

Trends

Rose Tints



Setting the scene

Rose Tints

At best of times, some companies have labelled late January as particularly **blue**.

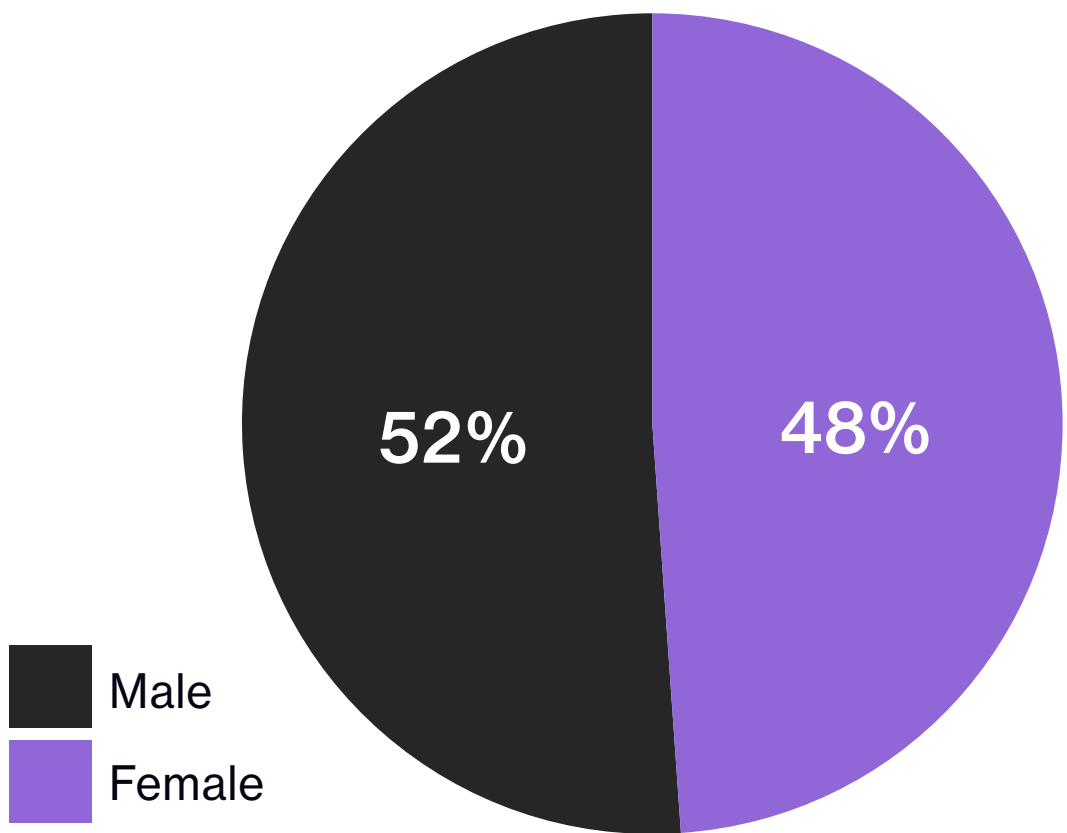
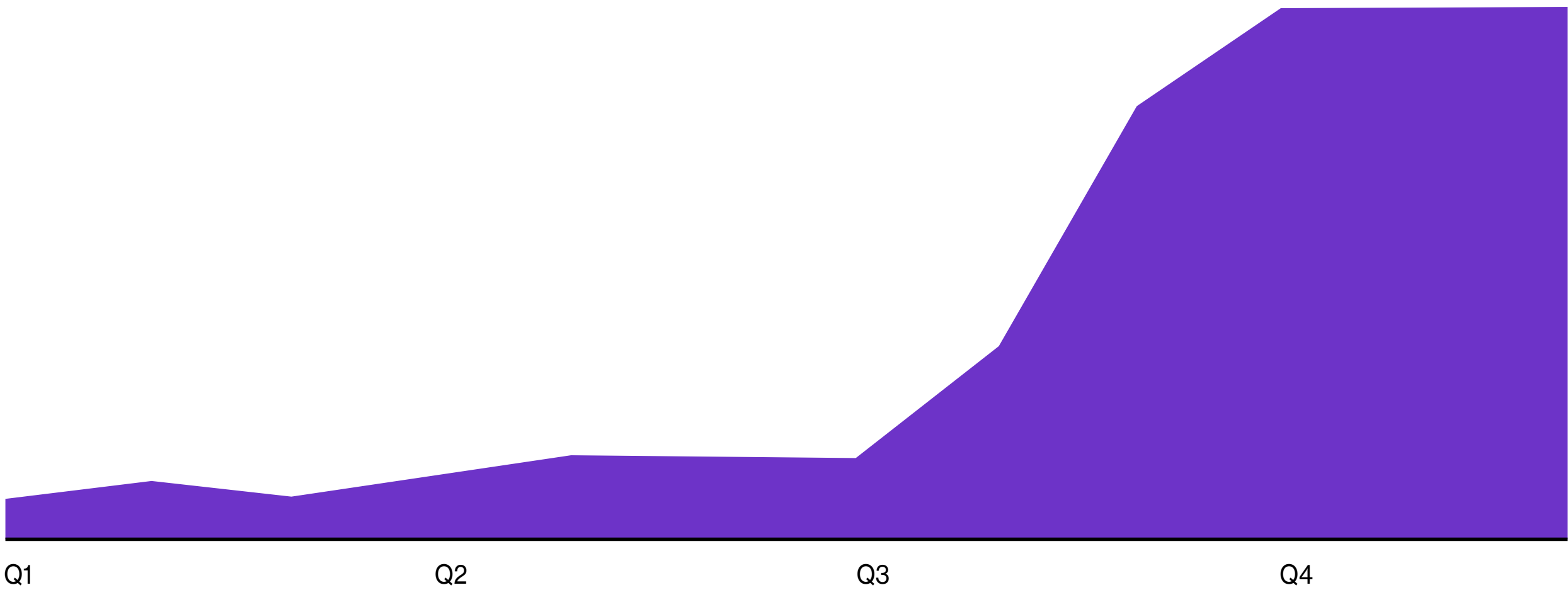
However, with Spring around the corner, a large majority of netizens have seen cause for optimism. The internet, in particular, has been particularly useful at enabling the construction of our own life-lived experiences in a more fun, personalised way.

This week, we explore movements wherein netizens look to construct visuals that may connote stronger positivity than what was at first originally conceived.



Format is preferred over function as Pretty Restaurants Near Me sees rapid growth

pretty restaurants near me: 563.01% growth*

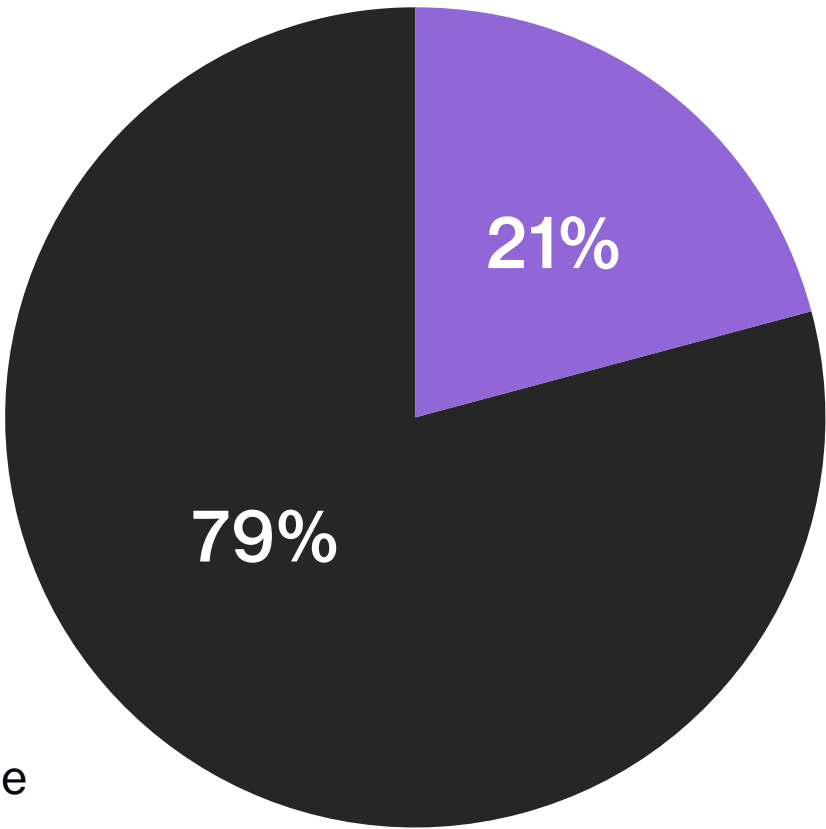
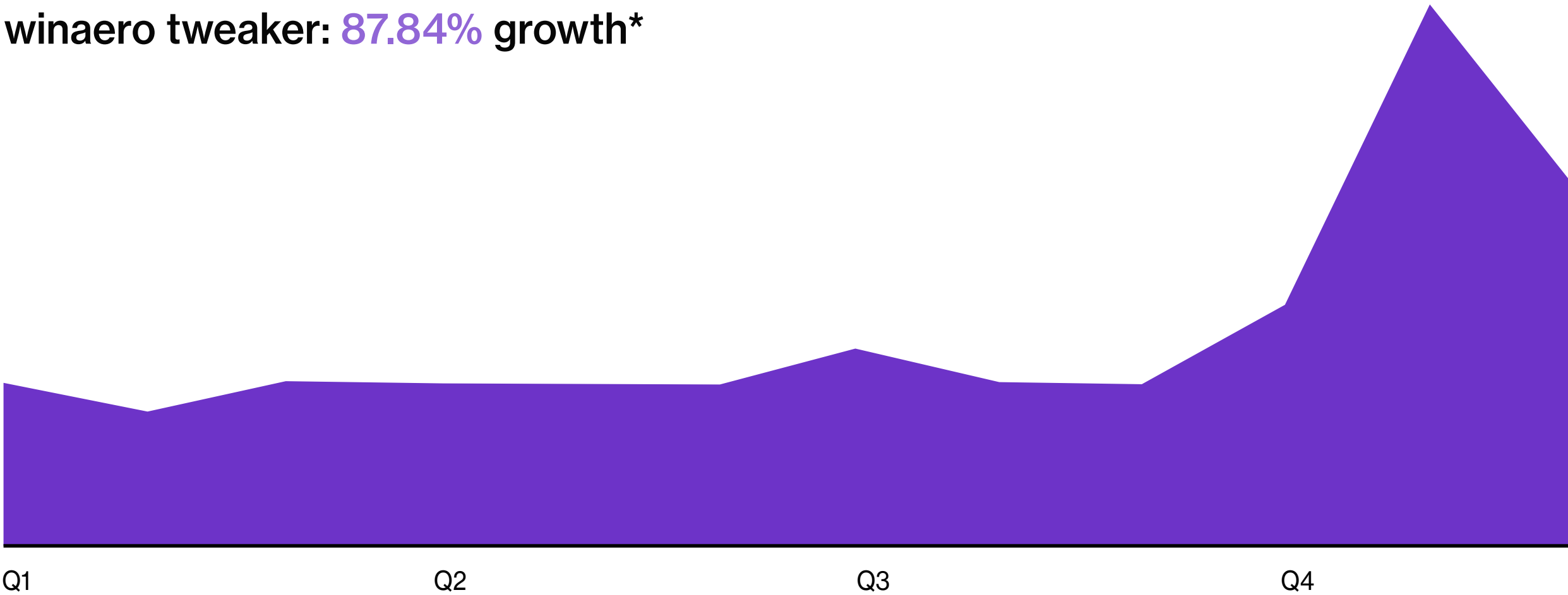


Cute, dinky afternoon bites have largely driven this trend, as online socialites and influencers look to be seen in quaint, delicate environments.



Programmers rejoice as Winaero Tweaker provides enhanced functionality over Microsoft software

winaero tweaker: 87.84% growth*



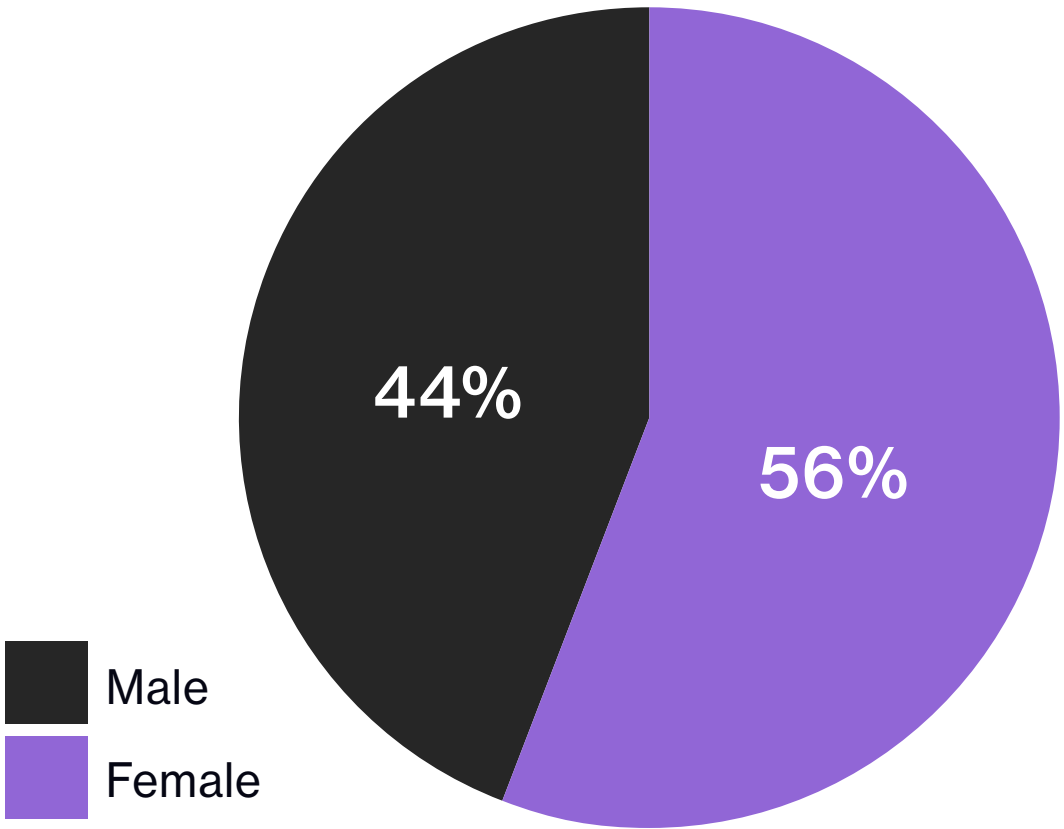
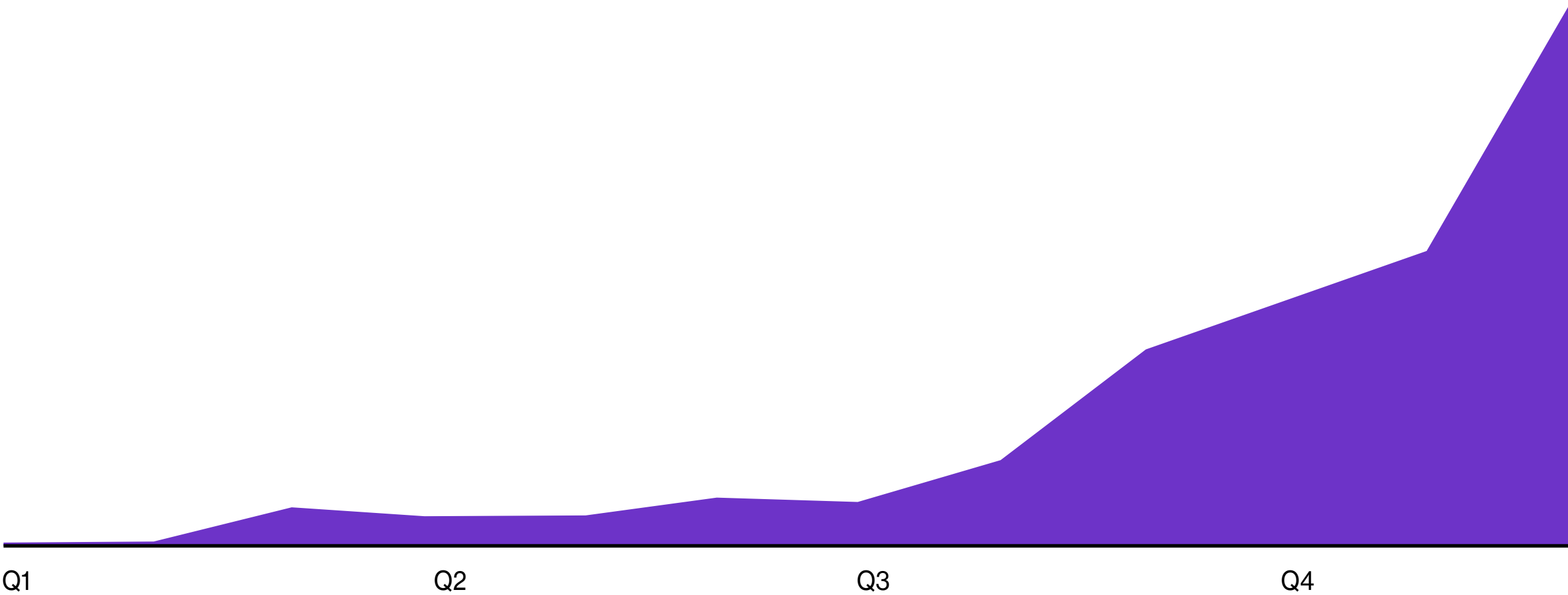
Male
Female

Online users tout the [softwares](#)' flexibility in customising systems, aesthetics and functions of their machine as people become accustomed to stronger personalisation of their digital environments.



Fashionistas look to ramp up the glam with Versace’s ‘sky high’ Platform Heels

versace platform heels: 713.73% growth*



Online fashion [blogs](#) have noticed the ‘rise’ of the trendy heels, and attribute its success to renewed vigour after two years of pajama wearing, in addition to evoking connotations of the Roaring Twenties.



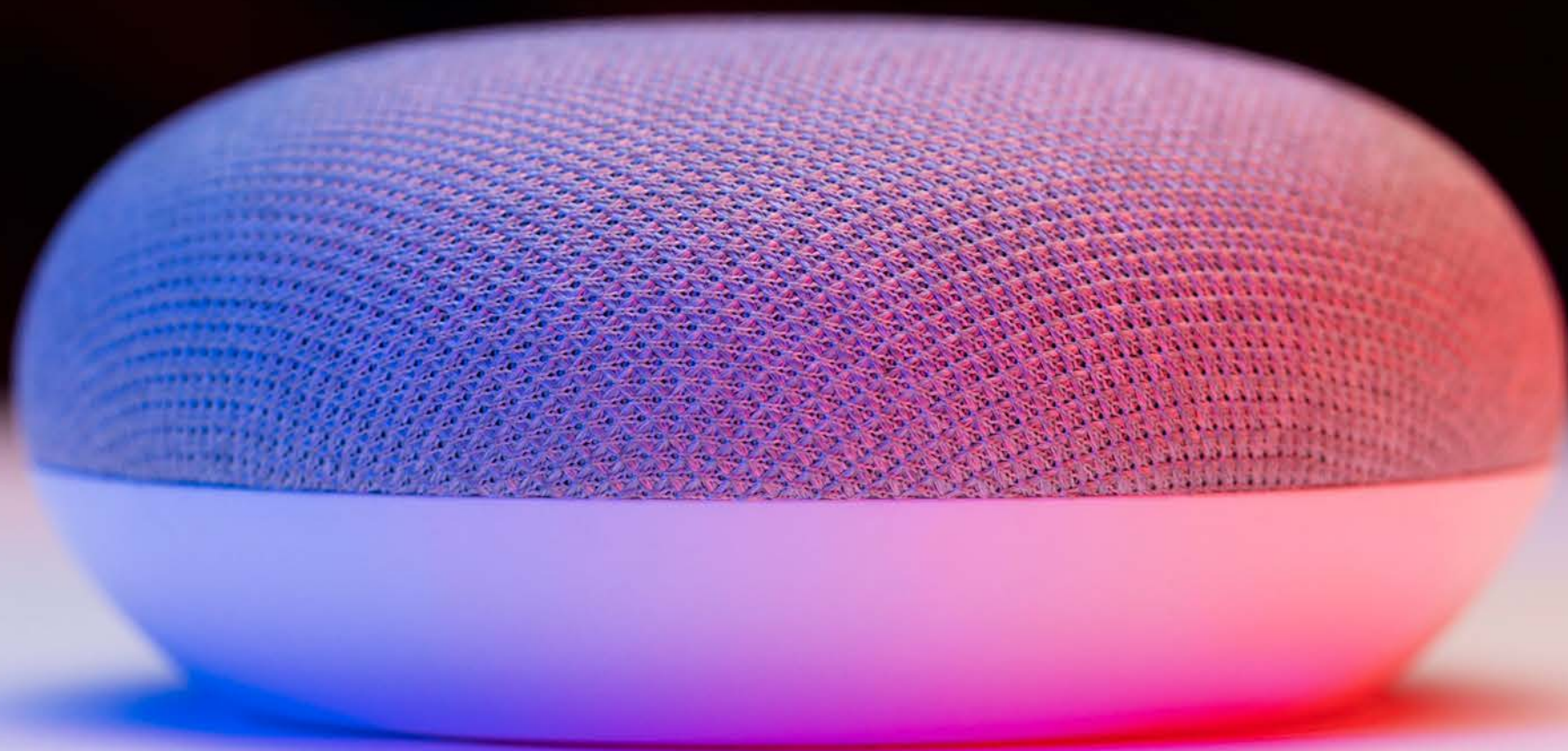
Key brand takeaways

1

Design is everything

There appears to be permissibility, in some categories more than others, to actually offer visuals over function...

While delivering on experience is of course going to help generate repeat business, it's time to elevate design to the forefront of the innovation process, even throughout the proposition, if brands haven't done so already.



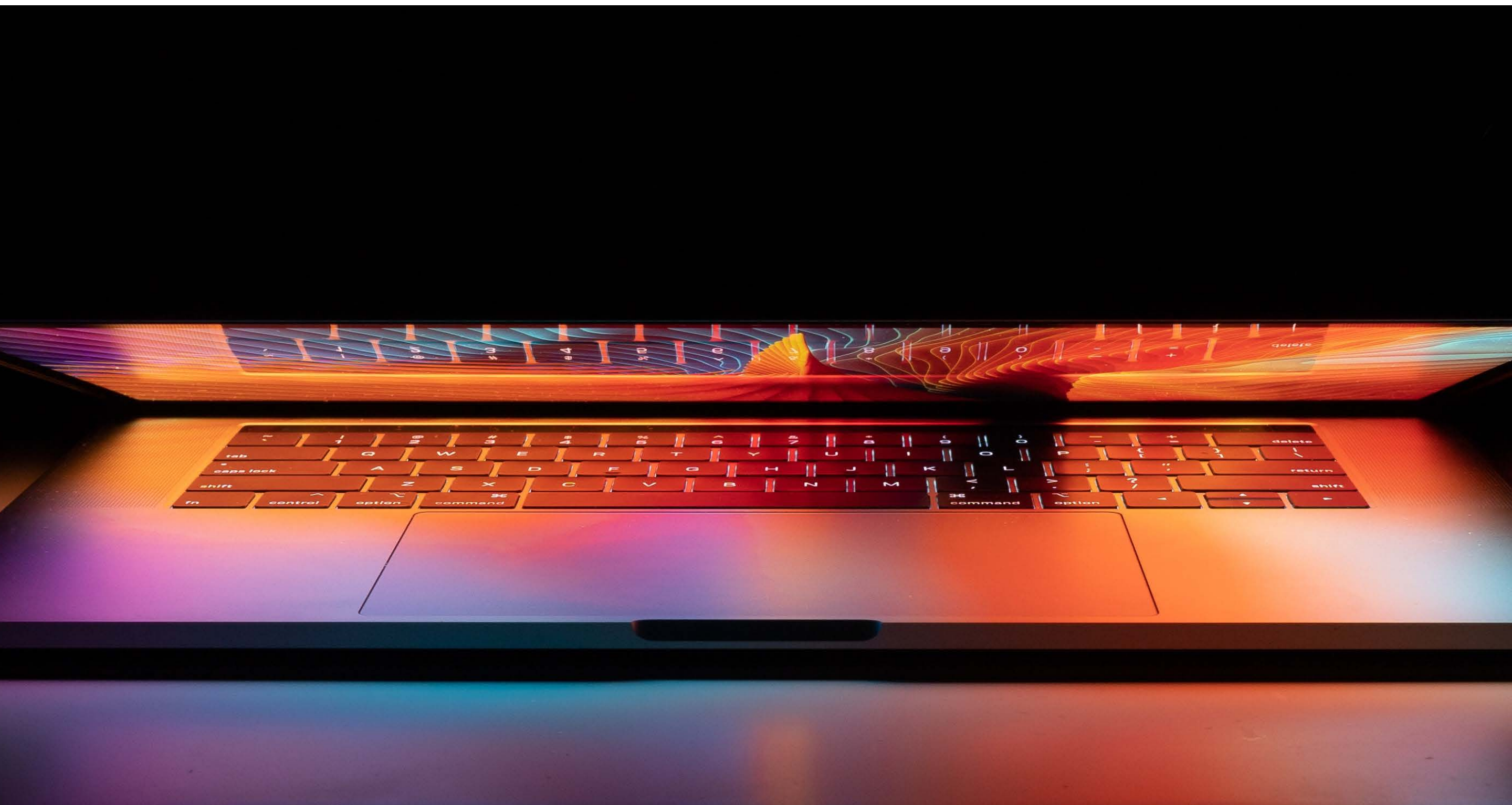
Key brand takeaways

2

Make a strong first impression

In the age of hyper-distraction, good design isn't enough to feed the funnel.

Brands that make a bold, memorable first impression, whether it be in laundry detergent, or pet food, will be most likely to earn a space in a consumers shopping basket.



To find out more, contact us at
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