

Physical Alterations



Setting the scene

Physical Alterations

Four months ago, the Quilt.AI team introduced a trend called Altered States in our **‘Loose Ends’** report.

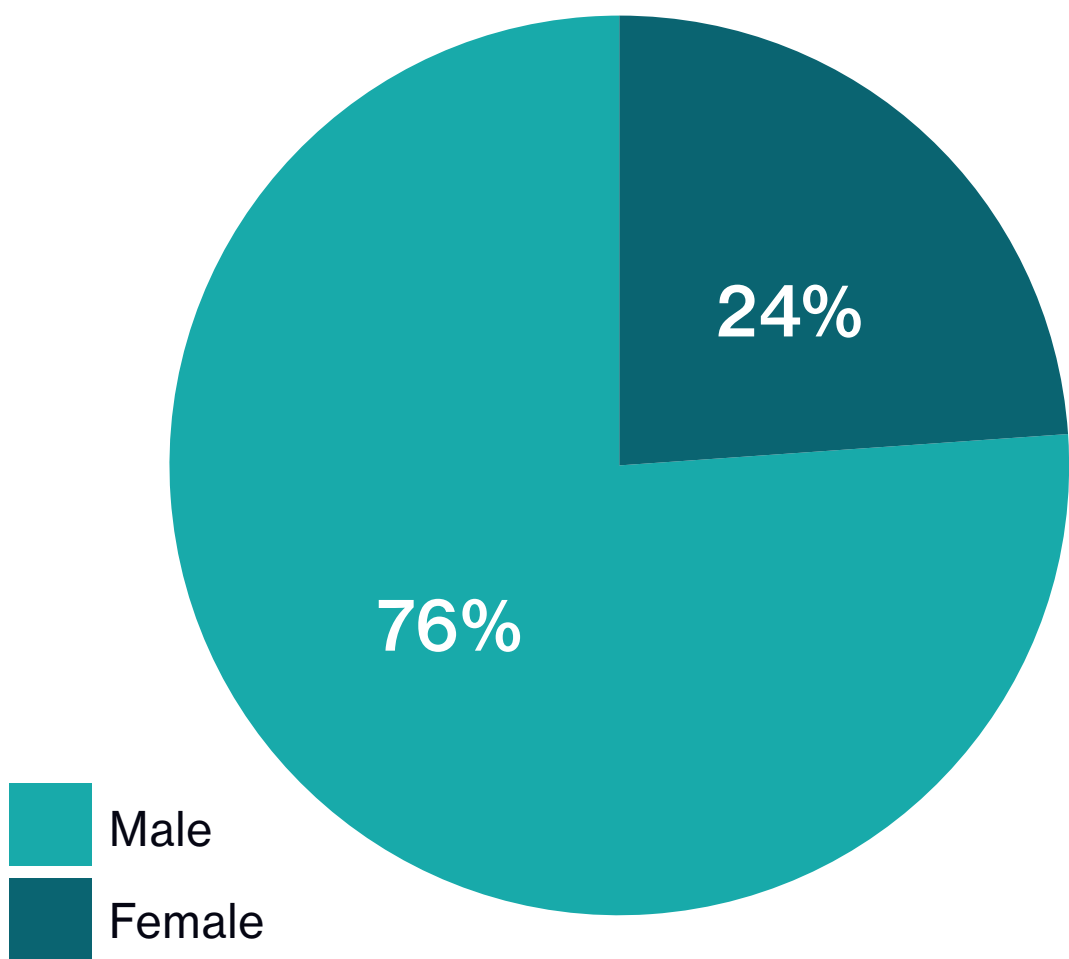
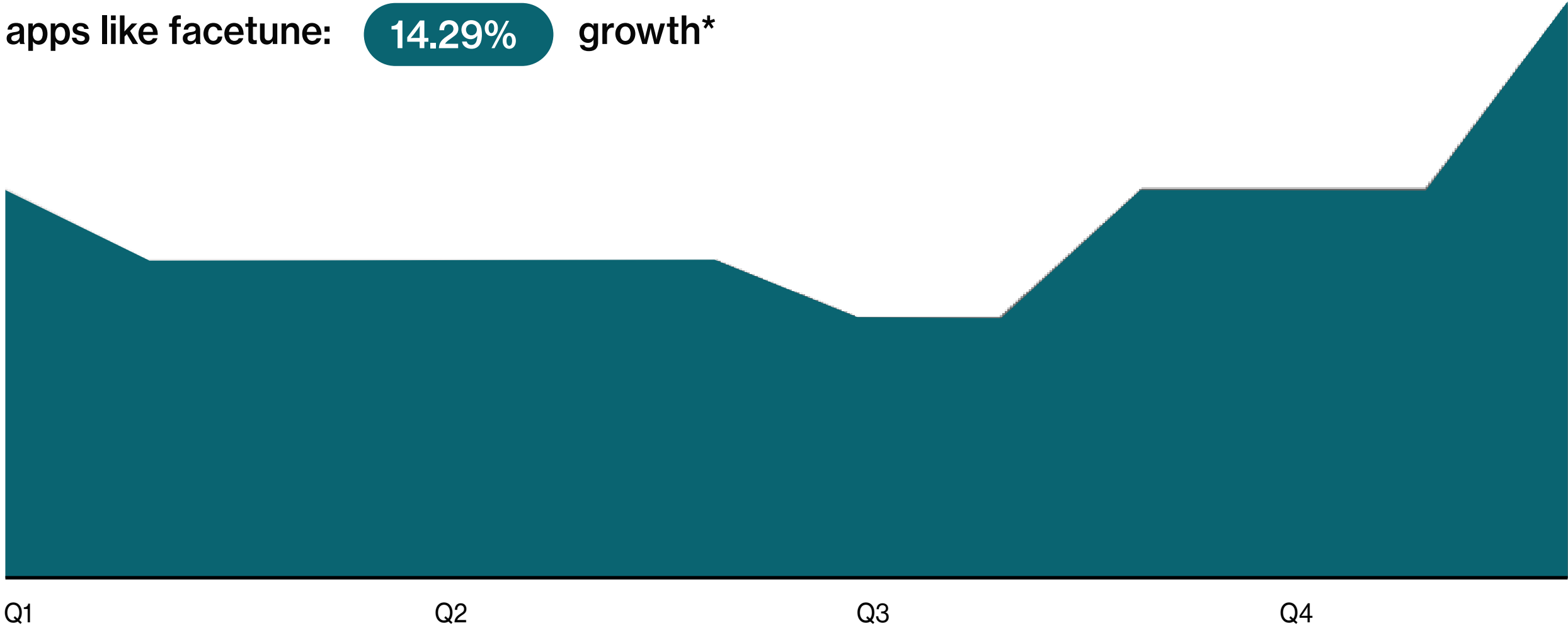
While we focused primarily on the psychological need to alter states and enable fluidity of oneself through online and offline environments, this week we look at the more physical manifestations of the Altered States trend.

Ultimately, it appears it's now easier than ever to alter how you look and feel, as part of a wider need to alter how you present yourself in a trend that we don't see receding anytime soon.



Facetune provides growing opportunity to ‘iron out’ facial creases

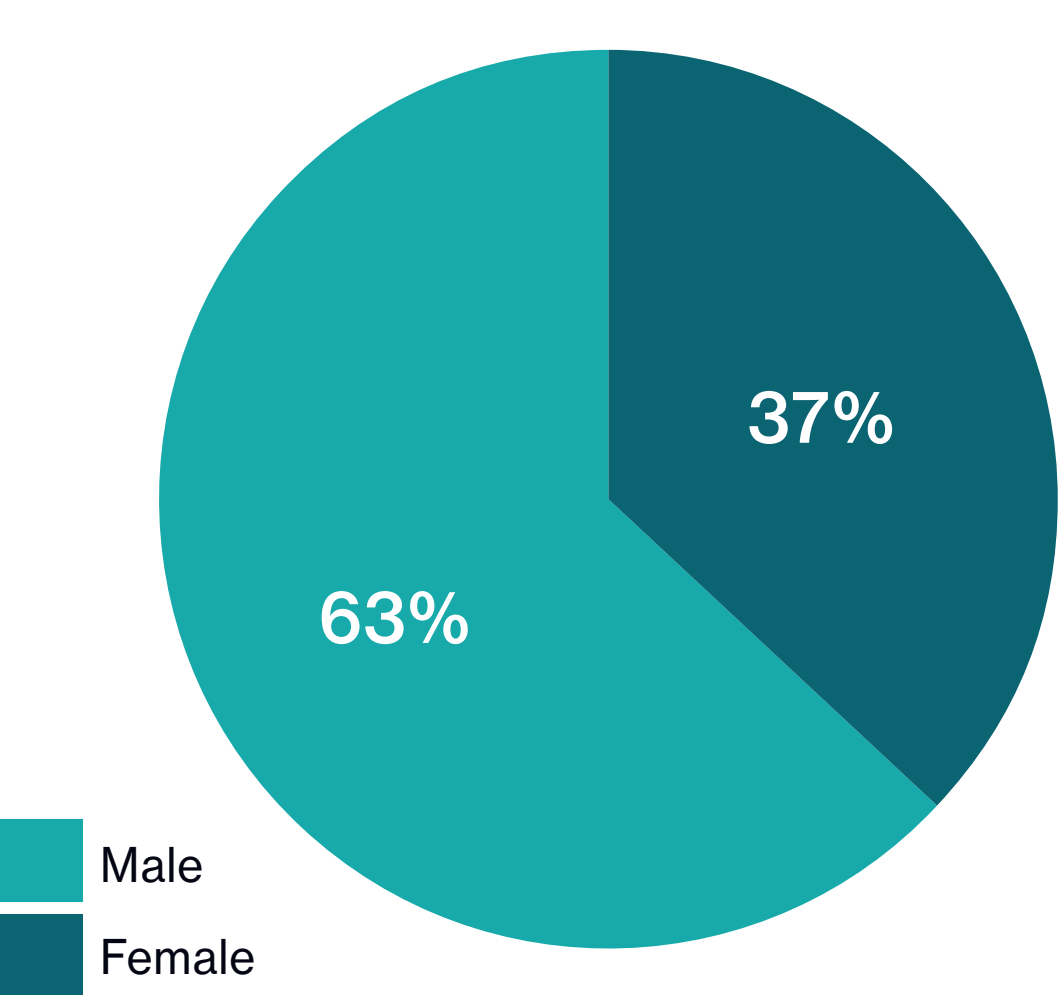
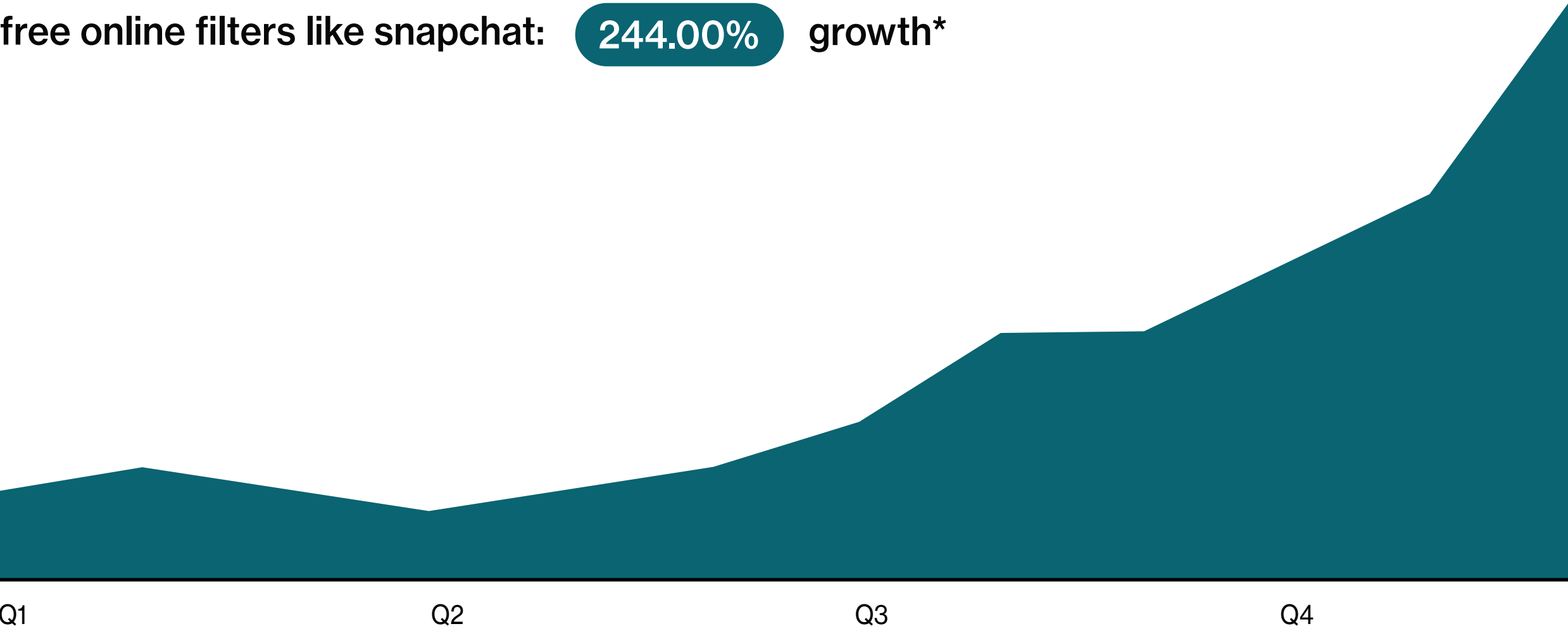
apps like facetune: **14.29%** growth*



Facetune, which markets itself as the world's ‘best selfie editor’ brings a touch of irony to the term ‘selfie’ by allowing users to look rather different from their real ‘self’.



Younger netizens seek to express creative facial flair

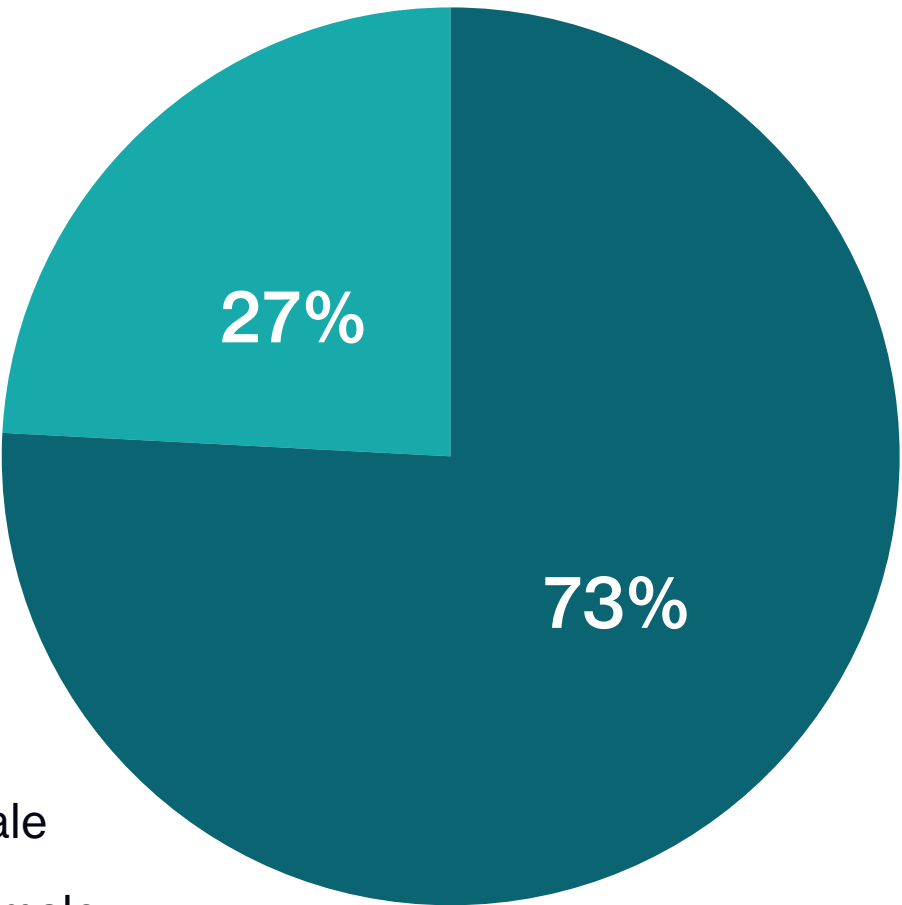
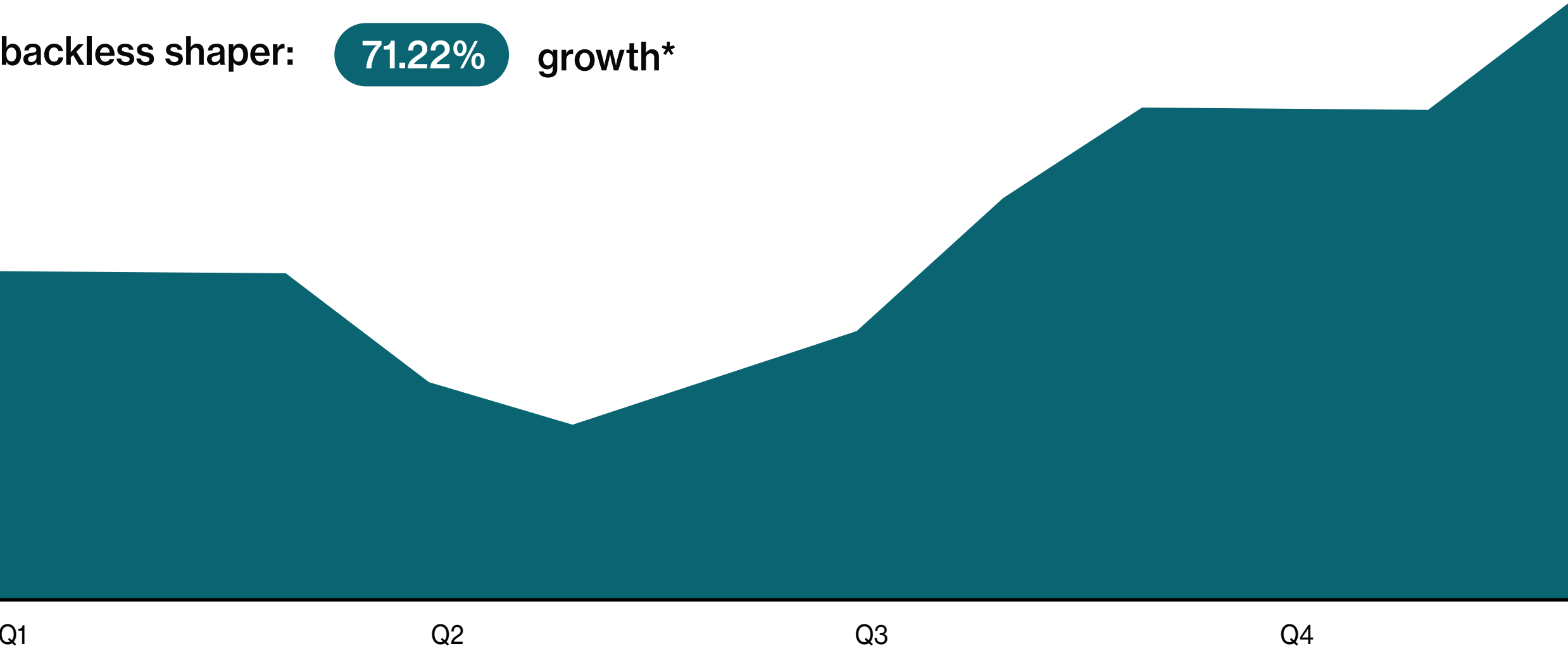


Snapchat’s user-favorite filters are infiltrating wider culture as searches for both creating and using new types of filters continues to grow... on Snapchat and beyond.



Functional fashion enables even easier physical changes

backless shaper: 71.22% growth*



Male
Female

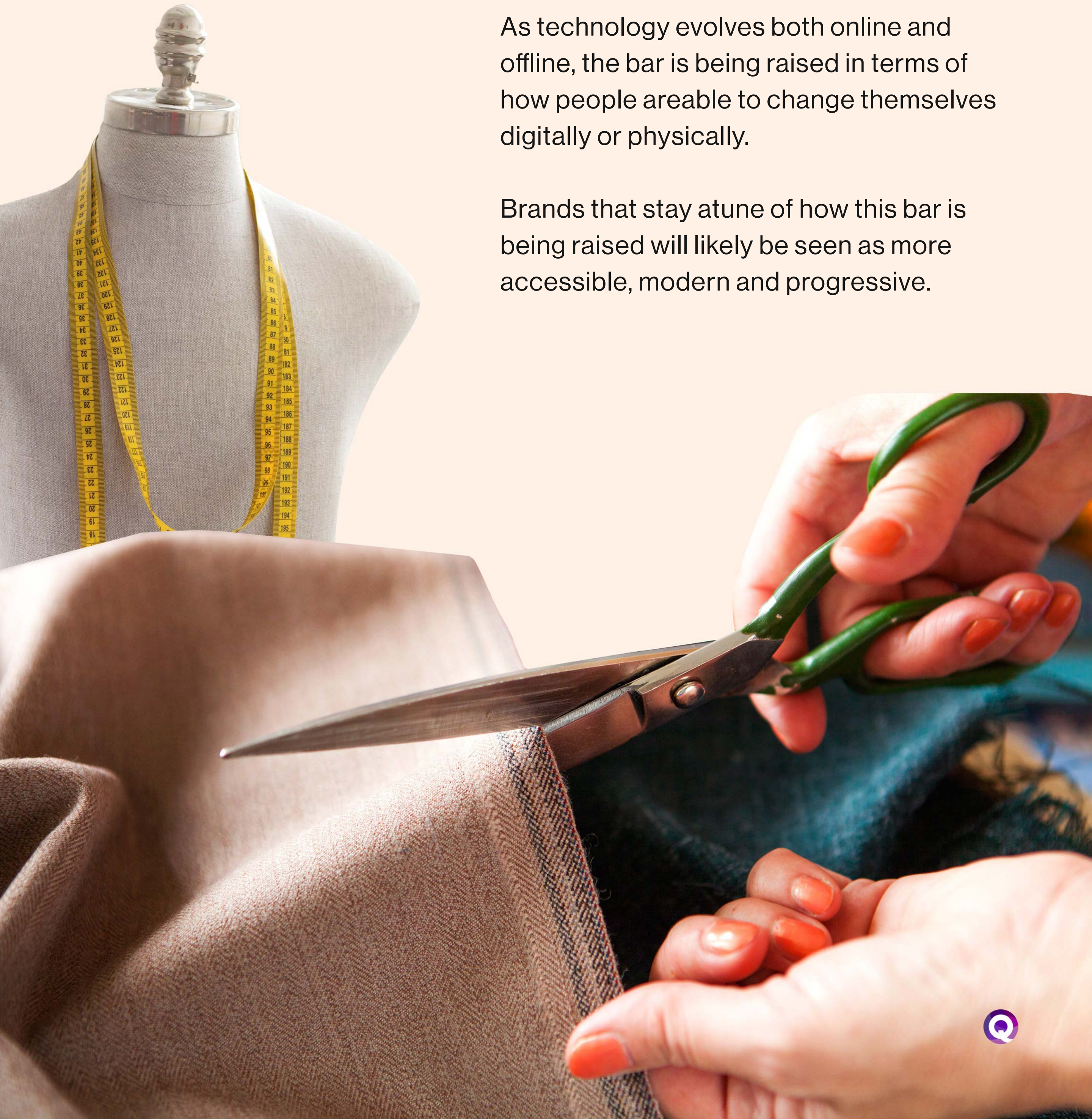
Beyond digital alterations, people are looking to alter their real-world body shape through shapewear. Brands like in **Spanx** have particularly benefited from this trend.



Facilitate easier and safer transformations

As technology evolves both online and offline, the bar is being raised in terms of how people are able to change themselves digitally or physically.

Brands that stay attuned to how this bar is being raised will likely be seen as more accessible, modern and progressive.



To find out more, contact
us at enquiries@quilt.ai

