

Trends
Volume 29

Unnervings



Setting the scene

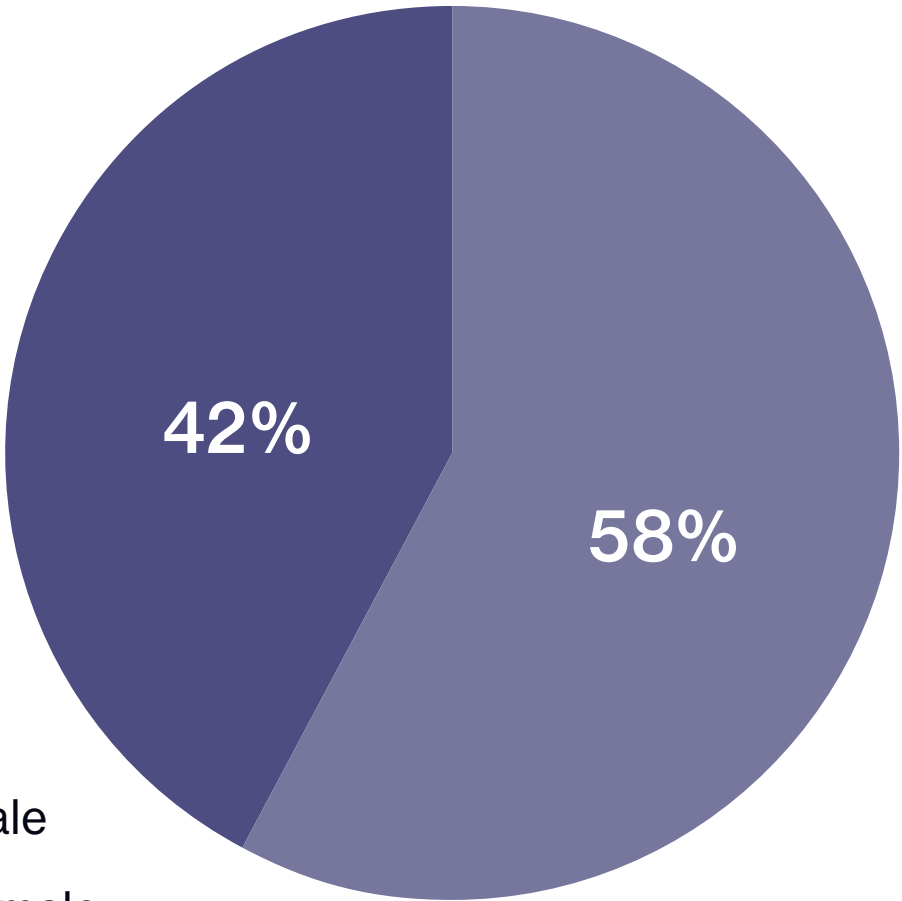
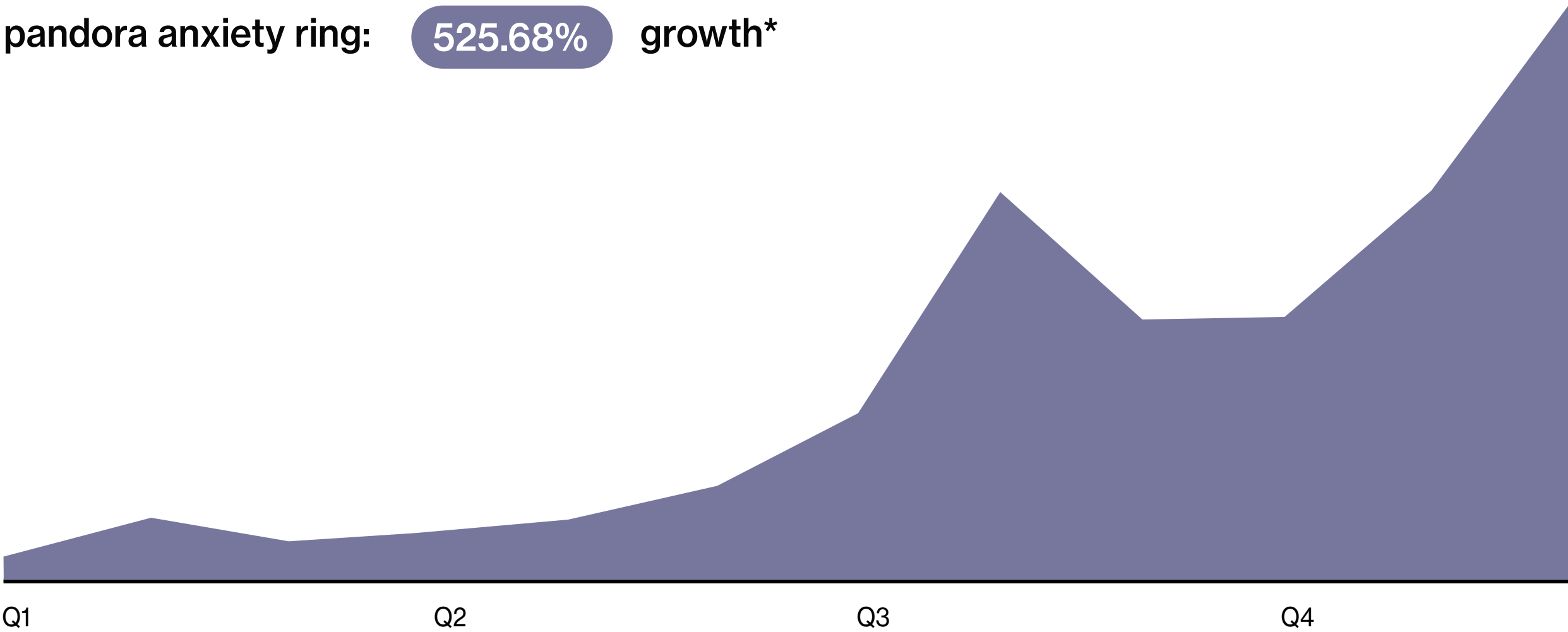
Unnervings

Mental health is an increasingly hot topic for good reason. Research conducted by the [Mental Health Foundation](#) suggests that 1 in 6 adults will experience some form of mental health problem in their lifetime.

At Quilt.AI, our team have uncovered a number of shifts in search data reflecting people's everyday behaviors around this topic, **particularly around anxiety**, and what this could mean for brands and organisations.

The Pandora Anxiety Ring brings anxiety relief close to hand

pandora anxiety ring: 525.68% growth*



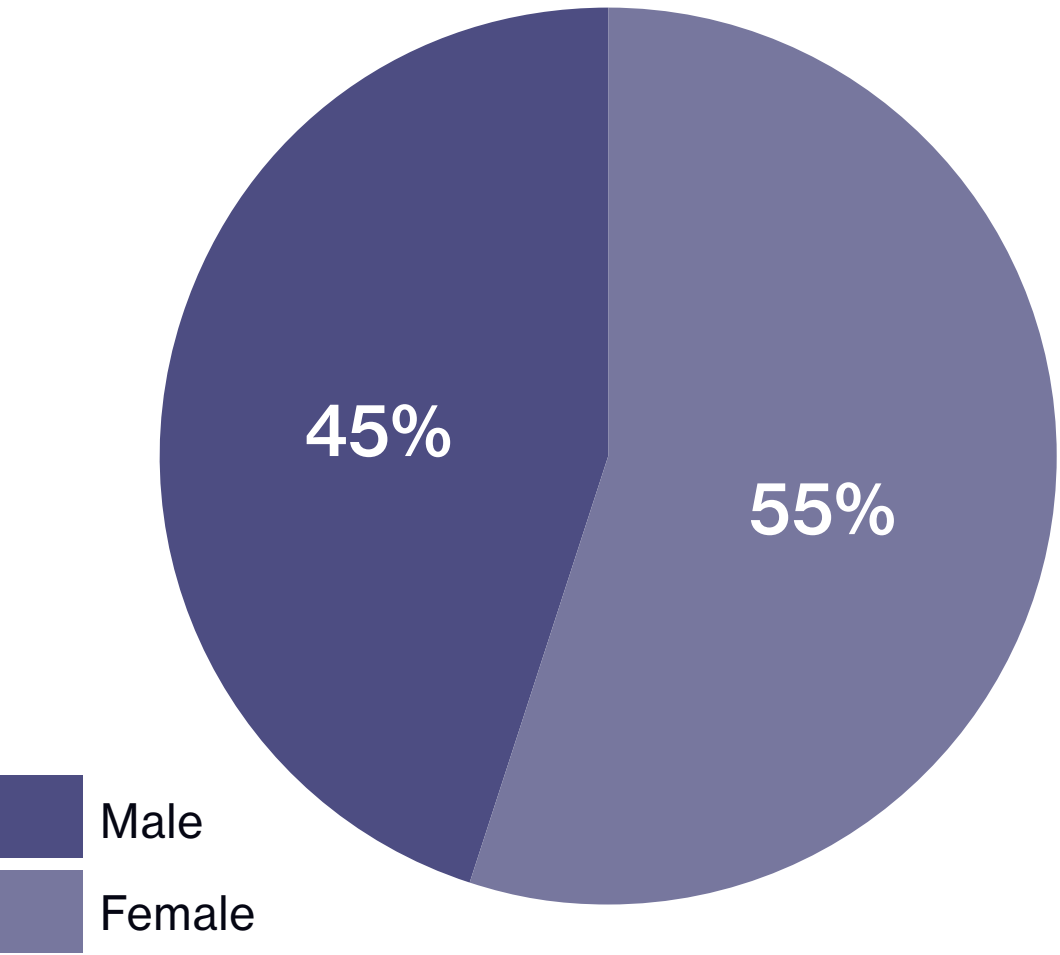
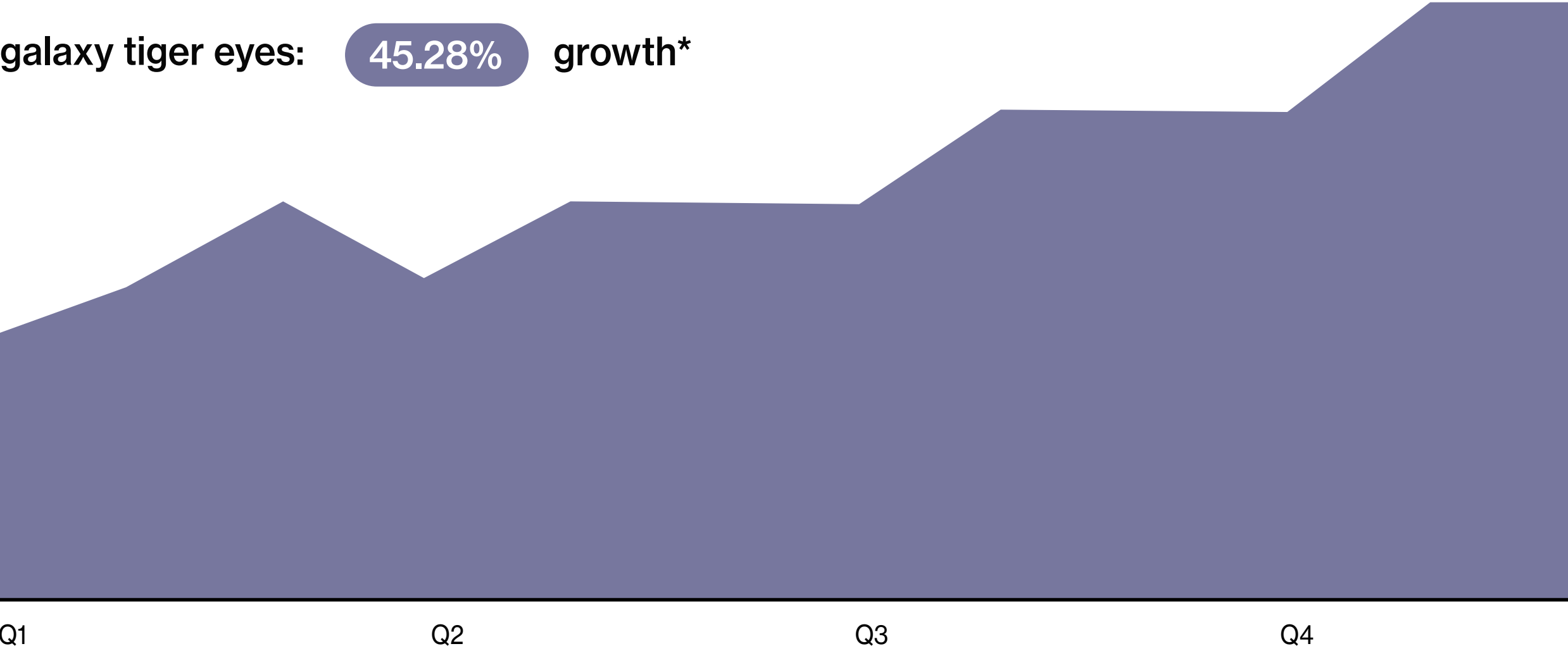
Male
Female

‘Spinner rings’ were originally designed to help wearers remember things. People found that the spinning feature helps relieve anxiety, and have given the rings – including ones from leading retailer Pandora – another name: anxiety rings.

While Pandora’s “anxiety ring” has been discontinued, rings from other brands and from Etsy crafters remain popular.



Galaxy Tiger Eyes a more spiritual stress-management wearable



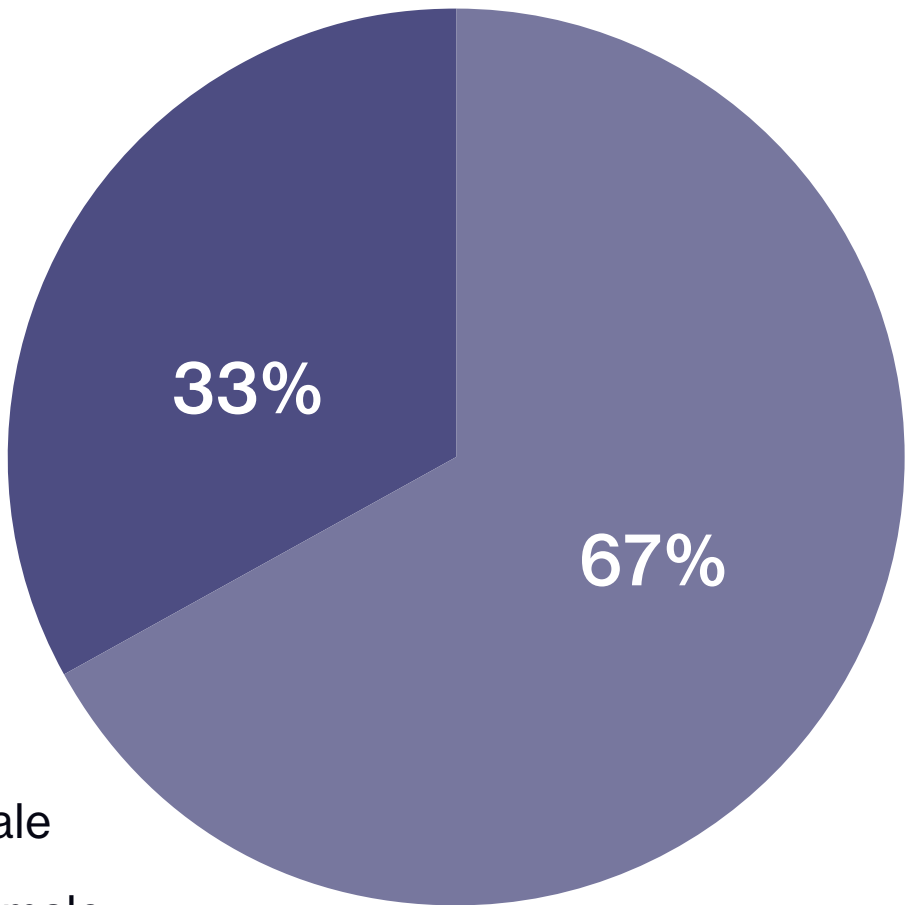
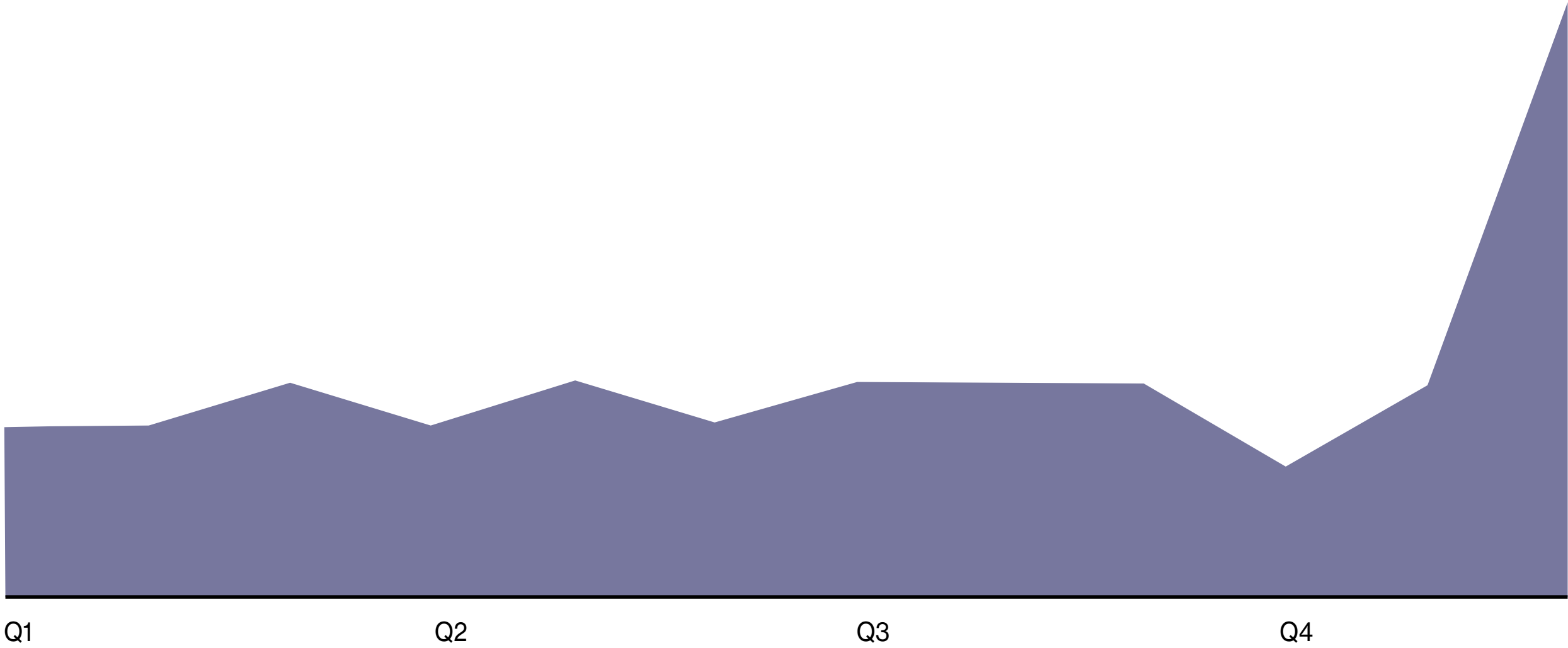
The galaxy tiger eye is a gemstone, usually red or golden in color.

Worn in strands of beads, the product is said to alleviate stress, fear and anxiety by grounding the wearer and drawing in spiritual energy.



People are seeking relief from social anxiety

social anxiety disorder treatment: 130.00% growth*



Male
Female

As people emerge from COVID lockdowns and engage in more social interactions, many are experiencing social anxiety and are seeking help for the condition.



1 Show Your Support

People are recognizing that mental health is a societal crisis, and appreciate brands that want to help.

For example, NAKED Cashmere recently collaborated with evolvetogether to produce face masks featuring uplifting messages. A percentage of every sale is donated to Silence the Shame, a non-profit that seeks to erase the stigma around mental health.



2 Build Communities

While awareness of the mental health crisis is high, many are still unable to get the help they need. Brands can step in to connect people to resources that can alleviate stress and anxiety.

Open Human is a fashion brand that not only donates to mental health charities, but also provides numerous resources (e.g. counselling services, downloadable mental health guides) on their website.



To find out more, contact
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