



# CREATIVE & MILLENNIAL TRENDS FROM NORTHSIDE INNOVATION FESTIVAL

JUNE 7-11, 2017 | BROOKLYN, NY

**FASHION**SNOOPS

# INTRO

**For five days every June, over 100,000 creative and cultural trendsetters converge in Brooklyn, NY to uncover the future of music, innovation, and content at Northside Festival.**

**Speakers at Northside Innovation include a vibrant community of startup founders, entrepreneurs, designers, journalists, VCs, and developers. This report summarizes some of the biggest and buzziest ideas that caught Fashion Snoops' editors' attention at leading talks by Google, Shutterstock, AOL, JWT Intelligence, Wired, The New Yorker, Fortune and more.**

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**JALAPEÑO  
PEPPERS ARE  
UP-TRENDING  
IN THE USA**

# JALAPEÑOS

- Move over pineapples, jalapeños are one of the leading visuals searched for online in the USA
- Driven by data, Shutterstock trends are based on Internet search increases from last year



**2**

**WHITE  
TEXTURE  
IMAGERY  
IS UP 482%**



# WHITE TEXTURE

- There's a growing demand for white texture imagery. Up 482%, this is one of the largest increases in visual trends over the last year
- This includes sharp, intricate, or reflected patterns found in nature
- White backgrounds with 3D texture are a confirmation of the “warm” tech trend
- Consumers are moving away from the sleek “Apple” aesthetic

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**EXTREME  
NATURE  
PHOTOGRAPHY  
DOMINATES  
SOCIAL MEDIA**

# EXTREME NATURE PHOTOGRAPHY

- Weather and nature photos continue to be one of the most shared visuals on social media
- From serene sunsets to unpredictable blizzards, everyone today is a photojournalist



**4**

**MOST  
MILLENNIALS  
ARE ACTUALLY  
“PREDULTS”**

# PREDULT

- An emerging life phase, roughly from age 21 - 29 years old
- Due to the abundance of choices, options, and opportunities, we are becoming adults later
- The Predult is an extension of the "Emerging Adulthood" concept that psychologist Jeffrey Arnett introduced in 1995

"The very concept of adulting exists because it's not what we are, it's what we are trying to be."

- Michael Parrish DuDell

Panel: It's Not You; It's Me: Rethinking Positioning  
And Messaging In A Millennial World  
Speaker: Michael Parrish Dudell Bestselling Business  
Author And Chief, Strategy Officer Of Couponfollow

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**BRANDS  
CAN'T BE  
EVERYTHING  
TO EVERYONE**

# HYPER-FOCUSED BRANDS

- Brands with a hyper-focus will reach mass appeal organically
- La Croix seltzer water is a great example, founded in 1981, but only recently became a sensation
- The brand focused on dieters who had given up soda (mostly middle-aged women)
- Soon the colorful cans caught on with mommy bloggers, paleo dieters, and creative professionals, which after writing about the water, quickly broke the Internet with La Croix devotees



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**“RR”  
REAL  
REALITY**



# “RR”

- Expanding on the VR, MR, AR conversation, RR (real reality) is now a thing
- Actual real life has an acronym
- There’s a push for engaging in the physical aspects of life; connecting with humans face to face is what people are craving

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# **INVENTION OVER INNOVATION**



# INVENTION

- Millennials value creation over change
- The idea of invention is more emotionally attractive to Millennials
- People love to make and hack things, physically and digitally

Panel: Innovation Is Out, Invention Is In  
Speaker: David Shing, Digital Prophet, AOL

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**WE AREN'T  
WEARING  
OUR  
WEARABLE  
TECH**

# WEARABLE TECH OVERLOAD

- Many people own wearable tech devices, but often do not utilize them
- Devices can feel repetitive. People don't usually wear their smart watch, Fitbit, and carry their cell phone at the same time
- In our over-stimulated world, people crave simplicity



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**ME-GENERATION:  
TODAY IS  
ALL ABOUT  
POPULARITY**

# ME- GENERATION

- Today is about popularity, yet we value a private connection
- Millennials demonstrate tribe loyalty and appreciate brands that speak to the heart
- Gen-Z is a reactive generation. To be relevant, brands need to speak directly to them



**10**

# MEET THE “FITSTER”

# FITSTER

- Hipsters become wellness seekers
- Group fitness classes and festivals increase; immersive experiences are key
- The fitster finds a greater sense of calm on the yoga mat and exercise bike than at happy hour
- Being a leader of this healthy lifestyle is important to millennials as they value driving new trend revolutions

“78% of millennials would rather pay for an experience than material goods”\*

Panel: Creative Trends Influencing Design In 2017  
Speaker: Terrence Morash, Creative Director At Shutterstock  
\*According To Harris Poll & Eventbrite

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