

2023

Next Design Perspectives

Altagamma X WGSN

Lisa White

Creative Director

WGSN



WGSN Future Trends 2021 for Altagamma (2019)



01
Age of Systems

02
The End of More

03
The Home Hub

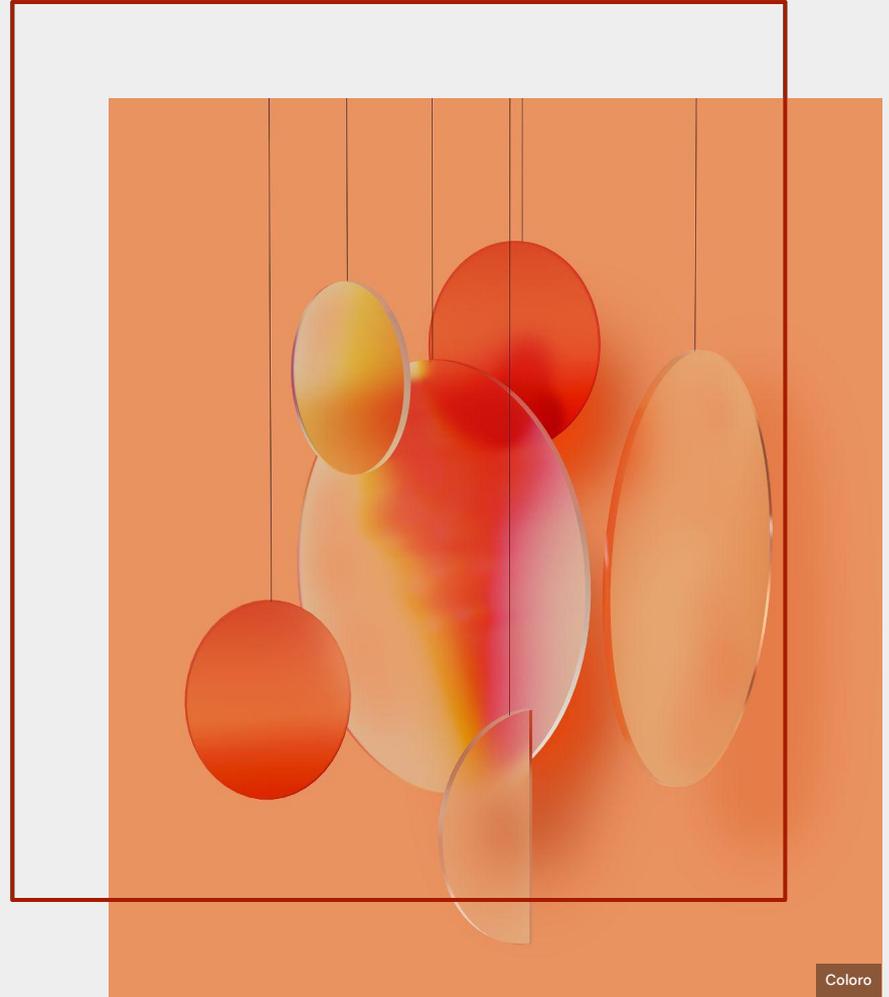
04
The Age Gap

05
Inclusive Networks

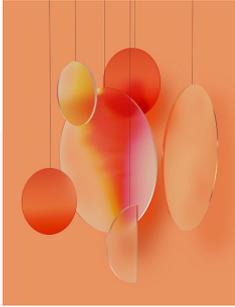
06
Digital Craftsmanship

“ The past *and* the future are present.

To truly forecast, we need an accurate analysis of the past and present but even more crucially, a strategic identification and vision of the forces that will shape our future”



Agenda



01

Introduction



02

Healing as
Habit



03

Collective
and
Regenerative



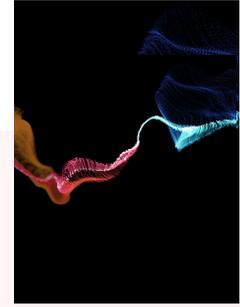
04

SuperNature



05

Making the
Metaverse



06

New
Alliances



02.

Healing as Habit

*With long-term social, political,
environmental and economic challenges,
people will be building recuperative rituals
into daily practices*

O2. Healing as Habit

Emotional Hospitality

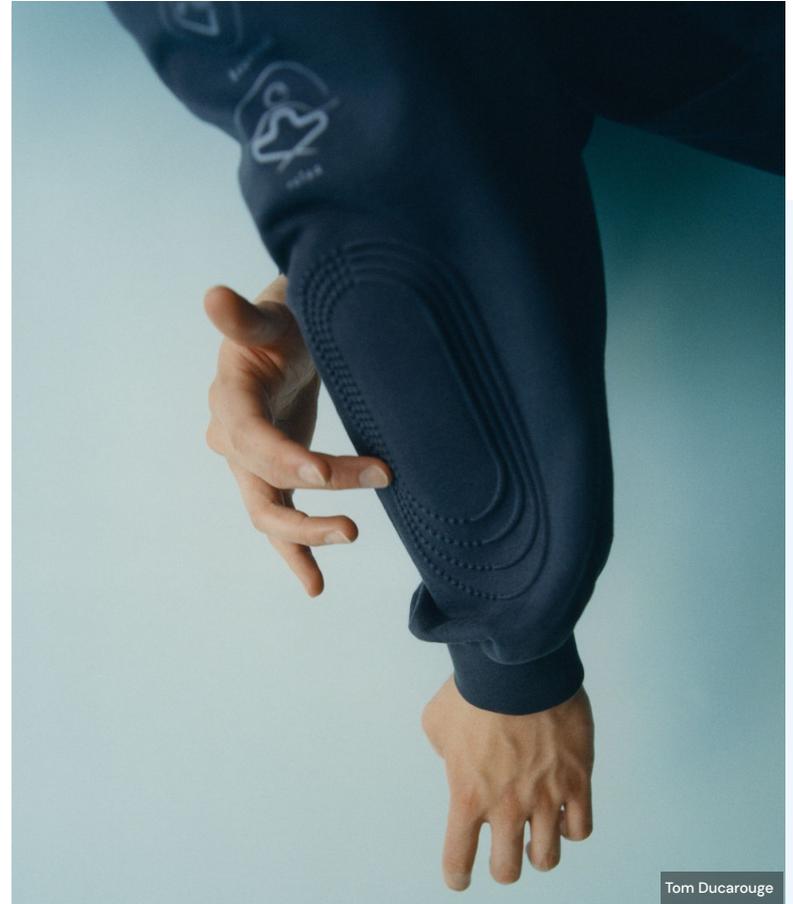
The seismic life changes brought by the pandemic, and the ensuing grief, stress and emotional plurality experienced by people, present brands with an opportunity to explore and expand their wellness offer



02. Healing as Habit

Daily Wellness

Designers are building in practices of care, for the self and for others



O2. Healing as Habit

Bathing in beauty

Bathing rituals will come to the forefront of the beauty world--and men will increasingly get in touch with self care



Inoki



Seoul

The Asian men's beauty market

What you need to know

Market insights

Market size

Global

\$166bn USD

(Forecasted - 2022)

Market growth rates

Global

▲ +5.1%

(CAGR 2020-2027)

Consumer behaviour

1 in 3 men aged 25-34 in **Thailand** have bought foundation or lipstick in the past year

APAC

70%

(2019)

APAC

▲ +8.4%

(CAGR 2020-2026)

34% **South Korean** men go for beauty treatments once a week

90% **Japanese** men in their 20s use beauty products

Chinese online search trends (YoY 2019-2020)

Key products by men

Skincare

+213% Moisturiser

+124% Cleanser

+58% Lotion

Colour cosmetics

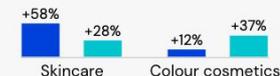
+419% Eyebrow pencil

+251% Setting powder

+244% Concealer

Categories by gender

● Men ● Women

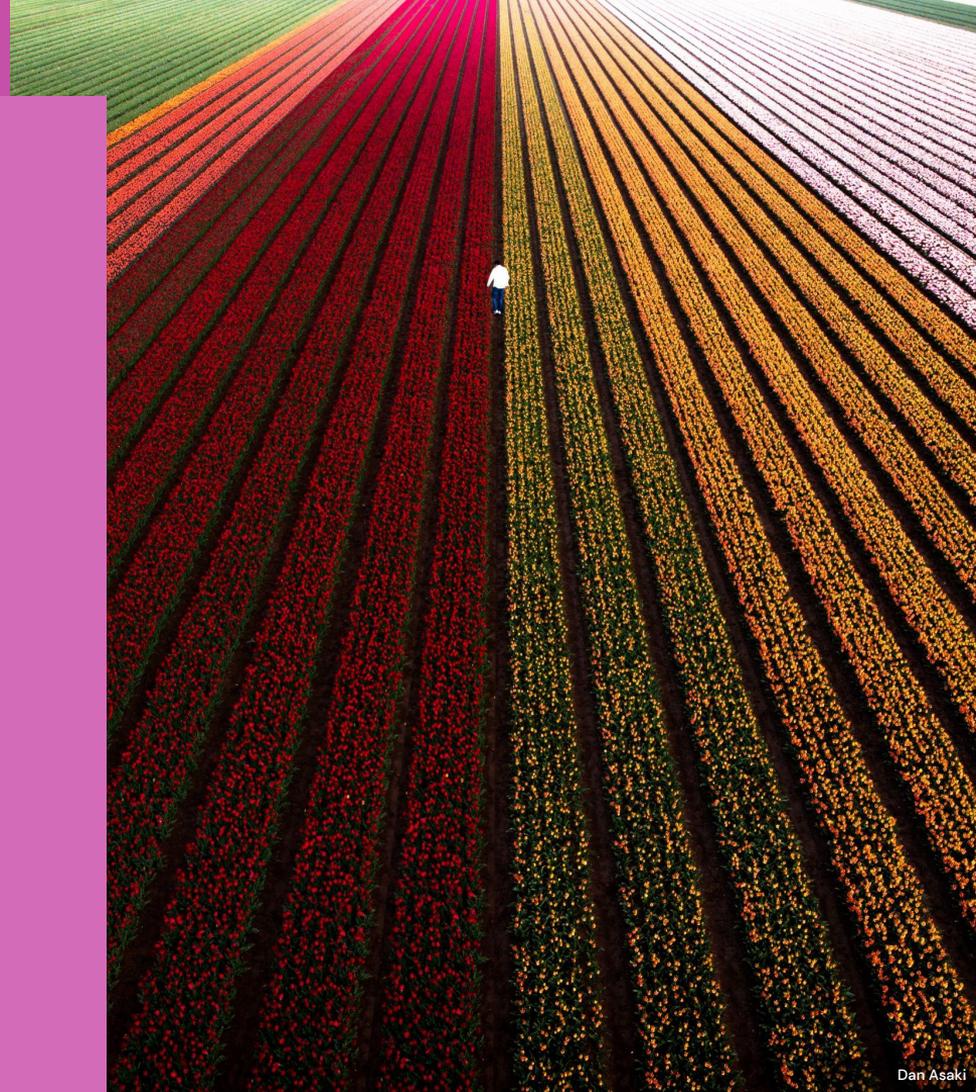


WGSN Proprietary data

03.

Collective and Regenerative

Brands will take regenerative approaches to sustainability, working collaboratively across industries and in tandem with consumers



Provoking change: Carole Collet and Maison/O



03. Collective and Regenerative

Creating New Commons

Michele De Lucchi's utopic Earth Stations find new focus with his Happy Stations, protopic communities built around shared resources



03. Collective and Regenerative

From Appropriation to Inclusion

New design systems will be built on true partnership with indigenous creators, with respect and empowerment: Rebecca Hui, Roots Studio



04.

SuperNatur e

*Advances in engineered and waste materials
and products will help conserve natural
resources and spark innovation*



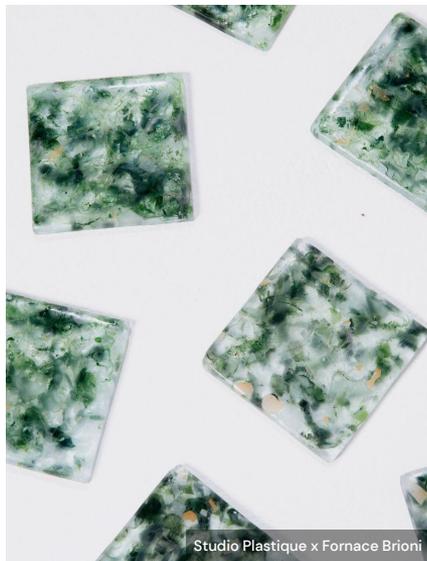
04. SuperNature

Geodesign

Combining design research with geography, anthropology and ecology to deepen the practice of sustainability and deliver transformative solutions through design



Formafantasma



Studio Plastique x Fornace Brioni

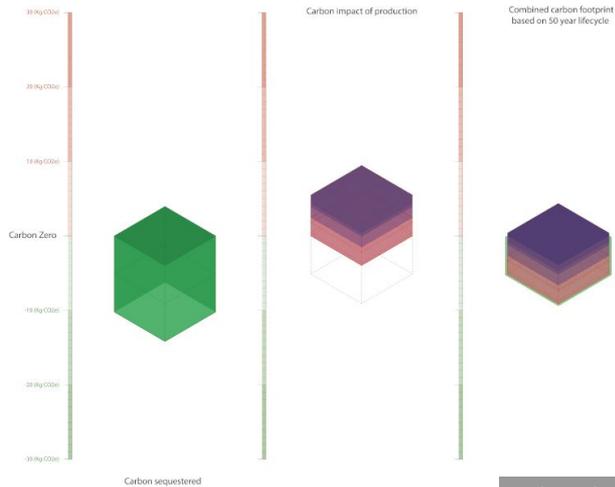


Kit Ondaatje Rolls x LVMH

04. SuperNature

Material Union

Andu Masebo: Living in material union is to respect an object beyond its monetary value--to cherish the carbon capture capacities of wood by contractually agreeing to use it for an extended period of time



Andu Masebo

04. SuperNature

“More than human” design: The Pollinator Commission by Dr. Alexandra Daisy Ginsberg



Digital Lavender

05.

Making the Metaverse

Virtual worlds will expand, driving culture and design and enabling new modes of expression and experience

Coloro: 134-67-16

05. Making the Metaverse

Meta-commerce

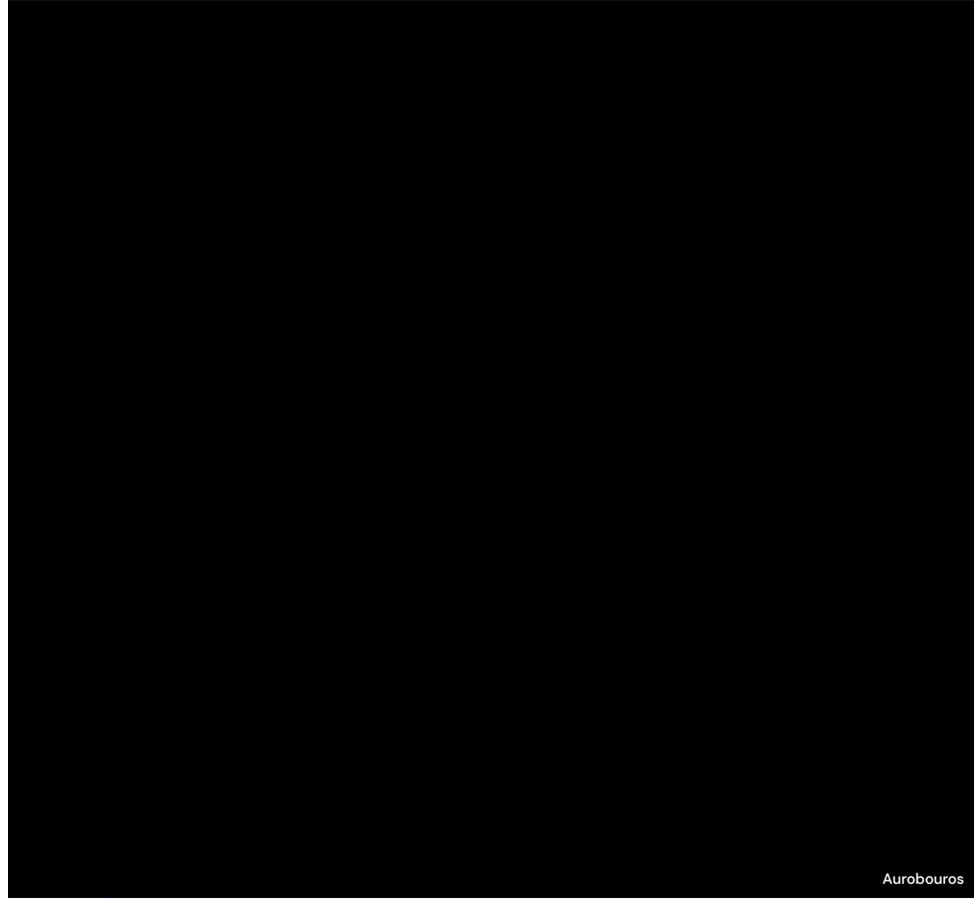
From gaming platforms and AR stores to branded destinations and the explosive NFT market, brands will connect with consumers in the ever-evolving metaverse



05. Making the Metaverse

Digital Couture

Couture is set to expand digitally, both in the metaverse and IRL



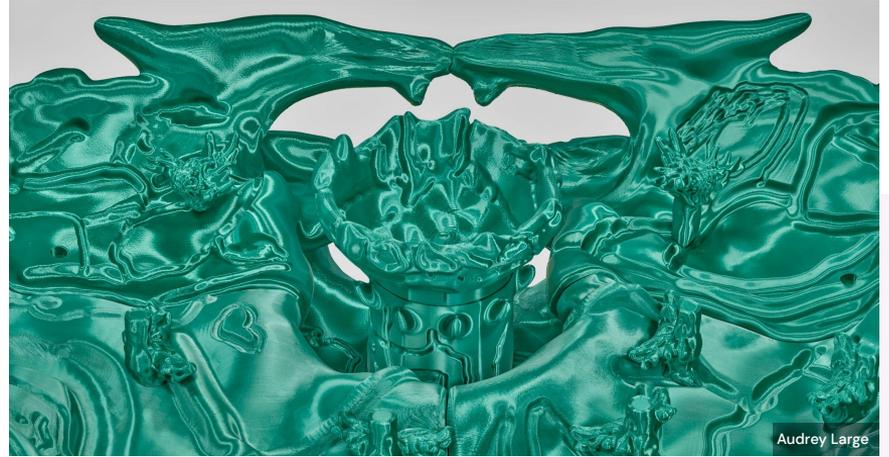
05. Making the Metaverse

Digital Real

Digital design and experiences will create awe-striking moments of reality



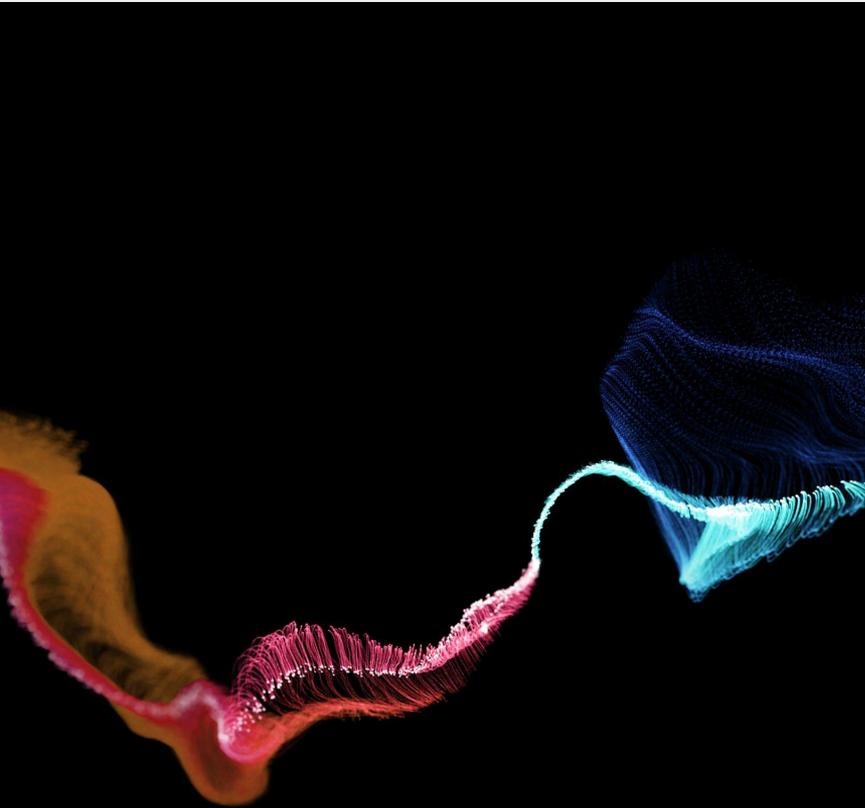
Andres Reisinger



Audrey Large



Refik Anadol



06.

New Alliances

The re-shaping of political, industrial and technological systems will result in a new era of international and local relations

06. New Alliances

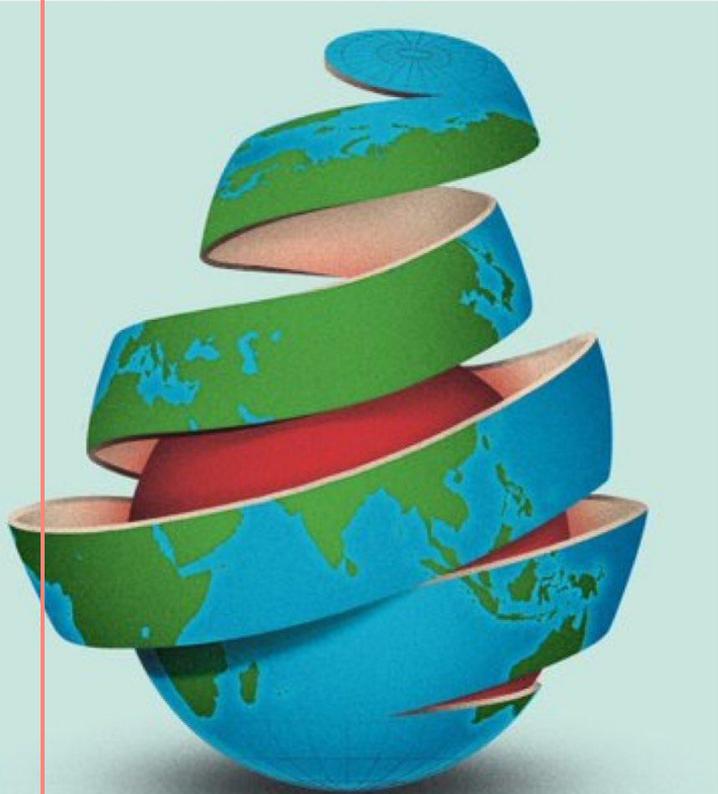
Local connections

Brands are increasingly relying on local materials and knowledge, and are reaching out to develop and nurture lasting relations



“ In 2021, every 60 seconds more than 500 hours of content was uploaded on YouTube and 695,000 stories were shared on Instagram. Nearly 70 million messages were sent via WhatsApp and Facebook Messenger. In that same minute, there were two million swipes on Tinder and \$1.6 million was spent online.

“What Happens on the internet every minute in 2021” study by the World Economic Forum.



“ In this more contested world, communities are increasingly fractured as people seek security with like-minded groups based on established and newly prominent identities; states of all types and in all regions are struggling to meet the needs and expectations of more connected, more urban and more empowered populations.”

The National Intelligence Council, 2021

06. New Alliances

Intersection: Superflux Studio



Action points for 2023:

01

Invest in R&D

Invest in holistic research, analysing the social, economic, and ecological forces shaping the consumer and the market, today and into the future. Challenge preconceptions and traditional ways of doing things by thinking beyond existing systems and asking questions on how you might ...

02

Collaborate

Break silos and foster internal collaboration between departments, combining design teams with strategy, sales and/or CSR. Support emerging talents and collaborate with experts from different sectors. Join forces cross-industry with other brands to advance innovation and find solutions to shared issues.

03

Provoke Change

Many companies have sustainability goals to meet for 2025. By 2023 it will no longer be enough to be “working towards a sustainable future.” Ask provocative questions and build regenerative commitments into your plans in order to meet those promises.

04

Define your Meta Moment

As the metaverse expands exponentially, invest in what works for your business. The meta-world is massive and not a one-size fits all approach. Ask yourself: what role does our company have in this sector? How can we stand out against the digital clutter? How can we contribute meaningfully?

Thank you

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