

whippet.

# Trend Report SS24



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It's time to take a look at the best trends and themes that have excited us so far in 2024.







# Ah, summer.

The season of sun, sport and exceptional design makes its return once more. And although the warm weather may have gone MIA, things have certainly been hotting up in the design world. Over the past few months, we've been exploring our favourite trends from across the globe. The excitement at Whippet HQ has been palpable as we've discovered some truly remarkable work — and now we get to share it with you. So kick back and relax as you read this season's trend report.



# The big trends

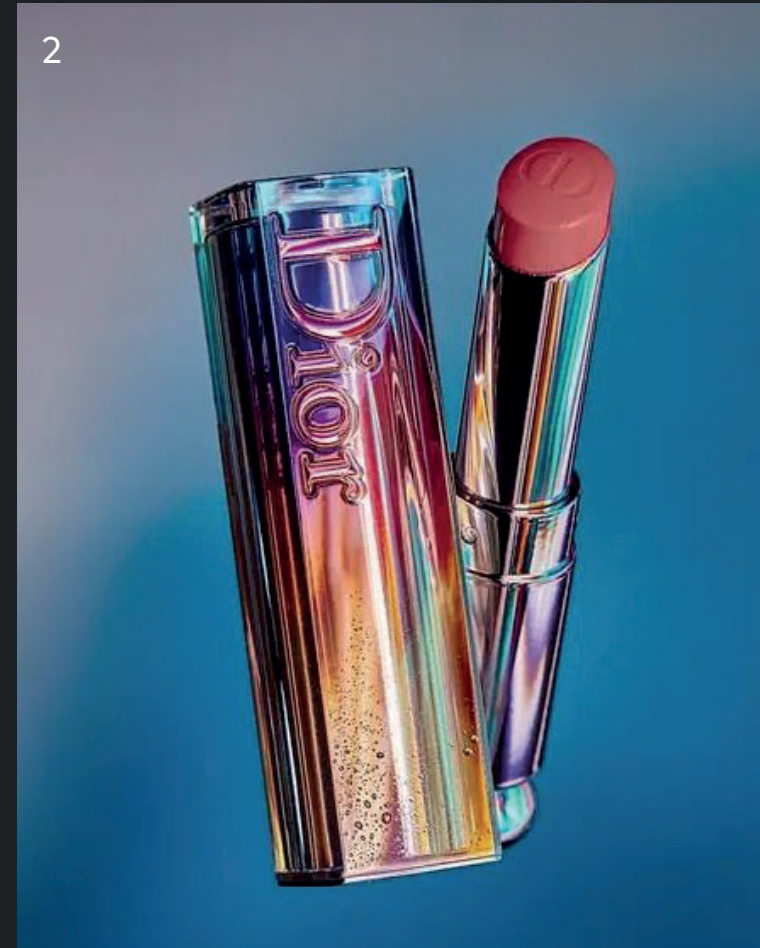


# Retro-futuristic surrealism





# Retro-futuristic surrealism



Think AI, think futuristic, think blurry surreal scenes. We've all seen a huge surge in AI and brands competing to see who can do it best. Interestingly, however, there seems to be a

shift in the results; instead of hugely polished images there's been a rise in over the top propping to add an element of surrealism.

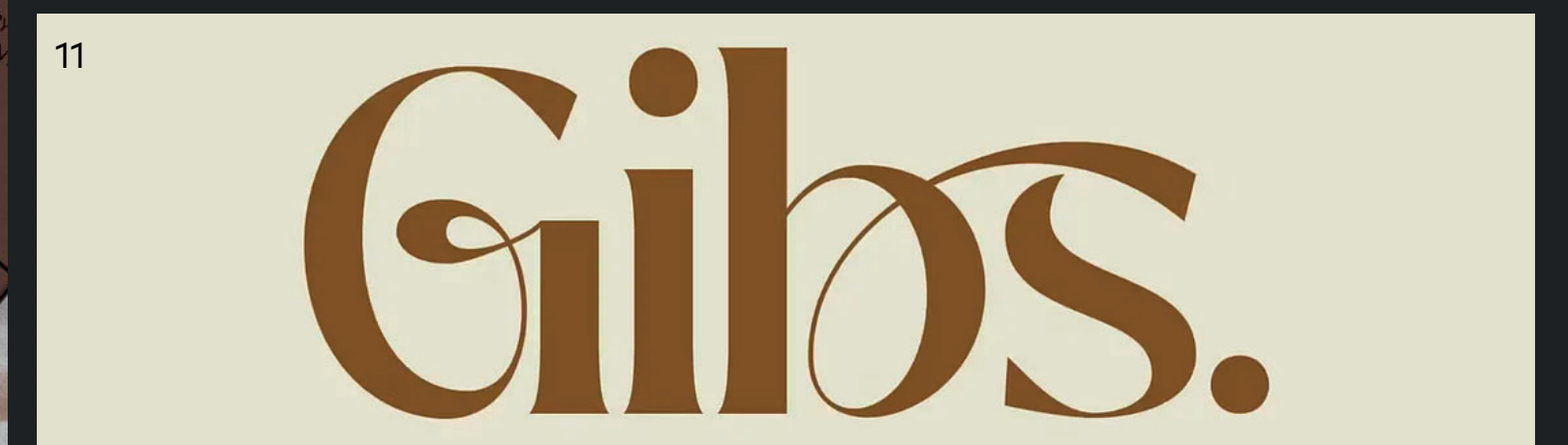
- 1. Collider Branding, Duzi Studio
- 2. Christian Dior Stellar Shine
- 3. Black Bee Honey, OMSE
- 4. Clue Perfumery, Caleb Vanden Boom
- 5. Olipop x Barbie
- 6. Nike 3D-Printed AI Sneakers, A.I.R
- 7. Swarovski Collection II
- 8. Glossier, Las Vegas



Brown is  
the new  
black



# Brown is the new black



There's been a huge increase in the colour brown gracing runways, rugs and rooms which we've loved. From Louis Vuitton to luxury futons, the colour has slowly made itself a staple in homes and haute couture across the globe.

As a result, it's trickled down into packaging and POS, with minimalistic materials being used to attract customers.

1. Martino Gamper, Prada Window
2. Twin Pines Creative Tape
3. Loewe Candle
4. Welev Branding, Neosaga

5. Dalgona Branding, FreshFungi
6. Comme Des Garçons Bag
7. Sola Coffee Branding, Studio MPLS
8. Undercover, Nyamec Mira

9. Wilde Branding, Mara Design
10. Elle Decor, Adrian Gaut
11. Gibbs Font, Joseph Typo

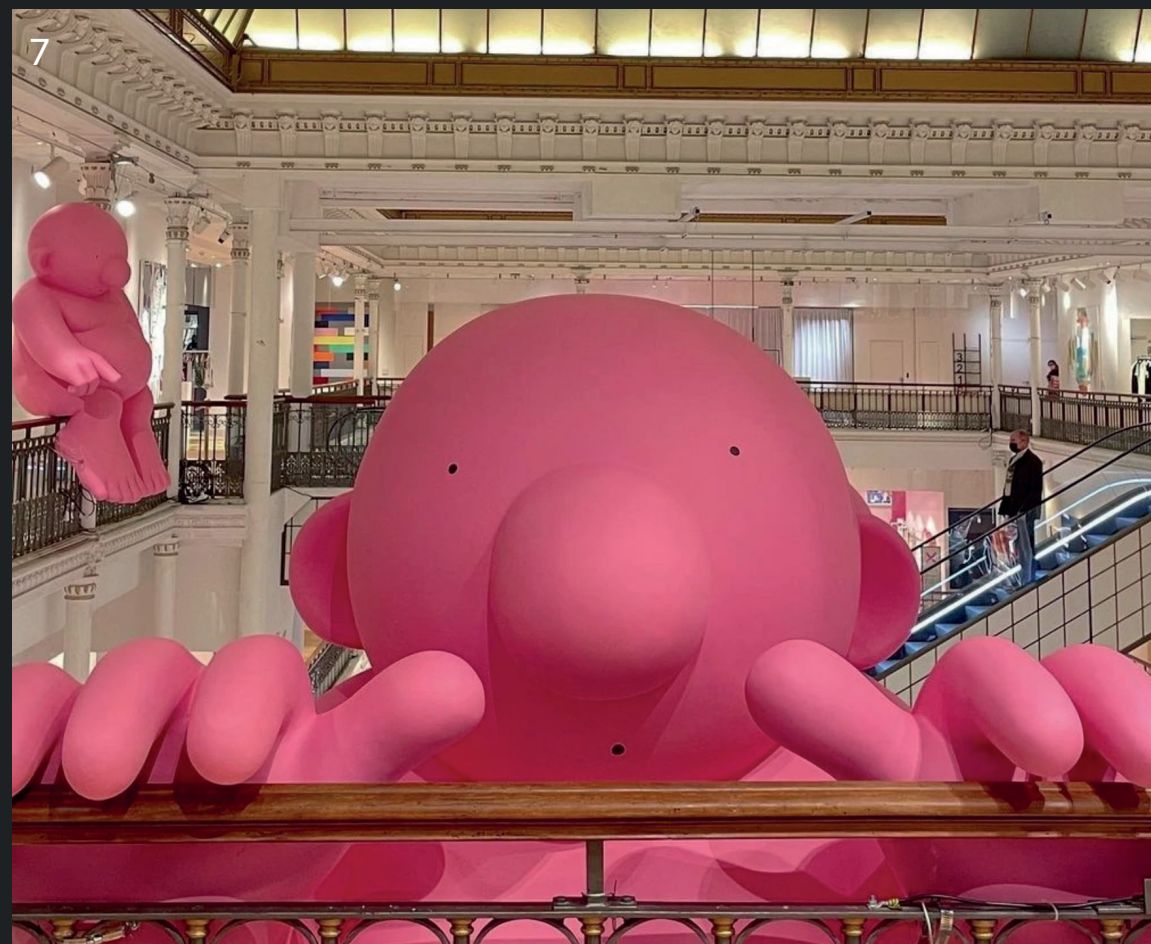
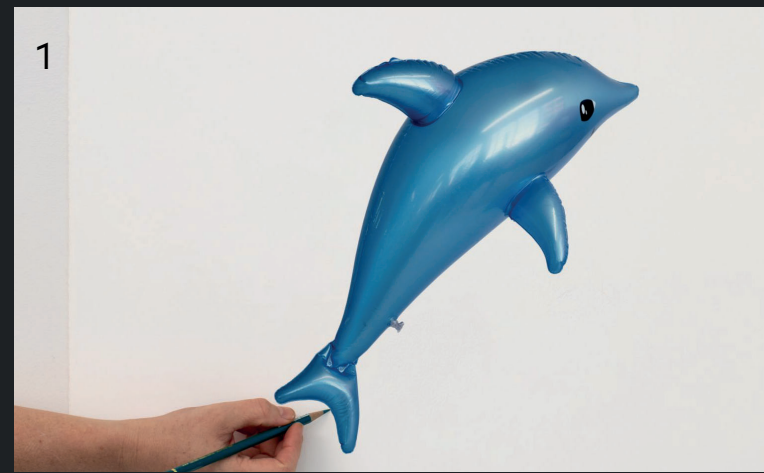




# Chunky, funky inflation



# Chunky, funky inflation



This has been bubbling about for a while now and it's showing no signs of deflating just yet. The squishy letterforms, playful curves and eye-catching 'pop' of each typeface have

become a joyous tool for brands daring to give it a go. Will the bubble burst? Who knows. But for now, we're here for it.

- 1. CJ Hendry
- 2. Adidas balloon, Vinicius Araújo
- 3. Omlet Identity, Ragged Edge
- 4. LUSH window display
- 5. Ken Kelleher
- 6. The North Face x Gucci, Art by Alessandro Michele, Photo by Daniel Shea
- 7. Le Bon Marché, Philippe Katerine
- 8. Nike Air Max Kids Branding, ManvsMachine
- 9. RTS branding, Studio Kiln
- 10. Pink Chairs, CJ Hendry
- 11. Prada, CGI



# Merch is having a moment





# Merch is having a moment



With Erewhon x Balenciaga kicking things off for Fall 2024, the expansion of branded merch has been stratospheric this season. Stores have transitioned from places where you buy things to a core part of your personality.

Cult items like Trader Joe's tote bags and Glossier hoodies have given merchandise a much longer shelf life for avid followers, taking over social media and making the headlines.

- 1. Black Bee Honey
- 2. Greggs
- 3. Blank Street
- 4. Glossier
- 5. La Vie
- 6. Erewhon
- 7. Blank Street
- 8. IKEA
- 9. Watch House
- 10. Grind



# Clash of the Colours





# Clash of the colours



Red and pink? What a love match. Once considered a crime against fashion, the reemergence of this iconic duo has been prolific in SS24. Over the past few months, the trend has

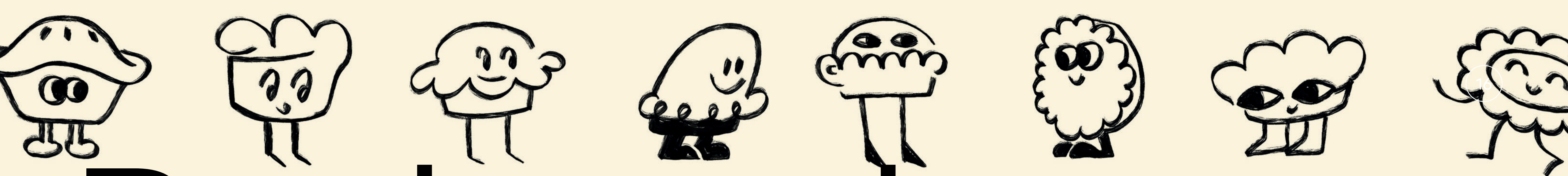
gone into overdrive, gracing runways, displays and packaging all over the world. And although striking the balance may be hard, that's not stopped anyone from going full throttle.

- 1. Rosa Branding
- 2. Grind x Hello Kitty
- 3. Nike x Jacquemus
- 4. Palazzo Fendi, Rome

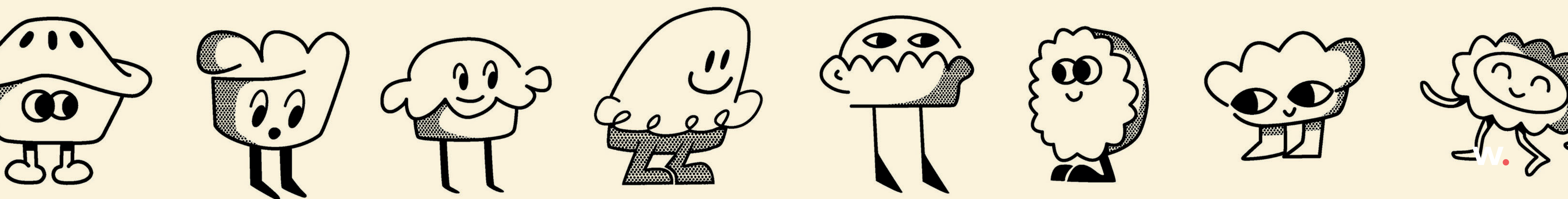
- 5. Bon Bon Bon Branding
- 6. Taco Mesa Branding, Studio Furious
- 7. Product Personalities, Max Siedentopf
- 8. Aprender Design

- 9. Miixt branding, Studio Chong
- 10. Dries Van Noten Raven Rose Perfume
- 11. Nike Cortez





# Back to the drawing board





# Back to the drawing board



In a world that's becoming increasingly more digital a human touch has never been more important. The emergence of illustrations and doodles have become a key differentiator in the

world of human vs AI-generated designs. Taking inspiration from the past and combining it with elements from the now creates something unique in the digital world.

- 1. Pamipe Branding, Omni Design
- 2. Hackney Church Branding, Studio Omse
- 3. The Farm Society, Hugmun Studio
- 4. Urban VS. Outdoor, Plain Design
- 5. Bettr, Anak
- 6. Pamipe Branding, Omni Design
- 7. Illustration by Jay Cover
- 8. Black Bee Honey, OMSE
- 9. Nike Air Shop, The New Company



# Living in full bloom



# Living in full bloom



If it ain't broke, don't fix it. Floral designs are a trend as old as time, but that doesn't mean that they can't be fashionable. Whether it's Balmain's stunning runway show or Lego's buildable

bouquet, blooms are planting deep roots in POS, packaging and products — and it's only going to keep growing.

- 1. Shiseido Parlour, Japan
- 2. Carline Rose Tana Lawn™, Liberty
- 3. Balmain, Paris Fashion Week SS24
- 4. Jo Malone London, Red Roses
- 5. Alexander McQueen, SS24
- 6. Liberty "Wild Rosinda"
- 7. Bouquet of Roses, Lego
- 8. Christian Dior, Kim Jones Collection





# What's in our basket

(And on our wish list)



# Farm Shop, London



Bringing the Somerset countryside to London, Farm Shop caught our eye earlier this year with its simple yet beautiful approach to branding. Every element is carefully considered, seamlessly combining clear navigation with a rich colour

palette and rustic store design to make an unforgettable experience. It's a must-visit in our eyes. Anyway, we're off to go and buy six more bottles of Rhubarb Hot Sauce.



# Erewhon, LA



Whether you love or hate its cult following, Erewhon has taken Los Angeles (and the world) by storm. Local supermarket to the Hollywood stars, the brand combines style, simplicity and

sophistication into one unique offering. And although the price tags made our eyes water when we went (\$36 for a smoothie \*cries\*), the buzz is certainly infectious.





We all scream  
for ice cream



# Anya Hindmarch Ice Cream Project, London

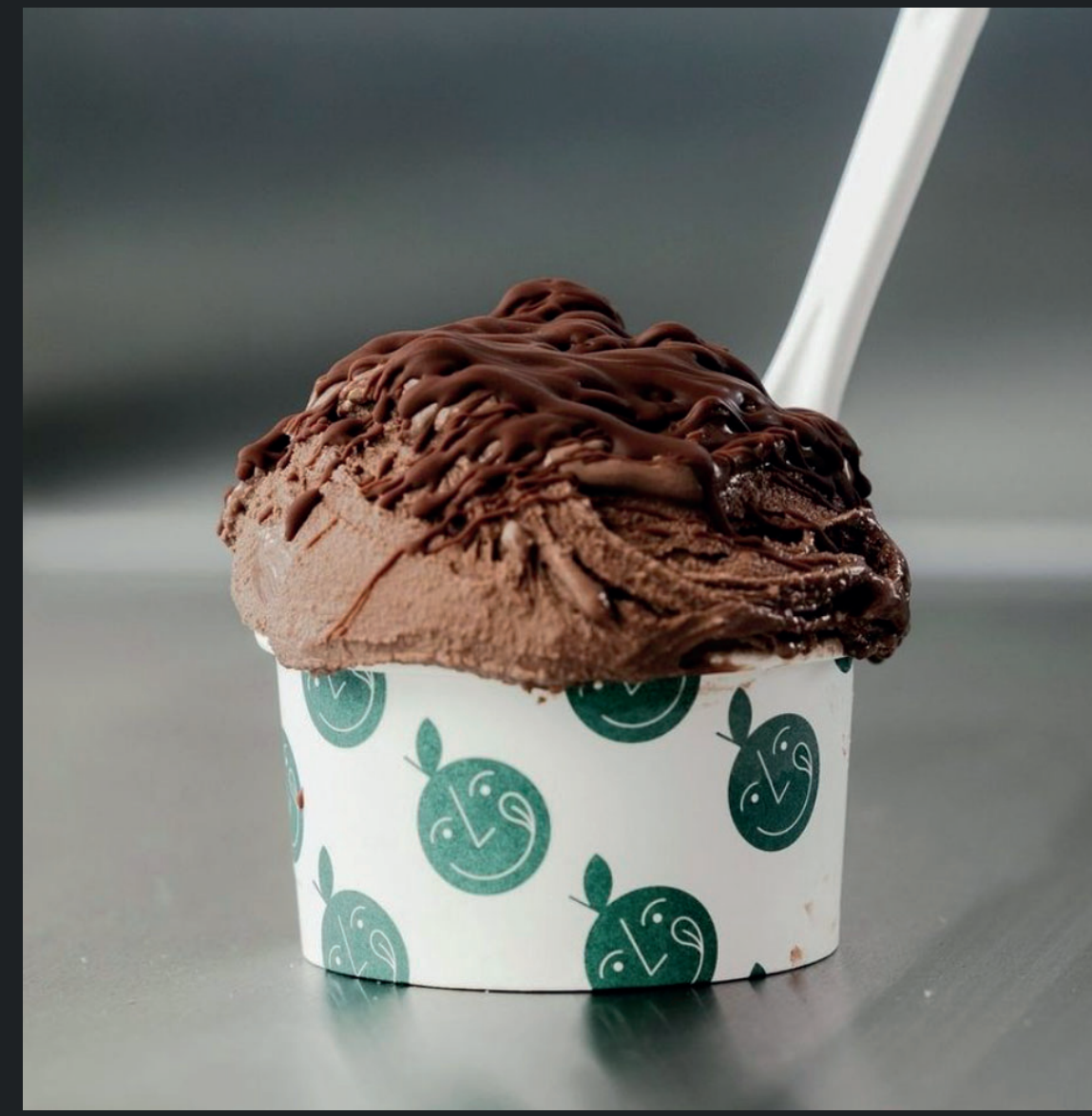


Originally served up in 2022, the legen-dairy return of the Ice Cream Project by Anya Hindmarch has been celebrated by foodies and fashionistas alike. Taking the good, bad and downright weird

decision to create exclusive flavoured tubs has been a huge hit for the brand. We tried the Heinz Baked Bean flavour (bizarre, right?) and now we understand why appetites aren't melting just yet.



# Pidapipó Laboratorio, Melbourne

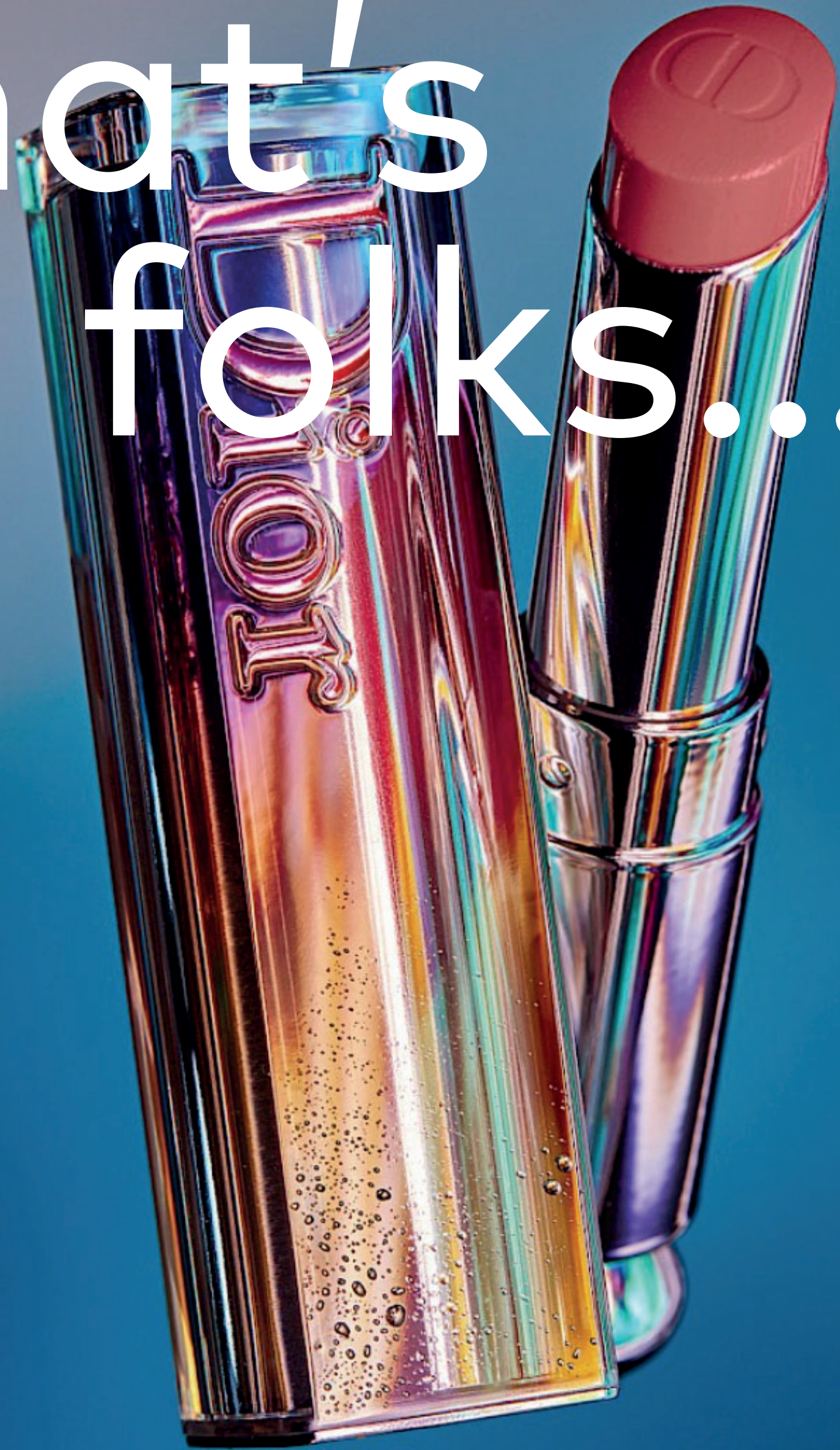


Melbourne's answer to the Willy Wonka factory, Pidapipó Laboratorio is a masterclass of customer experience. Delicious products (made completely on site, we might add) meets beautiful branding

and digital elements to create an out of this world retail environment. Having sampled a pistachio & salted caramel with white chocolate cone (or two), we couldn't be bigger fans of the brand.



# That's all folks...



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.

We are thrilled to give you a closer look at the trends that have excited us so far in 2024 and spurred our own creativity. This is the first edition of our trend reports. If you would like to receive the next one, or just fancy sharing it on, please get in touch.

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