

Trend Report 2025

Adios, 2024.

To say that this year has been a contrasting one would be an understatement.

On one hand, it's had incredible highs: an undisputed Brat summer, beautiful Olympic energy that brought the world together and the cultural phenomenon of The Eras Tour captured hearts and minds across the globe.

But it's also had its fair share of challenges: the global climate emergency, soaring living costs, rising mental health issues, political division and war have dominated the headlines for most of the year.

We're seeing these juxtaposing highs and lows play out across emerging trends - leading the fresh ideas, innovative designs and new ways to connect with consumers.

Polycrisis

[noun] a simultaneous occurrence of events affecting the world - leaving you feeling as if everything is going wrong at the same time.

It's safe to say that 2024 has seen us all feeling a societal squeeze.

Dubbed the age of the 'Polycrisis' or 'The Great Exhaustion', people everywhere are increasingly feeling weighed down by the pressure of hustle culture with no time to take a breath before the next challenge rolls in.

Pantone's 'Future Dusk' Colour of the Year for 2025 has captured the mood perfectly - we are in a period of transition, and there is a sense of mystery around what the future holds.

Glimmers

[noun] micro moments of joy, positivity and small wins - the feeling that all is right with the world, even in that fleeting moment.

There is a fresh, palpable energy on the horizon. People are hungry for meaning and actively searching for, and creating, magic and joy in their life.

A radical rethink of values and priorities is taking place and there's a rising optimism as society begins to envision a more balanced, connected and brighter future.

Contents

The wider cultural mindset	06
The rise of the new consumers	07
Gleamers	08
Three, two, run	09
More & more Grandpacore	11
Autonomists	13
It's giving nostalgia	14
From the streets	16

Impartialists	18
Crystal clarity	19
Muted earth	21
Synergists	23
Rave utopia	24
Big softie	26
Future dusk	28
Bye for now	30



In our ever-changing world,
the things happening in
design are a reflection of
shifting societal moods
and consumer mindsets.

Image: Harry Lambert for Zara



The rise of our new consumers

WGSN, the global authority on trend forecasting, has identified four key 2026 consumer segments that brands should be thinking about and designing for next year.



Gleamers

They strive for a simpler life through connection with their own chosen communities.



Autonomists

They don't follow the crowd, rebelling against norms and welcoming collective support.



Impartialists

They seek the truth and yearn for simplicity over style; honesty is the best policy.



Synergists

They're future-focussed and fascinated by the human-tech worlds colliding.

Burnout has left this group longing for a simpler life. They value small wins, slow living, self-care and meaningful connections with their chosen families.

Three, two, run
More & more Grandpacore

Gleamers

We've seen people all over the world swap night clubs for run clubs; fostering an infectious community spirit that's taken streets, tracks and trails by storm. People are ditching social media for human connections, while also focusing on their physical and mental wellbeing (Strava or it didn't happen babe). And it's not so much about the running but finding small moments of joy and belonging through a chosen community that resonates with people.

Three, two, run

GLEAMERS: THREE, TWO, RUN



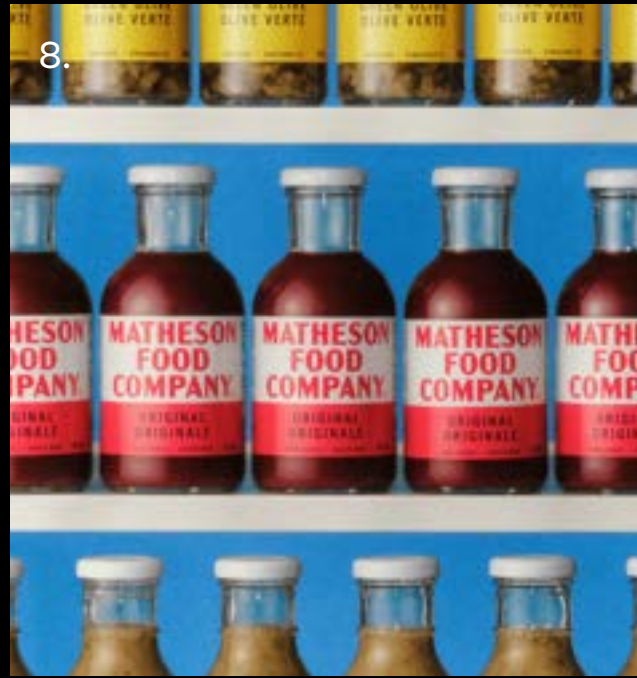
- | | |
|-------------------------------|---|
| 1. ADER SSENSE Cycling Club | 7. Hardest Geezer |
| 2. Bumble x Gymshark | 8. Runr Rio Hat |
| 3. Nike Running | 9. Nike Running |
| 4. ON Running x Grocery | 10. Run the boroughs - RAAANDY |
| 5. Trait, Studio zur Strassen | 11. Adidas Futurenatural, Studio Dumbar |
| 6. Nike Future Movement | 12. ON Running x Grocery, Astrae Studio |



More & more Grandpacore

A reaction to the fast-paced, modern lifestyle, comfort couldn't be more essential. As many people are embracing a slower, simpler, more comfortable lifestyle, Grandpacore has cemented itself as a favourite of brands and celebrities alike. And, it's not just what people are wearing. Consumers around the globe are taking their time to reconnect and realign with a more wholesome way of living.

GLEAMERS: MORE & MORE GRANDPACORE



- 1. High Tide Drinks
- 2. Harry Lambert x Zara
- 3. Coach Laundromat
- 4. Wholesome
- 5. Hotel Tango Distillery
- 6. Fatso
- 7. Cravers
- 8. Mathesons Food Co
- 9. Billie Eilish
- 10. Jacquemus
- 11. Jo Malone, Antique Shop
- 12. Good Phats
- 13. Yes Colour
- 14. Globe Trotter x Aime Leon Dore

These non-conformists thrive on rebelling against societal norms and are on an inner journey of healing and reconnection. They value freedom of expression, creative autonomy and escapism.

It's giving nostalgia
From the streets

Source: Adobe

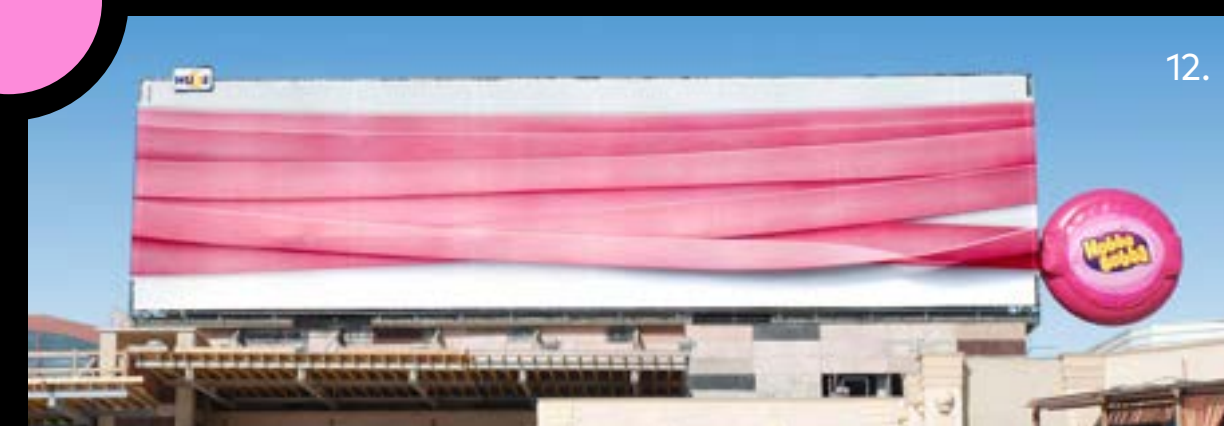
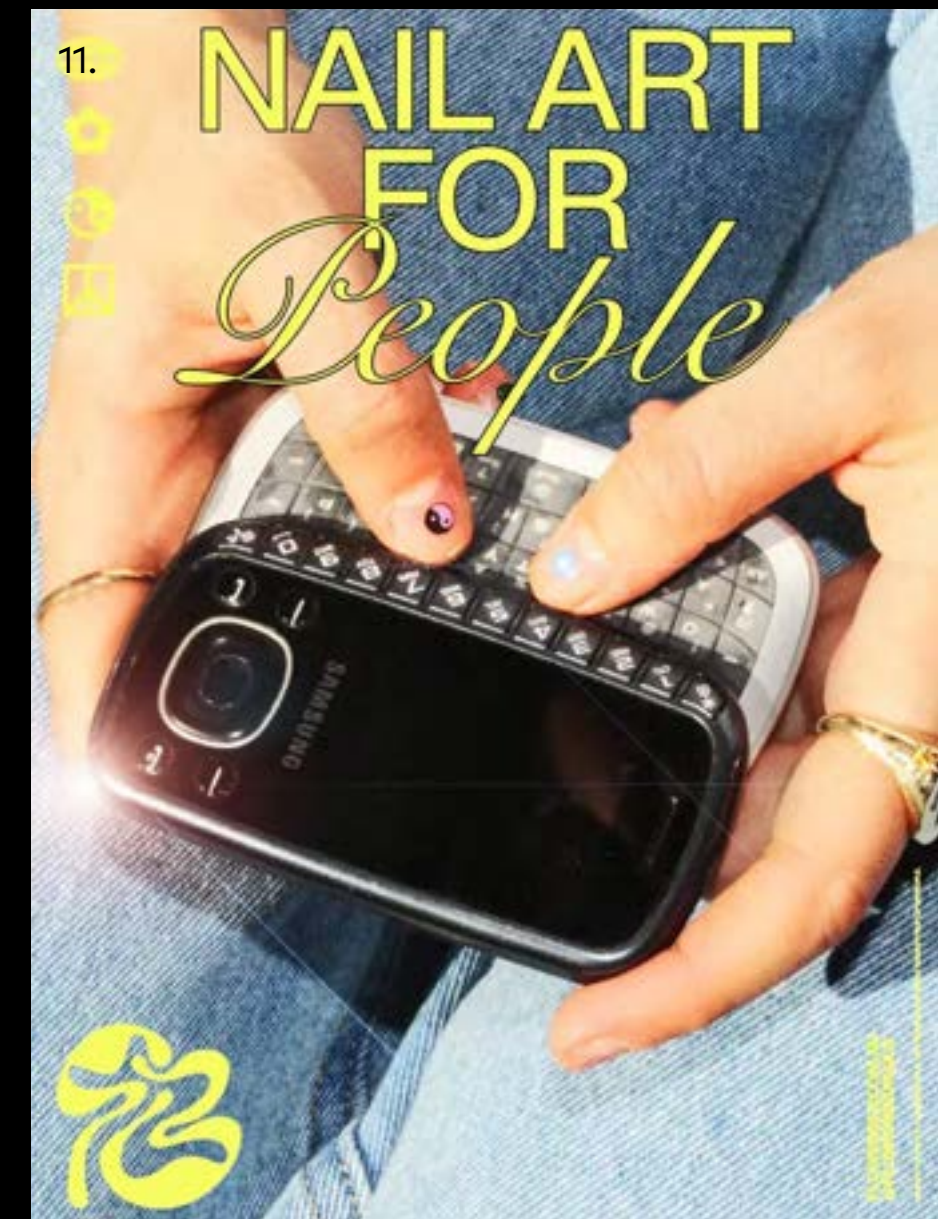
Autonomists

It's giving nostalgia

In a world marked by uncertainty, a new generation of consumers is rebelling through self-expression dialled up to 11. Nostalgia is a comforting core trend that's emerging, as people look for moments of escapism, self-discovery and healing. When things have felt overwhelming, this group revisits times of happiness with a sense of child-like wonder and infectious optimism.

AUTONOMISTS: IT'S GIVING NOSTALGIA

15



1. Airbnb x Polly Pocket
2. Anrealage SS25
3. Roxanne First
4. PlayLab
5. Maison Martine
6. CJ Hendry

7. Bubble Skincare
8. Susanne Alexandra
9. Eva Cremers
10. Jess Ebsworth
11. Flowerbed Nail Art
12. Hubba Bubba

From the streets

Self-expression has become vital in an age of copy-and-paste design, fashion and technology. As more people search for things that resonate with them, radical authenticity has captured the hearts and minds of many. It's gritty and in your face, breaking the shackles of societal norms and rebelling against an AI future that so many have welcomed, creating a punk renaissance with a modern guerrilla edge.

AUTONOMISTS: FROM THE STREETS



- 1. Van Cleef & Arpels x Alexandre Navet
- 2. Wet Head Shampoo
- 3. Goodhood x Rebel Yuth
- 4. Lykke Gardar Coffee
- 5. Rogue Society Liquor
- 6. Fortnum & Mason, Unleash the Love
- 7. Rolex x Olaolu Slawn
- 8. Olaolu Slawn
- 9. Rains, Aarhus
- 10. Miss Sixty x André Saraiva
- 11. FLCK energy drink



In the crisis of disinformation,
these level-headed consumers
are looking for honesty.
They value simplicity, intuitive
functionality without fuss,
and truth - brands that walk
their talk.

Impartialists

Crystal clarity
Muted earth

Crystal clarity

Embracing the beauty of simplicity with clean lines and a pure white aesthetic. Every element is stripped back to its essence, creating spaces that are sleek, functional, and timeless. In both design and messaging, it's about being human, transparent, honest, and free from clutter.



Source: Carbonation



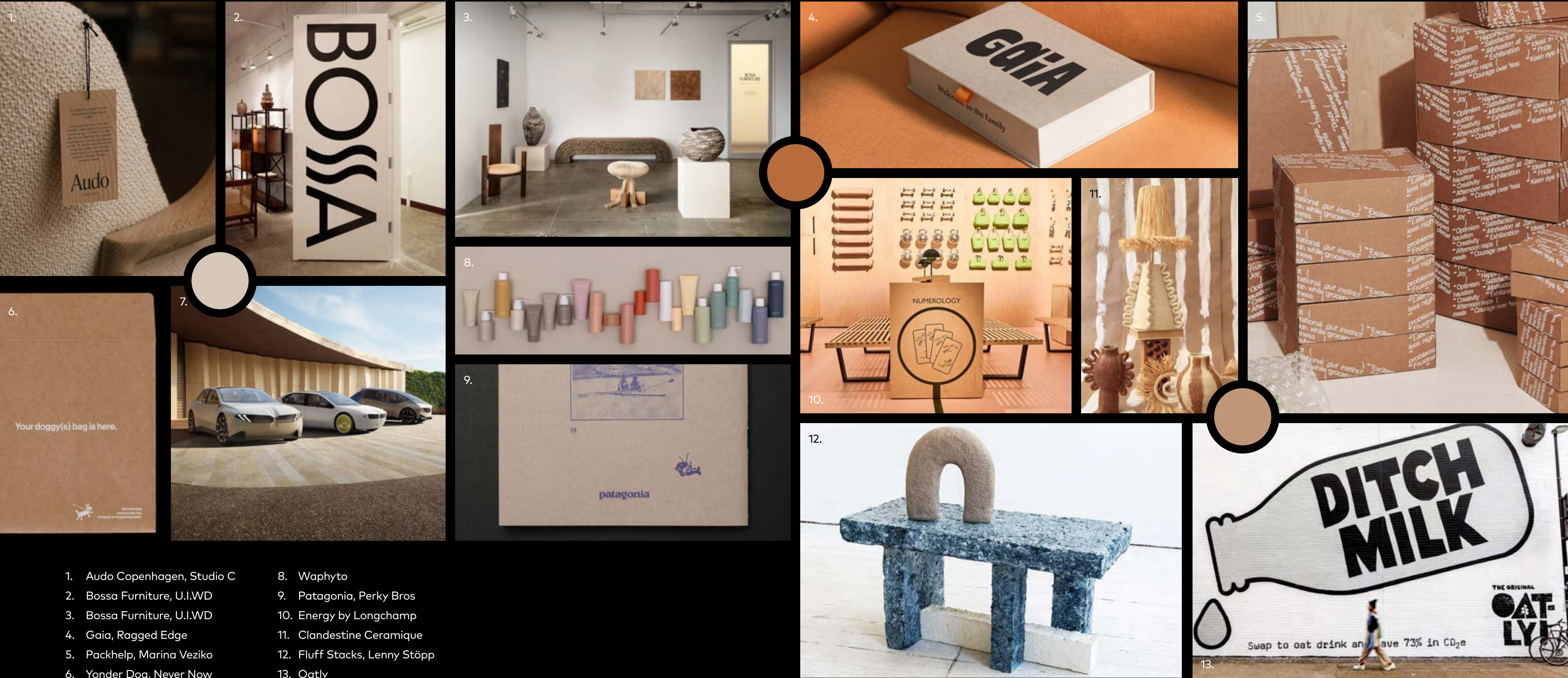
- 1. AMO x Jacquemus
- 2. Loreak Mendian
- 3. The Knotty Ones, Marina Veziko
- 4. Rains, Galeries Lafayette
- 5. PayPal
- 6. Scapegrace Distillery Co.
- 7. Honest Grind Coffee
- 8. Patagonia
- 9. Polestar
- 10. Inside Skincare

IMPARTIALISTS

Muted earth embraces minimalism through warm, earthy tones like clay and sun-warmed stone. By focusing on simplicity and natural materials, it creates calm, functional spaces that reflect human values. Messaging is honest, human, and transparent, ensuring authenticity in both design and communication. It's about thoughtful design, balancing beauty and sustainability for timeless, nurturing environments.

Muted earth

IMPARTIALISTS: MUTED EARTH



- 1. Audo Copenhagen, Studio C
- 2. Bossa Furniture, U.I.WD
- 3. Bossa Furniture, U.I.WD
- 4. Gaia, Ragged Edge
- 5. Packhelp, Marina Veziko
- 6. Yonder Dog, Never Now
- 7. BMW Vision Neue Klasse
- 8. Waphyto
- 9. Patagonia, Perky Bros
- 10. Energy by Longchamp
- 11. Clandestine Ceramique
- 12. Fluff Stacks, Lenny Stöpp
- 13. Oatly

These consumers are driven by a curiosity of the world beyond - for them the future is exciting. They are early-adopters of cutting-edge trends, fascinated by AI, the blending of digital and physical worlds, escapism and the notions of utopia.

Synergists

Rave utopia
Big softie
Future dusk

Source: Shenzhen Fringe Festival

Rave utopia

The future isn't just bright — it's a kaleidoscopic whirlpool of sensory euphoria. In a world that feels stuck on mute, we crave experiences that ping every synapse — brands that hit like a sonic boom and moments that shimmer with surreal magic. It's not just about pleasure; it's an ecstatic rebellion against the mundane, where joy becomes a hypercharged, full-spectrum event, demanding not just our attention but our whole soul.



- 1. Prismatic Installation, Craig & Karl
- 2. Public Pool, Perky Bros
- 3. Ikea
- 4. Fuzed, Vault49
- 5. Stem By Stem, ENESS
- 6. Henry Manteca, By Human
- 7. Absolut, Kris Andrew Small
- 8. Yinka Ilori, Ed Reeve
- 9. North Face, Yinka Ilori
- 10. VUM Open Air 2024
- 11. Louis Vuitton, Pop-up

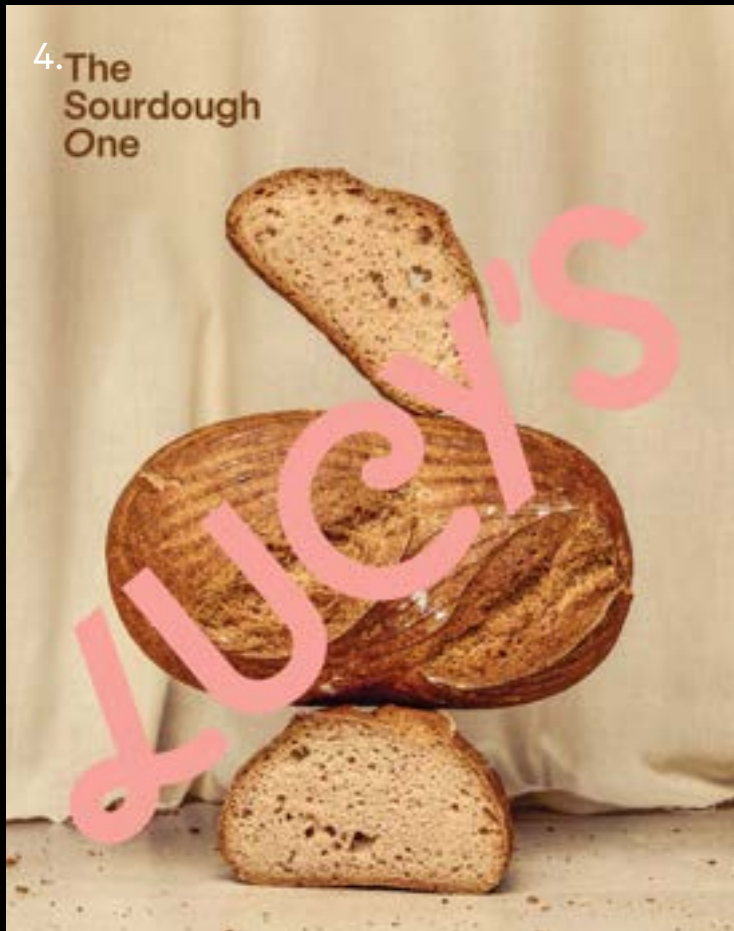
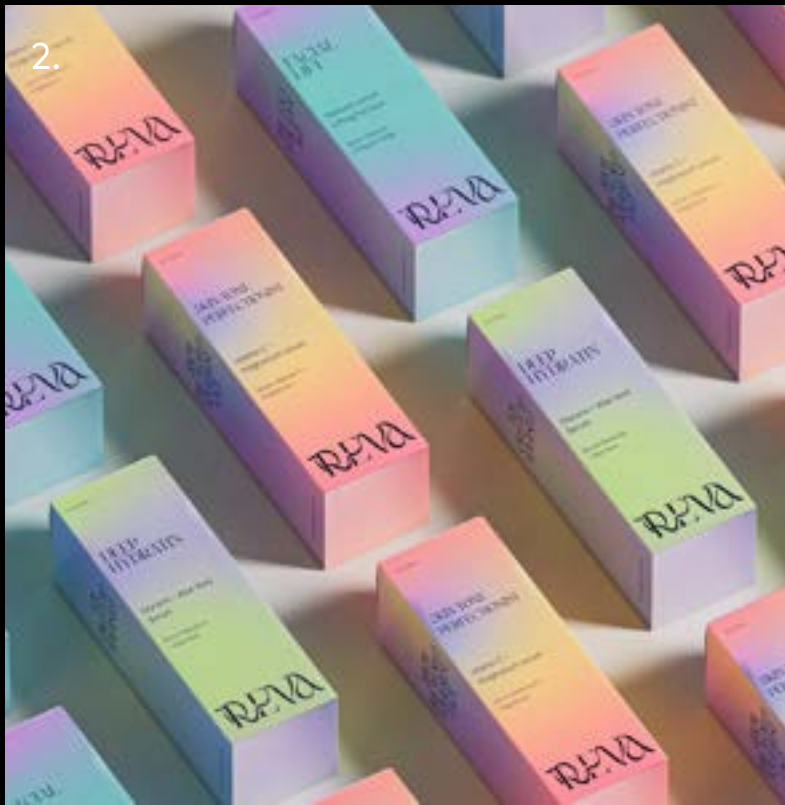


The future isn't all metallic, sharp and techy. The 'soft' aesthetic is a radical fusion of minimalistic and retro-futuristic elements - a dreamy, gentler re-imagining of cybercore in a more feminine way.



Big softie

SYNERGISTS: BIG SOFTIE



- 1. Bark and Tumble
- 2. Reva, MindMuse
- 3. Rhode Skin
- 4. Lucy's Gluten Free
- 5. Loosey Goosey Baking, Enrique Puerto
- 6. Cyril Lancelin
- 7. Prada
- 8. Nars
- 9. Yours Truly, Han Gao
- 10. Babel Cooking
- 11. Espresso
- 12. Accidentally Wes Anderson

Future dusk

As we look forward, a collective mood of transformation and introspection is taking place. There's a growing desire for calm through mysterious spaces where possibilities seem endless; broadening our horizons and looking out at the great beyond. Consumers are embracing a period of reflection of their journey into the unknown — balancing the beauty of the familiar with the intrigue of what lies ahead.

SYNERGISTS: FUTURE DUSK



- 1. Future Dusk, WGSN
- 2. Filema Rodion, Luminous
- 3. KevinShoes, Bild
- 4. Gaurav Gupta
- 5. La Roche Posay
- 6. Thinkus Lab
- 7. Kin Euphorics
- 8. White City Place, DN&Co
- 9. Nike Air Max 720
- 10. Rolls Royce
- 11. Feel Revived, Perfectly Boring



Bye for now

We are thrilled to give you a closer look at the trends that we're looking forward to seeing in 2025. This is the second edition of our Trend Report Series.

This report comes to you from Whippet, the retail transformation agency based in London and Melbourne. We work with brands who are looking to solve business challenges and create outstanding brand experiences for their customers.

Follow us on **Instagram**

Follow us on **LinkedIn**

View our **website**

hello@whippet.co.uk

whippet.