

# ALL IN

## 2020 MACRO TREND

All In is about the coming together of humankind. There is a renewed longing for communities to feel close and a need for humans to try to understand each other as diversity rises. Countries around the world are going through polycultural transformations. There's a push for more progressive societies to embrace the differences in ability, sexual orientation, gender, cultural background, and religious beliefs. For the first time in decades, the Spring 2018 fashion runways started to represent a slice of reality. The Diversity Report by The Fashion Spot added new categories this year as attitudes changed. Editor-in-Chief, Jennifer Davidson said, "As more calls for racial diversity started, there were calls also for different sizes, age, and transgender identity."

We thought it was important to highlight those in order to make sure the runways become more representative of the population buying the clothes."

Although increased diversity of all kinds on the runways is a step in the right direction, it's not enough on its own. Inclusion is what brings systemic change. We are genetically predisposed to belong and are hardwired to want connection. Co-living real estate companies and "surban" (suburban + urban) developments are tapping into this desire through community-centric architecture and programs that facilitate professional and social relationships. Brands are also getting cozier with customers as they continue to use retail locations for a lot more than just selling product. Apple is calling its physical retail stores "Town Squares", seeing the space as a community gathering place with events, educational services, and of course, product discovery.

"To become a true global citizen, one must abandon all notions of otherness and instead embrace togetherness." - Suzy Kassem

### MICRO TRENDS



Gender Blur



Love is Love



Modern Relationships



Niche Focus



Surban Living

### MACRO COLOR

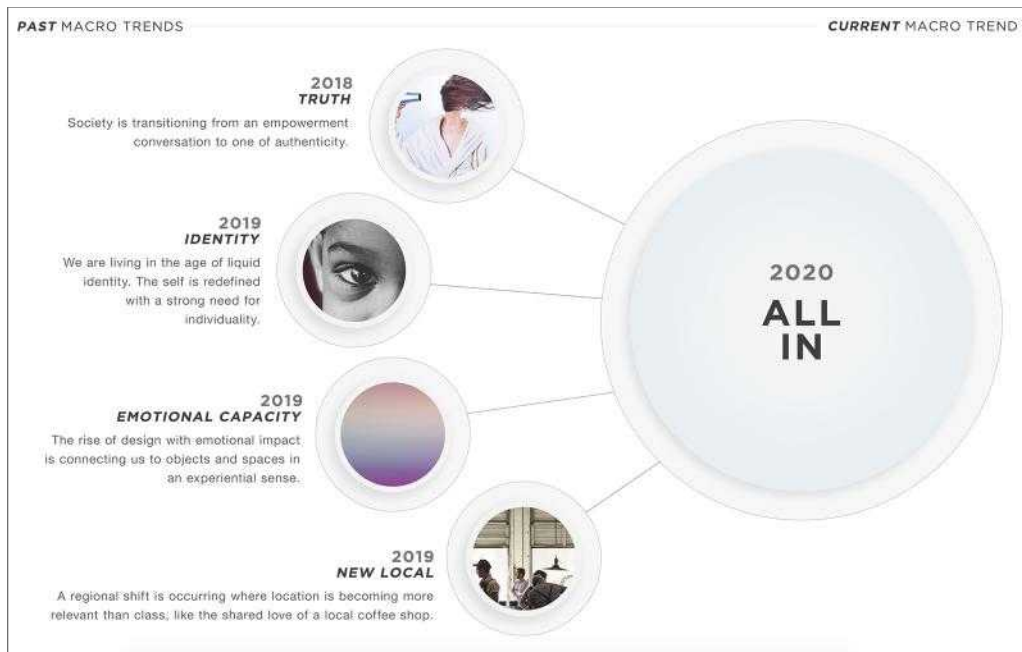
#### OXIDIZE

R 0 G 128 B 131  
C 86 M 32 Y 47 K 7

Oxidize connects to our cultural trend All In, which focuses on the coming together of humankind. Inclusion is what brings systemic change, and we are hardwired to want connection and belonging.

FASHIONSNOOPS

### TREND EVOLUTION MAP



# HUMANLY RADICAL

## 2020 MACRO TREND

The atmosphere around us feels unstable; with so many natural disasters, terrorist attacks, and political upsets, we no longer feel in control. It is the parts that make us human that are needed now more than ever. We are discovering new ways to cope, find strength, and push forward to counteract the panic and anxiety of these fear-fueled times. Political and financial tensions continue to be tested in North Korea, Russia, Iran, China, and the U.S., as does the rise of nationalism in the wake of Brexit and the Catalan independence referendum in Spain. Bipartisanship has become a necessity to achieve progress. As we face administrations with less progressive ideals, ugly truths are often confronted, and it is up to the people to unite and challenge them.

People around the world are refusing to be silent, using actions and words to demand justice and equality for all. Time Magazine recognized the women who started the #metoo social campaign as "Person of the Year for 2017" and reported, "These silence breakers have started a revolution of refusal, gathering strength by the day, and in the past two months alone, their collective anger has spurred immediate and shocking results: nearly every day, CEOs have been fired, moguls toppled, icons disgraced. In some cases, criminal charges have been brought."

New heroes and influencers are emerging and igniting change. Celebrities, brands, and athletes are using their platforms to stand up for their beliefs on human rights, whether it's an Instagram post or taking a knee on the football field. The ability to speak our truths is more important than ever right now. Artists like JR and Shepard Fairey are increasingly utilizing their talents in the form of "activism" to raise awareness for social justice.

*"The women and men who have broken their silence span all races, all income classes, all occupations, and virtually all corners of the globe. They might labor in California fields, or behind the front desk at New York City's regal Plaza Hotel, or in the European Parliament. They're part of a movement that has no formal name. But now they have a voice." - Time Magazine*

### MICRO TRENDS



Activism



Coping Mechanisms



Global Tension



Human Rights



Market Watch



Revolution of Today

### MACRO COLOR

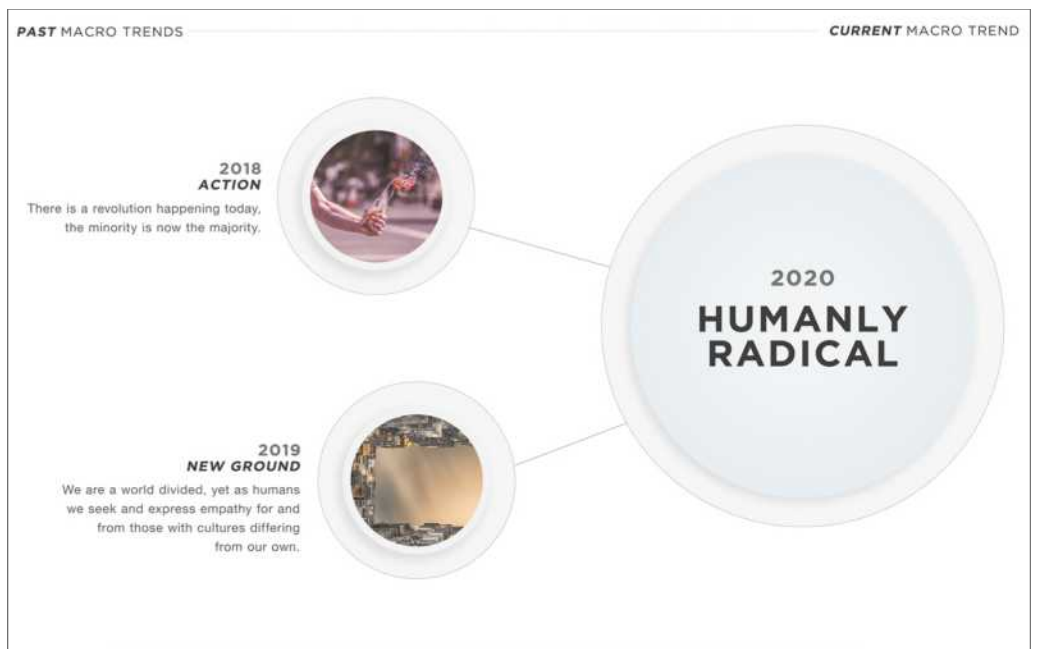
#### ERUPTION

R 189 G 8 B 55  
C 18 M 100 Y 79 K 8

Eruption connects to our cultural trend Humanly Radical. Citizens of the world are feeling a responsibility to be humanly radical. In the midst of global tension people are refusing to be silent, using their actions and words to demand justice and equality for all.

FASHIONSNOOPS

### TREND EVOLUTION MAP





# DR. ME

## 2020 MACRO TREND



Wellness is now an epidemic. Since when did every healthy, able-bodied person suddenly have something to cure? We are more health conscious than ever; with easy access to an abundance of information about our bodies and minds, we discover new ways to nourish them. For millennials, wellness is a daily active pursuit. Healthy no longer means “not sick”, according to an Aetna report, it’s become a daily commitment to overall well-being. Younger generations are exercising more, eating smarter, and smoking less than their parents. Technology innovation is fueling the growth of health and wellness trends as people of all ages use medical apps, fitness trackers, smart sensors and patches, and platforms like medShare and Figure 1 where clinicians crowd source diagnoses utilizing specialist knowledge from a community of doctors.

The more we understand about ourselves, the more we are taking matters into our own hands, making a conscious effort to attain the perfect balance of health in both body and mind. Homeopathy and self-assessment practices offer alternate “doctorless” solutions in medicine, and at home DNA testing allows us to uncover endless biological discoveries. Exercise is one of the best preventative health tools (especially with the rising costs of health care) and living a healthy, active lifestyle is particularly in vogue around the world. The rise of gym memberships, fitness app downloads, boutique classes, and outdoor activities is also driving the increased interest in outdoor brands, athletic performance wear, and health food trends.

“A healthy outside starts from the inside.” - Robert Ulrich

### MICRO TRENDS



Fitness First



Health Tracking



Organic Products



Science of Me



Sustainable Living

### MACRO COLOR

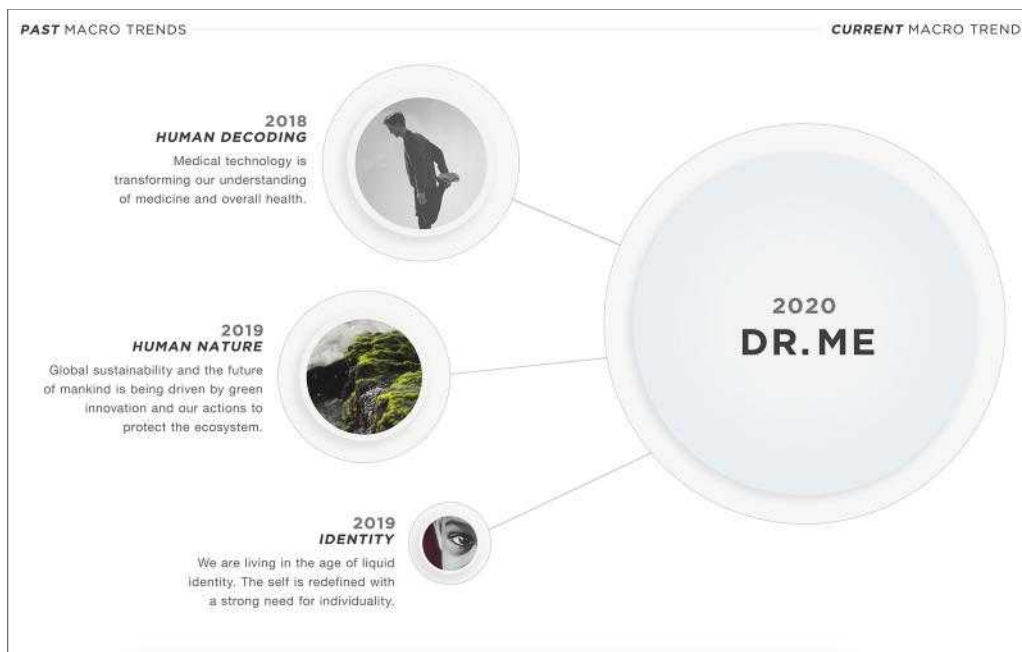
#### IMMUNE

R 54 G 38 B 53  
C 69 M 77 Y 52 K 58

Immune connects to our cultural trend Dr. Me. Healthy no longer means “not sick”, it’s become a daily commitment to overall well-being. Easy access to an abundance of information about our bodies and minds has more people taking health matters into their own hands.

FASHIONSNOOPS

### TREND EVOLUTION MAP



# PURSUIT OF HAPPINESS

2020 *MACRO TREND*

The global community is redefining what success means by challenging the traditional routes taken to get there. The flexibility of freelance culture and the idea of access over ownership contribute to the romance of a nomadic life. Thanks to the sharing economy, the dream of living life unrooted is very real to the 92 million millennials currently populating the US. Author and Economist, Jeremy Rifkin, stated, "25 years from now, car sharing will be the norm, and car ownership an anomaly."

Innovators seeking rest and deeper meaning are turning to off the grid travel, retreats tapping into the higher conscience, and digital disconnection to escape the world they've disrupted. The Esalen institute, a hippie hotel in Big Sur, CA, is where many of these professionals are going to get more in touch with their soul. "There's a dawning consciousness emerging in Silicon Valley as people recognize that their conventional success isn't necessarily making the world a better place," said Ben Tauber, 34, a former Google product manager and start-up executive coach and the Esalen's new executive director. "The C.E.O.s, inside they're hurting. They can't sleep at night."

As our private and professional lives convene, a renewed focus on work/life balance is becoming increasingly important, especially in parenting. We realize that a key element to happiness are the experiences that are beneficial to our overall mental and physical health.

"It is not in the pursuit of happiness that we find fulfillment, it is in the happiness of pursuit." - Denis Waitley

## MICRO TRENDS



Clear Mind



Freelance Culture



New Temple



Off the Grid



Sharing Economy

## MACRO COLOR

### EUPHORIA

R 51 G 61 B 36  
C 69 M 51 Y 84 K 57

Euphoria connects to our cultural trend Pursuit of Happiness, as people are redefining what success means by challenging the traditional routes taken to get there. The flexibility of freelance culture and the idea of access over ownership contribute to the romance of a nomadic life.

FASHIONSNOOPS

## TREND EVOLUTION MAP





# LIFE 3.0

2020 *MACRO TREND*



Life 3.0 is not a science fiction conversation, it is the conversation of today. The title is borrowed from MIT physicists, cosmologist, and AI researcher, Max Tegmark's new book where he outlines why artificial intelligence is the most important conversation of our time. The name itself stands for the third level of life sophistication, the technological stage. Our earthly universe grew gradually more complex over a period of 4 billion years, however, as living creatures we are limited to our biological hardware. Technology that designs its own hardware and software is limitless, and this is the horizon we need to prepare for.

The impact of robotics in all forms will likely be the most important agent of change in the 21st century, transforming our economy, culture, politics, and the self. Early adopters of IoT (internet of things) have already demonstrated how smart homes, vehicles, and AI companions improve our daily lives, anticipating our needs by learning our habits. The benefits of increased digital interconnection do not come without the need for protection against cyber attacks. Companies and individuals are sharing massive volumes of data online and in the cloud that are rewarding targets for cyber criminals. The call for government regulation on technologies such as AI, IoT, and blockchain has been presented to the U.N. and U.S. governors by over a hundred technology specialists and physicists including Stephen Hawking and Elon Musk. The main push is for proactive regulation of AI instead of reactive, when it's too late.

"We're finally getting at that seminal moment in human history when we can talk to our machines and our machines will understand us in regular, natural language." - Erik Brynjolfsson

## MICRO TRENDS



A.I.



Automotive Technology



Cyber Security



Robotics



Smart Home

## MACRO COLOR

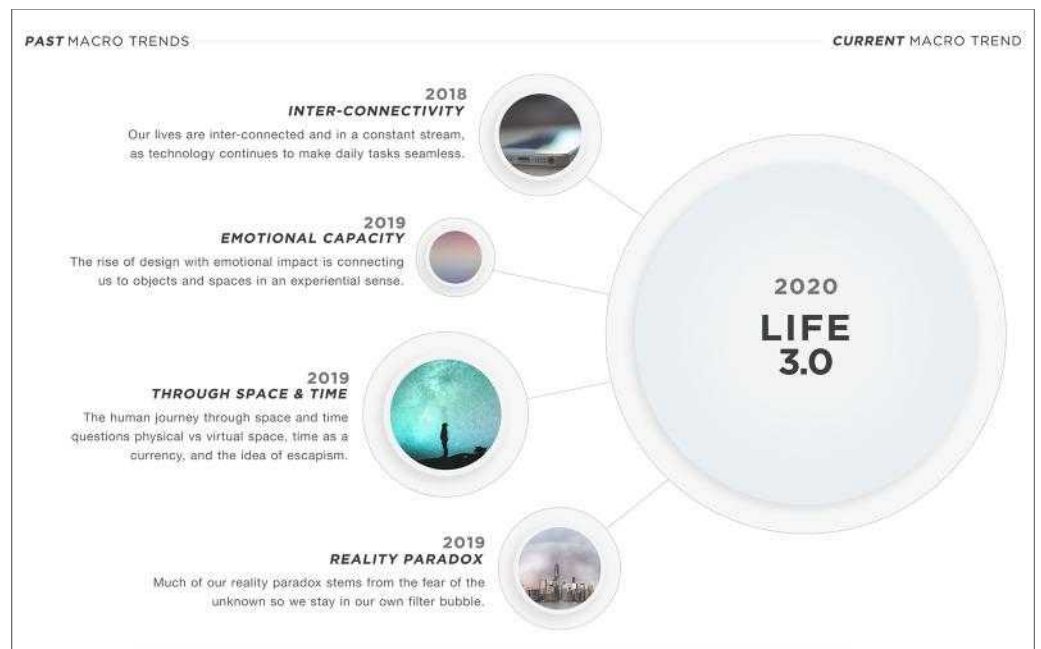
### HUMANOID

R 210 G 131 B 91  
C 15 M 56 Y 69 K 1

Humanoid connects to our cultural trend Life 3.0, which explores the third level of life sophistication, the technological stage. The impact of robotics in all forms will likely be the most important agent of change in the 21st century, transforming our economy, culture, politics, and the self.

FASHIONSNOOPS

## TREND EVOLUTION MAP



# SELFISHLY AWARE

## 2020 MACRO TREND



Selfishly aware looks at the cause and reaction of a growing portion of our lives being lived on social media. The amount of time people spend on social media is ever-increasing. Teens now spend up to nine hours a day on social platforms, while 30% of all time spent online is now allocated to social media interaction. Being constantly connected leads to being constantly informed, which can be a positive thing when pertaining to increased awareness of global issues. People are using social platforms to do good as much as they are sharing selfies. According to a 2010 study in the journal Social Psychological and Personality Science, the percentage of college students exhibiting narcissistic personality traits has increased by over 50 percent since the early 1980s. Self-love is healthy and part of being happy, though the problem lies in “amour-propre” a kind of self-love based on the opinions of others - a term coined by French philosopher Jean-Jacques Rousseau. Our dependency on ‘likes’ and followers is turning into a form of social currency.

Our visually driven culture has led us to the “Instagrammable design movement” where products and spaces are created with instant photographic appeal to be captured and shared on social media. Technology companies like Google, Snapchat, and Apple are considering “glance-ability” form and function as a means to limit our distractions, so we can continue living in the present. Who ever thought we would come to a time when there are so many versions of reality, real life would be labeled “RR” for real reality?

“The more social media we have, the more we think we’re connecting, yet we are really disconnecting from each other.” - JR

### MICRO TRENDS



Filter Bubble



Insta Worthy



Living Fast



Real Reality

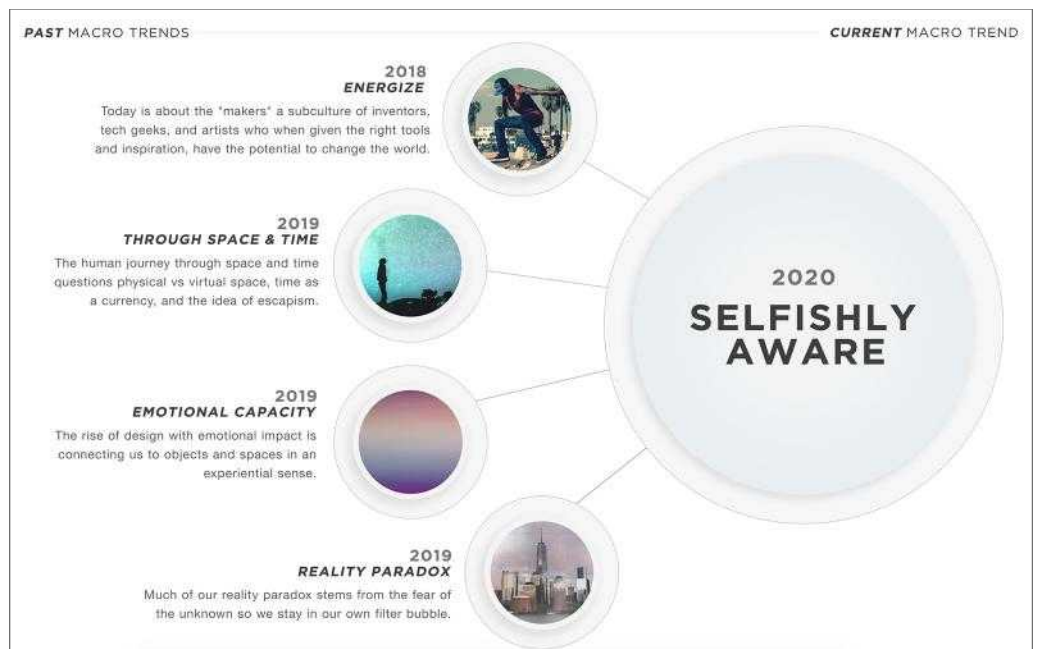
### MACRO COLOR

#### SELFISH

R 212 G 135 B 183  
C 14 M 56 Y 1 K 0

Selfish connects to our cultural trend Selfishly Aware, which looks at the cause and reaction of a growing portion of our lives being lived on social media. Our visually driven culture has led us to the “Instagrammable design movement”.

### TREND EVOLUTION MAP



# WOW

## 2020 MACRO TREND

It takes a lot to grab our attention today and even more to keep it. The physical world around us is competing with the digital world in our phones and computers. The entertainment, retail, art and marketing industries are already seeing positive results from building immersive, brand experiences, which include everything from virtual and hybrid events, to exhibitions, trade shows, and cutting-edge pop ups. Experiential marketing agency Freeman released a report in May 2017 revealing that marketers are expected to increase spending on experiential by up to 50% in the next three to five years. It is not enough to create “made for Instagram” bait - the next level of wow factor is using cutting edge technology tools to deliver multi-sensory experiences that appeal to all five senses. Brand engagement at this level creates loyalty and builds emotional relationships with consumers. Physical retail sees customization as an important element of the immersive experience, whether it's personalizing a product or the store tailoring the shopping experience to you through in-person service, augmented, and virtual reality. The path of these technologies is becoming more clear as we see more examples of practical uses in the marketplace and AR continues to bridge the gap between the physical and virtual. It is expected that retail industry investments in AR and VR technology will touch approximately \$30 billion by 2020 according to a report by Robosoft technologies.

The entertainment arena is getting just as competitive as the retail landscape. Watching television is becoming interactive rather than a passive with Netflix's introduction of branching narratives where viewers are able to choose their own path, and in January 2018 HBO will air Mosaic, a murder mystery where the viewer can watch from different character perspectives and discover supplementary material like police reports, and voicemails between characters on an app.

### MICRO TRENDS



New Media



Sensory Experience



Smart Retail



VR & AR

### MACRO COLOR

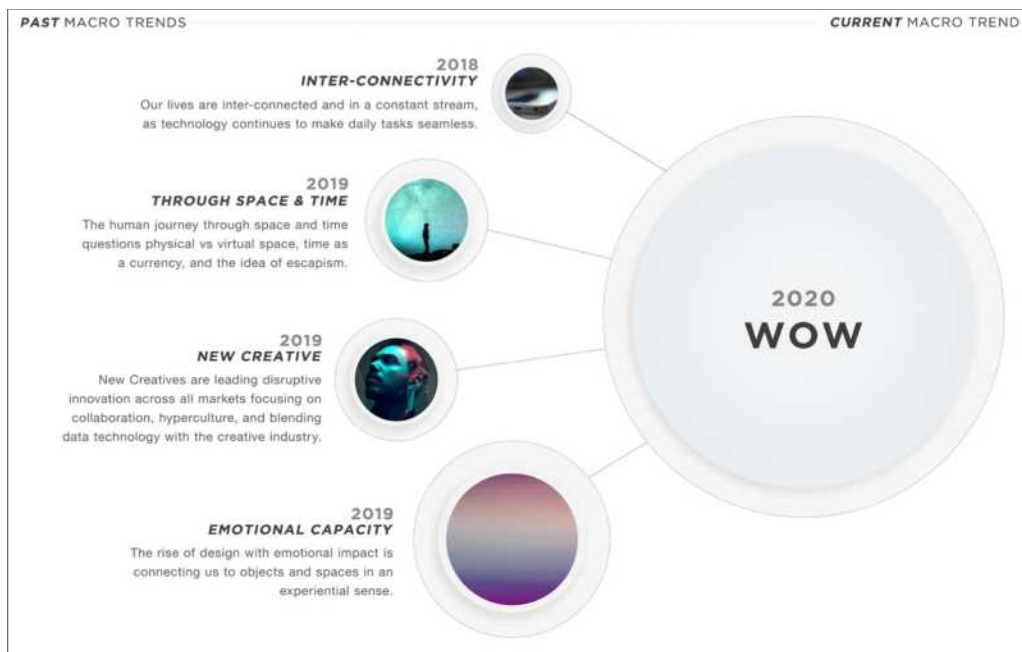
AWE

R 231 G 233 B 106  
C 12 M 0 Y 72 K 0

Awe connects to our cultural trend Wow. It takes a lot to grab our attention today and even more to keep it. It is not enough to create visual bait, the next level of wow factor is using cutting-edge technology tools to deliver multi-sensory experiences that appeal to all five senses.

FASHIONSNOOPS

### TREND EVOLUTION MAP





# CROSS CURRENTS

## 2020 MACRO TREND

The world is drowning in a sea of differences. For all the citizens pushing progressive change, there are equal numbers fighting to hold onto the traditions and ways that once defined their country and culture. Cross currents is about opening up the conversation to be a dialog of opposites. It is about hearing both sides in hopes to find middle ground. Cultural cross currents are as full of hardships as they are of benefits. It is not enough that Western countries receive Middle Eastern and North African migrants and refugees fleeing war and conflict, they need to build the infrastructure to help assimilation and better integrate these individuals and families into new societies. We have seen how multicultural landscapes can positively create a melting pot of education, values, and art to span generations.

Tension across the globe is not limited to different religions, politics, and ethnicities; gender perceptions as we know them are being challenged. As women continue to push the "Woman Unleashed" movement forward, men have started to challenge male stereotypes. Products, ad campaigns, and role models exploring the sensitive side of men are becoming more prevalent in popular culture. To embrace diversity in culture and thought around the world can be one of our greatest resources, and it begins with acknowledging where the tensions of our differences and similarities lie.

"Be brave enough to start a conversation that matters." – Margaret Wheatley

### MICRO TRENDS



Femininity vs Society



Masculinity vs Society



Multicultural Landscape



Nowstalgia

### MACRO COLOR

#### GROUND

R 84 G 48 B 41  
C 45 M 73 Y 72 K 55

Ground connects to our cultural trend Cross Currents, which is about opening up the conversation to be a dialog of opposites. To harness our global diversity of culture and thought, we begin with acknowledging where the tensions of our differences and similarities lie.

### TREND EVOLUTION MAP





# UNIVERSAL DESIGN

2020 *MACRO TREND*



The main principle of universal design is good design for all. Holding this principle to the highest standard is quickly becoming the mantra of today's trailblazing creatives. Universal design is thinking about design with a democratic approach rather than a lifestyle asset. Famed hotelier Ian Schrager, known as the godfather of the boutique hotel, passionately believes in the universal design movement, and his new hotel, Public, in New York is a testament to the fact. "I always liked the idea of making cool things, sophisticated things, available to everybody," said Schrager, "I like to do things that everybody understands and can participate in. Andy Warhol did it with art. Terence Conran did it with furniture. They made it available to all." How to do more with less is a major challenge forcing us to confront what is a necessity and what is not. We gain more comfort from spaces and products with purpose than the decorative.

The open source model initially focused on software programmers, but the idea of a collaborative design community has caught on with companies around the world. Bridges between disciplines will continue to be built according to Asta Roseway, Microsoft Research designer and fusionist, "The design challenges ahead will be more complex and thus will require several disciplines, or even fields, to come together." Transparency is another important principle of democratic design. The internet in general and social media specifically have allowed brands to develop personalities, value systems, and relationships with other brands and consumers in ways never before seen. Consumers expect to know more about companies than ever before, placing a higher value on where their purchases come from and how they are made. They will even spend 10 to 15 percent more on ethically produced goods, according to Marshal Cohen, retail analyst at NPD Group.

"You cannot understand good design if you do not understand people; design is made for people." - Dieter Rams

## MICRO TRENDS



Modularity



New Creative



Simplify



Personalization



Open Source

## MACRO COLOR

HONEST

R 199 G 195 B 202  
C 22 M 20 Y 14 K 0

Honest connects to our cultural trend Universal Design, as the core of this concept is good design for all. Holding this principle to the highest standard is quickly becoming the mantra of today's trailblazing creatives.

## TREND EVOLUTION MAP



# PALE BLUE DOT

## 2020 *MACRO TREND*

Inspired by an excerpt from Carl Sagan's book, *A Pale Blue Dot*, we explore Earth as our home and a planet in the Milky Way galaxy. In reaction to the Voyager's photo of Earth from 6.4 billion miles away, Sagan reflected, "There is perhaps no better demonstration of the folly of human conceits than this distant image of our tiny world. To me, it underscores our responsibility to deal more kindly with one another, and to preserve and cherish the pale blue dot, the only home we've ever known." This quote perfectly outlines the premise of this macro trend, realizing that Earth is only a tiny speck in an endless universe, and that the future of our planet relies on large-scale eco initiatives to reduce carbon emissions, pollution, and protect the living environment that we have.

Biotechnology advancements and climate friendly solutions for sustainable energy sources, urban design, food production, transportation, and industrial processes continue to innovate. Environmentally conscious breakthroughs and how we treat and react to the ecosystem will ultimately determine our level of global sustainability and the future of human nature. The furthering of space exploration is in part being fuelled by the future need of having human civilizations colonize another planet in the event that we can no longer inhabit planet earth.

"We on Earth have just awakened to the great oceans of space and time from which we have emerged." - Carl Sagan

### MICRO TRENDS



Biotech and Biomimicry



Climate Challenge



Other Worldly



Space Race

### MACRO COLOR

#### OZONE

R 0 G 169 B 216  
C 74 M 14 Y 5 K 0

Ozone connects to our cultural trend Pale Blue Dot, the environmental conversation. Earth is only a tiny speck in an endless universe, and the future of our planet relies on large-scale eco-initiatives to reduce carbon emissions, pollution, and protect the living environment that we have.

FASHIONSNOOPS

### TREND EVOLUTION MAP

