

UPCOMING

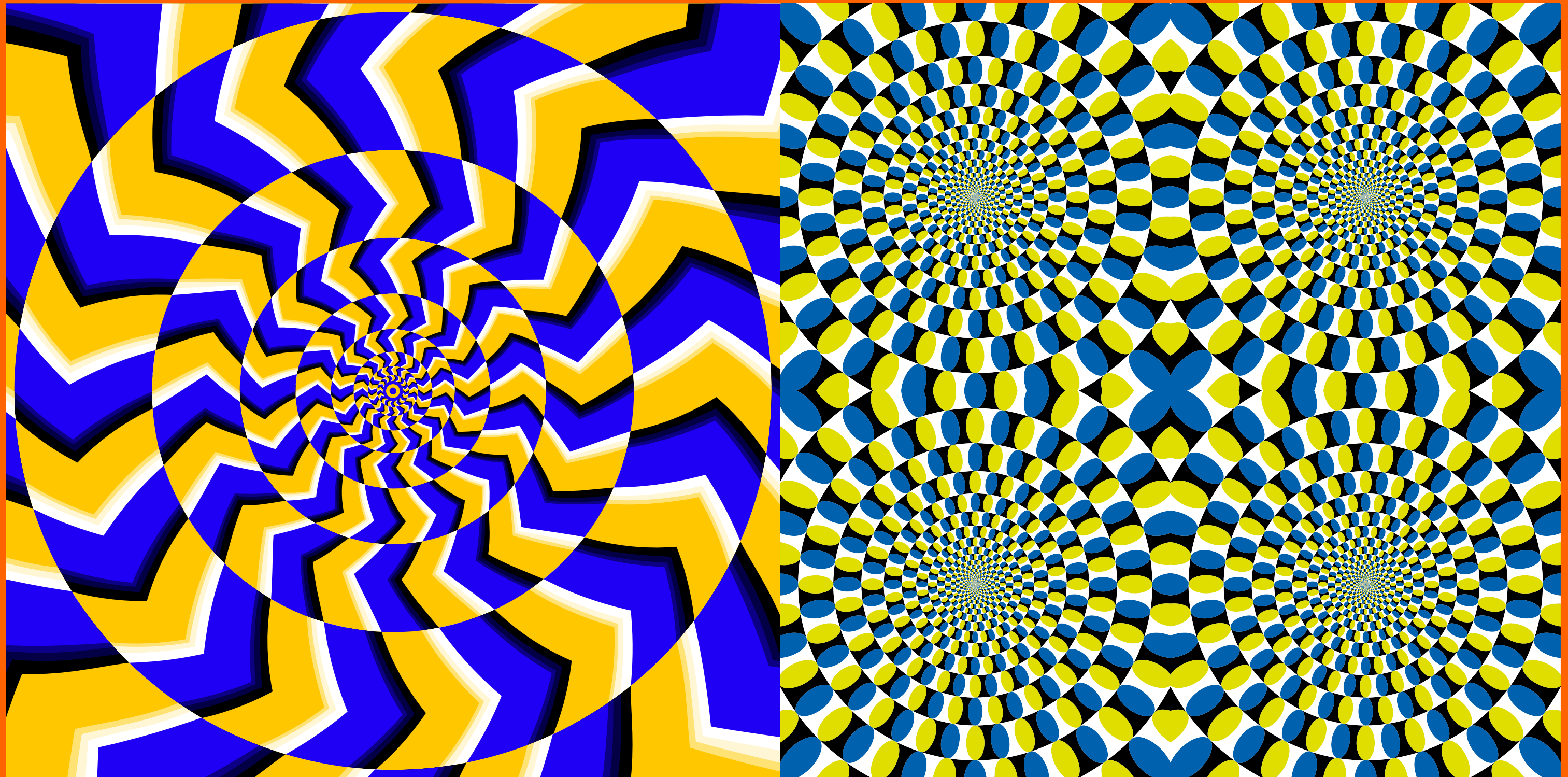
LIFESTYLES

REPORT

2020

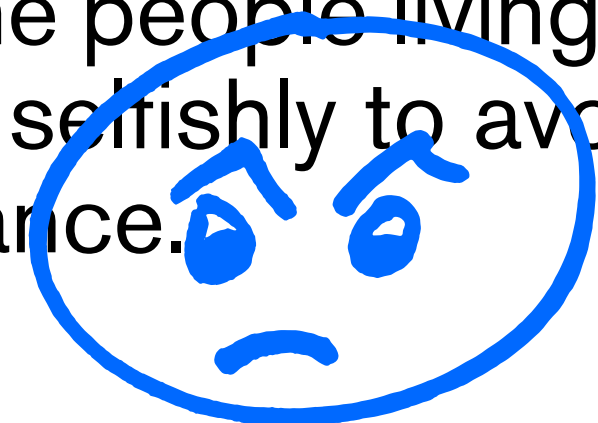
TIME FOR NEW PERSPECTIVES

ALL©



INTRODUCTION

In life, people are moving away from complete chaos and self-destruction, and start striving for a second chance at a peaceful existence instead. To fulfill such a transition, they are changing their behavior, trying to drastically turn their life around and steer their destiny towards a more promising future. Fear, fatigue and feeling unhappy are the engines that drive this new vision that cares about the well-being of ourselves, others and the environment. In the end, our planet and the people living there are changing selfishly to avoid their disappearance.



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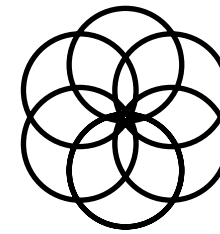
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TIME FOR NEW PERSPECTIVES

TIME FOR NEW PERSPECTIVES

ELEVATED



HUMAN

The ability and the extent in which people can express themselves is becoming the focal point of our era. Once the most primary steps of the pyramid are reached, people begin to focus on reaching the “top shelf” of self-realization. Self-knowledge, respect, autonomy, creativity and resilience are some of its central axes.





NIKE. Your culture is unstoppable. Nike adapting their product for all the

POLYSEMIC HUMAN

There is no one type of human being; rather, there are as many as there are individuals living together on the planet. Diversity has flourished. Each one now is, lives, consumes and connects as they need, believe and want. Empowerment, tolerance and inclusion elevate the human being.



WILD ONE. It's not a pet, that's a member of my family. Pets are getting a more valuable role in the people lives.

COUNSCIOUS LONELINESS

As a direct consequence of hyper-connectivity comes a new inwardness that is rooted in selective solitude. People spend more time with themselves, soul-searching, in order to get to know themselves better. They are independent: they are able to satisfy their own needs, by themselves.



USUAL WINES. **Daily little pleasure.** Wine in personal bottles to have a conscious consumption.



MOOMINCAFE. **Don't feel yourself alone.** This restaurant is offering a dummy friend to not have your meal just by yourself.

“When loneliness
is a counscious choice,
not
an imposition.”

DIGITAL ME



LILMIQUELA. Digital influencer
Lilmiquela is a digital influencer with almost two million followers.



THE FABRICANT. Digital style. This company creates digital-only fashion that can be used and traded just in virtual realities.

Digital life is now just as relevant as actual everyday earthly life. The digital is no longer only a mouthpiece for what is happening in real life. It is

now a separate, essential environment that enables people to express their own identity, live experiences and generate new relationships.

FACE IT!

Accompany your consumers on
their way to self-realization.



Crop the image and feel like Kanye!

WHAT IF...

*...WE ADAPT YOUR
PRODUCTS TO THE WIDE
VARIETY OF
HUMAN BEINGS?*

*...WE GENERATE
SERVICES THAT ENHANCE
SOLITUDE MOMENTS?*

*...WE CREATE
EXPERIENCES DESIGNED
FOR THE DIGITAL SELF?*

REBELLION AND REFORMULA- TION



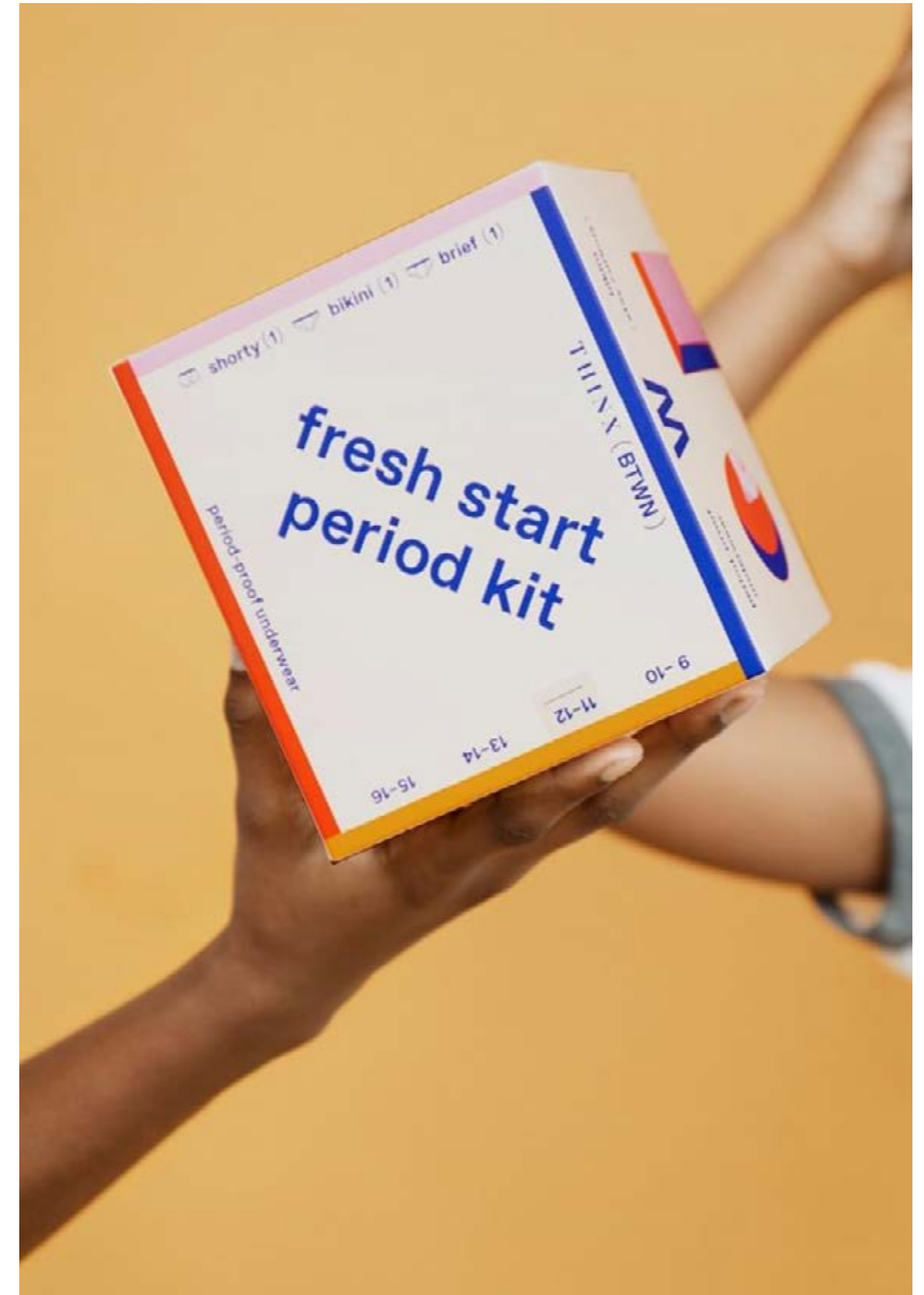
Humanity is rebelling against injustice in a globalized context. All corners of the world now share many great concerns, and the digital era allows their individual voices to be heard as one, united. We are moving away from constant passive complaining towards increasing constructive advocacy and accompanying acts that drive change.

REALSELF

It's the age of empowerment. Global support gives people the strength necessary to openly love themselves as they are. They tell the world about it without fear, and even to make it their banner, their symbol, their image. Weakness gives way to proudly hanging out flags.



EVELYN BOOBIE. Adapting intimate clothing to real customers. They design the products women want to wear for all-day comfort.



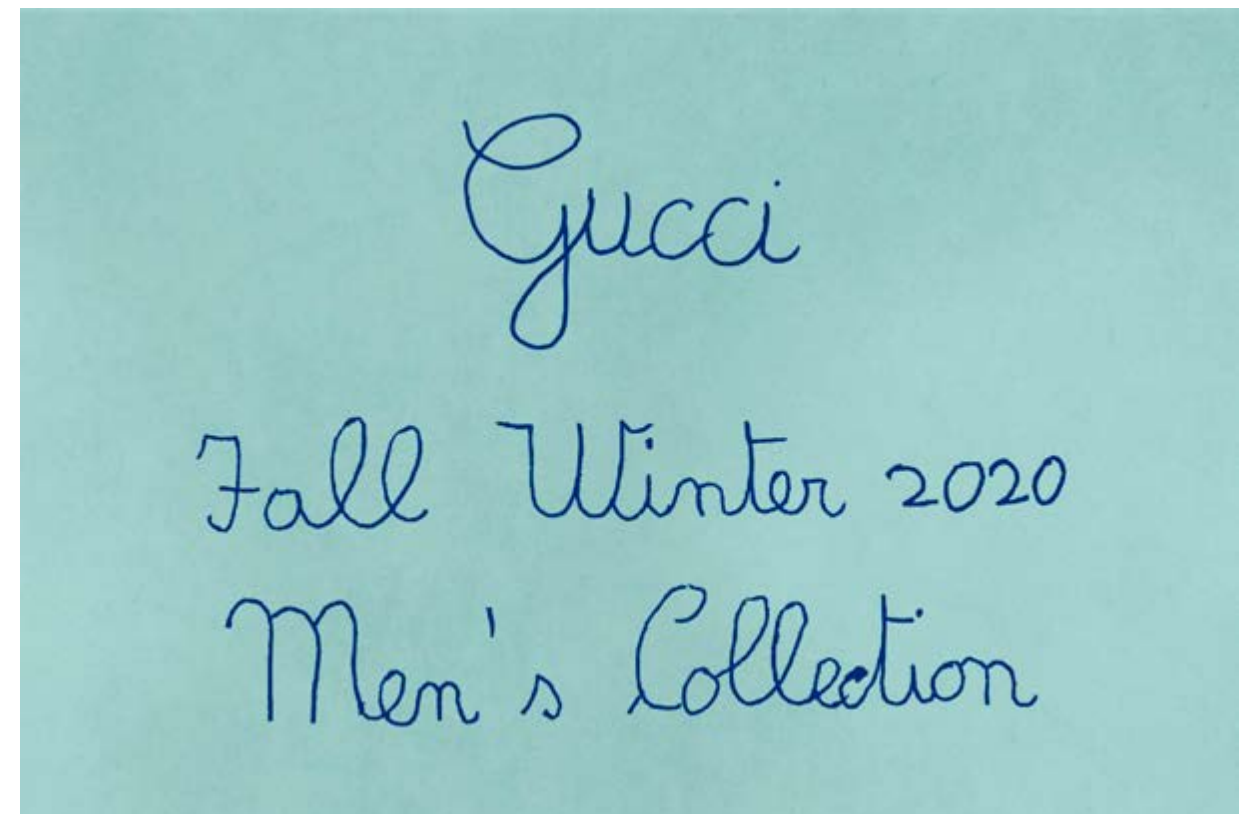
THINX. Period always has it first time. Period underwear for tweens and teens.

FROM ME TO US

Struggles are collective. Those who share a feeling or a purpose now stand and fight united in a group, raising their voices for those who cannot do so themselves. Change, inclusion and empowerment are words that champion these movements.



YOUTH TO THE PEOPLE.SKINCARE FOR ALL. Skincare for all. They create skin-care conscious products for all the different kind of people and ages.



GUCCI. Be a (real) man. Gucci winter collection to avoid toxic masculinity with t-shirt messages.



CLEAN WALK. Walk and help. Cleaning the environment and trekking going through the same way.

WALK TO WALK

Emotions become actions. Empty exposure is seen as a necessary evil and takes a back seat while real change is underway. The important thing is to act. Rebellion is not just about words or hashtags anymore; it rather focuses on tangible acts that have real impact.



JUST WATER. Helping to fix the leaks. They just excess water that community doesn't need and supporting sustainability project.

FACE IT!

Activate your brand as a catalyst for your consumers revolution.



Act ivate your brand as a catalyst for your consumers revolution.

Crop the image and lead your life as Trump would.

WHAT IF...

...WE TRANSFORM YOUR PRODUCTS INTO TOOLS HELPING PEOPLE FIND OUT WHO THEY ARE?

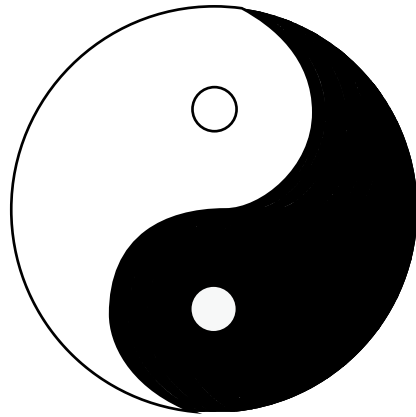
...WE DESIGN PRODUCTS THAT STAND FOR SPECIFIC MOVEMENTS?

...WE CREATE SERVICES THAT BECOME TOOLS FOR CHANGE?

BALANCE LIFESTYLE

The volatile context in which we find ourselves, constantly surrounded by anxiety and uncertainty, is forcing us to rethink the way we live. Opposite extremes are living together in a balanced way, even in the same person, diffusing behaviors and pleasures of different lifestyles. Up and downs are evened out in search of a full and healthy life.





MIND-BODY BALANCE

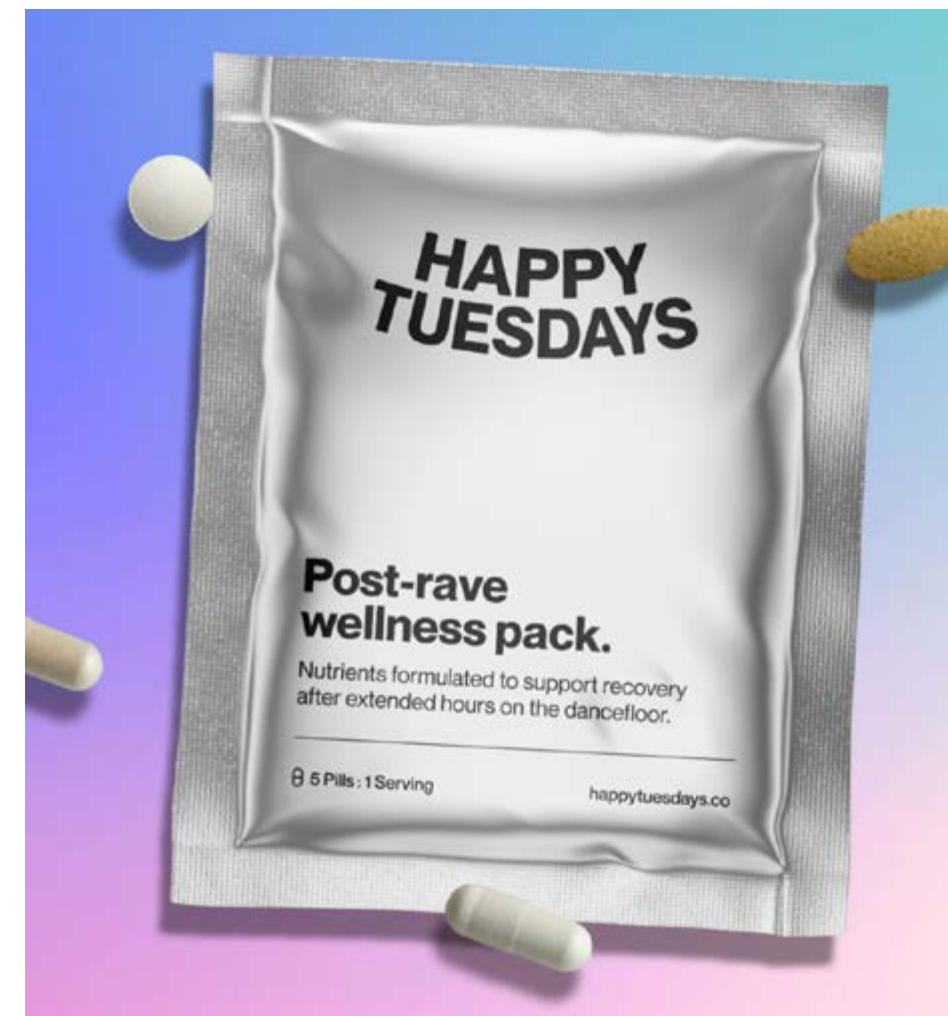
Health is holistic. It means listening and responding to the body and mind alike. People strive for a balanced life; speeding up and slowing down work hand in hand. It is considered the key to overall and long-lasting well-being.



HYBRID LIFE



HAVEN. **Adapted clothes for different lives.** This company is trying to offer a big portfolio of products adapted for all the different things you can do.



HAPPY TUESDAYS. **Rave hard, recover fast.** Nutrients formulated to support recovery after extended hours on the dancefloor.

Lifestyles are no longer clear-cut and divided. Due to the complexity of daily life and the empowerment offered by globalized knowledge, new and hybrid lifestyles have been generated. They draw on different cultural codes, modifying the way we live, interact and consume.

PLEASURE & HEALTH

People also need indulgence from time to time, to serve as fuel for their struggle for an overall healthier life. People are learning to actively listen to their bodies, allowing them to attain a balance between what generates pleasure and what benefits their health.



KIN.Non alcoholic society. Introducing a new kind of night beverage for conscious connection.



PHASEY. Happy periods start with good food. They are making good food to feed the cycle of a woman all month long.

FACE IT!

Assist your clients in living more harmoniously and balanced.



Assist your clients in living more harmoniously and balanced.

ALL



Crop the image and HANDS UP !

WHAT IF...

...WE CREATE SERVICES THAT LISTEN TO AND ACT ON BOTH PEOPLE'S BODIES AND MINDS?

...WE USHER IN A NEW GENERATION OF PRODUCTS THAT BLEND DIFFERENT LIFESTYLES?

...WE MAKE SURE YOUR EXPERIENCES ARE ALSO MOMENTS OF INDULGENCE?

ETERNAL CONDITION



Life expectancy has increased, and with it, people's eagerness to live life to the fullest as long as they can. They want to be able to make the most of what they have, and to enjoy every

moment. Aging is seen as the enemy of the desire to live an infinitely active and full life. This fear of growing old is causing people to revise their rituals in order to achieve their goals.

CROSS GEN



GENTLE MONSTER. Kidfluencer. Gentle monster introducing their first kids collection.

Today's different generations have seen their lifestyles become intermingled, creating combinations that are difficult to define. There is a central generation that sets the trend and acts as an influence for the other generations, which adopt it adding their own variations.



DOOM. Prepared for all the ages. Doom is a classic video game adapted to all the different range of ages.

SHORT -& LONG- TERM BENEFITS



DIRTY LEMON. **Better beverage for your daily care.**
Dirtylemon offered functional beverage for your daily care.



HIMS. **Easy, healthy you.**
People should look their best all the time, this company job is to make it easy.

People have adopted a standard of being flawless, now and always. This causes them to work on their well-being in the short- and long-term, alongside one another. Wellness is no longer a quick fix but rather means being able to prevent any kind of setback or affliction throughout life.

LIFE CYCLE DILATION



PERENNIAL. Welcome to the new age.
Beverage created to improve human life after 50's

The new wave of prosperity looks nothing like the ones before it. It includes improvements among all generations. Today's seniors are active and connected to an ever-changing globalized world. They no longer wait for their time to come, but rather make an active effort to enjoy their finest hour.



LIVING OUT. Co-living prepared for older people.
On this co-living people over age could find another people on their age to avoid the loneliness.

FACE IT!

Support your consumers in getting the most out of their lives.



Crop the image it's the car you never bought !

WHAT IF...

...WE CREATE PRODUCTS THAT ARE TRULY CROSS-GENERATIONAL?

...WE DESIGN BUSINESSES THAT IMPACT YOUR CUSTOMER PRESENT AND FUTURE?

...WE REFORMULATE THE MEANING OF "OLD AGE" THROUGH YOUR BRAND?

ONION

WORLD

The well-being of human beings is so holistic that it naturally includes their own health as well as that of the space around them. Listening to a feeling from within, persons start to commit to looking after the ecosystem they live in and have a direct impact on. Taking care of the environment is considered an extension of taking care of oneself.



NEW NESTING

The home is becoming a place of active refuge from hyperconnected life. The up to now passive space becomes significant both in terms of spending time and the activities that take place within it. Perceived almost as an extension of oneself, the home's design and upkeep are thought out in detail and with care.



YIELD. Comfort through the smell. Candles prepared to create different and comfortable environments at home.



DOMINOS PIZZA. Fancy even at home. Domino's Pizza clothing collection to stay at

FRICTION- LESS CITY

Cities that are currently lacking familiarity are evolving towards friendlier, more habitable and self-sufficient alternatives. Coexistence is being reinvented to make them places where people want to be again, to live to the fullest.



SIDE WALK LABS. **Better cities, frictionless cities.** Sidewalk Labs aims to combine forward-thinking urban design and cutting-edge technology to radically improve urban life.



TOYOTA. You can still drive this car.
Toyota is releasing a compact electric car prepared for people with reduced mobility.

LITTLE SUN. Sustainable light at home.
Ikea and little sun reveal first solar prototypes for a sustainable lifestyle.



S.O.S. PLANET



DIESEL. Use it, and use it back.
Diesel has made new designs of clothing with scrapped clothes.

The planet is in danger, meaning the human beings who inhabit it are as well. Under this “selfish” premise, concern is giving way to action. A deceleration

has ensued in the hopes of saving what is rapidly being ruined. But what lies beyond sustainability?

FACE IT!

Contribute to the well-being of
your clients and their environment.



Ceop the image and upload it to your false instagram account.

WHAT IF...

*...WE GEAR YOUR
PRODUCTS TOWARDS HO-
ME-CENTRIC CONSUMP-
TION OCCASIONS?*

*...WE CREATE SERVICES
THAT HELP US TO ACHIE-
VE A MORE FRIENDLY CO-
EXISTENCE?*

*...WE ASSOCIATE YOUR
BRAND WITH CONS-
CIOUSLY SLOWING
DOWN?*

FUTURE IS MAINS-

As a defense strategy in the face of a changing and turbulent world, society is beginning to focus on both the future and the present. "The future" as a subject has become its own entity, which carries enough weight for it to be predicted and analyzed from many disciplines. Living in the present now is the past, where as living with an eye to the future is the new present.



TR EAM

DYSTOPIA



MODERN HOUSE. House of the future.

This architect studio started to build the house of the future inspired on the Tesla cybertruck model.

In such a turbulent time as the present, dystopian perspectives and approaches are gaining momentum. People need to understand what the world will be like in the future, but more positivist movements trying to interpret the world are being bombarded by dystopian views that feed on the most catastrophic signs.

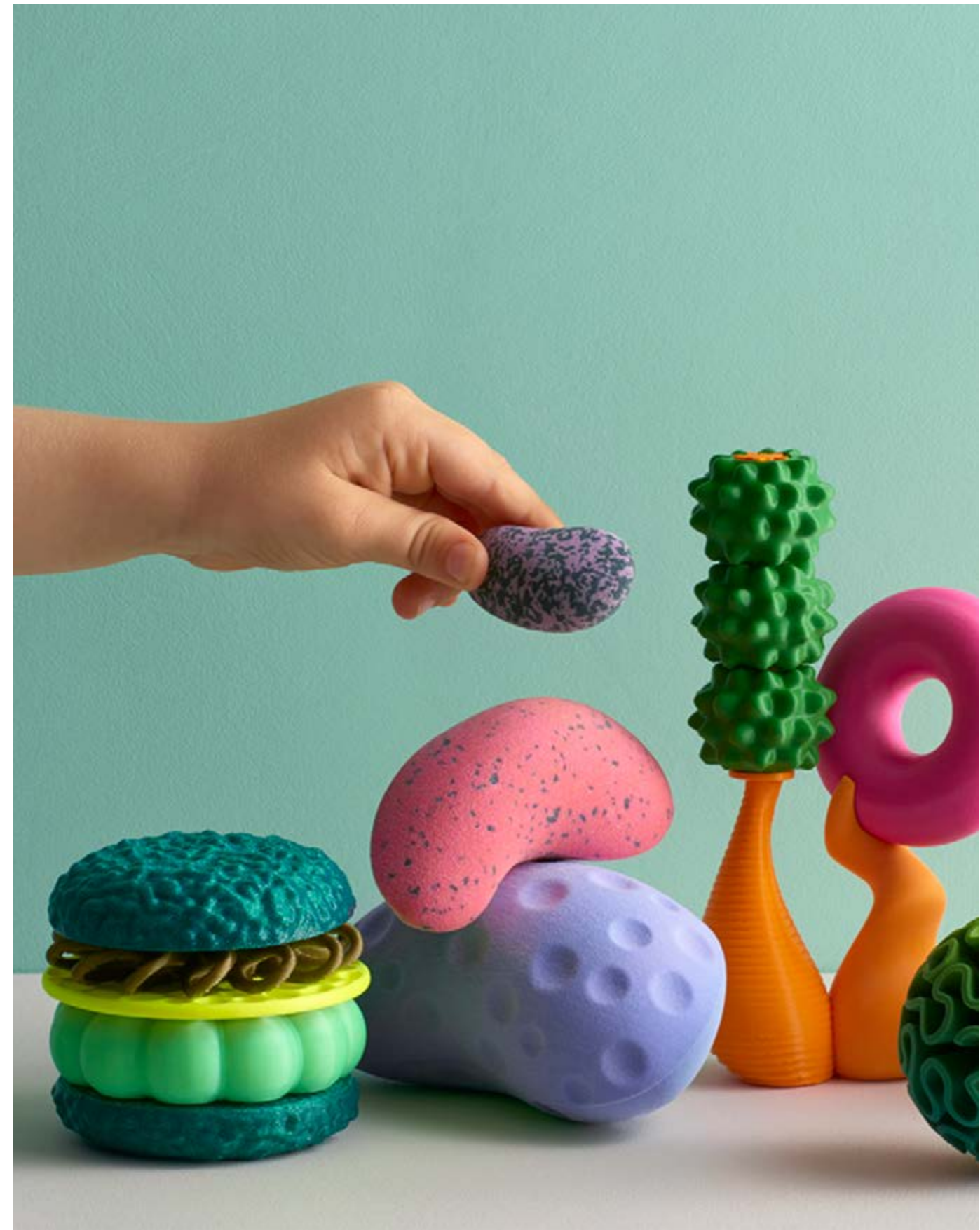
DMOS. Finest shovel in the world.
the Kicker Tool, was the most crowdfunded shovel ever.

MAINSTREAM FORECAS- TING

Companies, people and governments feel vulnerable against an uncertain future. Because of this, they are developing tools that try to predict what the future will look like so as to create strategies that allow them to accurately approach it with as few surprises as possible.



TASCHEN. Tarot is trendy.
Surrealism meets Symbolism in Salvador Dali's tarot deck



WINWINAWARD. Play (and eat) healthy. 3D healthy food to teach childrens to have a better nutrition.



NEW FAITH



KANYE WEST. **Yeezus**.
Kanye West is leading a new faith movement inspiring millions of people with his new album "Jesus is king".

From the beginning of time, humanity has needed someone to guide it; some kind of prophet to admire and follow. Today, in light of so much insecurity, helplessness and loneliness, people are looking for guidance. They want someone or something to show them to the right path, now that there are so many to choose from.

FACE IT!

Pave the way for the future
of your customers.



Crop the image to see fictional stupid futures.

WHAT IF...

...WE CREATE BUSINESSES THAT ENSURE A DESIRABLE FUTURE FOR PEOPLE?

...WE PROMOTE SERVICES THAT HELP MANAGE UNCERTAINTY?

...WE DESIGN PRODUCTS THAT ARE INFLUENCED BY NEW UNIVERSAL BELIEFS?

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