

# Reclusions





# Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.



# Setting the scene

## Reclussions

It appears, without jumping the gun, that the moment many were waiting for is on the horizon; many lives are, for the time being, returning to normal after almost two years of pandemic life.

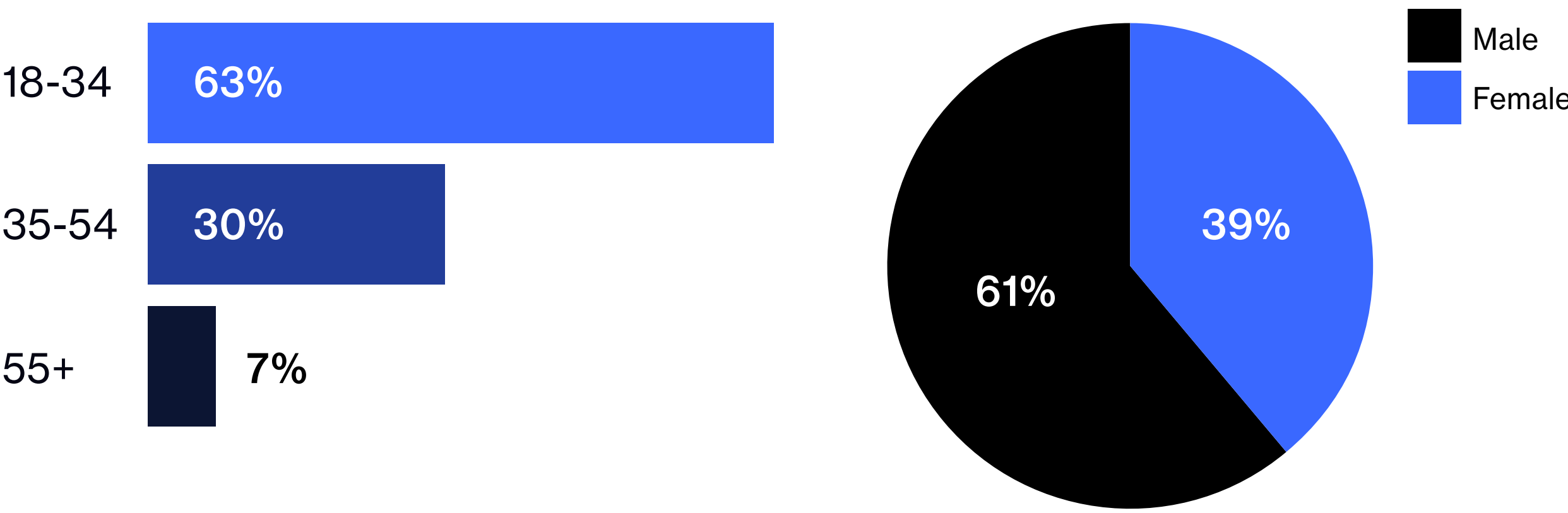
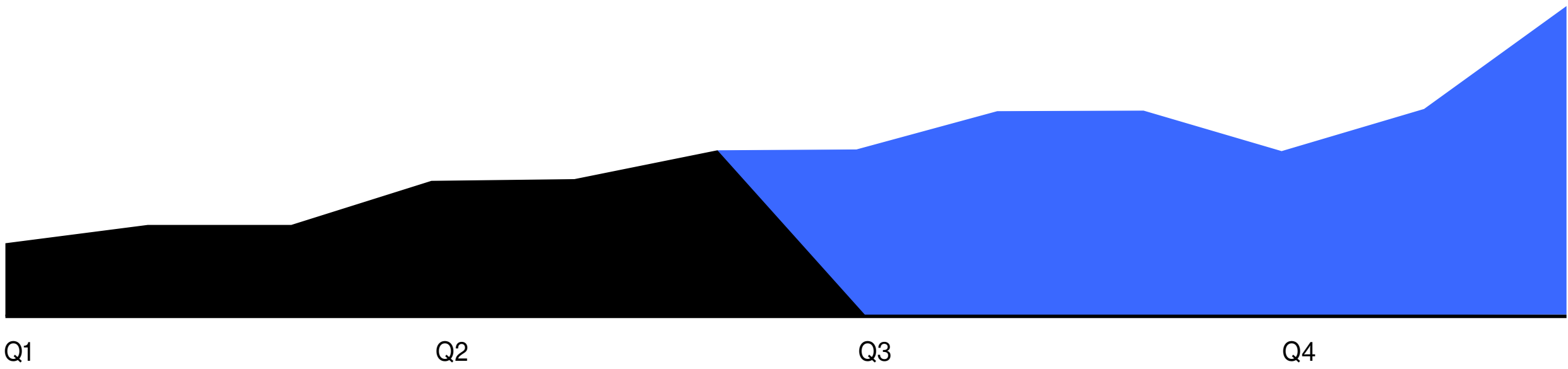
However, for some, a return to 'normal' society comes with a range of questions, and for others, there appears to be an outright rejection of 'going back to normal'.

What does this mean for brands? This week, we present some trends we've uncovered exploring this topic, before wrapping up with brand implications.



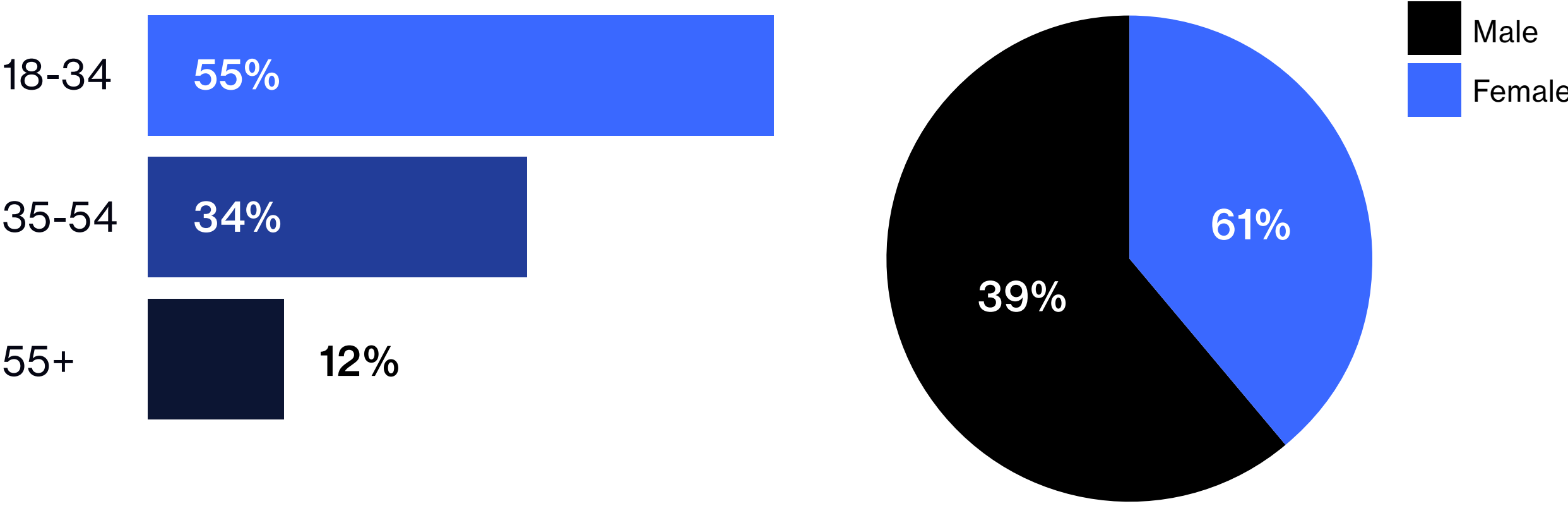
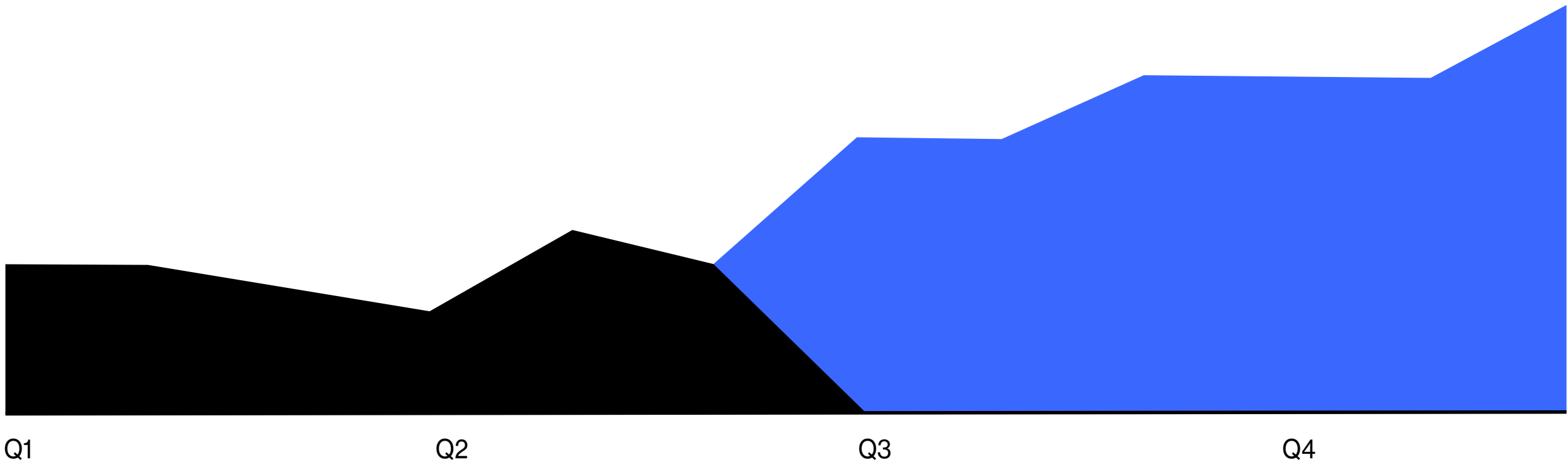
# Growth interest in Full Zip Hoodie Over Face indicates the need to ‘shut off’ from society comes at both an emotional and physical level

Full zip hoodie over face: 1H – 2H 80.33% growth



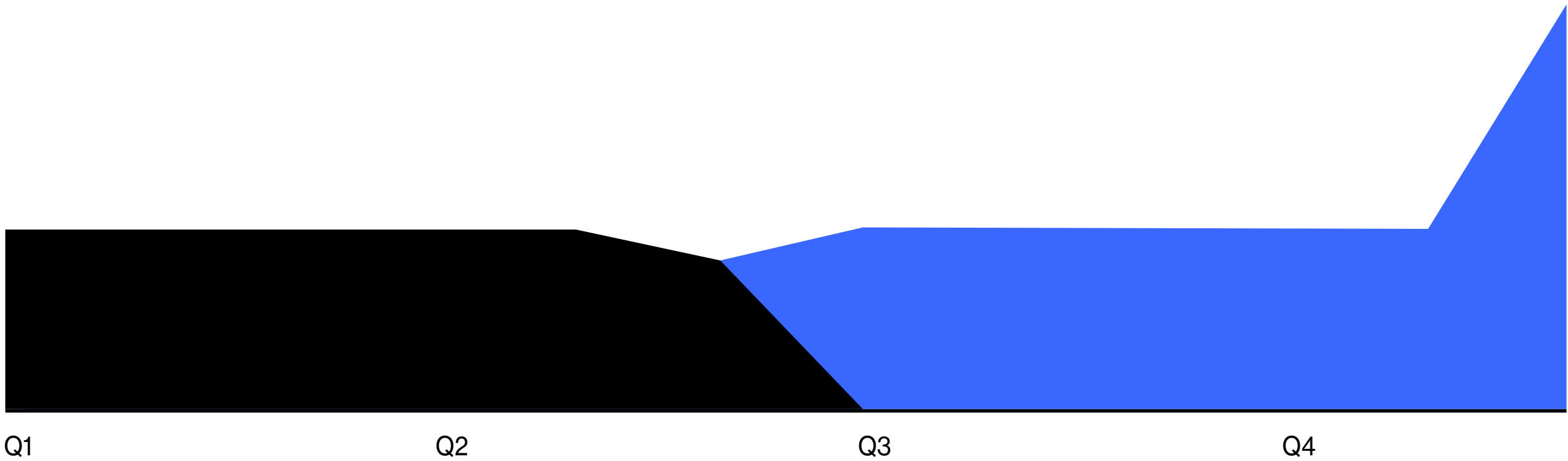
# Wedding Jumpsuits break down conventional ‘formal’ barriers in a cosy, more comfortable way

Wedding jumpsuits: 1H – 2H 129.02% growth



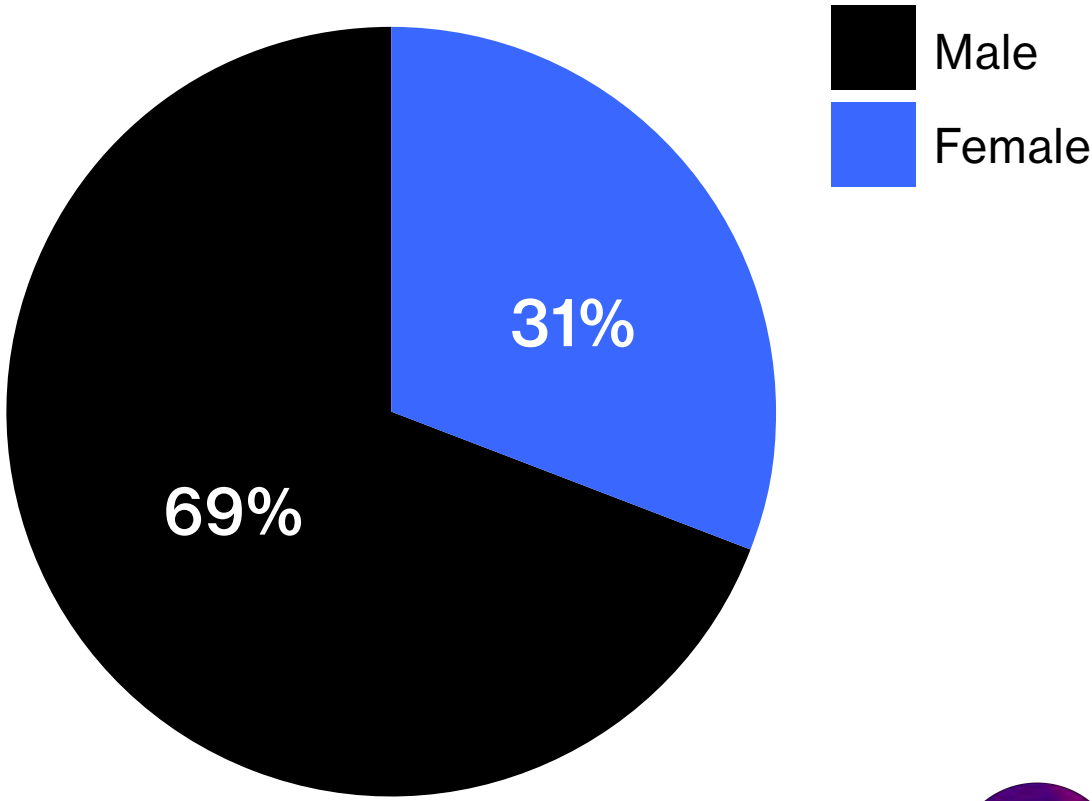
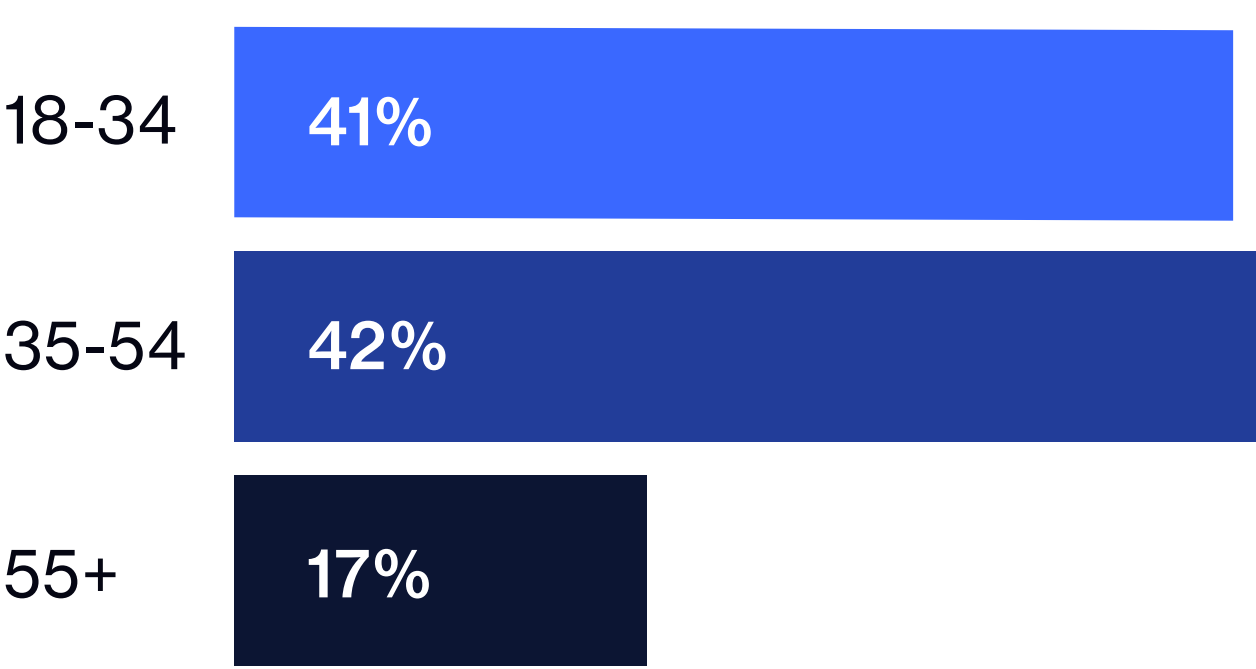
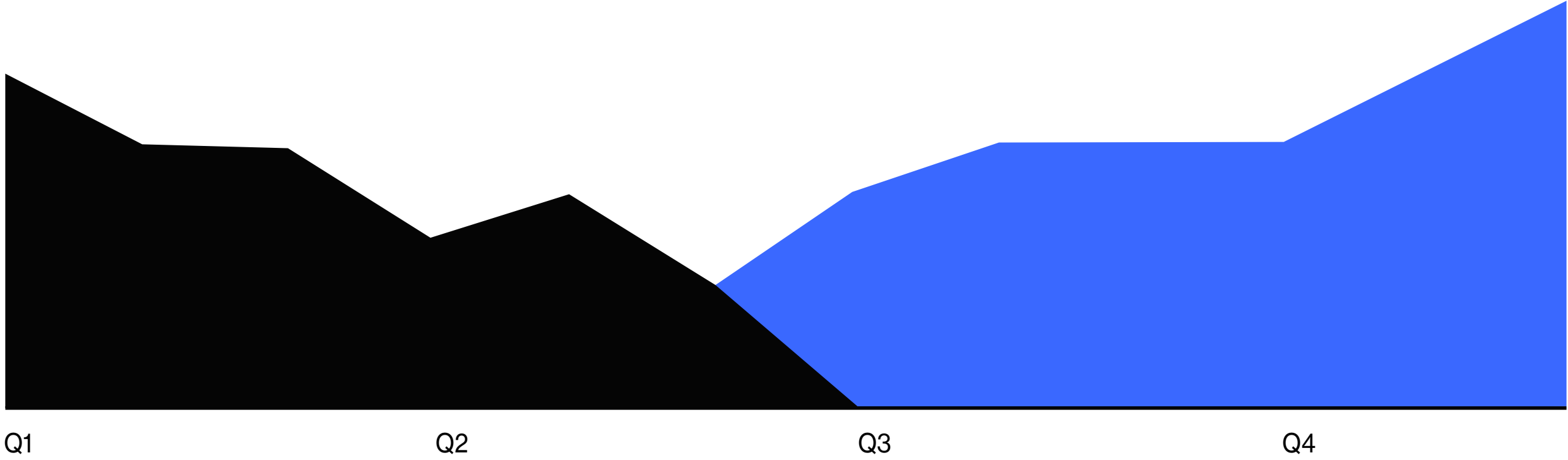
# A recent surge in Woody Cars goes against the ‘grain’ of modern, hyper-futuristic electric car offers

Woody cars: 1H – 2H 24.48% growth



# Sears Tricycle Vintage growth interest highlights a rising need for more nostalgic offers over contemporary

Sears tricycle vintage: 1H – 2H 28.07% growth





# Key brand takeaways

1

## Provide a 'safe space'

Full zip hoodies allow wearers to cover their face at a time when the population has slowly become used to wearing face masks and coverings.

Retail, furnishings, fashion or even digital brand experiences may do well to obscure or 'hide' key elements of the user to allow them to feel more 'cosy' and protected.





# Key brand takeaways

2

## **‘Loosen up’ on conventional norms**

Wedding jumpsuits are evidence of further relaxation from classical conventions; a trend we’ve observed throughout the year.

Even food brands or high fashion may do well to re-think how products are ‘meant’ to be used, and may have permission to break down barriers to allow greater accessibility for the masses.





# Key brand takeaways

3

## Inject well-loved, classic character

While netizens appear eager to withdraw from some cultural norms, Woody Car interest shows there are more classic, nostalgic artefacts that are welcome in 2021.

Food and fashion brands may consider the use of old mascots, logos, lockups and semiotics to bring back a bit of well-loved familiarity in what has become a clean, sterile, digital-first world.





**Get in touch with  
us for the full report.**

