



Trendstation

SPRING 2020 TREND IDENTIFICATION

CONFIDENTIAL

What does Trendslation mean?

For trends to drive growth, businesses need to leverage them while they are emerging. Of course, that's easier said than done, and identifying and engaging relevant shifts is always a challenge. It requires a broad view of where your business fits in the world as a whole, and an intuitive understanding of how active trends are influencing that world right now.

It's not just about seeing trends, but leveraging them when you do.

What's Current? What's Relevant?

Three macro trends are driving the world right now:

- **Making the Most of It**
- **What Is Real?**
- **Expanded Tech**

Let's dig deeper into each of these, then we'll examine how they are or are not influencing **Beauty**.

Making the Most of It

Making the Most of It

Perspectives are broadening as people begin to see, do, and use things they haven't before — especially when circumstances leave no other option.

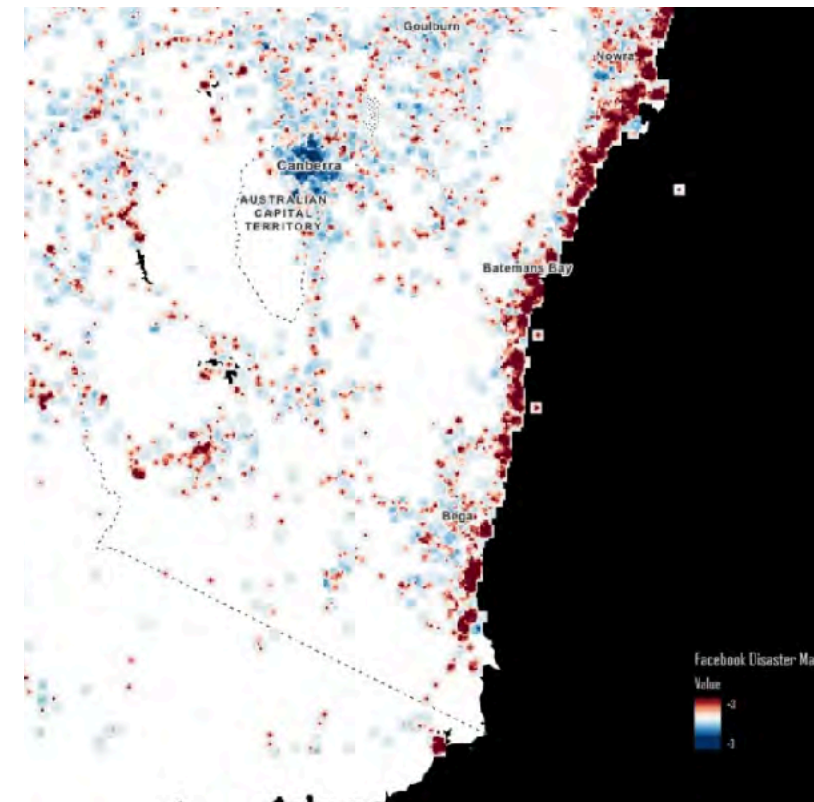
Positive Progress

Changes in traditional methods, questioned by the masses, prove they can be good.

People accustomed to established methods often have negative responses to new practices, like renewable energy and self-driving cars. The mainstream is beginning to see these new methods as good, helpful, and monitored.



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Why Not Go Renewable?

Renewable sources of energy are now cheaper than coal

In all major markets globally, renewable energy sources are now a cheaper investment than coal. It has been predicted that by 2030, more than half of existing coal plants will be more costly to operate than building new renewable energy infrastructure. This will likely persuade utilities, investors, and governments to carefully reconsider current and projected coal investments.

Data for Good

Facebook uses collected data for betterment

Organizations have recently engaged Facebook's *Data for Good* program worldwide to help in disaster preparedness, vaccination campaigns, and effective deployment of disaster response. This platform gives a new positive perspective on social media's collection of user data.

Safe Self-Driving

Safety regulations are being created for self-driving cars

Amazon has invested in Aurora - a startup developing a system to act as a sort of air-traffic control for self-driving vehicles. This "teleassist" system would instruct self-driving cars to safely pull over when unexpected conditions are encountered. Trained human technicians would then access the vehicle's sensors and controls to provide guidance.

Use Wisely

All resources, even waste, are beginning to be used beneficially.

It is widely known that Earth's natural resources are limited, and that we have created an abundance of waste. Designers and brands are using natural resources more sparingly and innovating ways to use waste as a readily available resource.

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Oil Rig Living

Architects plan to turn unused offshore oil rigs into homes

Paris' International Architecture Agency XTU has a housing concept called "x_lands." It involves converting the remains of unused offshore oil rigs into peaceful homes with large windows, sustainable power generation, and surrounded by lush greenery.



Maximize to Sanitize

Businesses using their resources to help during COVID-19

U.S. distilleries, French perfume factories, and others have stepped up during COVID-19 and engaged their capabilities to produce hand-sanitizer in their communities. Old Fourth Distillery in Atlanta, for example, created bottles with aloe vera gel and 95% ethanol for local healthcare facilities and community members free of charge.



New Take on Second-Hand

Designer creates collection for second-hand e-tailer

Fashion designer Richard Quinn created an exclusive collection for online second-hand retailer, Depop. The collection, made from end-of-roll fabric leftovers from Quinn's runway collections, aimed to appeal to the Gen Z consumer through its sustainability, affordability, and accessibility on a familiar site.

MAKING THE MOST OF IT SUBTREND

Hidden Beauty

Things traditionally seen as ugly are being shown and viewed in beautiful ways.

Undesirable things, whether gross or tragic, are being reframed to show that what may be perceived as a negative, may actually be a positive.



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The Beautifully Ugly Truth

Burger King shows the honesty of natural ingredients

In Burger King's latest advertisement placed in the U.S. and Europe, the classic Whopper is shown naturally degrading in mold. The headline reads, "The beauty of no artificial preservatives," announcing that the signature burger will no longer have artificial preservatives. This caught consumers by surprise, but it clearly showed that the often-maligned Whopper is now less processed and breaks down naturally.



Miraculous Tragedy

Li Edelkoort views COVID-19 as an "amazing grace"

Renowned trend forecaster Li Edelkoort sees the COVID-19 pandemic as an opportunity for growth in humanity. She hopes it will help us reconsider our values and learn to appreciate simple experiences and friendships, as well as slow down our systems to benefit the planet. By staying in our homes or close to them, it may also drive appreciation and support of local business.



Fashion Takes a Breath

Crisis provides fashion with a pause to improve

The world knows that the fashion industry can't continue to produce at the unsustainable and growing pace of 150 billion items of clothing per year. But, there has been no opportunity for brands to slow down. The COVID-19 pandemic has provided a pause that may allow the fashion industry to emerge more sustainable, local, and fair.

What Is Real?

What Is Real?

Lines between the digital world and the physical one are blurring like never before. It is hard to know what is real and how one world impacts the other.

Digital Design

Real-world style and design take inspiration from the digital world.

Style, art, and design are no longer tangible in only the physical world. Beauty and fashion for younger consumers is being showcased first, and sometimes only, online. And digital art is being confused for physical objects. In these ways, the digital world is paving the path for the physical one.

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E-Style vs. Real Style

Fashion is exploring new territory by existing first online

In 2019, “e-girl style” and “e-boy style” were the second and third top Google searches in fashion. Vox says, “You know an e-girl by her Twitch presence or the poses she makes on Instagram, not by what she wears to school. In the old paradigm, the real world took precedence and the digital world followed. That’s changing...It can feel like the digital world is the more important one now.”

Instagram Face

Young people aspiring to the same filtered look

With Instagram and Snapchat filters and a growing acceptance of plastic surgery, young people all over are after a certain look – the “Instagram Face.” This is a mix of youthful features across races and ethnicities and is most sought after by white women.

Digital to Definite

Success on Instagram turns digital designs into reality

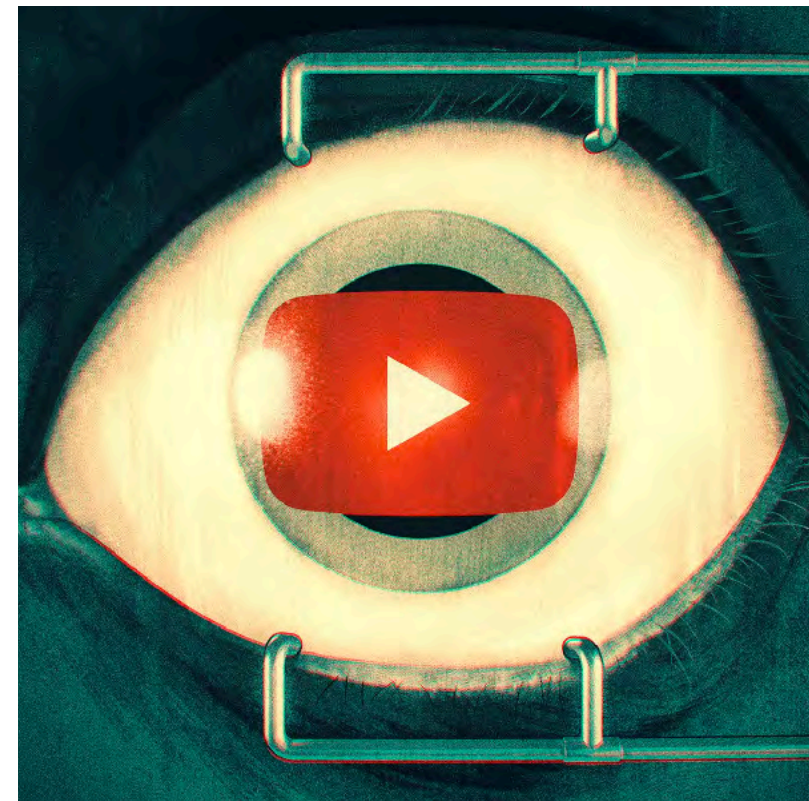
Digital designer Andrés Reisinger earned thousands of followers with his rendered fictional scenes on Instagram. Even though they didn’t actually exist in the real world, designs from his digital creations, like a chair, became so highly requested by his followers, that he figured out how these things could exist physically to meet the demand.

Silenced & Censored

Online censorship and its effects go beyond what is widely known.

Censorship of the digital world continues around the world — sometimes positively, sometimes not. Strictness varies across regions, but censorship is causing effects beyond the obvious in both the digital and physical worlds.

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The Terror Queue

Content censored at the cost of workers' mental health

Google and YouTube pay companies like Accenture to moderate content uploaded to their sites, blocking copyright infringement, hate, harassment, etc. Employees paid \$18.50/hour can develop PTSD and other mental health issues because of what they see. Censorship is ripe for innovation that eliminates unexpected negative effects.



Prejudice Censorship

TikTok suppresses posts from users too ugly or poor

Internal documents from TikTok were obtained by *The Intercept* that reveal the app's moderators were told to withhold posts on their popular For You page by users they felt were too ugly, poor, or disabled. The documents said this practice is in place to “decrease the short-term new user retention rate.”



Uncensored Library

Minecraft has an uncensored library for censored nations

On World Day Against Cyber Censorship, Minecraft publicized the virtual library of uncensored news coverage hidden inside the game. Gamers living in censored nations can access the library for articles from writers who have been jailed, exiled, or even killed for their work.

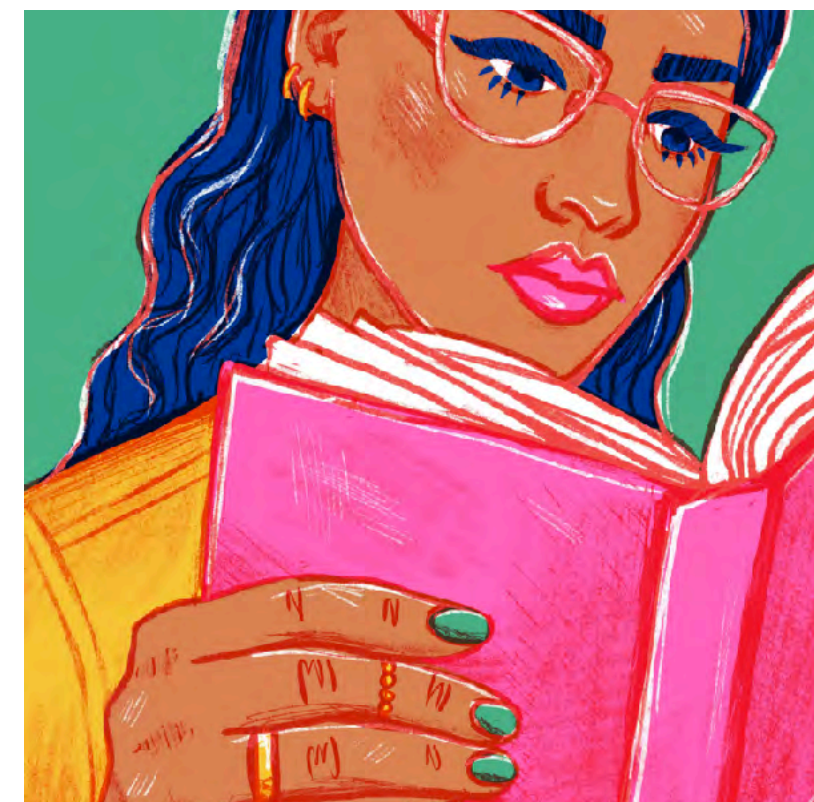
Digital Crossover

Actions and their effects are overlapping the physical and digital worlds.

Actions in either the physical or the digital world are having repercussions in the other. Happenings in the physical world that are captured and kept in the digital world are adding up to give people “personal capital” or “cultural currency.”



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Sharenting

Parents oversharing online follows kids through life

Parents who post about their children on social media now has a term: Sharenting. Beyond social media, Sharenting includes children’s data that parents, grandparents, teachers, and others transmit, store, and use via technology. All this information could be used as a “personal capital” score, similar to a credit score, and could affect their children in the future.

Competitive Reading

Books are now a form of cultural currency

Posting about books and reading habits on social media is now a way to boost your personal brand. Having a large appetite for reading is now a way to one-up followers. Kate Johnson from Stylus believes that although books are one of the oldest forms of entertainment, they have gained clout on social media because they provide relief from the fast pace of life driven by the online world itself.

Everything Is Content

Gen Z uses every life event as an opportunity to TikTok

Gen Z has always had instant and endless connectivity, which has led them to constantly overshare their personal lives on social media. They are viewing break-ups, medical procedures, and more as opportunities to post on TikTok.

Expanded Tech



Expanded Tech

As technology continues to integrate into our lives seamlessly, we see it appearing in and revolutionizing categories that have previously been less impacted.



Reinventing Rural

A growing need for integrated technology is making big changes to rural and outdoor lifestyles.

New technology is no longer evolving and simplifying primarily urban, fast-paced lifestyles. Its effects are increasing in slower-paced lifestyles and industries, like farming and camping.

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Cyber Camping

Tesla provides for experience-driven consumers

Road trips continue to grow in popularity among younger consumers seeking unique experiences and connection to the earth. Tesla has met this trend with an all-electric, camp-ready vehicle as a sustainable alternative to the classic RV. This zero-emission electric Cybertruck comes with a cargo bed that converts into a sleeping space.



Connected Communities

Technology helps rural China on large and small scales

Rural China makes up 10% of the world's population. The introduction of technology, especially e-commerce, has helped lift many in these areas out of poverty. Gan Youqin is a farmer in Lingshan County and has earned millions of followers and sales of her produce by uploading videos daily about her work.



Farm of the Future

Incoming tech will create big changes in agriculture

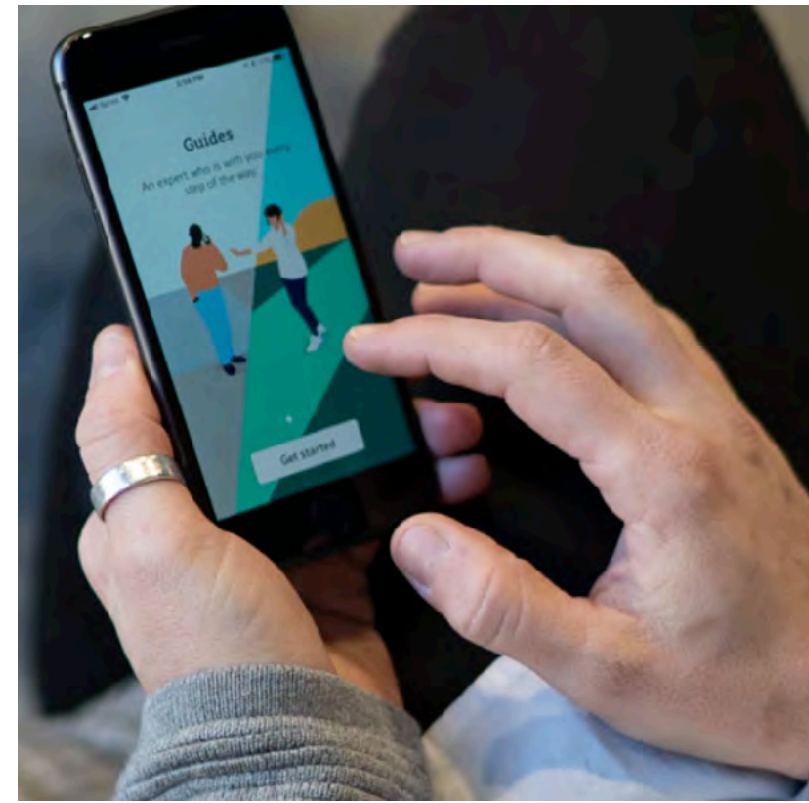
The introduction of 5G technology will change current agriculture practices. IoT Sensors and AI will take the guesswork out of nature and its cycles. Farmers will be able to remotely keep track of the weather, livestock, soil, and more, while processes will become more efficient through tech, such as self-driving equipment.

Helping Health

New innovation continues to simplify and personalize our health and wellness.

Technology continues to advance and integrate into our lives in ways that make health and nutrition much easier and more personalized.

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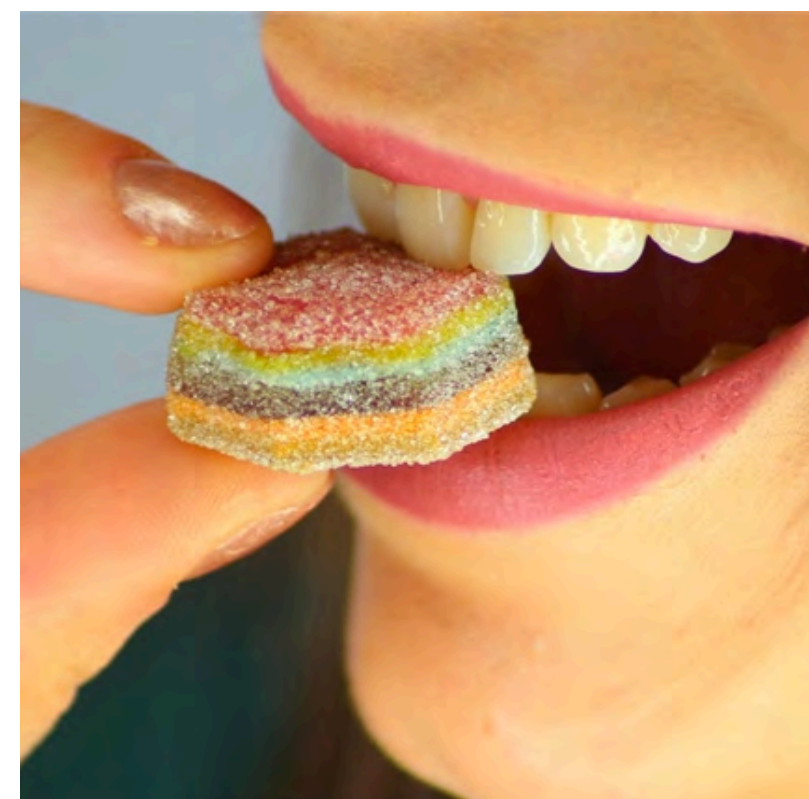
Holistic and Human-Centered Help Inclusive app for Diabetes personalizes care

IDEO and Ascensia Diabetes Care created a breakthrough approach for educating and monitoring those with diabetes. Their holistic solution includes an app that, in addition to standard glucose reading and food tracking, assigns users a Certified Diabetes Educator who creates personal cooking, mental well-being, sexual health, and exercise programs.



Shopping Made Simple Food shopping decisions simplified with AR

Chinese startup Coolhobo has created an AR app that helps shoppers know what foods are in line with their nutrition goals while shopping. Called Hobose, the app stores the user's dietary preferences and shows a green or red light when they point their phone at certain foods.



Customizable Nutrition Individualized 3D printed Multivitamins

Nourish is a brand that believes each human requires a unique formula for their own well-being. To meet this need, they offer customizable vitamins that can be 3D printed as a stack of gummies.

Media Mindfulness

Social Media is playing a new role by providing connection and peacefulness.

Time spent on social media is often associated with anxiety and stress. But for many users, it is now offering ways to find calmness and meaningful connections.

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Digital Nixsen

A celebration of doing nothing online

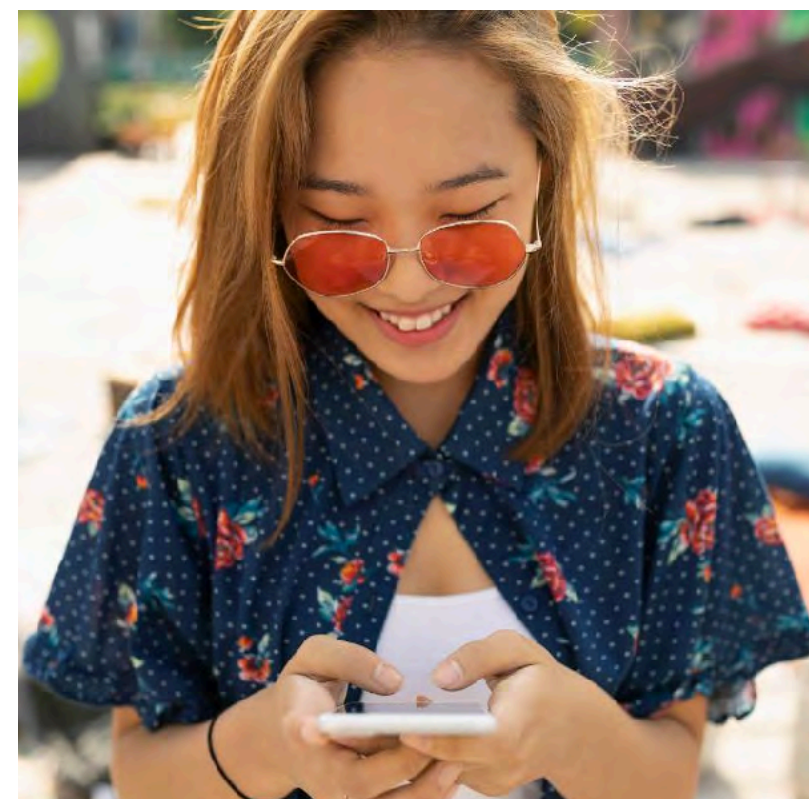
The Dutch practice Nixsen celebrates doing nothing with purpose. People on social media have been channeling these beliefs to help their followers manage anxiety. They do this by posting messages that encourage a positive mindset toward idleness and avoidance of endless scrolling.



Social Media Support

Physical touch replaced by virtual touch during COVID-19

During the social isolation brought on by the pandemic, social media is providing a sense of normalcy, helping people stay connected, entertained, informed, and more. Social media has become a platform to provide what the physical world no longer can during social isolation.



More Social Media

Social media may better mental health

A University of Kentucky study reported many significant changes in a person's mood after quitting or taking breaks from social media. The study also revealed that while moods may change depending on the type of content engaged, social media is useful overall in connecting with others, gaining information, providing advice, and it may actually enhance your happiness.

Trendslation:

Beauty

Driven by Consumer Needs

Consumer needs create trends. A brand must be able to address those needs for the trend to be of value.

Large populations act in predictable ways and are motivated by similar forces. When paired with a current trend, these motivations show why specific consumer groups adopt some trends but not others.



Beauty: Belonging, Control, Security

Making the Most of It: Control - YES

What Is Real?: Discovery - NO

Expanded Tech: Connection - NO

Innovation Thought Starters

- How can the beauty industry prepare for new category entrants?
- How will beauty products change their offered benefits to meet evolving situations?
- How can the beauty industry engage existing resources in new ways?
- How can beauty products and procedures be maximized for multiple purposes?



MAKING THE MOST OF IT

Design Characteristics

- **Inclusive**
Engages many audiences for many occasions
- **Uplifting**
Encourages fun and experimentation
- **Progressive**
Showcases forward thinking
- **Inventive**
Uses unique resources and materials
- **Positive**
Celebrates you!



COHO is an independent **brand STRATEGY, INNOVATION, and DESIGN company.** We help our clients bring out the best in their brands, connect with those they touch, and help change the world for the better.

We believe in the power of engaging relevant trends to aid your business growth. **It isn't so much about identifying the trend, but figuring out what to do with it once you have.** This can be a challenge; it requires both a broad view of where your business fits into the world *and* an intuitive understanding of how trends are influencing that world right now. Our Strategists analyze, synthesize, translate, and develop hypothetical applications of these trends all to benefit your business. **We call it Trendslation!**

To learn more about how we can help you, visit cohocreative.com.



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BETTER BRANDS *to*
BETTER THE WORLD

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