

# RECALIBRATE

## 2021 MACRO TREND

For so long we have been living in a reactionary state, it's time we stop and think about who and what we are fighting for. We need to find a new path of change to create the world we know is possible. This requires us to realize the power of collective liberation, recognizing that all of our struggles are intimately connected. This kind of thinking would lead us to say that when we fight from the margins we make bigger leaps, thus affecting the root of the cause and moving closer to becoming a more equitable society. When combined, our diverse identities and experiences give us the tools to dismantle systems of economic and social oppression and to create a world in which all people are seen as fully human.

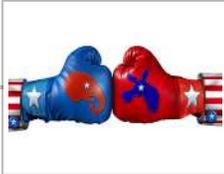
There is a push and pull in the world, morally and politically, that often makes us feel that hate is consuming us as a society. In a New York Times op-ed piece by George Soros' son, Alexander Soros, he wrote, "There is a new normal of political demonization that plagues us today. And all too normal that political leaders who swear an oath of office to protect all citizens instead pursue politics of division and hate." A new political discourse that shuns demonization and upholds a progressive agenda is fundamentally needed to uphold the institutions of our democracy.

"Nobody's free until everybody's free." - Fannie Lou Hamer

### MICRO TRENDS



Human Rights



Partisan Politics



Female Ownership



Shifting Manhood



Global Tension



Activism

### MACRO COLOR

#### CORE

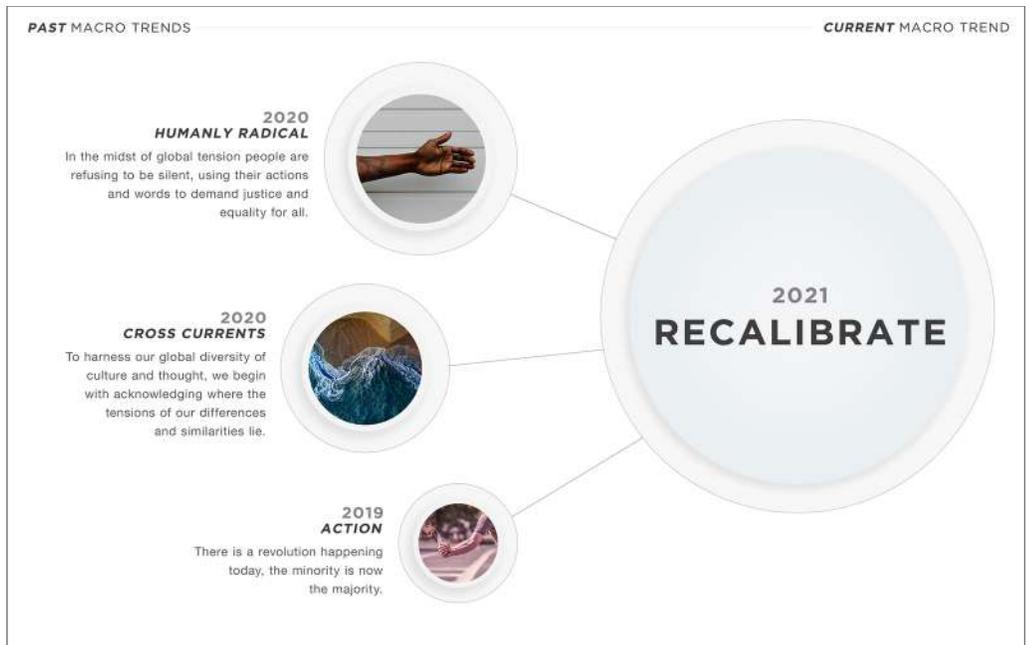
R 58 G 50 B 47

C 63 M 64 Y 65 K 59

Influenced by the emerging shift to non-black blacks, Core is an empowering shade rooted in strength and security. The importance of resetting our values systems and approach the future with a decisive attitude comes across in the charcoal-casted brown that is as deliberate as it is sincere.



### TREND EVOLUTION MAP



# LIVING LABORATORY

## 2021 MACRO TREND



We are working towards a future that is as smart as it is sustainable. Cities are home to more than half of the world's population, and they are expected to add another 2.5 billion new residents by 2050 facing increasing environmental pressures and infrastructure needs. There is a growing demand from residents to deliver a better quality of life and to do so at a sustainable cost. "How we design products, how we deliver products, how we manage energy and waste - all of those are going to present opportunities for us," states Shane Wall, HP's chief technology officer. Municipal leaders are realizing that smart city strategies start with people, not technology. "Smartness" is not just installing digital interfaces in traditional infrastructure or streamlining city operations; it is about using technology purposefully to make better decisions and deliver a better quality of life.

The speed of urbanization today is driving infrastructure innovation, and with the U.N.'s twelve-year deadline to reduce carbon emissions or suffer dire consequences, cities have no choice but to become better places to live. This change will play out with the rise of electric vehicles and car sharing eventually leading to self-driving cars as car ownership becomes a thing of the past. Forbes estimates that by 2020 there will be 10 million self-driving cars on the road. Looking at lifestyle and environment, green architecture is here to stay. This design prioritizes the responsible use of energy and resources, and the impact on the environment will become the standard.

As we invest in the future on earth we must also consider our future beyond our planet. Projects like Mars City by architect Bjarke Ingels push infrastructure innovation to the edge by building a prototype city with the tools and environmental conditions we would encounter on Mars.

### MICRO TRENDS



Renewable Energy



Sustainable Infrastructure



Space Horizons



Transportality



Sharing Economy

### MACRO COLOR

DÉJÀ VU

R 77 G 91 B 109  
C 73 M 59 Y 41 K 20

Surrounded by so much uncertainty, we want to envelop ourselves with trust and openness. Déjà vu is a reliable shade of blue that somehow seems new yet familiar at the same time, like a painting we are confident we've seen before, but still inspires us just the same. It draws us to its handsome sophistication in a subtle way, hinting at time-honored lessons and wisdom.



### TREND EVOLUTION MAP



# VOYEURISTIC

## 2021 MACRO TREND

Our voyeuristic nature has gone beyond our obsession with reality tv; peering through a window into people's private lives, it has increased tenfold on social media. Every video or photo we post is an episode and our profile is the series. We are obsessed with ourselves and each other. According to a recent study by market research group Nielsen, American adults spend more than eleven hours per day watching, reading, listening to or simply interacting with media. That's up from nine hours just four years ago. Social media has made celebrities less godlike, average people influencers, and everyone else nano influencers. As the curtain of trust collapses around Instagram influencers, the next trendsetters will be found in your intimate circle. 84% of consumers believe friends and family are the most trustworthy sources of information. Enter Masse, a new shopping app designed to showcase products based solely on word of mouth, individuals in your network are uncompensated and completely un-incentivized (beyond their genuine appreciation for the product). The perfect storm of rising sponsored content, fake reviews, and more products than ever before is leading us to confide in the people that have our best interests at heart.

In a sense, every social media user will become a brand that comes with real-world repercussions, an idea that is already playing out in China. Millions of Chinese citizens are already piloting a "social credit" system. Acting as a financial credit score, people are punished or rewarded based on their social behavior. People with good social credit may have faster internet and more hotel options compared to someone with a lower rank.

Our cultural obsession with discovering, creating, and sharing content is top of mind for brands, retailers, and media companies. Marketers are expected to increase spending on experiential mediums by up to 50% in the next three to five years with the ultimate goal of captivating our attention, dollars, and a place in our social feed. The consumer's journey is transcending barriers. They're using multiple channels including e-commerce, mobile, voice, augmented and virtual reality to find new ways to deliver key messages to the right consumers at the right time.

### MICRO TRENDS



Omni Channel Experience



Interactive Storytelling



Influencer Economy



VR & AR



New Era of Social Media

### MACRO COLOR

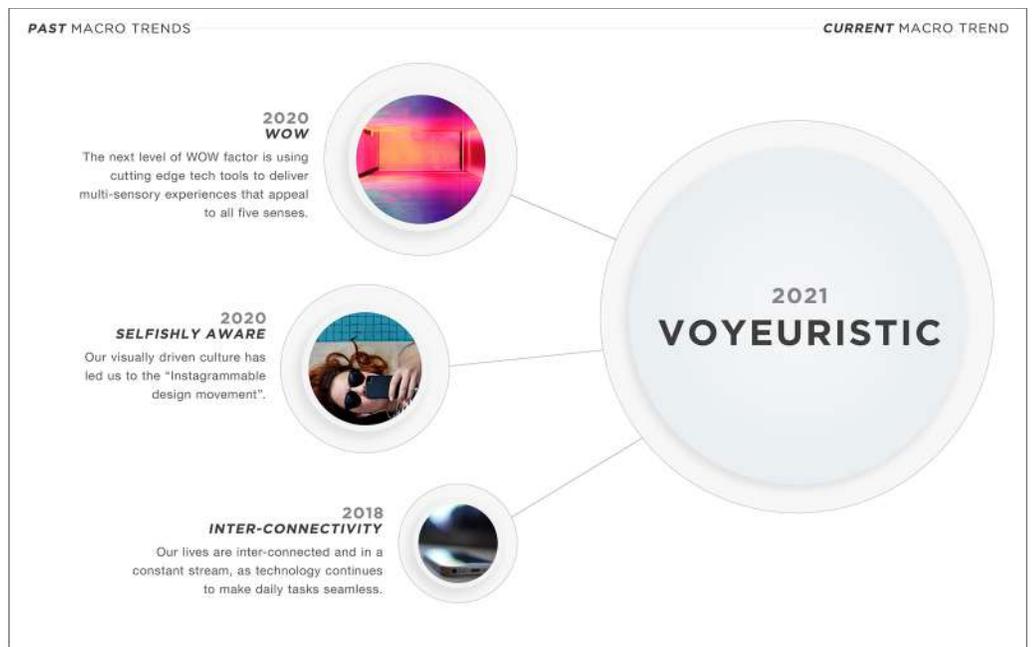
#### JOLT

R 237 G 115 B 33  
C 3 M 67 Y 100 K 0

Jolt is unapologetic in its flash and indiscretion. Reflecting the narcissistic needs and obsession with ourselves, the fiery shade of orange sees the world in an often augmented and heightened way, representing both the high energy way of life, as well as the constant need for caution and alertness. It's the color of contemporary actualization and enlightenment.



### TREND EVOLUTION MAP



# ONE-TO-ONE

## 2021 MACRO TREND

Imagine a retailer or brand that knows you need a new couch to match your new rug, you love pattern upholstery, hate purple, and the fabric must be kid friendly before you even begin to browse the website or the store. What a wonderful world! The future of shopping is one where our needs and wants are not only understood but predicted. There's been a remarkable shift from mass-production and mass marketing into the more individual customer approach, resulting in the emergence of new concepts like one-to-one marketing, mass customization, and personalization. Nine out of ten marketers say their customers expect individualized experiences - and, according to Gartner, by the end of 2018, organizations that have fully invested in online personalization will outsell those that haven't by more than 30%.

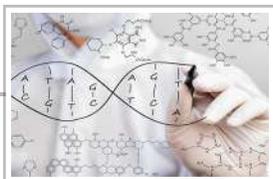
Hyper-personalization is the future of product and marketing, knowing what you want before you do. The evolution of machine learning is deep learning technology that not only relies on consumer's history, behavioral traits, and preferences - it actually considers their intent. As we get more specific about our needs, general purpose products will be designed with flexible lifestyles in mind.

Highlighting our individuality is changing the way we consume; we are no longer buying brands to fit in, we buy to show off our individual identities. Maybe we don't even need tangible items? To combat Instagram sameness, Scandinavian retailer Carlings launched a new capsule that only exists digitally. Digital clothing pieces can be purchased and designed based on customers feedback and the 3D designer fits the clothes on a posed picture of the user. With Amazon's robotic tailor set to launch soon, mass custom clothing may very well become the norm.

### MICRO TRENDS



Individualization



Personal Genomics



Universal Design



Elastic Living



Simplify

### MACRO COLOR

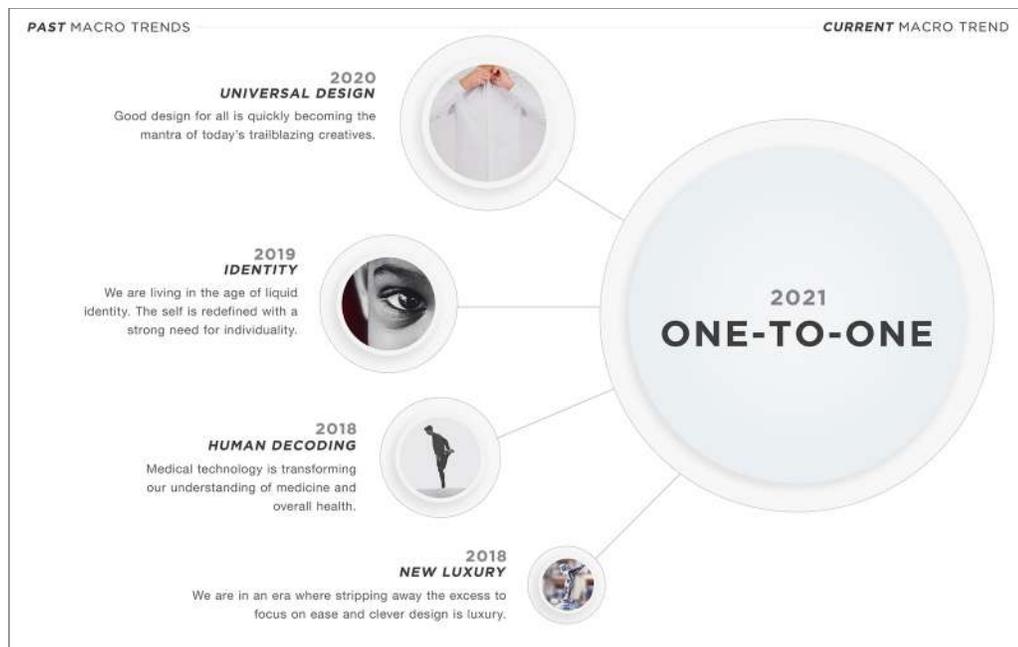
#### JOY

R 122 G 52 B 79  
C 43 M 87 Y 48 K 28

As the perfect balance between masculine and feminine, Joy is one of the richest shades for 2021. With an overarching mindset shifting away from novelty towards things that are truly a necessity, this hue showcases a universal strength through thoughtfulness and the redefining of luxury. There's a constant battle of sameness and invigorating personal expression and this shade strives to bridge the two with a color all about you.



### TREND EVOLUTION MAP



# GREENER ACRES

## 2021 MACRO TREND

The way we are living is shifting for the better, becoming more thoughtful and ethical, and the future looks very green indeed. Agriculture is the backbone of human existence, and biotechnological advancements are increasing efficiency to supply the demand of a growing global population - 9.1 billion by 2050. Indoor vertical farms produce higher yield, are closer to urban centers, and require less growing time. Farm-to-table will take on a whole new meaning if every kitchen can host a hydroponic farm. By 2022, the indoor farming technology market is estimated to reach \$40.25 billion.

The marijuana revolution has caused cannabis stocks and startups across many industries to surge. Canada became the first G20 country to legalize recreational cannabis, paving the way for other countries to follow. In the United States, ten states have legalized marijuana, 33 have legalized medical marijuana, and finally, the 2018 Farm bill announced the legalization of the production and regulation of hemp. The bill will increase growth in the cannabis industry. One of the most exciting applications of hemp lies in the extracted cannabinoids or CBD oil. With the legalization of hemp, CBD can be regulated and researched much more than before to truly understand the medical efficacy for a wide range of diseases.

Historically, companies responding to environmental problems was a risky move, but thankfully that wisdom is shifting. We are seeing a greater number of businesses embrace a plastic-free future and pledge to invest in research towards biodegradable packaging, renewable energy, and biofabricated textiles. The circular economy is more than sustainability, it's a model of production and consumption that helps companies get much more value out of energy, materials, and other resources they use.

"The future will either be green or not at all." - Bob Brown

### MICRO TRENDS



Farming 2.0



Circular Economy



Marijuana Industry



Organic Living

### MACRO COLOR

#### HEMP

R 215 G 209 B 189  
C 15 XM 13 Y 25 K 0

A major part of the cultural conversation continues to be renewable resources that are ethically used to make our lives better. Hemp is one of those "super materials" that can be used for a multitude of products and unwavering in its strength and durability. The interesting contrast is how gentle and softened it becomes over time, all the while maintaining its tenacity. Because hemp is being more widely used, these hues that are left in their most natural, raw form are more important overall, emphasizing a shift towards authentic, real colors.



### TREND EVOLUTION MAP



# THRESHOLD

## 2021 MACRO TREND



We are on the threshold of singularity. Technological singularity is the idea that artificial intelligence progress will reach a tipping point where machines become exponentially smarter than humans, and many futurists believe we are halfway there. Ray Kurzweil, Google's Director of Engineering and well-known futurist stated, "By 2029 computers will have human-level intelligence and by 2045 multiply our own intelligence by a billion fold as it merges with the machines we have created." Artificial Intelligence is not something we should be afraid of; this technology provides the opportunity for humankind to improve as much as it does machines.

In just one year, we went from having five million IoT connected devices to a billion, and by 2020 it is estimated that there will be 31 billion connected devices to the internet. Machine learning technology will help our smart homes and devices record what we say and how we live to use the data to learn our preferences and needs. Consumers are embracing AI demonstrating a higher level of comfort and awareness through Voice User Interface (VUI) with over 39 million Americans owning a smart speaker - but it doesn't end there. Steve Rabuchin, VP of Amazon Alexa says, "Our vision is that customers will be able to access Alexa whenever and wherever they want. That means customers may be able to talk to their cars, refrigerators, thermostats, lamps, and all kinds of devices in and outside their homes."

Creative work is shifting faster than ever before, it's an exciting time, but the realities of the impact automation are still very much present. AI is a partner to the creative world, relieving designers and artists of time-consuming "busy" work so they can jump right to the ideation phase. Whether it's improving the intelligence of products through sensors or computers creating art alongside us, embracing AI is the future of creative progress.

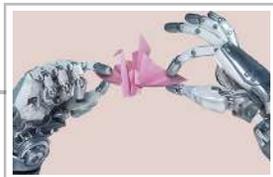
### MICRO TRENDS



IoT



AI Assistants



Creativity & AI



Health Care & AI



New Workforce

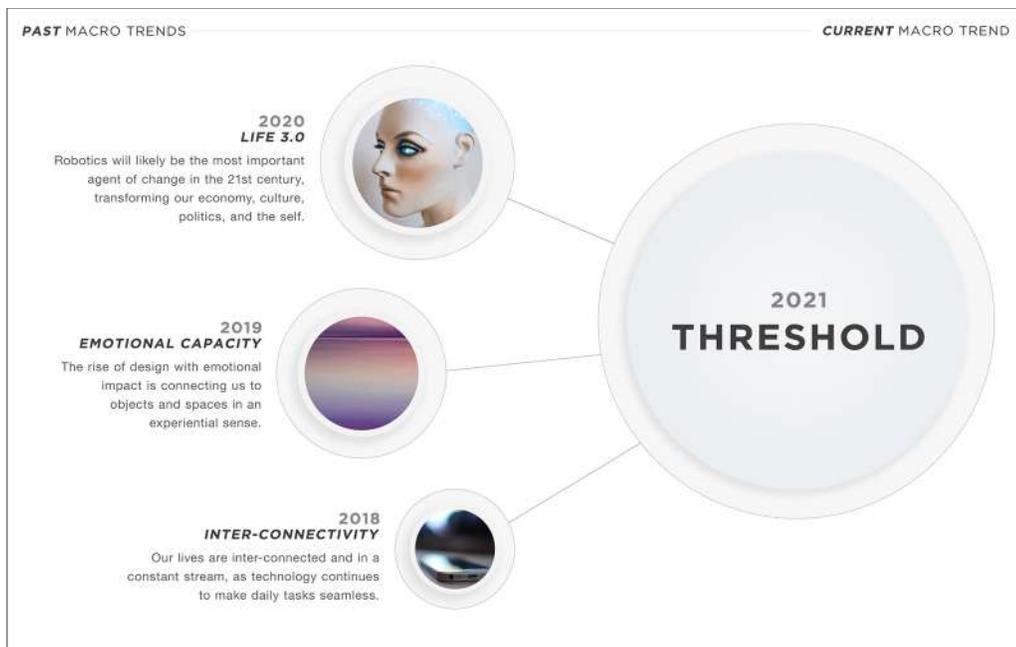
### MACRO COLOR

#### CIRCUIT

R 0 G 183 B 133  
C 77 M 0 Y 65 K 0

In this brave new world where humans and machines co-exist, Circuit promotes a fresh creative synergy and amplifies the importance of ideological freshness. The color of nature is as intense as ever, blended seamlessly with technology. Circuit promises stability and endurance in an otherwise uncertain world.

### TREND EVOLUTION MAP



# HUMAN LEVEL

## 2021 MACRO TREND



Society is exploring what it means to be human in the digital age. We are finding ways to nurture our creativity, connect with our spiritual core, think through our senses, and feel with our heart. Doubling down on our humanity will be the most important challenge of the 21st century. As we rediscover the human self and seek out solutions, we embrace techno-optimism. Finding our human level is not about refusing all that technology has to offer; rather, it's about living our best life alongside it. We've put our digital wellbeing at the forefront and placed a renewed focus on the care for our mind and soul.

As we aim to amplify our humanity, it's become apparent that craftspeople and skilled trade people have become a commodity. There are more trade jobs than people to fill them and it's a growing problem. New apprenticeship programs with luxury brands and investment in rebranding the delivery of vocational education aim to change the dated perception of technical occupations and hope to fill the talent void in the growing construction and artisanal industries. Products, experiences, and even technology that promote the entire human being, beyond just the visual and cerebral are greatly important to our future.

### MICRO TRENDS



Slow Living



Trade Mastery



Artisan & Craft Culture



Soul Search



Digital Wellbeing

### MACRO COLOR

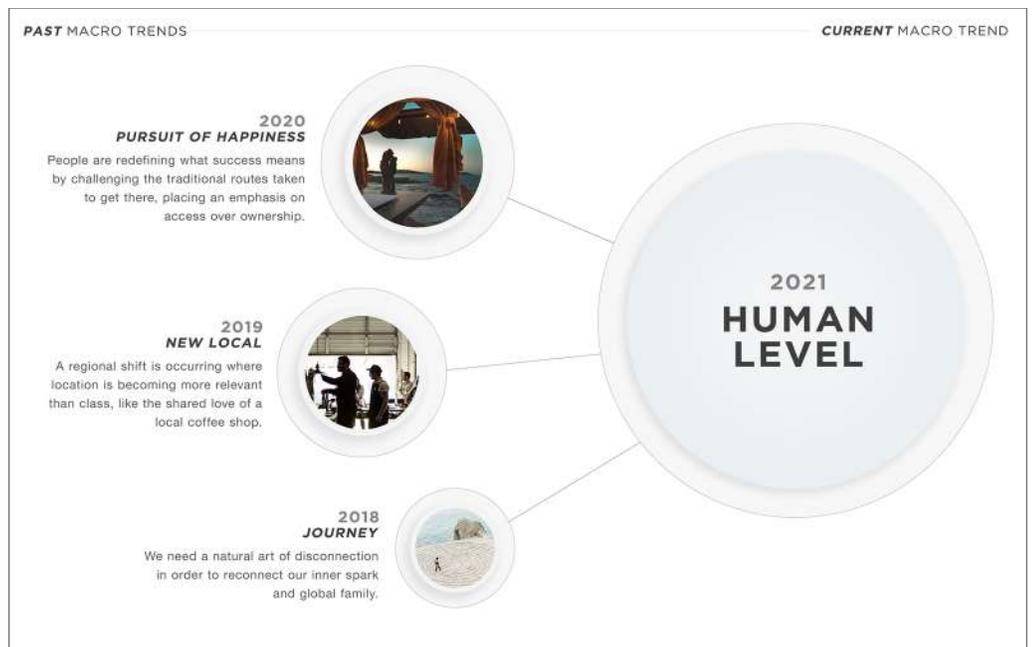
#### MUSHROOM

R 150 G 125 B 108  
C 40 M 47 Y 56 K 10

Consumers are craving genuine connections with their surroundings, especially when every facet of their lives are controlled by tech. Mushroom grounds us with what it means to be human, appreciating an organic touch and a slowed-down way of life. The healing power of fungi hints at its crucial role in future settlements, and so, this new neutral becomes a much-needed bridge between our ancient earth and the heavenly realms.



### TREND EVOLUTION MAP



# DISTRUST

## 2021 MACRO TREND

What will happen when we can no longer separate fact from fiction? We are headed towards a dystopian digital future if we don't start regulating tech companies and social media titans. Trust in social media is at an all-time low. The very premise of democracy is being threatened through attacks by foreign trolls, manipulating citizens with doctored images and videos, fake news, data breaches, and bot accounts all hosted and spread by Twitter, Facebook, Youtube and more. According to a study by Edelman, only 40% of digitally connected people thought social media was doing a good job controlling the spread of false information and hate speech or other forms of online harassment; 60% of respondents said they didn't trust social media companies to behave responsibly with personal data.

Europe is leading the way in citizen data protection with the General Data Protection Regulation Act (GDPR) that went into effect May 2018. The GDPR aims to give control over personal data to citizens and residents, requiring full consent for citizens and educating the general public about how their data is being used. Companies who do not abide will be held accountable through fines and other regulations. As people's trust in government institutions falls, consumers around the world believe it is up to brands to pave the way for safer and better social media platforms for users. Overall, consumers are demanding more transparency and responsibility from companies and brands. According to a global Edelman survey in 2017, 57% of consumers either bought or boycotted brands based on their corporate values. Google employees staged a walkout to protest how the company handled a sexual misconduct allegation, Snapchat helped register over 400,000 voters for the 2018 midterm elections, and Dolce & Gabbana was boycotted for racist remarks by Stefano Gabbana on social media.

Harnessing the power of the internet for good will curve this fragile path we're on. As global internet use continues to grow so does consumer power. Distrust can be fought through collective clout, removing ourselves from our filter bubbles and challenging facts and reality in a less partisan way.

### MICRO TRENDS



Data Privacy



Filter Bubble



Fake Media



Corporate Responsibility



Brand Transparency



Finance & Cryptocurrencies

### MACRO COLOR

#### VILLAINOUS

R 94 G 60 B 163  
C 76 M 89 Y 0 K 0

We are entering a world of Sci-Fact, closing the gap of fantastical worlds and reality. Villainous sits in the space between mysterious purple and trustworthy blue, making us question what's essential to happiness and what's detrimental. It's persuasive, dynamic and charming, but can also change its form in a second to be daring and enigmatic. Villainous is the anti-hero of colors.



### TREND EVOLUTION MAP



# BETTERMENT

## 2021 MACRO TREND



People are looking to optimum levels of wellbeing. There's a proactive attitude to enhance the quality of life in our mental, physical, and emotional state. Healthy people are acting like patients with an acute awareness of their wellness state and patients are acting like consumers as the medical industry begins to borrow from lifestyle sectors. According to Ophelia Yeung, a Senior Researcher at The Global Wellness Institute, "Our interaction with the wellness economy is becoming less episodic and more intentional, more integrative, and more holistic. In the last few years, wellness has become a dominant lifestyle value that is profoundly changing consumer behavior and changing the markets."

Consumers demand that wellness is now implemented in every segment of their lives, starting with their homes and neighborhoods. There are already 750 wellness estates and communities built or in the works in 34 countries and it's projected to grow into a \$180 billion industry by 2022. Research shows people are willing to pay a premium to be surrounded in environments that boost their holistic health and wellbeing.

The aging Baby Boomer population inching into retirement with disposable income will drive growth in the medical and wellness industries, especially travel. Trailblazers in the hospitality industry are remodeling and offering lifestyle experiences to meet the needs of transformative travelers. In the quest for betterment, we are educating ourselves on all paths of healing, accessing information at the tip of our fingers through podcasts, apps, film, social platforms, and more. Health trackers and wearables help us to be more in touch with our bodies and avoid frequent doctor visits. The food industry is investing heavily in plant-based products as veganism has seen a dramatic increase of over 600% in the last three years. The change in dietary decisions has caused an influx of faux meat brands and 51% of restaurants offering vegan items.

### MICRO TRENDS



Mental Health



Health Tracking



Baby Boomer Wellness



Active Lifestyle



Alternative Practices



Self Care



Conscious Eating

### MACRO COLOR

#### FLUSH

R 183 G 124 B 126  
C 28 M 56 Y 42 K 2

Flush provides us with a soft, comforting strength that is appropriately subtle in its power. It reminds us of the importance of a more well-rounded approach at wellness, one in which results manifest from the inside out, and beauty is connected to the mind as much as it is the body. This genderless hue is nurturing, intimate, and adaptable, and reminds us of the importance of empathy in a world where so many are trying to separate our differences.



### TREND EVOLUTION MAP



# BELONGING

## 2021 MACRO TREND

What is belonging today? Our preconceived notions like shared values with like-minded people, privacy, security, acceptance, and a sense of physical belonging are now being challenged. Shifts in modern lifestyles are disrupting the traditional ideas of home, community, and identity. A recent Ikea survey of 22,000 people in 22 countries reported a creeping unease with their living spaces, 53% of young families don't get a sense of belonging from their residential home, and only 57% of people who live with family or alone feel a sense of belonging in general. These results play into a number of growing lifestyle trends; consumers spend less time at home, travel more, own less stuff, blend work/home lives, and find deeper connections with individuals outside their four walls.

The search for personal and collective truth leads to understanding one's true self with a greater acceptance of others. A modern example of identity rooted in people over places is third culture kids (TCK), children who are raised in a culture other than their parents or the country of their birth, for a significant part of their early development years. These citizens of the world are often multi-linguistic, have a blended identity formed by the exposure of different cultures around them, and feel more understood by fellow TCK's than their parents.

Gen Z sees the self as a place to experiment, test, and change as they are constantly evaluating new information and influences. According to a recent report by McKinsey, the influence of Gen Z - the first generation of true digital natives - is now radiating outward, with the search for truth at the center of its characteristic behavior and consumption patterns. Technology has given young people an unprecedented degree of connectivity among themselves and with the rest of the population, making their viewpoints a potent influence on people of all ages and incomes.

### MICRO TRENDS



Suburban Living



Identity Nomads



Multicultural Landscape



Radical Unity



Modern Relationships

### MACRO COLOR

#### GENTLE

R 244 G 224 B 141  
C 5 M 8 Y 54 K 0

The breakneck speed of today's world must be balanced with a level of familiarity and optimism. Gentle is a fresh, steadfast color that's the new evolution of "Gen Z" yellow. It still comes across as jovial and attention-grabbing, but the natural euphoria that comes with its soft energy is the perfect remedy for the chaos that surrounds us.



### TREND EVOLUTION MAP

