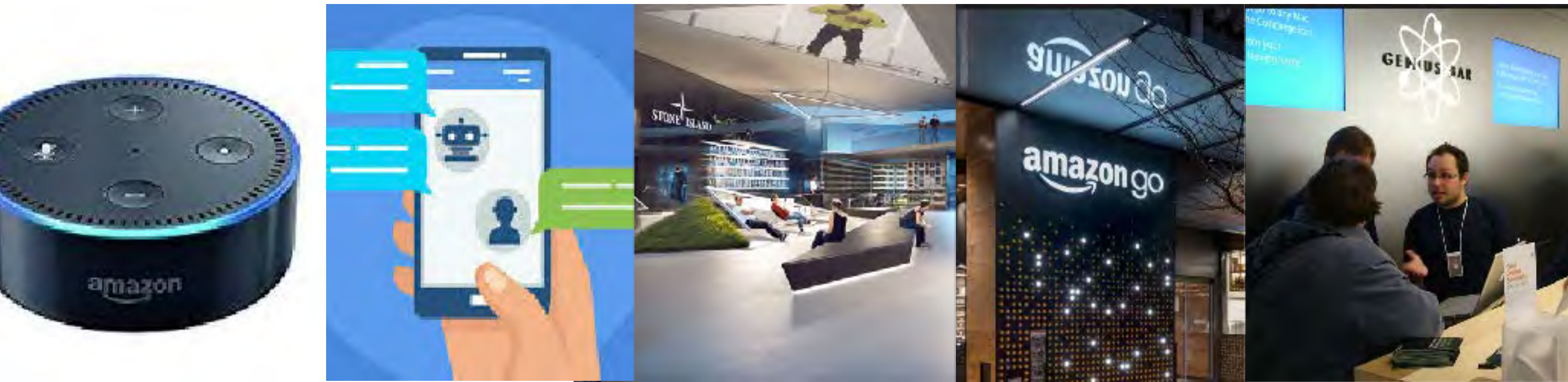
The art of shopping vs buying: uniqueness, ephemeral, discovery, curation, expertise

AUGMENTATION OF OMNIPERSONAL

- Focus on purpose
- Consumer mapping
- Personalisation
- Listening
- Next gen loyalty



THE NEW ORDER // trends



Delivering Omnipersonal: Listening (Amazon Echo); Personalised scale (chatbots); Experience (Lifestyle destinations); Guided commerce (Amazon Go); High Touch (Apple Genius Bar)

KEEP IT REAL

- A little scrappy and scrappy chic
- Power of the unfinished
- Understated
- Novel approaches
- Innovative go to market stories



THE NEW ORDER // trends



Keep it real! A little scrappy, understated and unfinished!

Summary

ONE OFF

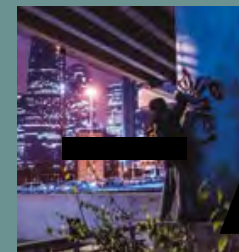
1. Celebrating 'weirdness', uniqueness and to be a true individual becomes increasingly important to this generation.
2. Embracing imperfections and being ultra-confident about the skin you are in is an increasing expectation in an era of encouraged self-belief, openness and mindfulness.
3. A wildly varied and sensual array of fabrics and materials encourage individuality and self-expressionism.
4. True individualism is encouraged as we see people of every possible race, size, sex and ability championed as they take on unimaginable personal challenges. One-off is all about the power of you and your ability to stand proud
5. One-off is all about the power of you and your ability to stand proud.

112.

YOUTH LIFESTYLE SPRING/SUMMER 2020

SS20

5.



RE- -FORMATION -ATION

IRREVERENT, PROACTIVE AND ENERGETIC, WE RESIST NEGATIVE FORCES TO MAKE A BETTER WORLD.

YOUTH LIFESTYLE

REFORMATION



FANCY CRAVE

Materials & Textures

Industrial surfaces, including concrete and cement, are presented in destroyed and crumbling textures to reveal multi-tonal, highly textural layered surfaces. Pink, sage and lilac cast tones offer a strong move-on here. Wall spaces and reconstituted plastic furnishings are decorated with hand scrawled messages, conveying feelings of anarchy and protest. Black metal detailing adds to an industrial aesthetic.



BDA LONDON



JON TYSON



MARK EDER

YOUTH LIFESTYLE SPRING/SUMMER 2020



ÅYR & METAHAVEN



LIEVITO GOURMET PIZZA



MODERNICA



MODERNICA

THE NEW ORDER // trends

Looks

Genderless uniform looks see hard wearing denims and canvases worked into updated workwear inspired silhouettes including cargo pants and overcoats. Sweatshirts and jersey basics are used as a canvas for displaying messages of support and protest.



From Trendhouse Youth Lifestyle S/S 2020. Re-Form-Ation design

THE NEW ORDER // trends

REFORMATION

Print & Graphic Direction

Inspired by protest posters, hand created, mark-making techniques are applied to create linear and simple repeat patterns. Bold black typography with a traditional letterpress feel is set on clean white backgrounds; for consumers, the importance appears to be in the message rather than the design. Recycled cardboard packaging with a magnified fibrous composition is key, while the exploration of alternative, renewable resources sees materials such as seaweed gaining momentum in consumer goods markets.



BDA LONDON



FORMATION ARCHITECTS



FROM:



BDA LONDON



TERMINALISM BEER



YOUTH LIFESTYLE SPRING/SUMMER 2020



EVOWARE



WISE



FROM:



FROM:



ALEXANDRA BURLING



REVEL

From Trendhouse Youth Lifestyle S/S 2020. Re-Form-Ation design

HOW WOULD YOU SIMPLIFY YOUR
BRANDS STORY? CAN YOU MAP OUT
YOUR BRANDS CIRCLE OF TRUST? WHAT
ARE YOU GIVING BACK TO YOUR
CONSUMERS?

FRONTIERLESS

BORDERLESS LIVING

- The world is more interconnected than ever before
- New global powers are emerging, driven by optimistic youth, innovation and growing wealth
- Africa, Asia and Latin America are coming to the fore, both economically and creatively
- Transience is increasingly common, as we traverse the globe, experiencing different cultures and opening our minds
- Shoppers are looking beyond their borders for the best value and most interesting products
- Local and global cultures are remixed to reflect nation-neutral identities



THE NEW ORDER // trends



From 2015-2050, half of the world's population growth is expected to be concentrated in 9 countries: India, Nigeria, Pakistan, Democratic Republic of the Congo, Ethiopia, United Republic of Tanzania, USA, Indonesia and Uganda

THE NEW ORDER // trends



According to the UN, by 2050, Africa will be home to a billion young people. They are growing up with technology and tradition, and a new creative confidence. Beijing has pledged to invest some \$175bn over a decade in Africa, dwarfing the US commitment of \$14bn.

THE NEW ORDER // trends



The move back from the suburbs to inner city living because of the cultural experience and global mix

NATION-NEUTRAL

Consumers are increasingly transient, due to easier travel, global working practices and political uncertainty. Nationality means less than personal identity.

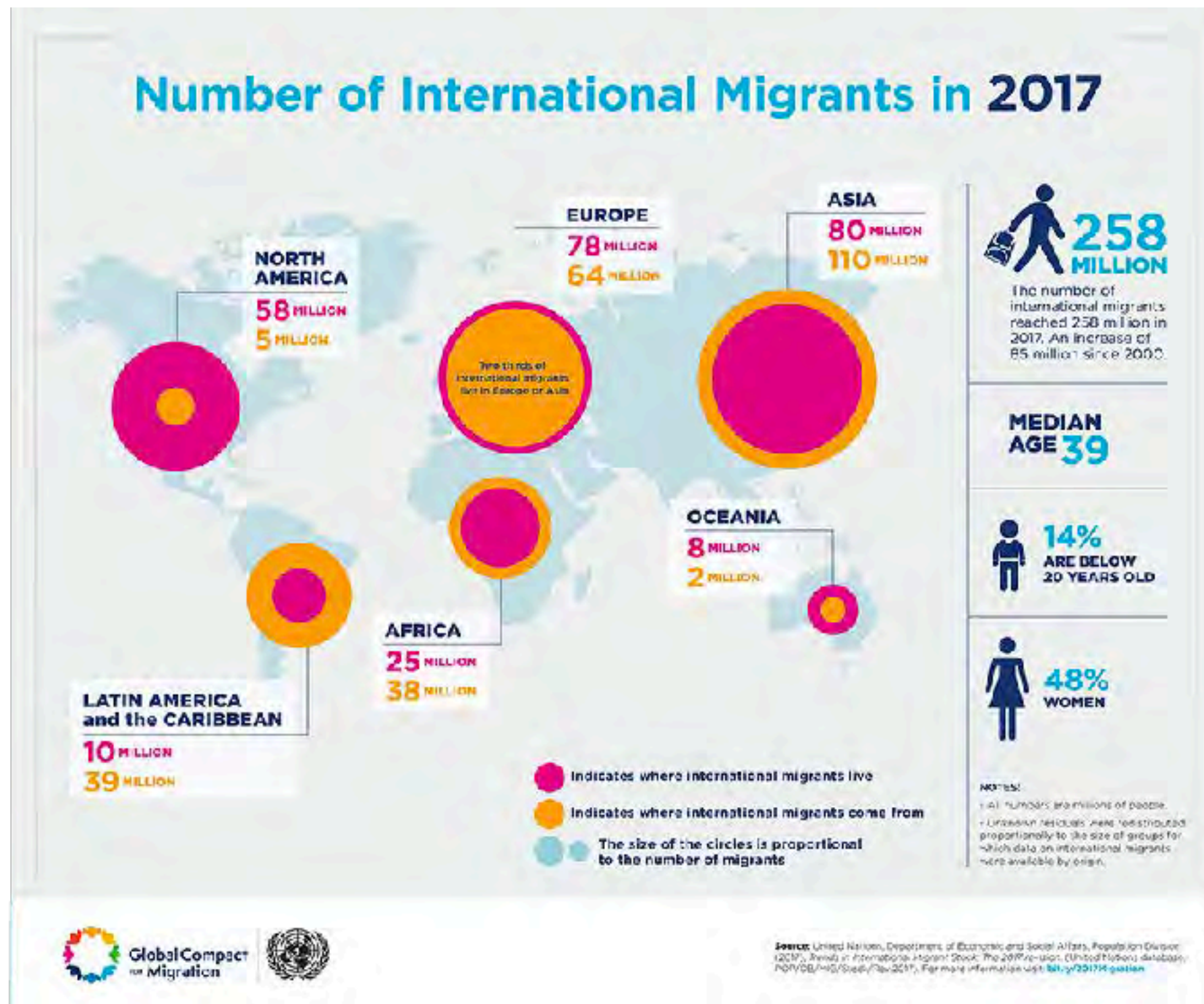


THE NEW ORDER // trends



The UN estimates that 244 million people, or 3.3% of the world's population, are currently living outside of their birth country

THE NEW ORDER // trends



Inter-regional migration is increasing across Asia and Latin America, with the Economic Commission for Latin America and the Caribbean reporting that inter-regional is increasing 3.5% year on year

THE NEW ORDER // trends



A survey conducted by the BBC World Service found that more people identify as global rather than national citizens.



Bitnation, a “virtual nation”, does much of the work of national governments — establishing formal identity, creating marriage and death certificates, land title documentation — all without being bound to a nation.



Travis the Translator is a phone-sized device that can instantly translate 80 languages as they are spoken



Extreme wonderlust

THE NEW ORDER // trends



In the US, 81% of teens think it's very important for people their age to spend time outdoors participating in activities including camping, fishing, hiking, kayaking and rock climbing

THE NEW ORDER // trends



“Vanlife” is both highly specific and expansive. It’s a one-word life-style signifier that has come to evoke a number of contemporary trends: a renewed interest in the American road trip, a culture of hippie-inflected outdoorsiness, and a life free from the tyranny of a nine-to-five office job.

THE NEW ORDER // trends



Visiting The North Face's newest pop-up store is not for the faint-hearted, as it is located at 2100 meters (6890 feet) high, in the middle of the Dolomites mountain range in Italy.

THE GREAT BEYOND

- Cosmos
- Space travel
- Exploration
- Next Gen Technology
- Gear
- Colour influence



ORDER // trends



Pushing the boundaries



Triathlons, ultramarathons and ambitious baking: why is modern leisure so competitive? Everything from reading to swimming to cooking can now be tracked or optimised.

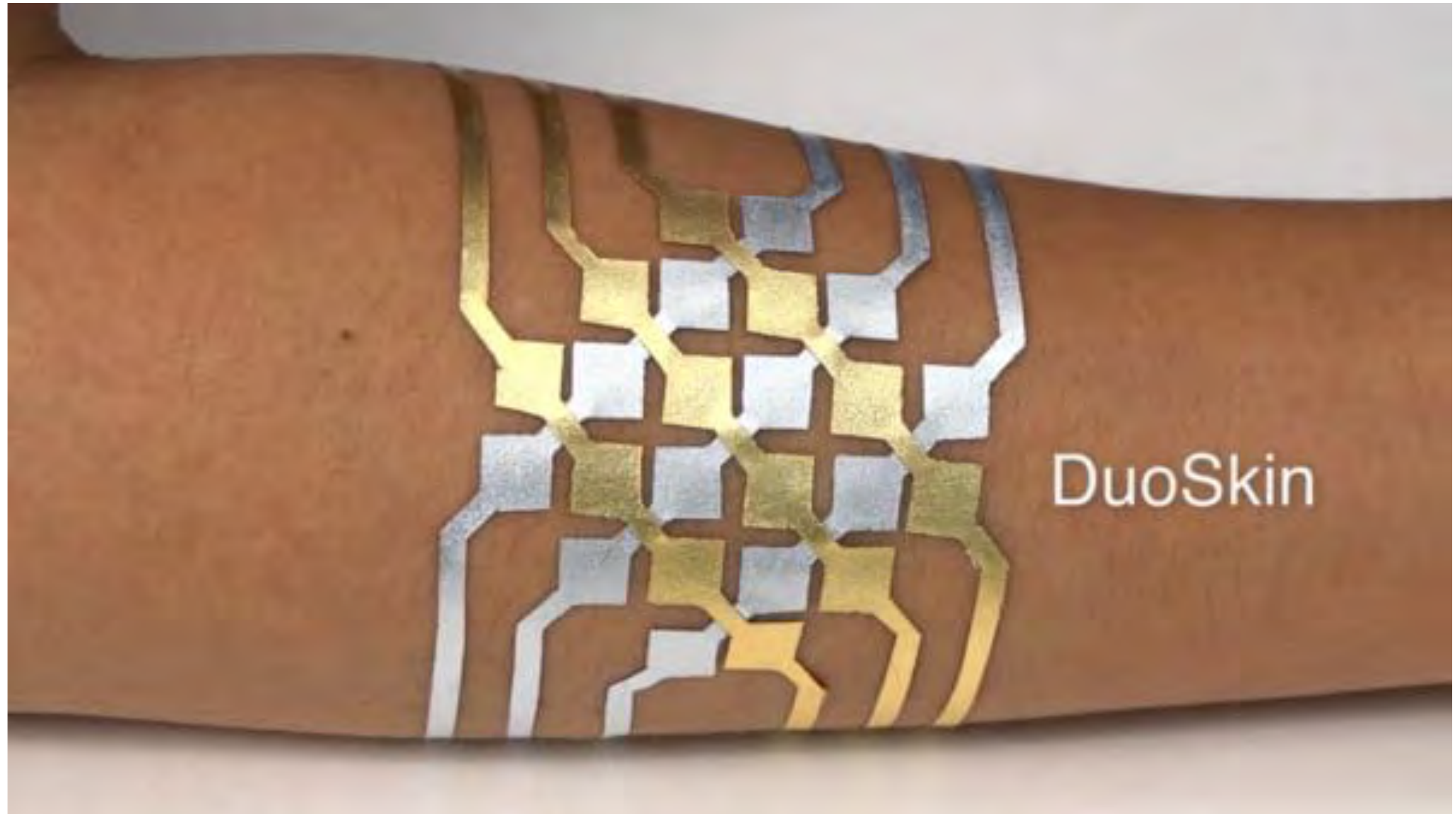
ORDER // trends



Pushing the boundaries: the rise of venture gear and wearables, next gen drones, oiled screens, gear led design/helix bikes



Milletts, the old fashioned and long established UK outdoor store is now the go to place.



DuoSkin is a fabrication process that enables anyone to create customized functional devices that can be attached directly on their skin.

HOW ARE YOU
LEVERAGING TECHNOLOGY
TO DELIVER A MAGICAL
EXPERIENCE

OMNICULTURE

CULTURE REMIX

**Ideas that mix
the ancient and
the futuristic, or
take the best of
different
cultures to form
new creativity**



THE NEW ORDER // trends



Clockwise from top left: Fruit Bat Soup from Guam, Twinkies from the United States, a boiled duck egg with a partially developed fetus from the Philippines, Haggis from Scotland, baby mice from China and pork brains

THE NEW ORDER // trends



Netflix now streams to 190 countries. The company's development process focuses on content that "translates globally", like German thriller *Dark* or Brazilian hit *3%*

THE NEW ORDER // trends

Looks

His and her looks mix richly decorated multi-cultural textiles and texturally patchworked and embellished fabrics to create eclectic and unique style statements.

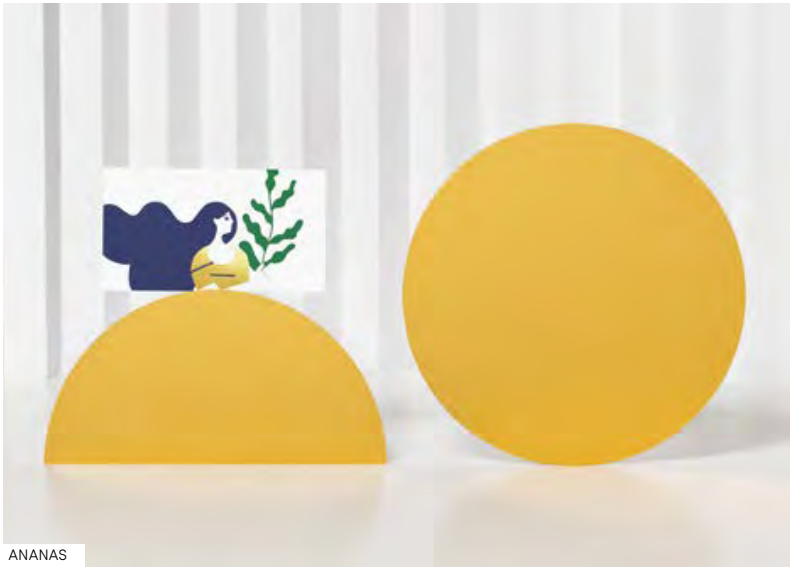


From Trendhouse Youth Lifestyle S/S 2020. Omniculture design

Print & Graphic Direction



OUTSIDER DRINKS



ANANAS



DANATURA



ANANAS



COOK & NELSON (PH KEVIN EMIRALI)

Simplified paper-cut shapes and linear designs that draw inspiration from multi-cultural histories are laid over brightly coloured backgrounds or foil blocked for a more luxurious finish. Tonal designs that play with opaque and transparent elements provide an alternative contemporary look.



BOXHA COFFEE HOUSE



AURORA ELIXIRS



ANANAS



DANATURA

THE NEW ORDER // trends



Think of it as dressing for the multi-screen generation – it is a look that allows the wearer to do everything at the same time and use the term “disruptor” when referring to their outfit.

THE NEW ORDER // trends



IKEA is collaborating with 10 African artists and designers on a new collection. Överallt is a merging of African and Swedish design.

THE NEW ORDER // trends



Osborne Macharia is a photographer from Nairobi, Kenya, who specialises in bold afrofuturist images, including work for Marvel

THE NEW WELLNESS

- Natural
- Integrative
- Meditation
- Therapeutic HR
- Healing packaging and messaging





Pick 'n' Mix Beliefs: Spirituality now can take many forms

THE NEW ORDER // trends



Lululemon meditation hub in NY store. Mindfulness

THE NEW ORDER // trends



A new aesthetic takes hold blending the natural world with the spiritual and mystic. Evolving away from our past notion of haphazard bohemia, we are entering a more refined and minimal approach with a slightly magical undercurrent.



Growing interest in the ephemeral: Hanami or the Northern Lights



Growing interest in the ephemeral: Hanami or the Northern Lights

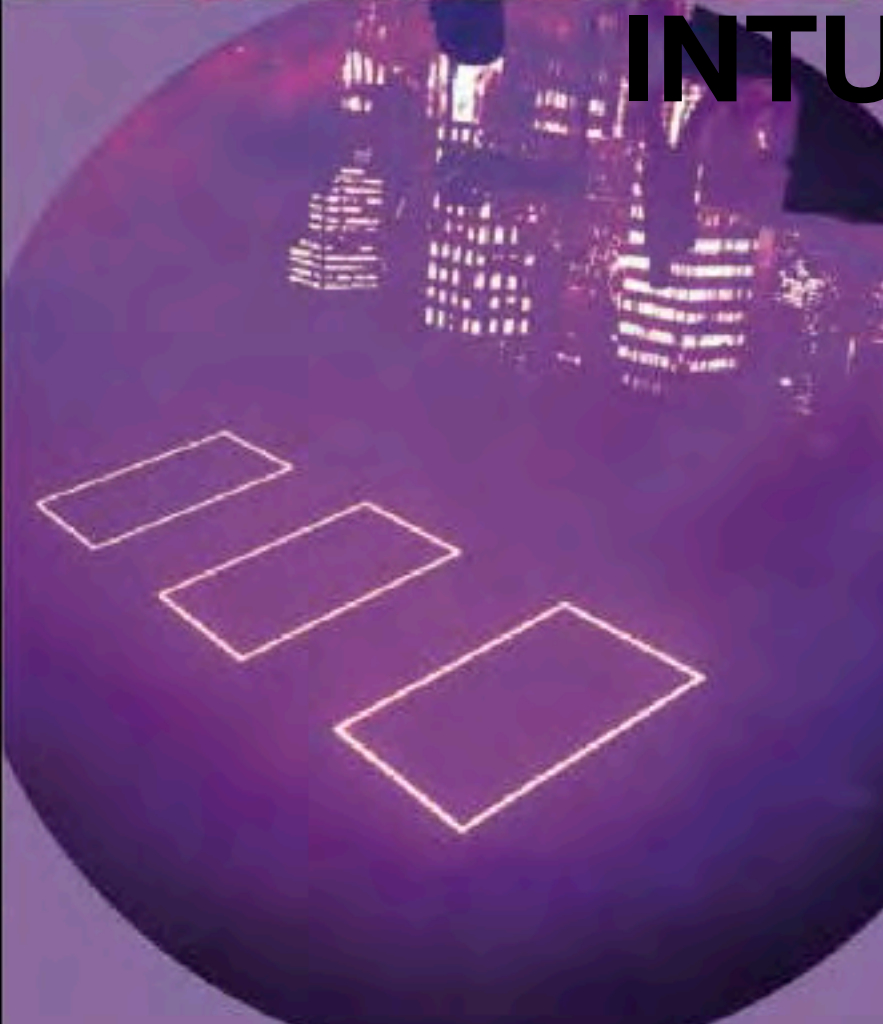
THE NEW ORDER // trends



Swiss manufacturer Zenum Technologies has created Breve, a mobile phone that erases its content within 24 hours to help online communications become more ephemeral

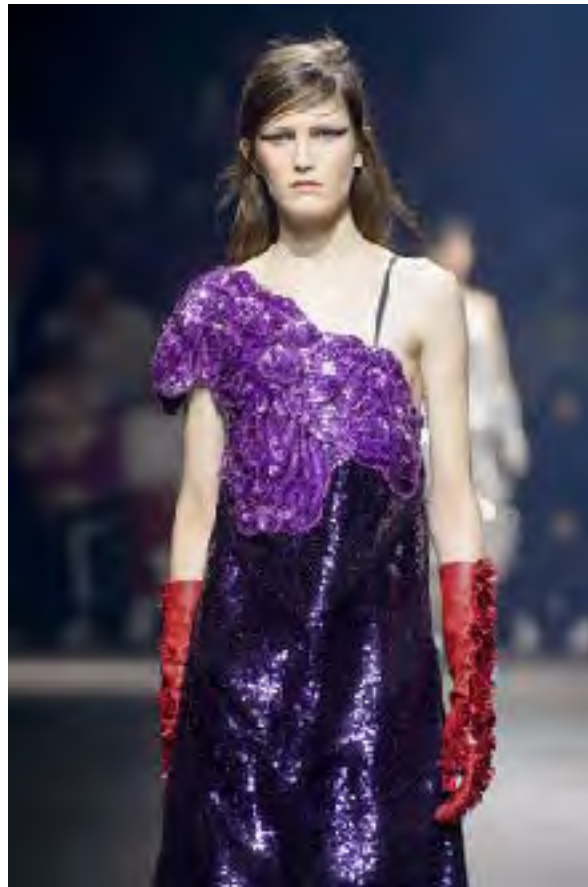
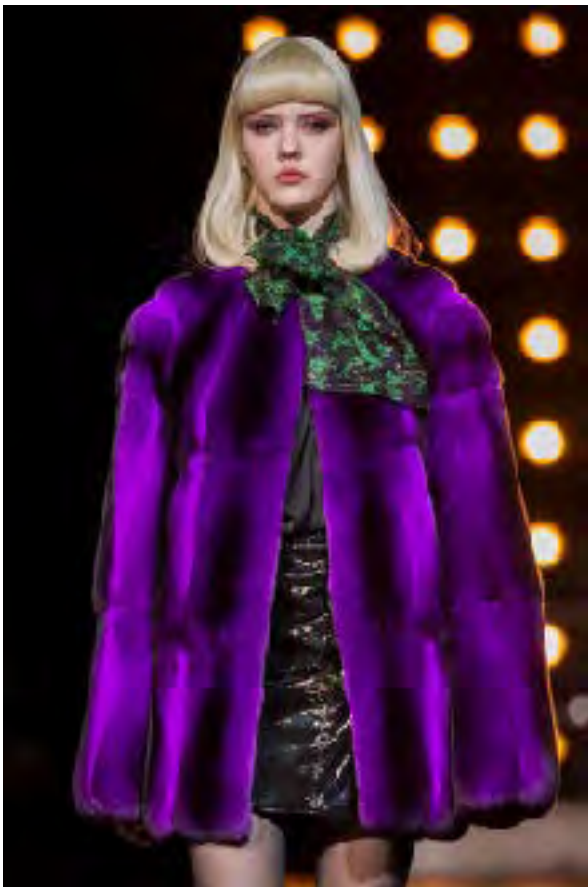


Facebook's Zuckerberg on telepathy: you'll capture a thought and share it with the world.
"There's some pretty crazy brain research going on that suggests we might be able to do
this at some point."



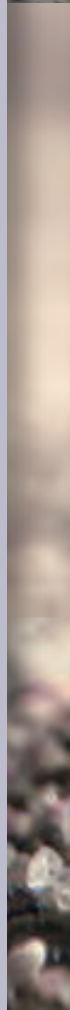
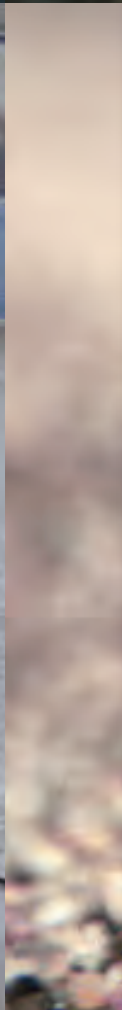
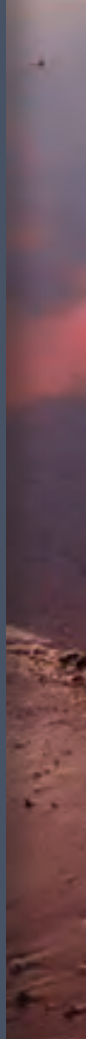
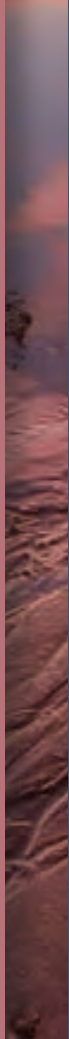
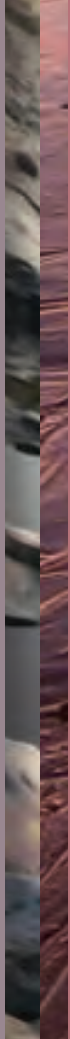
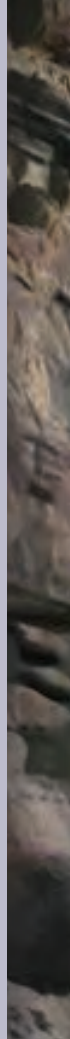
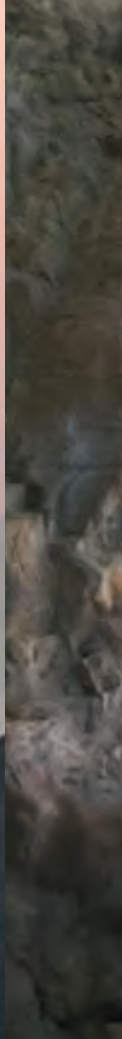
INTUITION I

FW 2019 / Colour trends women/ Ultra-Violet & Byzantium





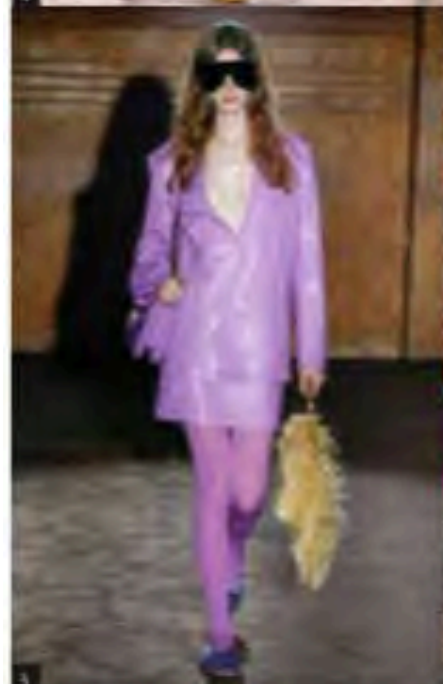
Sugar rush: A fake-cake and cookie fantasia fills one of Bergdorf Goodman's windows. In a queasy year for retail, the department-store holiday extravaganza gleams on.





15.02.14 12.11

14.02.12 12.11



Sweet violets

An evolution of a colour trend already impacting retail with a range of sweet violet tones set to become the season's replacement pink.

KEY COLOURS: pretty, confectionary-inspired pink and blue-cast violets lend a sweet femininity to the season, given most impact when layered together for a playful mismatched look.

KEY COLOUR MIXES: smoky greys and black – particularly in prints – help ground the girly appeal of this palette, making it a key trend to develop for transitional deliveries.

KEY FABRICS: sheen and shine add lustre to the look with sleek satins and recoloured leathers alongside commercially-minded knits and jersey.

KEY LOOKS: a new palette for spring outerwear as well as bringing a touch of feminine appeal to dresses, knitwear and sporty separates.

1. DAZY SHBY 2. BEATRICE B 3. GUCCI 4. BLUMARINE
5. MUKZIN 6. OLIVIER THEYSSENS

DISRUPTION

Good rebels

- Rebellion is becoming standard practice for brands and consumers alike
- The happy activist arises in fashion, beauty, entertainment, marketing, luxury and, of course, politics
- Young people are far from the lazy and entitled stereotype - they're leading a new wave of activism and fighting injustice on multiple fronts
- Protest is positive, rebellion is progressive
- Humour is essential to spread serious messages
- From America to Armenia, young people are forcing change in governments, laws and businesses



THE YOUTH ARE REVOLTING

From America to Armenia, young people are forcing change in
governments, laws and businesses

THE NEW ORDER // trends



According to Deloitte, almost two-thirds of millennials are not only concerned with the state of the world, but also feel obliged to change something.

THE NEW ORDER // trends



Youth protest today does not look like it did 50 years ago. The March for Our Lives was a massive outcry against violence delivered with a mix of pop sentiment, corporate co-operation, and an awareness of socioeconomic privilege



Celebrities Amy Schumer and Emily Ratajkowski among more than 300 arrested on eve of key vote at Kavanaugh protest

CREATIVE PROTEST

As protest becomes more visible, and more magnified, through social media, campaigners and consumers are creating eye-catching new



A new exhibition at London's Design Museum examines how graphic design and technology have played a pivotal role in dictating and reacting to the major political moments of our times.

THE NEW ORDER // trends



Planned Parenthood staged a 'Handmaid's Tale'-inspired demonstration on Capitol Hill to protest the healthcare bill



Art is being choked to death by money. The only rebellion left is for artists to bite the hands that feed them. Why putting £1m through the shredder is Banksy's greatest work

THE NEW ORDER // trends



Art is being choked to death by money. The only rebellion left is for artists to bite the hands that feed them. Why putting £1m through the shredder is Banksy's greatest work

NON-CONFORMITY

The rule breakers,
the fringes of
society. Focusing on
people that were
once shunned, but
are now super cool.



THE NEW ORDER // trends



Reign of the scumbro: the meaning of Justin Bieber's ugly style. The hottest trend in men's fashion involves looking badly dressed in oversized trousers, obscure graphic T-shirts and ridiculous shoes and hats



Unlikely Hikers gaining traction.

PROGRESSIVE PURCHASING

Consumers are making purchasing decisions based on brands that take a stand on issues that are important to them.

THE NEW ORDER // trends



According to a JWT survey, 78% of American consumers believe companies “should take action to address the important issues facing society.” 55% of Gen Z chooses brands that are socially responsible and eco-friendly.

REBEL BRANDS

Brands and retailers are finding new ways to challenge and provoke jaded consumers

THE NEW ORDER // trends

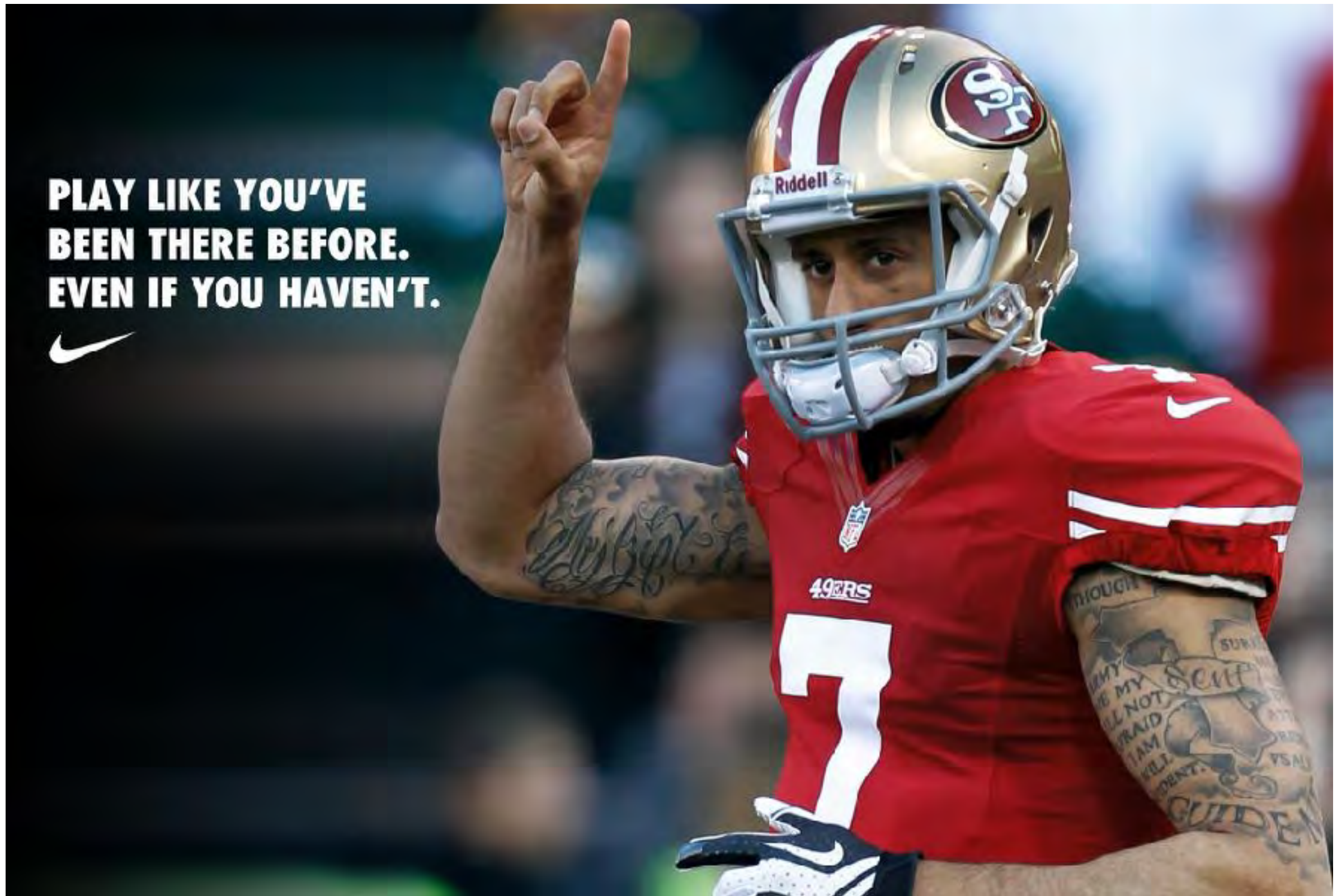


Youth protest today does not look like it did 50 years ago. The March for Our Lives was a massive outcry against violence delivered with a mix of pop sentiment, corporate co-operation, and an awareness of socioeconomic privilege

THE NEW ORDER // trends



Rock the Vote tees by, from left, Tory Burch, \$70; Carolina Herrera, \$120; and Prabal Gurung Rock , \$100.



Colin Kaepernick becomes the face of Nike's Just Do It campaign. Quarterback was one of first players to kneel during anthem. Trump has condemned protests and no team has signed QB



The sportswear giant's decision to feature polarising American football

The sportswear giant's decision to feature polarising American football quarterback Colin Kaepernick in its advertising, inciting threats of a boycott and antagonising US president Trump, may be its smartest marketing move yet. Ten days after Nike's new Colin Kaepernick ad provoked calls for boycotts, shares hit an all-time high, closing at \$83.47 on Thursday.

HOW IS YOUR BRAND
A REBEL?

HYPE CULTURE

FLUXURY

- Luxury is being turned on its head
- Anti-luxury becomes desirable - streetwear, counterfeiting, youth, irony, casualisation, speed
- Logomania is back - again. They're a mark of desirability that's easily broadcast through social media and resale sites
- Luxury is not what's most expensive, but what's rarest or most hyped - it's what you'd skip rent for
- A new wave of collectors are bringing fresh air to art, fashion and collectibles. They're young, savvy and open-minded



LUXURY REDEFINED

Younger consumers and changing priorities are
reforming perceptions of luxury

THE NEW ORDER // trends



As the leading force in the luxury market, millennials are redefining what luxury means for the market. According to BCG and Altagamma, Millennials will make up 50% of the customer base by 2024.

THE NEW MILLENNIALS // trends



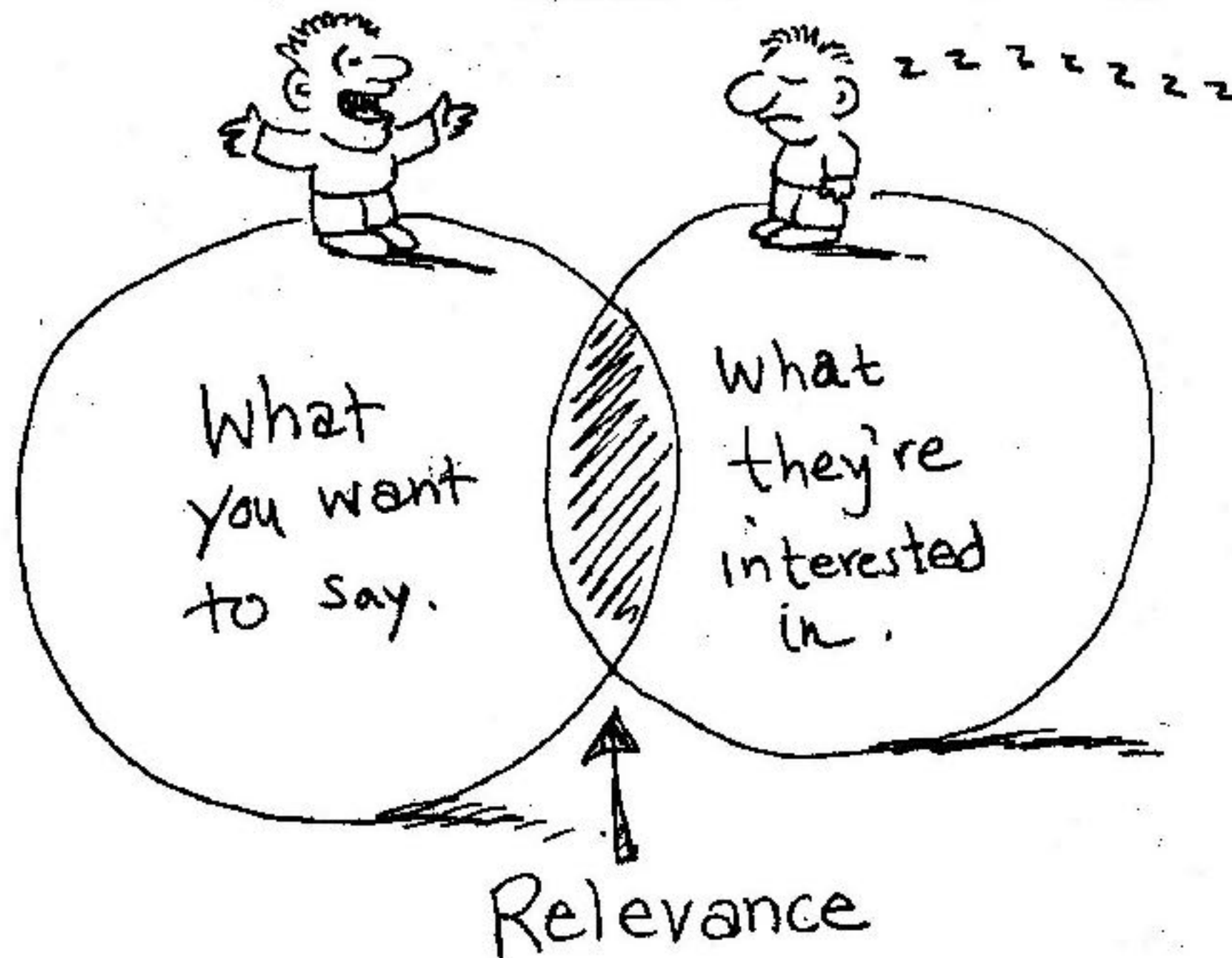
The new millennial 'stands out from the herd'

THE NEW MILLENNIALS // trends



Status no longer comes from just the image or price of an object, but from its association and values.

THE NEW MILLENNIALS // trends



Message: Luxury is about relevancy not visibility.

FOSTER A CULT

- New authentic collaborations
- Early previews
- Hacking campaigns
- Integrators
- Role of mini-influencers and brand ambassadors
- Internal brand advocates



THE NEW ORDER // trends



Foster a cult of nice variety: Fancy Apple Fanboys Sneakerheads Nike Sneakers

NEW OPPORTUNITIES

- Creators
- Niche players
- Curators
- Integrators



THE NEW ORDER // trends



Shakeout opportunities: creators; niche players; curators; integrators

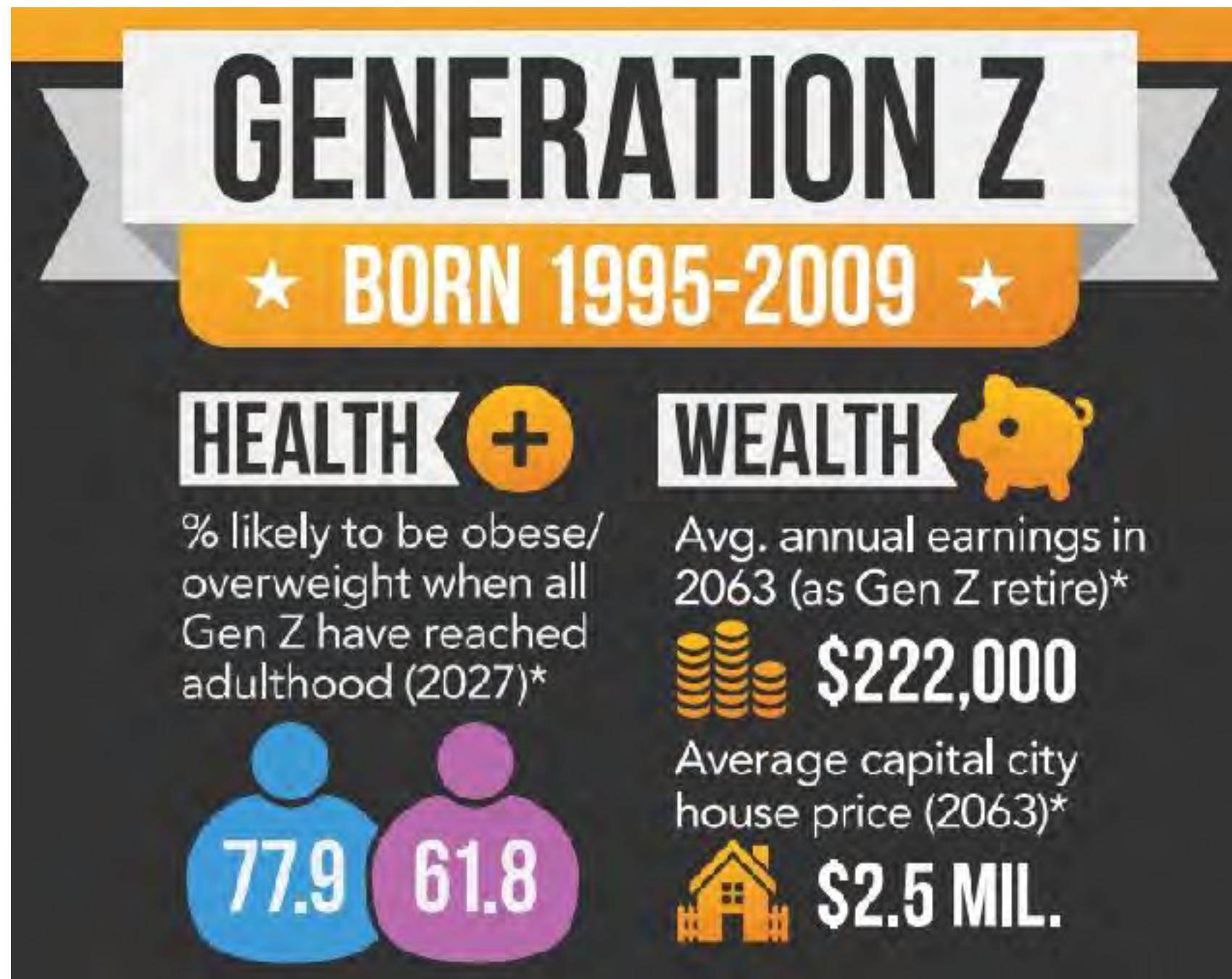
STREETWEAR DELUXE

Younger luxury customers and a drive for more relevant product is creating a blur between luxury and streetwear

THE NEW ORDER // trends



Streetwear is luxury



Certainly, hip-hop is a powerful tool for reaching Generations Y and Z, who are expected to account for 45 percent of the global luxury spend by 2025, according to Bain & Company. By 2025, they are expected to account for 45 percent of total luxury goods spending.

THE NEW ORDER // trends



Luxury is evolving into a less formal and rarefied sector, shaped by the demands of millennials and Gen Z. 73% of luxury consumers are turning away from formal dressing towards casual pieces



Many brands have been quick to recognise this shift, introducing more lines influenced by streetwear, from Balenciaga's down jackets to Louis Vuitton's chunky sneakers and Dior's slogan T-shirts

THE NEW ORDER // trends



Rappers Are Fashion's New Royalty: after years of avoiding associations with hip-hop, the fashion industry now sees the marketing power of America's greatest cultural export.

THE NEW ORDER // trends



These influencers of the hip hop culture, the skate culture and other celebrity culture are really becoming the mainstream curators of what's cool, and that's translated into footwear

THE NEW ORDER // trends



Over the past 2 years, more than a dozen luxury brands — including Louis Vuitton, Saint Laurent and Marc Jacobs — have featured hip-hop artists in their advertising campaigns.

THE NEW ORDER // trends



What's more these generations were brought up on the Internet; they live a social network life which streetwear with its graphic visual approach can so much better reflect than formal fashion.

THE NEW ORDER // trends



How streetwear took over the luxury market. Then there's the sense of snark and irony that also pervades the internet. See Abloh's use of quotation marks

THE NEW ORDER // trends



At the London branch of Supreme, the weekly collection drops resulted in three-person-deep queues snaking around surrounding streets, resulting in the introduction of a new ticketing system

THE NEW ORDER // trends



How streetwear took over the luxury market: millennials also crave what's real - something with the power to drive physical experiences, belief and belonging.

THE NEW ORDER // trends



Linea Rossa, the technically driven line recognisable for its red logo and casually known as Prada Sport, has been relaunched and is now in its first retail season.

THE NEW ORDER // trends



These £50 Fila trainers broke the internet. They're affordable, available on the high street and 'ugly'. They ranked second in the world's most-coveted fashion items Lyst Index.

THE NEW ORDER // trends



For those who have everything... Rimowa X Off-White suitcase

THE NEW ORDER // trends



Air Jordan is collaborating with Vogue magazine on a limited-edition collection of sneakers inspired by Anna Wintour

THE NEW ORDER // trends



Sportswear brands are becoming lifestyle brands. Hand-in-hand with the athleisure trend is the transition of sportswear brands to more lifestyle-focused labels.

THE NEW ORDER // trends



This new luxury attitude is making brand logos increasingly powerful. WGSN identified a 226% increase in logo-heavy products available in the UK during 2017, while searches for logo T-shirts on Lyst increased 145%

“Consumers, especially in youth culture, have always used logos and graphics to make statements about their choices and express their individuality. It’s grown even bigger today in our digitally connected world where images and symbols circulate globally in an instant on social media

”

–Tommy Hilfiger

THE NEW ORDER // trends



While streetwear has traditionally been a male-dominated sector, brands and media are increasingly targeting “hypebabes” (female streetwear fans) as well as “hypebeasts”

THE NEW ORDER // trends



In March alone, someone searched for Rihanna's Fenty x PUMA bow sneakers every seven seconds

THE NEW ORDER // trends



Melody Ehsani. Focused on streetwear for the ladies, Ehsani taps into an underserved and growing market. A bold pink interior sets the stage for a range of fresh tees and trendy jewellery.

THE NEW ORDER // trends



According to fashion search platform Lyst, there were more searches for sneakers than handbags in 2017, with over 3m people searching for the latest trainers every month

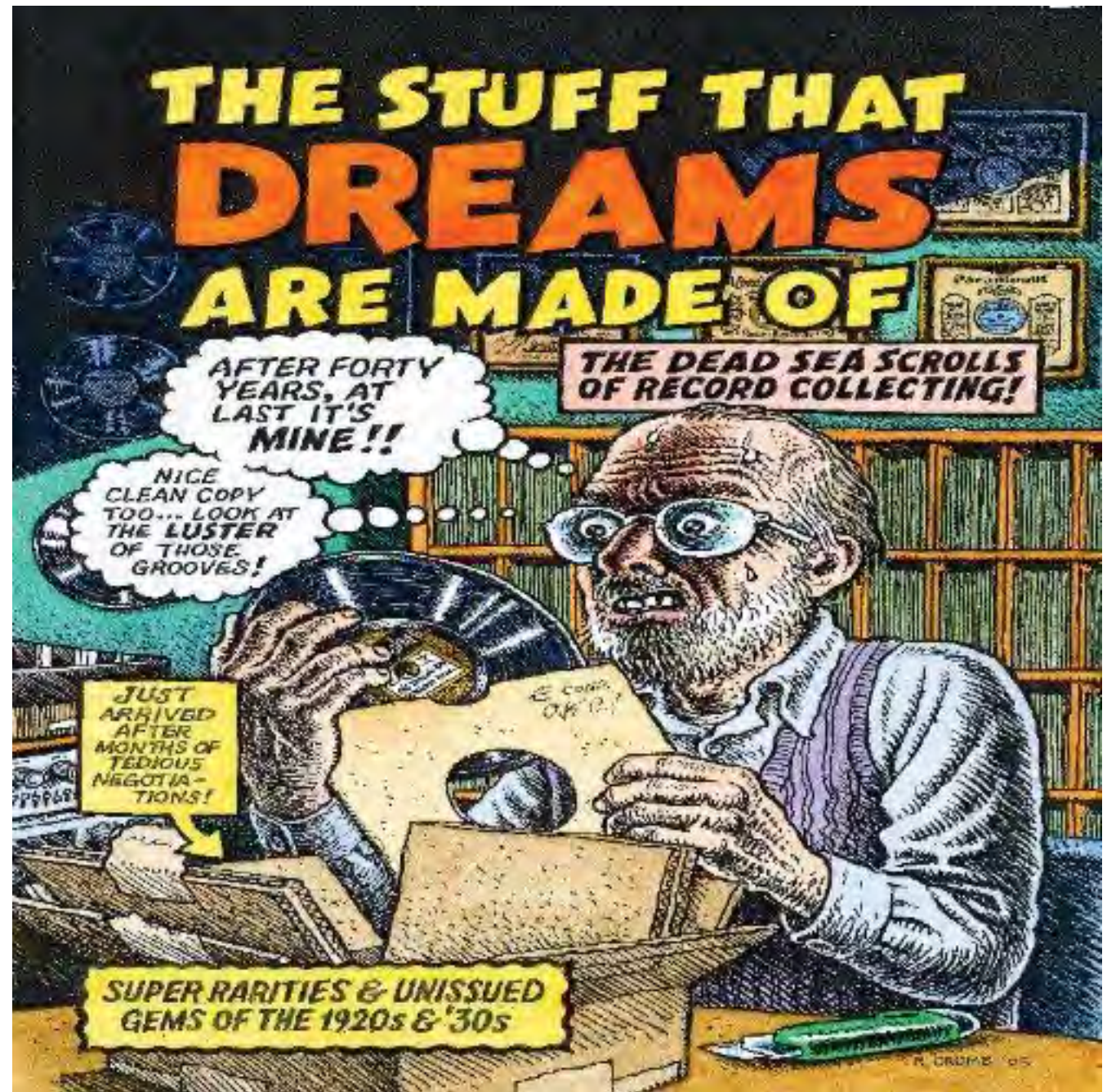
THE NEW ORDER // trends



Vanessa Friedman wearing sneakers.” As someone approaching the marathon of fashion month, I have converted to spending much of my work life in Nikes and am all for the emergence of sneakers from sports to subculture to mainstream staple.”

Thinking provocation:

- Which are your power fan tribes
- Find ways to make your fans work harder for access
- Power of surprise
- Adopt a collector's mindset



NEW COLLECTING

As ideas of luxury evolve, collectables are changing from art and wine to fashion and crypto-objects, marketplaces are increasingly digital and the new art collectors are younger and more open-minded

THE NEW ORDER // trends



The resale market is growing nearly 24 times faster than retail as a whole. Research by Thredup suggests that online consignment sites could own nearly one third of closets by 2027

THE NEW ORDER // trends



A rare pair of Adidas PW Human Race NMD TR, designed by the musician Pharrell Williams. Price tag: \$12,350.

THE NEW ORDER // trends



One of the most high-profile resale events was Supreme's auction offering rare pieces with prices ranging from \$200 to \$100,000. Sales totalled \$1m, marking a new high in resale values

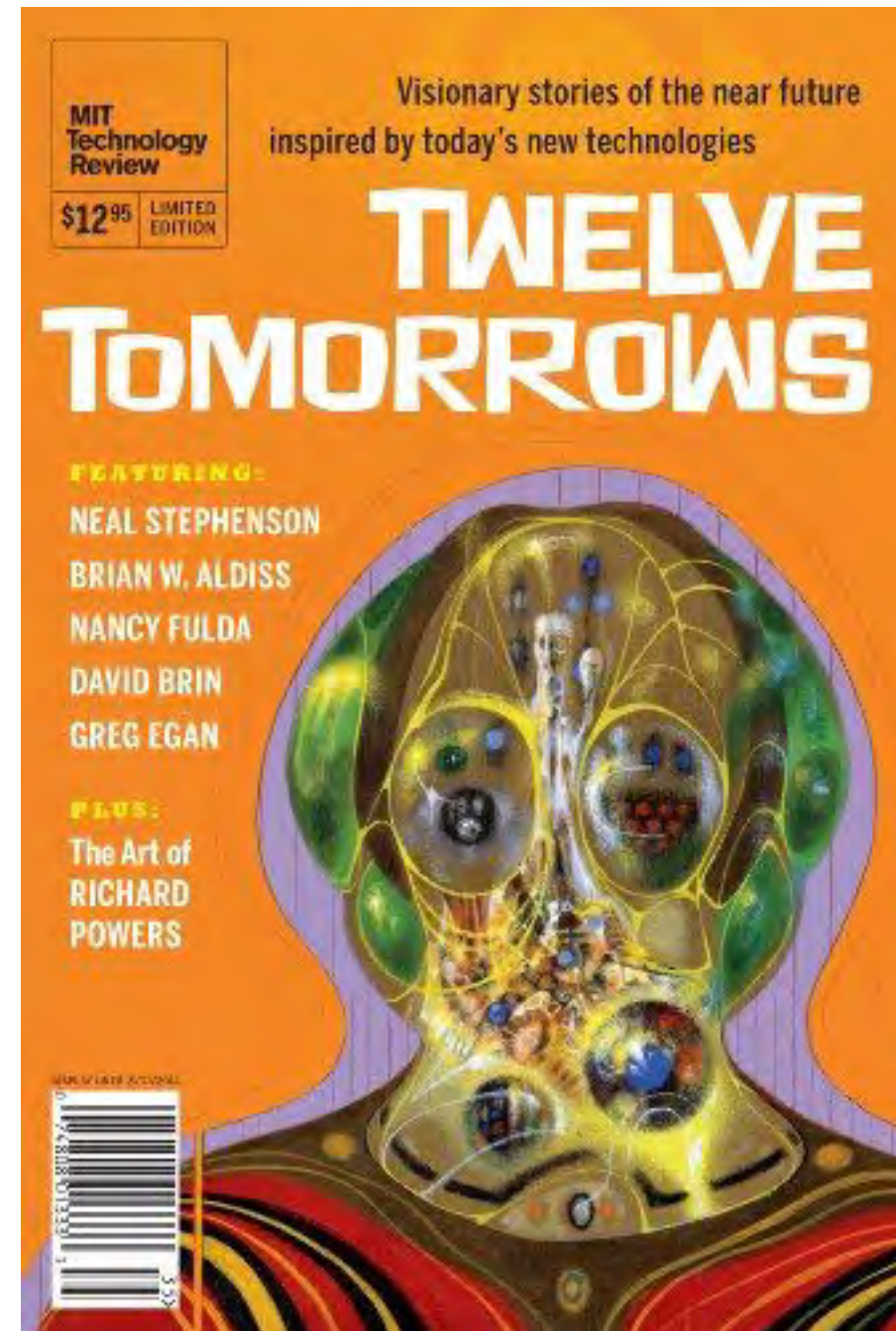
THE NEW ORDER // trends



N.B.A. players have grown more interested in art in recent years and created a new market of consumers and enthusiasts.

RADICAL UTOPIA

- Near future inspired
- After fake news, reality doesn't have the same meaning anymore
- Think new nature reality
- Designers looking to the future
- What will be the next natural colour?



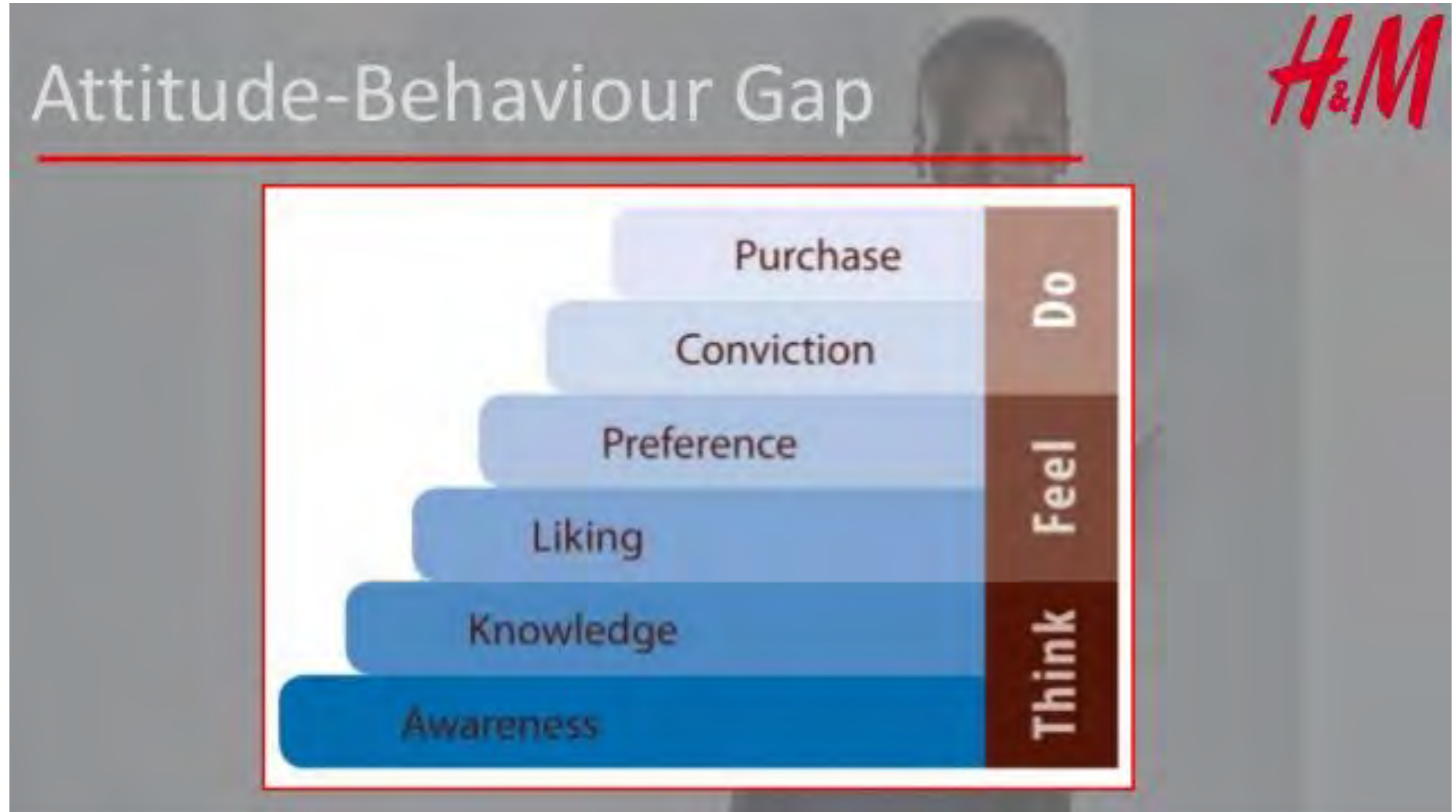
THE NEW ORDER // trends



The environmental impact of production and consumption systems is central to any contemporary conversation about fashion and design.



And pressure from consumers themselves reflected not just in demands for transparency but the rise of veganism, company boycotts and, decelerated consumption.



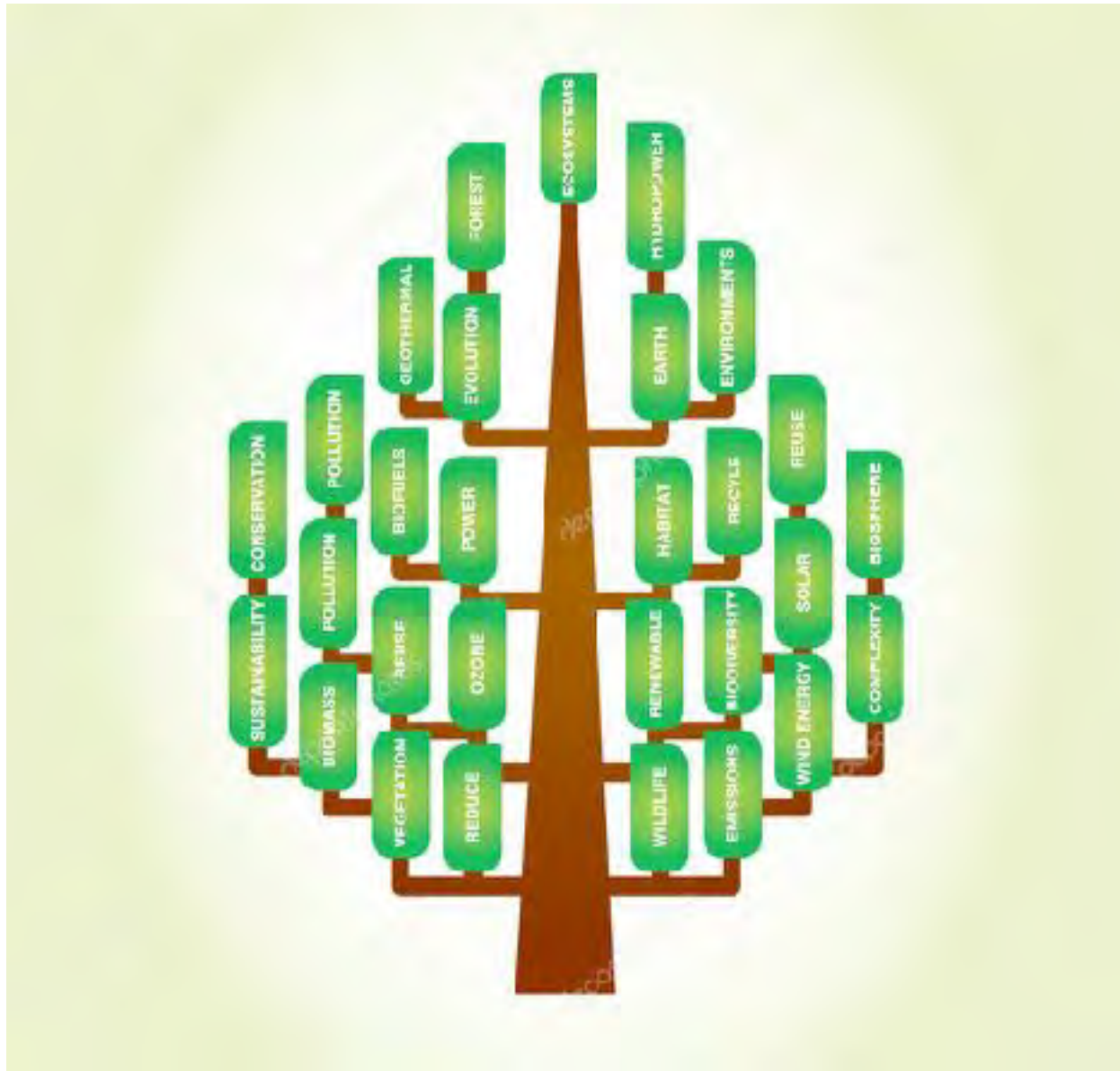
The ethical consumption gap between the number of consumers who say they want to buy in a responsible way and their actual purchasing patterns is massive

THE NEW ORDER // trends



This might be less to do with lack of conviction but various other reasons: complexity of issues concerned; additional cost

THE NEW ORDER // trends



This might be less to do with lack of conviction but various other reasons: complexity of issues concerned; poor product availability.

THE NEW ORDER // trends



This might be less to do with lack of conviction but various other reasons: lack of clear labelling and marketing.

THE NEW ORDER // trends



This might be less to do with lack of conviction but various other reasons: complexity of issues concerned; concerns over corporate green washing.



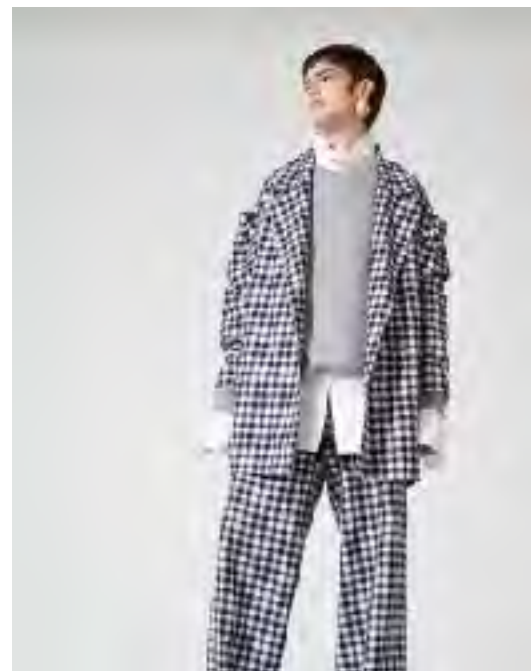
This might be less to do with lack of conviction but various other reasons: complexity of issues concerned; a generally capricious approach to purchasing – I care about sustainability when it comes to food, but not when buying a washing machine!

THE NEW ORDER // trends



Do youngsters really want to become one with people and nature or do they prefer to be always connected, even in their spare time?

THE NEW ORDER // trends



London fashion label Mother of Pearl – sold in some of the most prestigious stores in the world. “Sustainable but more designer led”.

THE NEW ORDER // trends



Nature and technology improve upon each other. Adopt technology to make better processing systems and more exciting and contemporary products in a sustainable way.

FUTURE NATURE

- . Move away from Boho haphazard onto the cooler cleaner looks
- . Rooted in nature but stressing the precise
- . Merging technology and nature in art
- . Bringing nature inside
- . Building around not through nature
- . Future bio-based fabrics
- . Cool colours replacing brown and green



THE NEW ORDER // trends



Coded Nature by Studio Drift. Merging technology and nature in art

THE NEW ORDER // trends



The new nature reality in extreme digital renderings: the induced technicolor world of Craig Burrows

THE NEW ORDER // trends



Near future inspired by today's realities of climate change

THE NEW ORDER // trends



Near future inspired by today's realities of climate change and designing for what we need to escape these landscapes

THE NEW ORDER // trends



The new nature reality: pink mist at Iceland crater; orange snow at Sochi Russia

THE NEW ORDER // trends



Two strong is the belief in a (crowded) virtual future that people are buying virtual real estate for huge amounts of real dollars to have their own space in the future. Augmented and virtual reality will be a US\$162bn revenue business by 2020

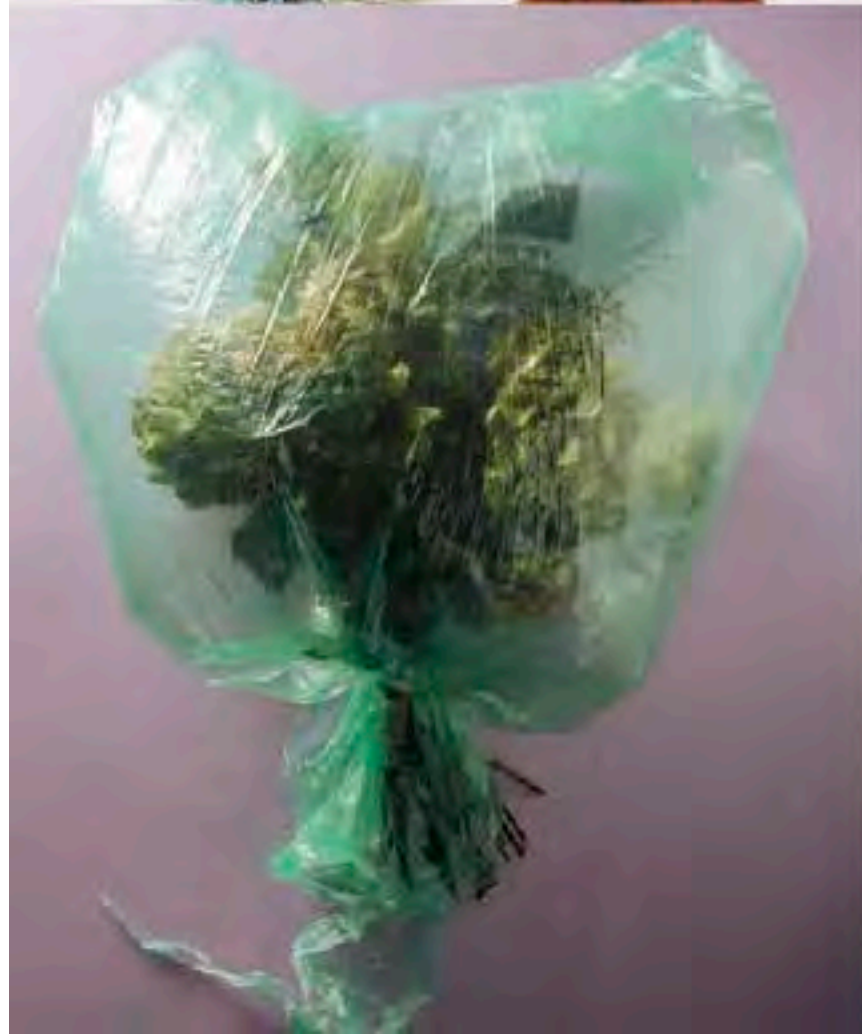
THE NEW ORDER // trends

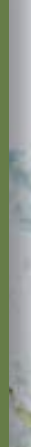


Creatures created for the future. Jun Kamei designs amphibious garment to give humans gills

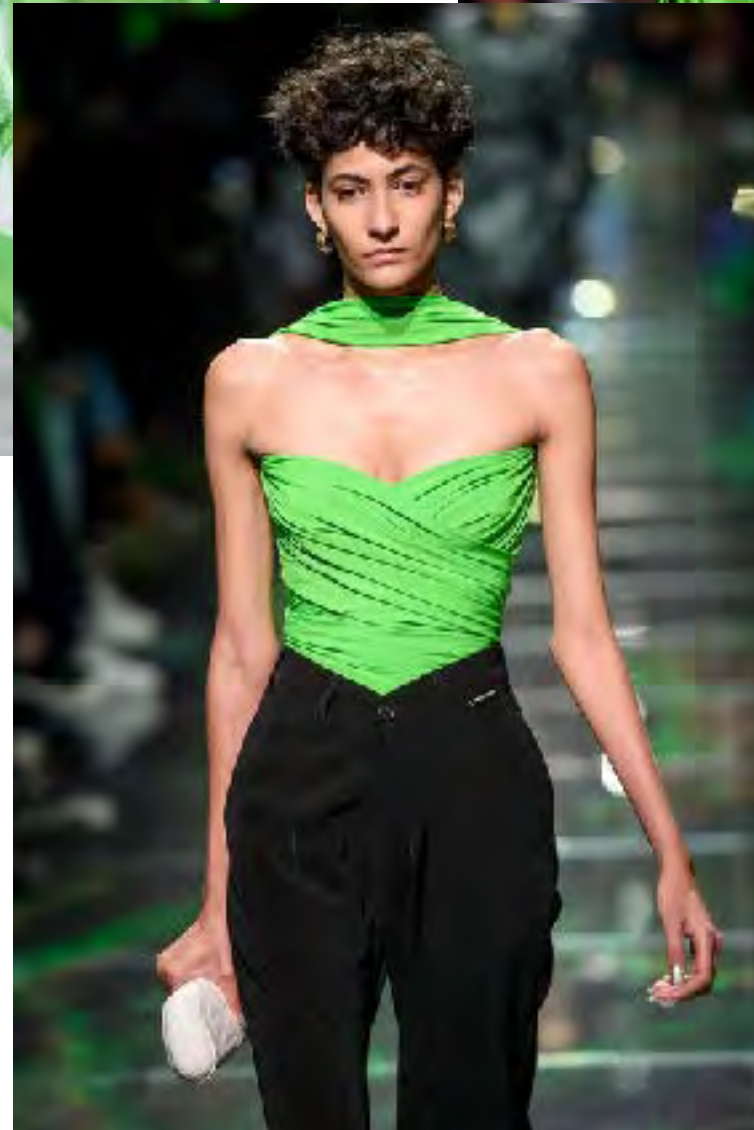
CYCLICAL



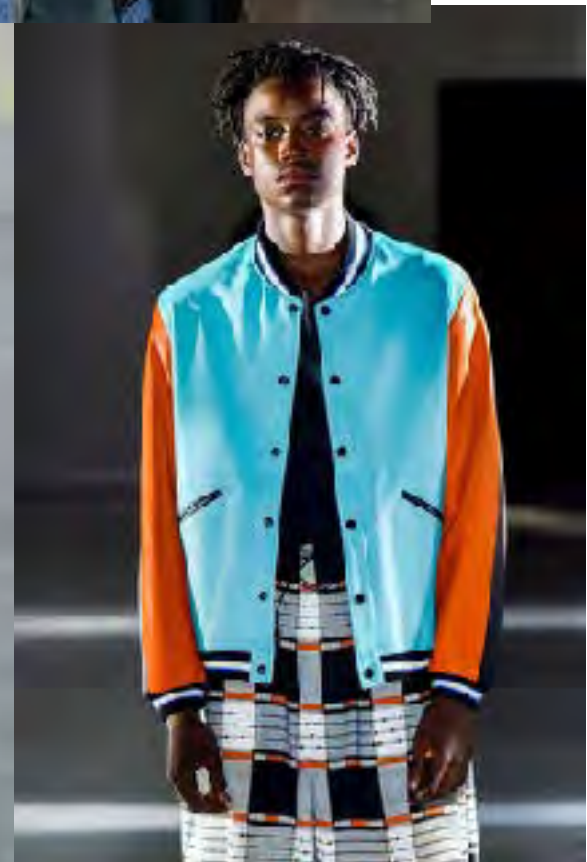
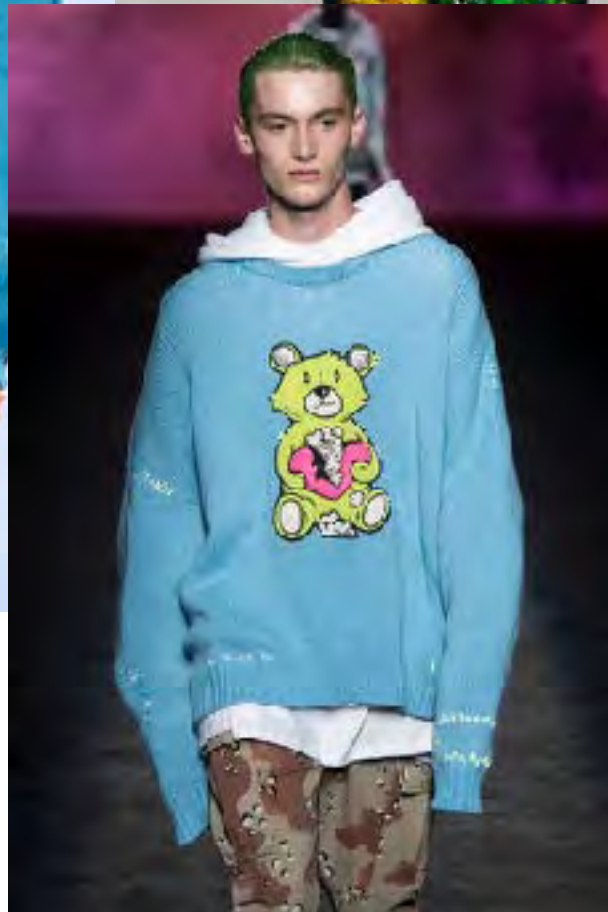


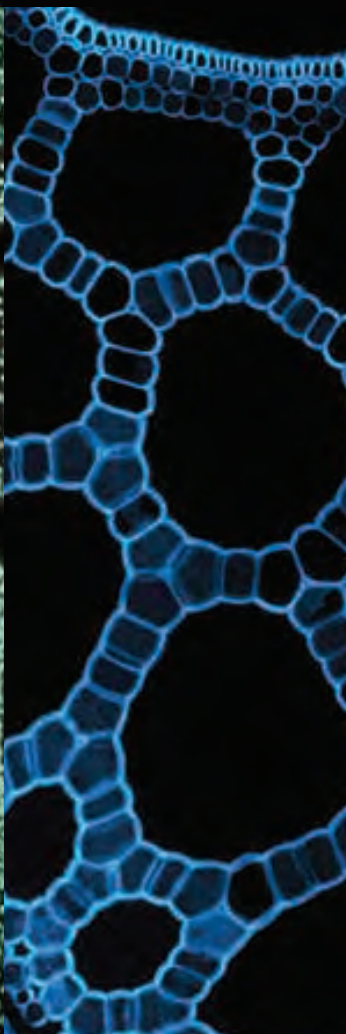
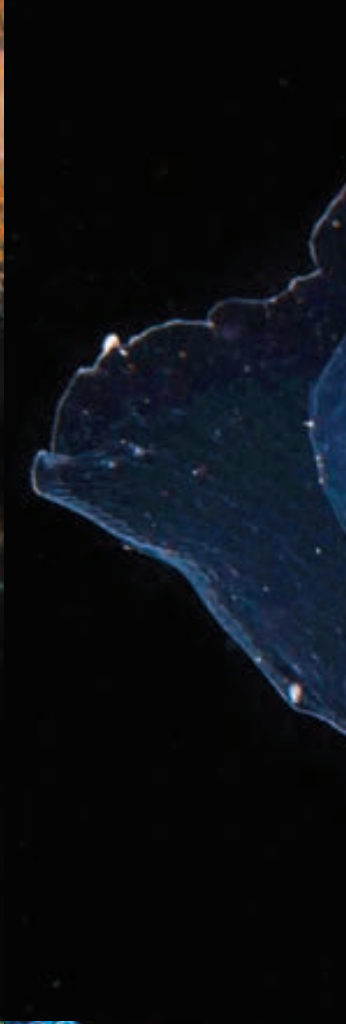
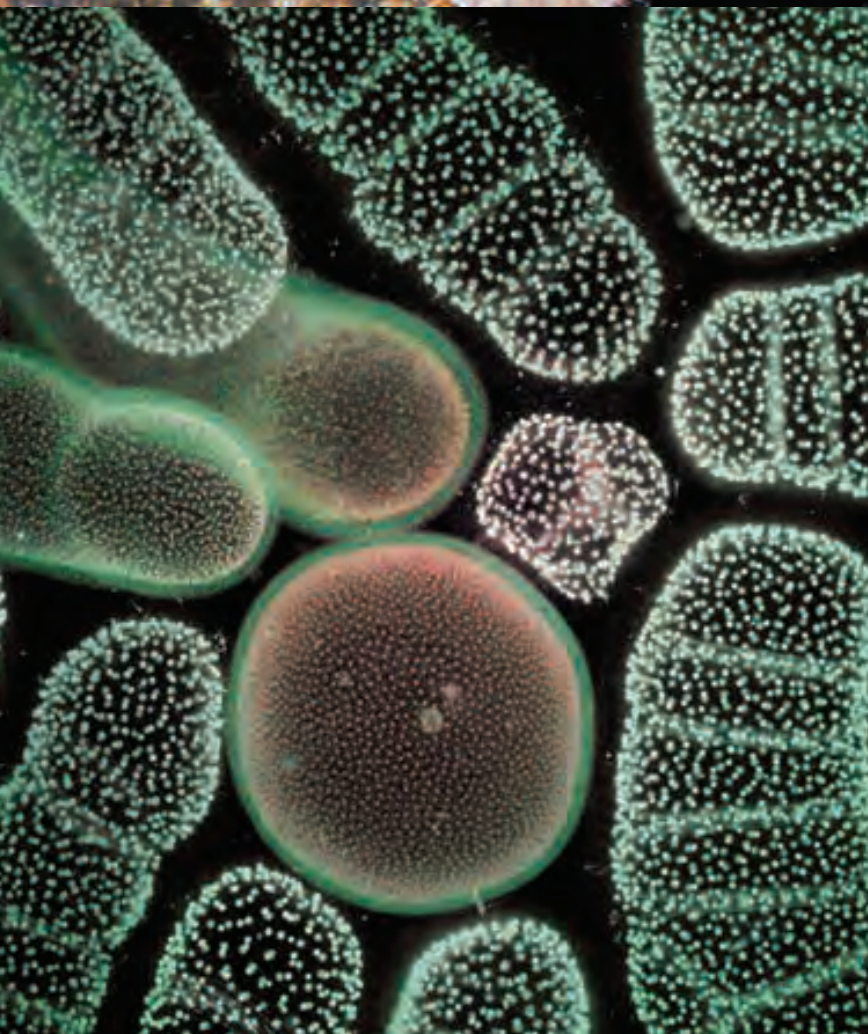
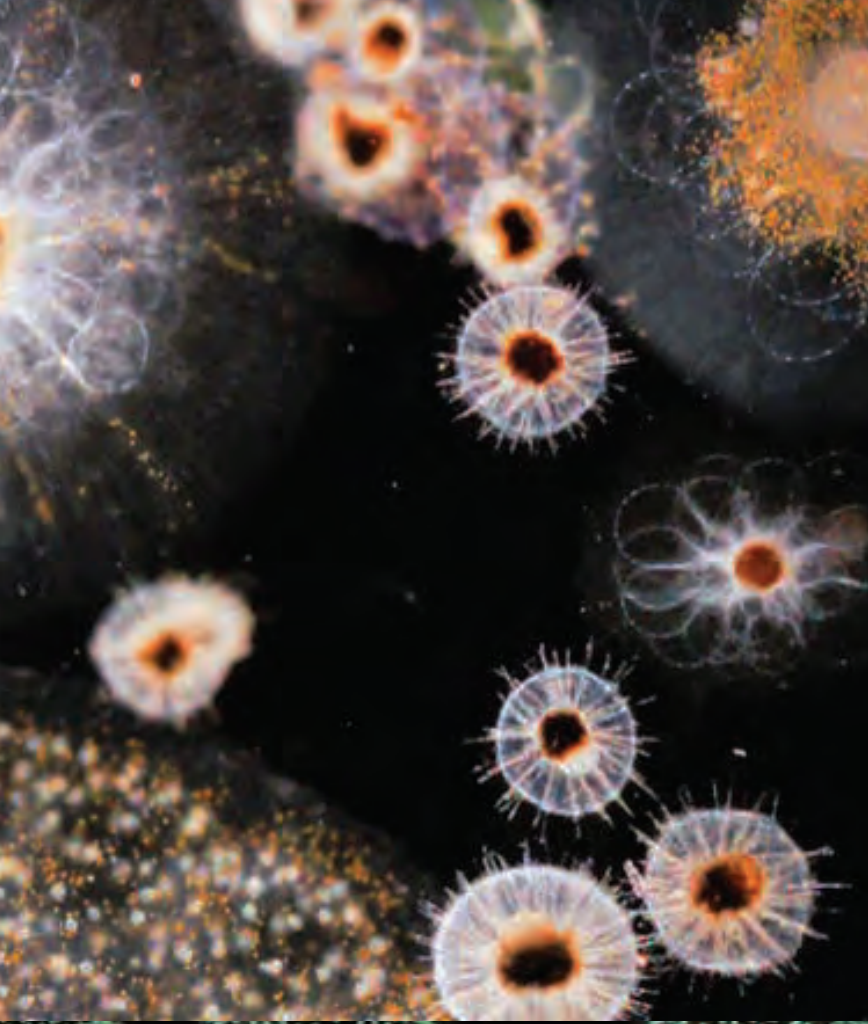


JASMINE GREEN

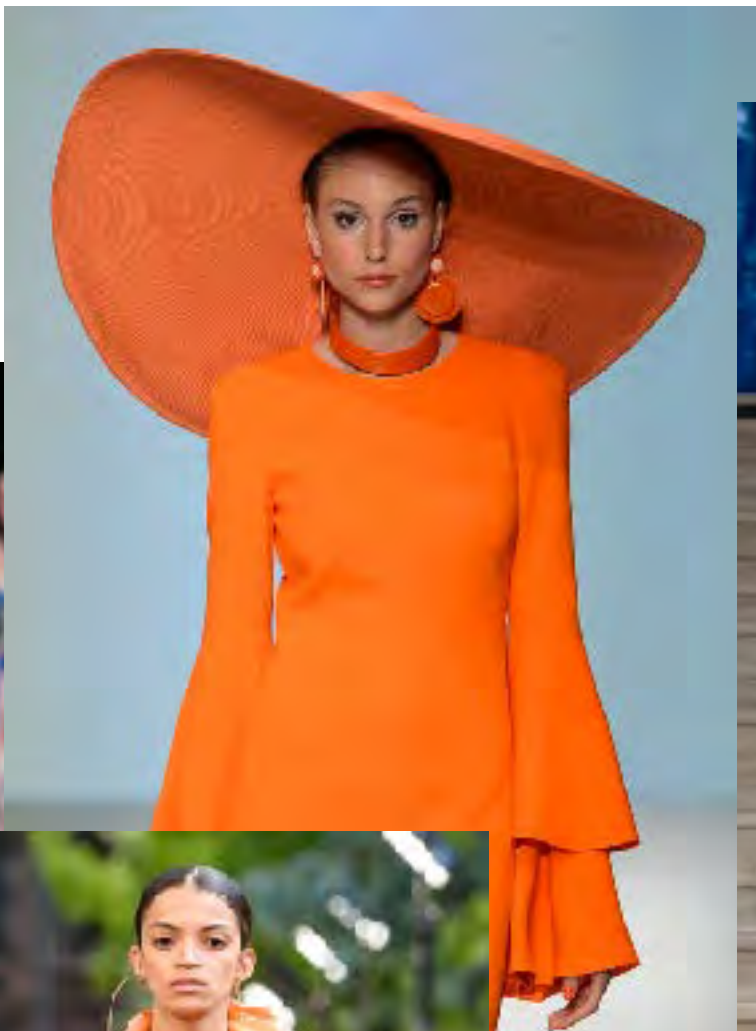


BALTIC





NECTARINE



CLASSIC GREEN



A full-page background image showing a person standing on a narrow, rocky pier that extends from the bottom center towards the horizon. The pier is covered in green moss or algae. The sea is a deep blue, and the sky is a lighter blue with wispy white clouds. The overall mood is serene and expansive.

the sea

PANTONE VIEW
SPRING | SUMMER 2020
Colour Planner