

TREND BOOK

ANNUAL REPORT Y22

Portobello

TREND BOOK

ANNUAL REPORT Y22

MACROTRENDS AND TRENDS

How will people behave and what will they consume in the next five, ten or fifteen years? How will we be able to evolve if we are not aware of what lies ahead? The study of behavior trends aims to identify future scenarios by reading and analyzing signals, desires and actions.

They are useful indicators to guide companies' decisions in acting and communicating according to what the public needs and expects.

While macro trends are predictions of sociocultural movements that influence society's behavior and habits in a broader way, trends project the impacts of macro trends on a day-to-day basis.

Welcome to the future! This trendbook compiles signals that describe our best bets for the coming years, attuned to what people expect from brands, whether it be rhetorically, in actions, or in products and services. We will dive into the universes and multiverses of fashion and art, looking for inspiration and references, with a keen gaze towards architecture, design and the home.

The macro trends outlined last year remain current - Me is We, Wellbeing and Soft Tech. They still stand. Naturally, they will remain that way for a few years. But more than that: macro trends interconnect and gain new nuances and depths. At their moment of emergence, macro trends already had experimented interactions between themselves. Now we know that they are overlap and they are all part of a higher governing context, the "Global Imbalance", which is the perception of a global imbalance, accentuated by the pandemic, by the climate crisis, and by inequalities. Thus, Me is We, which involved valuing collectivity and the community, encompasses the concept of individual well-being, self-care, present in the Wellbeing macrotrend, and both are enveloped by the Soft Tech layer.

The future is upon us, so let's make it happen! Take our invitation to reflect on this search for new paths, for us, for our brands and for the world. Enjoy your reading!

MACRO-TRENDS

CONVERGENCE

REPORT Y21

ME IS WE

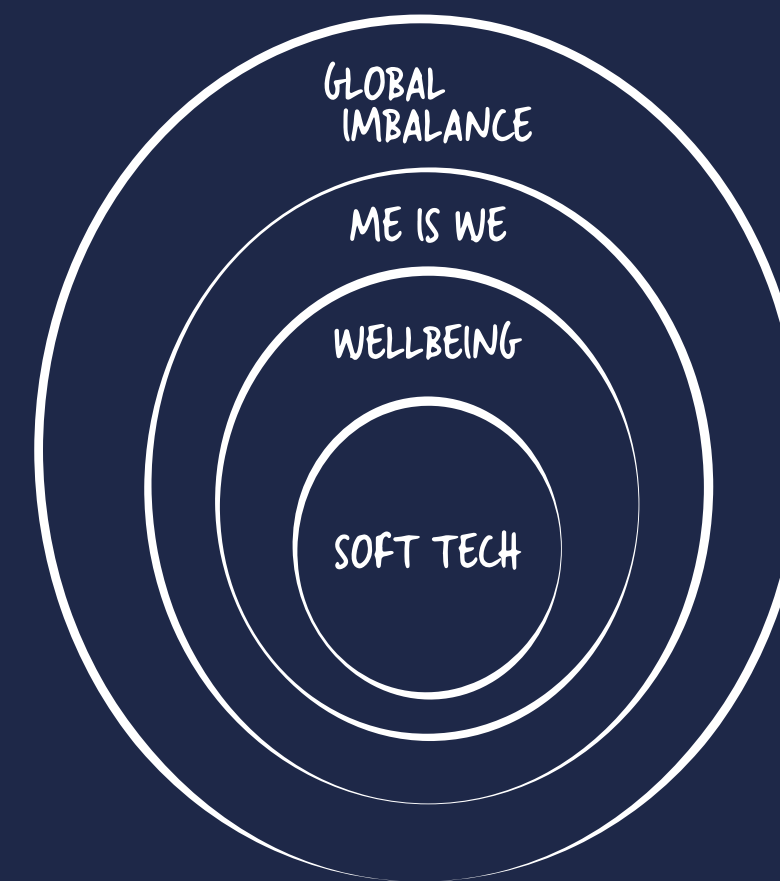
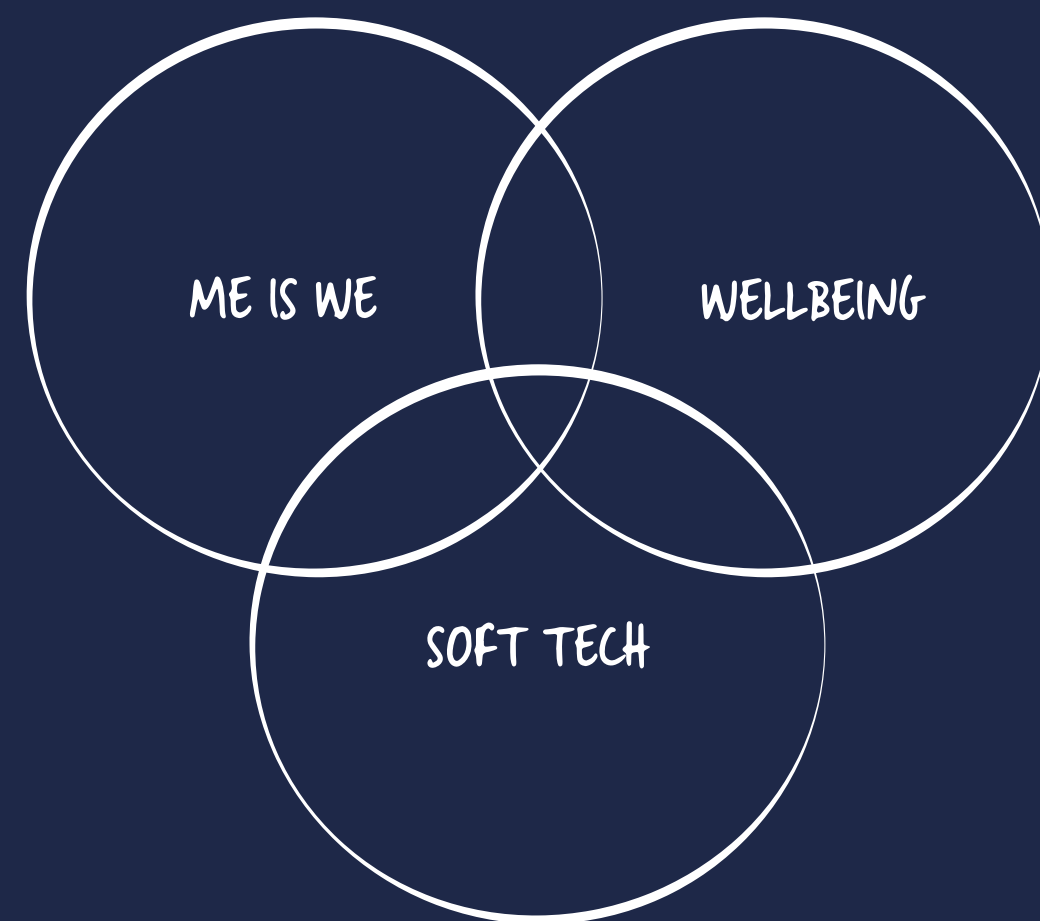
PURE SELF
TRUE STORIES
DO & SHARE
COLLECTIVE SOUL

WELLBEING

SAFE PLACE
COMFY ZONE
FLEX HOUSE

SOFT TECH

REAL VIRTUAL
DREAM ESCAPE
MAXI ME
PURE TECH



REPORT Y22

ME IS WE

COMUNA HOLIC
CHANGE MAKERS
RE-GENERATION

WELLBEING

WAYS OF BEING
FLOURISHING
HOPEFULNESS

SOFT TECH

HYBRIDISE
DREAM HUNTERS
FUTURE FIRST

GLOBAL IMBALANCE

CURRENT CONTEXT

GLOBAL IMBALANCE

REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22
GLOBAL IMBALANCE GENERAL MOOD CLIMATE EMERGENCY
HIGHTECH REGENERATION AND PLANT-BASED SUSTAINABILITY
REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22

Emergency mode. We are on the fast track, no breaks pulled, at thousand miles per hour. At a million miles per hour. 2020 has been one of history's hottest years, and we are seeing more and more signs of the planet's fragility. The pandemic reminded us of our lack of direction and gave us a lot of time to reflect and rethink our way of life. And how we consume. This way, hopefully we pay attention to what matters, and start rethinking our attitudes and changing. As of now, ASAP, strongly motivated to reinvent the world we live in. Together.

The context of Global Imbalance dictates the trends of Me is We, Wellbeing and Soft Tech. People are undergoing intense change, and as a result, brands need to adapt in an unprecedented and exciting cycle of a renewed desire to live. It will involve everyone's engagement and efforts in living sustainably, and beyond that: besides simply not causing

damage, it is meant to generate positive and restorative impacts on society. More than just taking responsibility for the entire life cycle of their products, brands started to take on a purpose, investing in technological innovation, rethinking their use of resources, investing in the circular economy and suggesting anti-excess consumption. It is increasingly evident that the materials of the future will be soluble, plantable and regenerative.

In other words: sustainability is no longer a trend, it's a reality, and it has to be a part of our daily lives, there is no way around it. Transparency is inevitable. It's time to take a stand, commit and join forces for a better future: brands and consumers, on the same wavelength for change. Because, more than ever, the future is our responsibility.

SMALL SCALE - BIG CHANGE



GLOBAL IMBALANCE



2020,
the hottest
year in history

2020,
record year of
Amazon fires

2021,
the year the
Earth was
overloaded



The fragile planet

Ipsos Global Trends | 2020, Macro forces

IPSOS TREND REPORT 2020S

REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22

DECOLONIAL BELONGING COLLABORATION ACTIVISM COHERENCE

SOCIAL RESPONSIBILITY REGENERATION CIRCULAR ENVIRONMENTAL ECONOMY

REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22



ME IS WE WE IS ME

COMMUNAHOLICS CHANGE MAKERS RE-GENERATION

People expected coherence between speech and actions, from brands, companies and people that inspire them. We are living through a moment where values are evolving, where the culture of contribution is gaining strength. Individualistic, colonial and exploration-based behaviors are giving way to cultures of equity, contribution and mutuality. Solutions to environmental issues need to be inclusive at all levels, and therefore, accessible. It is imperative that companies embrace environmental and social causes by working with real campaigns and seeking the representation of minorities. Cultures of inclusion, equality and lasting change continue to grow stronger, inviting closer and more active engagement. Purposes must be clear and transparent, including social and environmental responsibility in order to build the future more inclusively and consciously.

Me is We, we are one and we are all.



JONNE HUOTARI, UNSPLASH.

COMMUNAHOLICS

ITS ABOUT CELEBRATING THE POWER OF THE COLLECTIVE, GIVING VISIBILITY TO IDENTITY ISSUES AND LOCAL COMMUNITIES. REPRESENTIVITY MATTERS!



FERRARI, DIVULGATION

Represented as an object of desire associated with male success, **Ferrari** debuted in a fashion show under the banner of gender fluidity. Presented at a fashion show on the top floor of the famous Maranello factory, the collection represented a change of direction in the diversification of the brand's products: it went from a licensing car model to a luxury brand concept.

"Cars are genderless, and so are these clothes," said designer Rocco Iannone, creative fashion director hired by Ferrari. "Women have always been part of our image and reputation. That's why 80% of the collection is gender fluid and any look goes from size XXXS to XXXL." Almost all Ferrari owners are over 50 years old, but fashion is renewing the brand's audience. Previously represented by Brigitte Bardot and Mick Jagger, now it's targeting Generation Z celebrities such as Timothée Chalamet, Dua Lipa and A\$AP Rocky.

LEARN MORE



Broken,
a Netflix series

The series presents four episodes with arguments and examples to explain why cheap is often expensive. Spoiler: makeup with carcinogenic substances, furniture that breaks easily, plastic filling landfills and other uncomfortable truths. Yes, little by little and more and more consumers are paying attention and betting on brands that are coherent in their speech and actions.

ME IS WE

REPORT Y22 - REPORT Y22
REPORT Y22 - REPORT Y22
DECOLONIAL
BELONGING
COLLABORATION

COMMUNAHOLICS



KARTELL, DIVULGATION



KARTELL, DIVULGATION

Using improvisation and subversion, fashion photographer Hugo Comte shook things up and took items from the **Kartell by Laufen** bathroom collection out from their obvious context. In the scenes captured by Comte, young people interact with bathroom furniture design elements against a white background that enhances the dynamics of each image. The relaunch of Italian and Swiss brands' ceramic and plastic objects in new colors gave them a vibe of new beginnings through the lens of fashion.

COMMUNAHOLICS



VIKTOR & ROLF, DIVULGATION



JEAN-PAUL GAULTIER, DIVULGATION



JEAN-PAUL GAULTIER, DIVULGATION

[1] The New Royals, **Viktor & Rolf's** Fall-Winter 21/22 haute couture collection is a playful antidote to reality. The new queens, inspired by the world of appearances cultivated in social networks and in the monarchy itself, decreed the end of the princesses' era in a glamorous parade, with representation, ostentation and the fine touch of irony that places the Dutch designers' creations between the art and fashion.

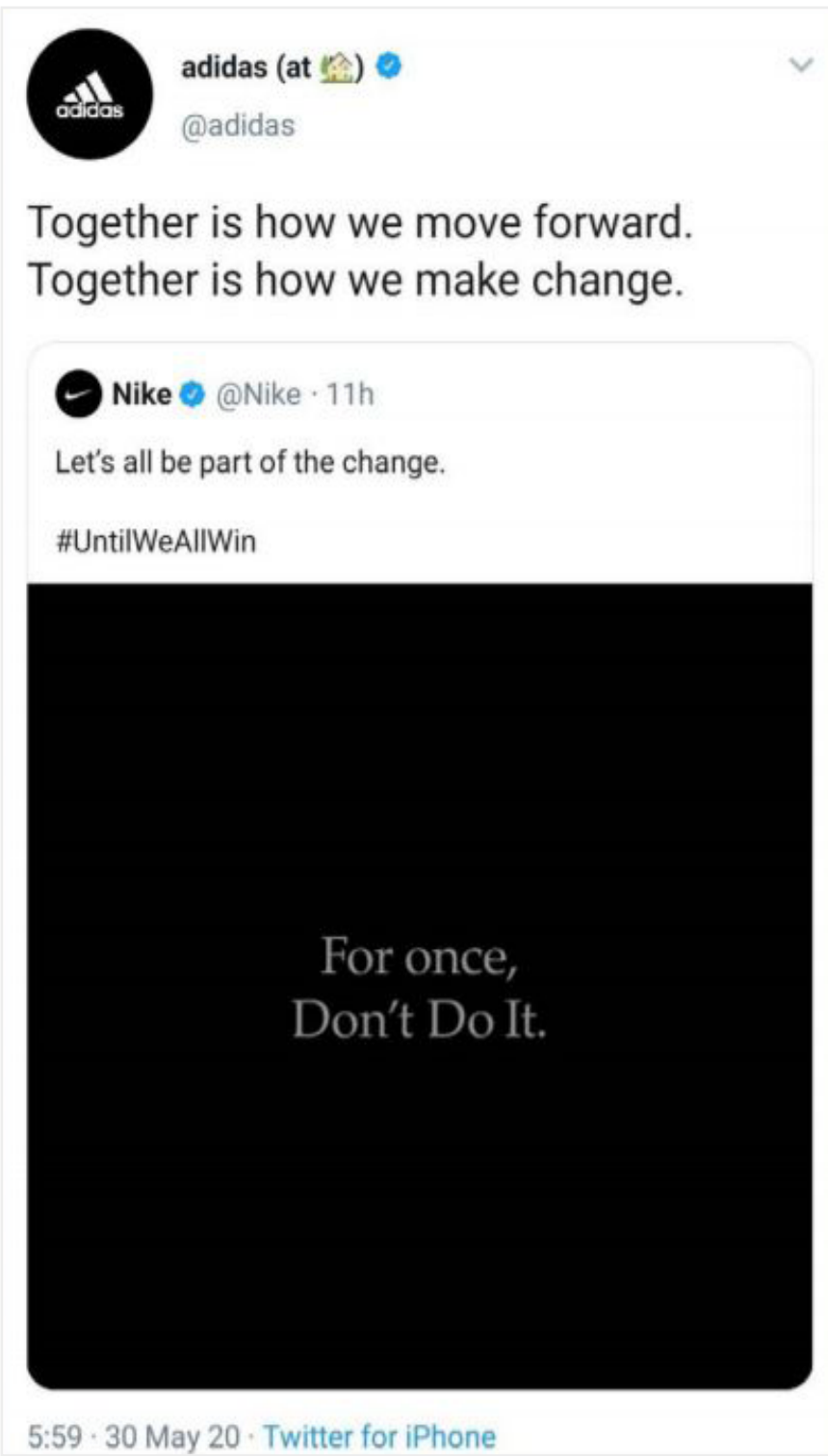
[2 e 3] **Jean-Paul Gaultier** opens his house to visiting designers, in an invitation to experimentation. The first hand-made collection was presented for Autumn-Winter 2022, in an unlikely encounter of French acid humor with Japanese rigor. Chitose Abe, the founding designer of Sacai, celebrated all of Jean-Paul's classics, the corsets, the marinières, and the jeans, while proving that fashion can play with its own concepts without losing its pose.

ME IS WE

COMMUNAHOLICS



ADIDAS, DIVULGATION



@ADIDAS

Adidas was one of the first brands to repudiate the assassination of George Floyd, which kickstarted the global Black Lives Matter movement in 2020.

CHANGE MAKERS

CONSUMERS DEMAND POSITIONING: BEING AWARE OF THE SOCIAL DIMENSION IS NO LONGER OPTIONAL, IT'S MANDATORY.



[1]

DIVULGATION



[2]

@GRUPOHEINEKENBR

[1] Systemic change

Crises aggravated by inequality put pressure on societal structures. More and more consumers are aware of the importance of education in order to provide access to equal opportunities, and demand redress and representation from companies and institutions.

Google has committed to have professionals from minority groups occupying at least 30% of the leadership team by 2025.

[2] Heineken BR responded quickly to the commotion caused by the death of João Alberto Freitas in a supermarket in Porto Alegre.

ME IS WE

CHANGE MAKERS

REPORT Y22 - REPORT Y22
REPORT Y22 - REPORT Y22
ACTIVISM
COHERENCE
SOCIAL RESPONSIBILITY



AVON, DIVULGAÇÃO

Avon positions itself in the fight against racism with the concept “This is my color”. The objective is to know and extol the different tones of black skin in Brazil. In 2021, the company hired black students and recent graduates for 50% of entry position vacancies. The beauty products brand hopes to enter the next decade with 30% of black women in leadership positions.

LEARN MORE



The Danger of a Single Story, Chimamanda Ngozi Adichie

A lecture at TED that touched so many people so deeply that it became a book. In “The Danger of a Single Story”, Chimamanda Ngozi Adichie, Nigerian writer and feminist, enchants us and asks us to be wary of only listening to one version of the story, since the more narratives we hear about any subject, the broader our understanding on it will be. Listening to other points of view with attention and respect is an act of social responsibility.

ME IS WE

CHANGE MAKERS

REPORT Y22 - REPORT Y22
REPORT Y22 - REPORT Y22
ACTIVISM
COHERENCE
SOCIAL RESPONSIBILITY



SUMMERSALT, DIVULGATION

Lessons from the pandemic

Summersalt, the US swimwear startup, remained relevant during the toughest period of quarantine, when it opened its customer service channels to provide free psychological support.

CHANGE MAKERS



CHANEL, DIVULGATION

Paris Fashion Week is the first fashion event to measure its environmental impact. In September 2019, the Fédération de la Haute Couture et de la Mode, coordinator of the PFW, had already committed to several sustainable measures and made eco-design tools available to associated brands and those registered in its official calendar, an approach which considers the entire product lifecycle. The environmental impact of the Paris Fashion Week shows began to be measured in 2021. PwC developed 120 indicators for the Fédération to calculate the socio-environmental impact of an event even before it was held, including production, casting, clothing fittings and even digital media. The production chain involved in the presented collections is also taken into consideration. Brands can opt for transparency or not in disclosing their results.

LEARN MORE



How to save the future: Actions for the present, André Carvalho

Writer, consultant and facilitator in the areas of marketing, branding and design for sustainability, André Carvalho has been talking about purpose and sustainability in fashion for a long time, and this time he brings us many proposals on how to address new commercial challenges and at the same time think about the future of world.



CHANGE MAKERS



DIVULGATION



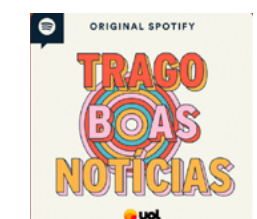
DIVULGATION

The singer **Pink** offered to pay the fine imposed by the European Handball Federation on the Norwegian women's team for inappropriate attire. The players wore shorts instead of bikinis at the European Beach Handball Championship. Norway was fined 1.5 thousand euros.



@PINK

LEARN MORE



I bring good news, Spotify

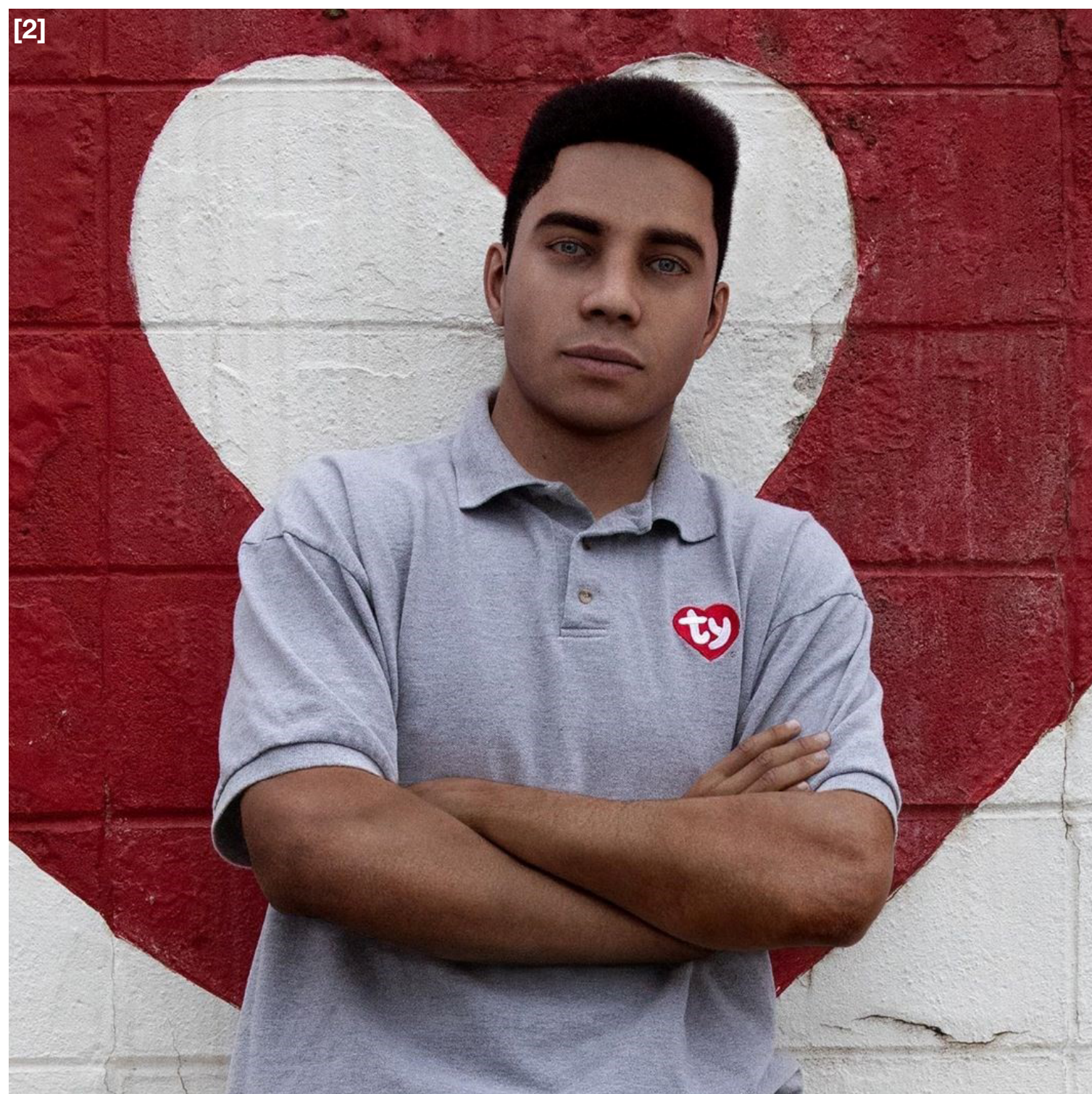
Hosted by Edgard Piccoli, the podcast brings stories from people who bring a smile to our face and help and believe in a better and fairer world.

RE-GENERATION

IT'S NO LONGER ABOUT GENERATING LESS IMPACT, IT'S ABOUT MAKING A POSITIVE IMPACT.



@PORCELANOSAUK



@KNOXFROST

[1] In an initiative to combat climate change and meet the European industry's decarbonization targets, **Porcelanosa** and **Iberdrola** (renewable energy company) have developed a solution to electrify ceramic tile manufacturing, combining the renewable energies of green hydrogen and heat pumps. The GREENH2KER project will be implemented at the Porcelanosa plant in Vila Real, Portugal, with the promise of reducing CO2 consumption by 2,351 tons per year.

[2] To raise awareness among young people about the importance of caring during the pandemic, **WHO** enlisted the help of a virtual influencer, an animated computer graphics image. Knox Frost, who impersonates a 21-year-old from Atlanta, USA, has around a million followers.

LEARN MORE



Donut Economics:
An alternative to growth at any cost,
Kate Raworth

For economist Kate Raworth, the answer to reversing social inequality and environmental imbalance is a drastic paradigm shift to what she called Donut Economics. Analyzing the critical points of the dominant economy, she proposes a system in which everyone's needs will be satisfied without depleting the planet's resources. To illustrate this system, she suggests the shape of a donut, and it's no surprise she won awards for communicating something so complex in such an interesting way.

RE-GENERATION



GUCCI, DIVULGATION



@USELAPA

[1] Gucci has published its first social and environmental impact report, available for download on the Gucci Equilibrium website. The report presents the Italian brand's commitments and how it has evolved in recent years to offset and reduce its carbon footprint, in addition to what it has done to generate positive change for people.

[2] Tokyo 2020 Olympics environmental legacy: Olympic torch produced from aluminum waste from temporary houses built after the 2011 tsunami; e-waste recycled metal medals; podium built in 3D printing with recycled plastic collected from stores, offices and schools; construction of the Olympic Village with sustainable wood; electricity from renewable sources and fabric from PET bottles for employee uniforms.

LEARN MORE



A life without garbage:
A guide to reduce waste in your home and simplify life, Cristal Muniz

In this book, the millennial who lives in Florianópolis talks about her lifestyle and shares tips and recipes to reduce our everyday waste. After she started living on her own, designer Cristal Muniz perceived the issue of garbage as her problem as well and sought out to find solutions. She found a few answers on the American environmentalist Lauren Singer's blog, and decided to take on the challenge of living a year without garbage. The rest of the story is in her book.



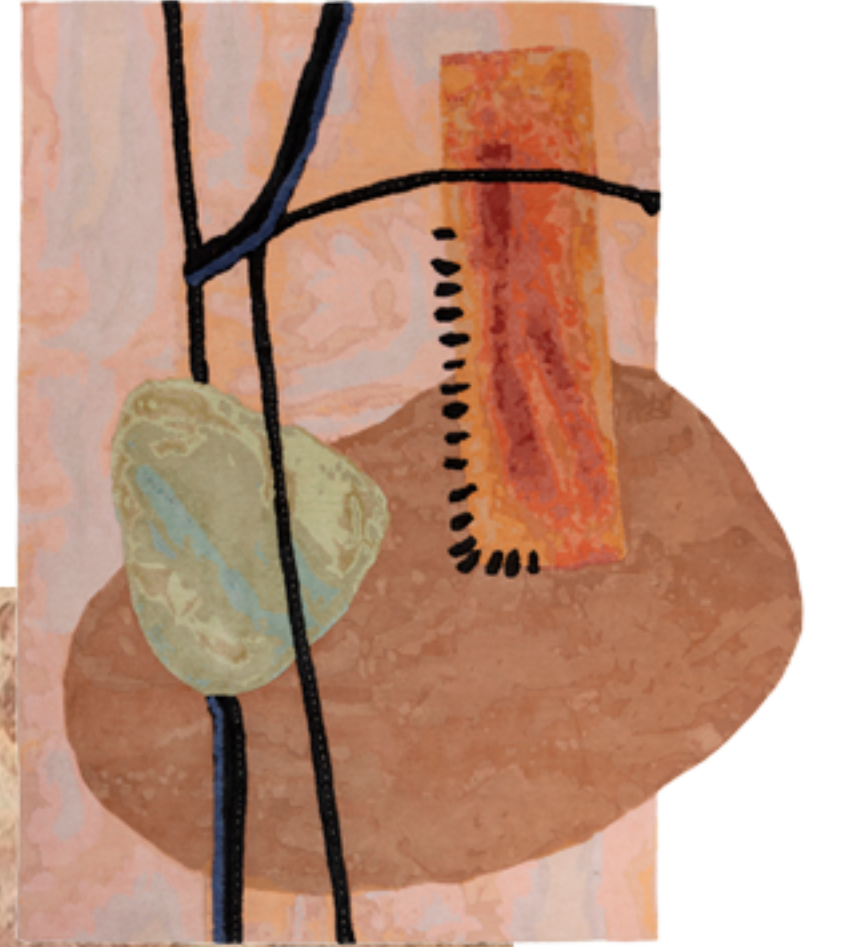
TERRALMA ARIZONA

GOUACHE BRILHO



ME IS WE

COMUNA HOLIC
CHANGE MAKERS
RE-GENERATION



TERRALMA JALAPÃO

REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22
ADAPTABILITY DYNAMISM CHANGES OPTIMISM
EUPHORIA DREAM MENTAL HEALTH WELL-BEING SENSORY
REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22



WELL- BEING

WAYS OF BEING FLOURISHING HOPEFULNESS



Wellbeing: being well is essential. For that purpose, we need to connect with our values and focus on what matters most to each of us.

The pandemic disconnected us from the human touch and reconfigured our daily lives, as it tested our resilience and generated new needs. It was a time to where we had to rethink our priorities. To gaze inwardly and feel our real needs. Changing habits, in every way: at home, in life, in relationships, at work and at play. Health and well-being, calmness and security, comfort and coziness needed to gain relevance in our daily lives. A moment to re-evaluate our behaviors, so we can inhabit our bodies and our homes with more balance. There was a demand for greener spaces and more flexible environments. Time gained a new pace, and adapted to what really matters.

PIECES, DIVULGATION

WAYS OF BEING

RESET MOVEMENT
FOR MORE FLUID
WAYS OF LIFE.



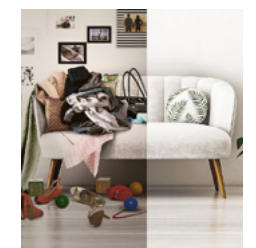
MUTINA , DIVULGATION



ARTEFACTO, DIVULGATION

“Behavioral changes will invariably determine a review of our natural posture. The relationship with the home and with the different activities we carry out in the space we inhabit suggests more comfortable, transitory, less Cartesian ergonomics”, says architect and designer Patricia Anastassiadis, creative director of **Artefacto**. For her, we live in a moment of rescue: “Our affective memories became more latent. There are certain things that need to be experienced – they cannot be described or conveyed in other ways.”

LEARN MORE



The Minimalists,
Netflix

Living better with less is the purpose of the documentary, which in 53 minutes summarizes the concept of minimalism, presents the life stories of the protagonists and also brings interviews with specialists from different areas and with people who live minimally. It conveys the entirety of the concept of Wellbeing, by reevaluating our behaviors and inhabiting our homes with more balance.

WAYS OF BEING

REPORT Y22 - REPORT Y22
ADAPTABILITY
DYNAMISM
CHANGES



VITRA, DIVULGATION



VITRA, DIVULGATION

The Swiss company **Vitra** presented its new office model, thinking about ergonomic comfort and the new dynamics of work in the post-pandemic world. The furniture fits into all types of spaces, be they public, semi-public or private.

LEARN MORE



All Together Now:
The co-living and co-working revolution,
Naomi Cleaver and Amy Frearson

A design guide for shared spaces, work or life. In the author's own words: "Sharing our living spaces does not mean compromising privacy, comfort or goods; in fact, it can give us more power of choice and flexibility, allowing us to live more efficiently, healthier and more sustainably."

FLOURISHING

AWAKENING THE IMPORTANCE OF PUTTING YOURSELF FIRST: WHAT ISN'T GOOD FOR YOU DOESN'T MAKE SENSE.



JONNE RORIZ/COB



AGÊNCIA BRASIL FOTOGRAFIAS

[1] With a silver medal in Tokyo, **Rebeca Andrade** won the first Olympic medal in Brazilian women's gymnastics and revealed her recipe for success: she worked hard on her psychological health.

[2] The world's biggest artistic gymnastics star, **Simone Biles**, withdrew from participating in a few competitions at the Tokyo Olympics in the defense of her mental health. She thanked her fans for their understanding and celebrated the achievement of two medals and the opportunity to participate in the event.

LEARN MORE



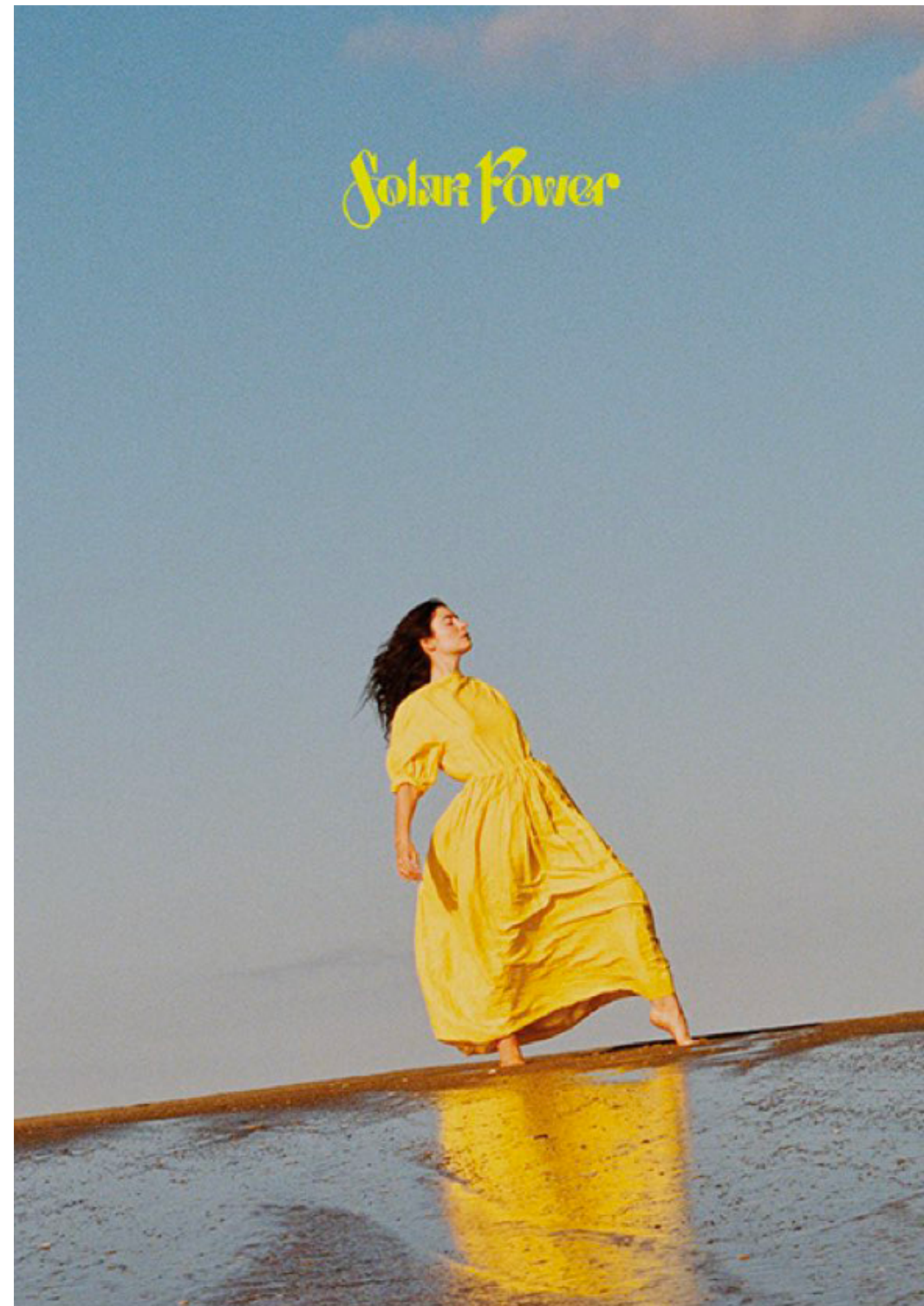
Please close your eyes:
 In search of another Time,
 Byung-Chul Han

The South Korean philosopher who writes in a way accessible to the layman, now living in Berlin, raises deep questions on our current society: he talks about algorithms and big data, aesthetics, our dependence on technology and about how we became entrepreneurs of ourselves, always giving our best to the point of exhaustion, where we no longer have an external force imposing this discipline. We recommend any book by Han, for example, his most recent one: "Please close your eyes: in search of another time". All you have to do is choose one of his books (all from the Publisher Editora Vozes catalog are short) and prepare for a good read, in an almost conversational tone. Philosophizing about the moment is also a way of learning to deal with it.

FLOURISHING



DIVULGATION



DIVULGATION

“The record is a celebration of the natural world, an attempt to immortalize the deep and transcendent feelings I have when I’m outdoors,” singer **Lorde** said at the release of the album “Solar Power” in January 2021. Concerned with the impacts of climate change, she chose a name to associate her project with renewable energy and the power of nature. Months later, the New Zealand singer released an EP with five songs from “Solar Power” recorded in Maori, the language of the native peoples of New Zealand. It is called “Te Ao Marama” (world of light). “I discovered a lot while producing this album, but the main thing was that a lot of the values that guide me, when it comes to protecting and listening to nature, come from Maori principles.”

LEARN MORE



Go Lightly: How to travel without hurting the planet, Netflix

Look for what matters: in ourselves, in the world, in life. Even traveling took on new forms, and it is now more focused on experiences. All done consciously, of course. Nina Karnikowski’s book suggests light, eco-friendly activities, mindfulness practices for travel, and offers the reader a toolkit with new ideas for a truly good trip.

FLOURISHING



PAOLA LENTI, DIVULGATION



DIOR, DIVULGATION

[1] Eres, the Hebrew word of the Old Testament has a cosmic meaning for earth, the place where humanity develops. It is also the name that Italian designer **Paola Lenti** chose for her new furniture collection, made of natural and renewable materials, such as linen, hemp, bamboo, raffia and abaca, in soft and exclusive tones.

[2] The fall-winter 2022 haute couture season opened with the return of the in-person fashion shows, and **Dior** showed a collection to enhance the touch and pleasure the eyes. The maison's creative director, Maria Grazia Chiuri, proposed new paths for embroidery and tactile fabrics which included playing with textures and graphics, mixing tweeds, flowing dresses, lots of silk gauze, feathers, silk organza, guipure lace and cashmere.

LEARN MORE



Cabin Porn: Inside,
Freda Moon and Zach Klein

It started as an online project created by a group of friends to inspire them in building their own homes and has become a phenomenon, attracting thousands of submissions from other cabin builders and a passionate audience. It is an invitation to discover handmade houses, discovering cozy and unique rooms, connected by the desire to give life to simple buildings in a way that is harmonious with the surrounding environments.

FLOURISHING



MOOOI, DIVULGATION

Hortensia Armchair, by Andrés Reisinger & Júlia Esqué, for **Moooi**. “This flourishing beauty is inspired by the basic human need for warmth and comfort. Sit down and feel comfortable, calm and peaceful. As if you were sitting on a blooming flower, wrapped in soft, delicate petals. The wonderful Armchair Hortensia will be the softest place in your home.”

Moooi proposes a fantastic and romantic atmosphere with this new armchair. The ruffled fabric is reminiscent of hydrangea petals.

LEARN MORE



**The Gardens of Eden:
New Residential Green Concepts
and Architecture for a Greener Planet,
Gestalten**

As our lifestyles become more sustainable, the way we interact with the outdoors also changes, and it makes sense that today's gardens go beyond decorating to actually offer something more to the world. The book provides practical tips and interviews on how to grow food and think about sustainable gardening and self-reliance.

HOPEFULNESS

LOOKING FOR THE POSITIVE SIDE OF THINGS IS A NECESSARY EXERCISE IN CURRENT CIRCUMSTANCES.



MOSCHINO, DIVULGAÇÃO



CHANEL, DIVULGATION

[1] Do you miss being on the streets? **Moschino's creative director Jeremy Scott's** new collection enhances small pleasures of US pop culture: like the hot dog and the sundae, in a multicolored combo and, as expected, super-playful dresses for 2022.

[2] At the staircase in the inner courtyard of the Palais Galliera, the neo-Renaissance building that houses the Paris Fashion Museum (which displays a large retrospective of the work of its precursor Coco Chanel), was the setting chosen by **Chanel's creative director, Virginie Viard**, to honor fashion muses and painters with their Fall-Winter 2021/22 haute couture collection. Impressionist brushstrokes gave new nuances to the iconic tweeds, skirts and dresses, in a parade with a classic happy ending: it ended with the bride tossing the bouquet to the few guests.

LEARN MORE



Making Futures,
Pelle Ehn, Elisabet M. Nilsson
and Richard Topgaard

The book features stories and experiments in innovation, design and democracy, carried out largely by grassroots organizations such as NGOs and multi-ethnic neighborhoods. The idea is to change the perception of innovation, looking at real world solutions to build a sustainable future. The approach is participatory, collaborative and engaging, with everyone acting as producers and creators.



HOPEFULNESS



LOUIS VUITTON, DIVULGATION



LOUIS VUITTON, DIVULGATION

In a mood of utopian optimism, **Louis Vuitton's creative director Nicolas Ghesquière** presented a colorful set of geometric silhouettes from the Cruise 2022 collection at the Ax Majeur monument, land art by Israeli Dani Karavan (1930-2021), in a large area close to Paris. "I see this axis as if it were a succession of doors that lead to other places. They are portals that open to other times and places", says Ghesquière. Assertive and cheerful, the collection gained a luxurious perspective, pointing to new horizons.

"Designed by the late artist Dani Karavan, Ax Majeur expresses a vision of utopia through twelve immense outdoor installations. Using water, light, wind, sand, concrete, stone and steel, this powerful series of sculptures conveys a harmonious relationship between nature, space and time. From the imposing "Douze Colonnes" to the impressive "La Passerelle" bridge, a luxurious horizon opens up to new frontiers.

LEARN MORE

Vale das Furnas - Cabana de Vidro na Floresta



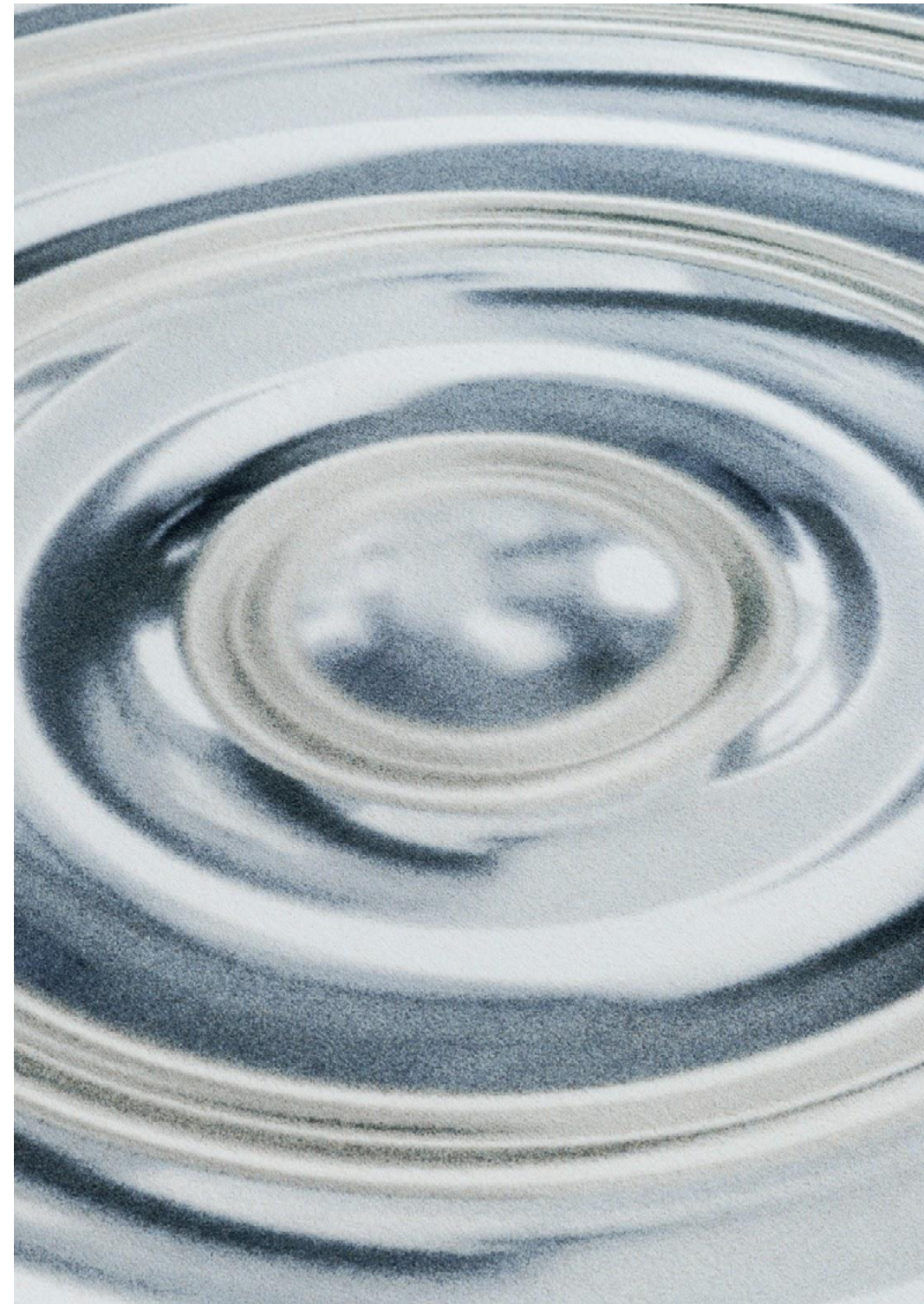
Vale das Furnas -
Glass cabin in the forest
@valedasfurnas

In the Santa Catarina mountains, close to Florianópolis, there is a glass cabin where you can experience moments of immersion in the forest. The proposal is to spend a magical night sleeping under the stars, in an incredible place to reflect, create and immerse yourself in nature in a light and harmonious way. Airbnb offers a lot of these kinds of extra tips.

HOPEFULNESS



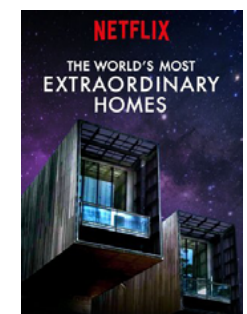
MOOOI, DIVULGATION



MOOOI, DIVULGATION

Designer **Andrés Reisinger** tried to replicate the effect of a drop when it touches a fluid, creating ripples, in his Ripples Carpets for **Moooi**. The 2.50m diameter carpet creates an optical illusion of movement and it takes time and tranquility to be contemplated, in a conceptual approach between the imaginary and the tangible.

LEARN MORE



The world's most extraordinary homes, Netflix

There are 3 seasons with 4 chapters and many amazing, powerful, extraordinary houses. Made to help you relax and get inspired by thinking about different ways to inhabit the world.



MAREA



WELLBEING

WAYS OF BEING
FLOURISHING
HOPEFULNESS



WHITE BUBBLE



CALACATTA BLANC



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PHYGITAL AUTOMATION FUSION METAVERSE ESCAPISM

IMMERSION SUSTAINABILITY MATERIALS OF THE FUTURE INNOVATION

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SOFT TECH

**HYBRIDISE
DREAM HUNTERS
FUTURE FIRST**

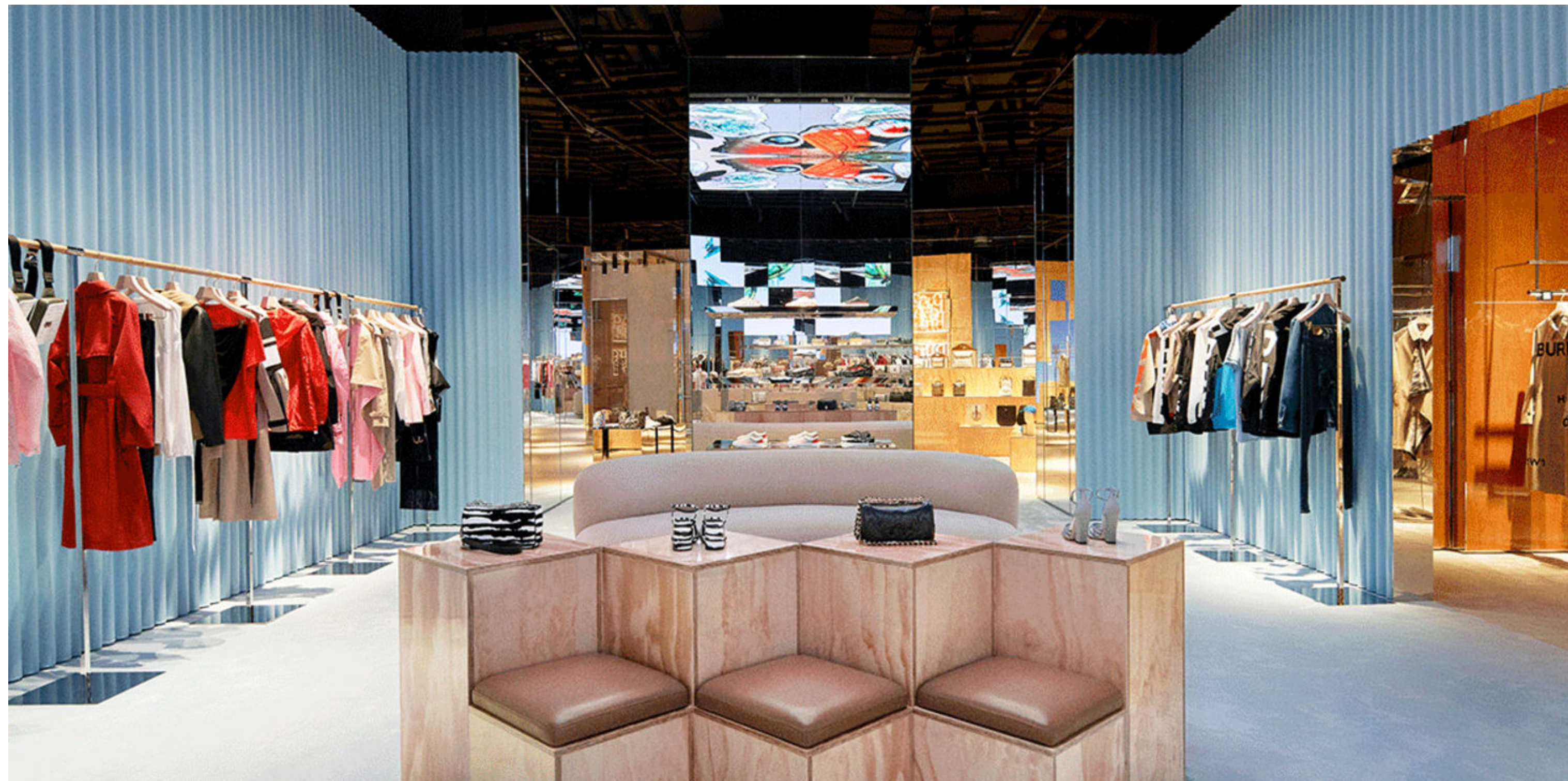
We are more and more connected. And if, before the pandemic people may have resisted, now there is no way out: we have to be online. **Soft tech is about leveraging technology to create a more objective on-line interaction that is both human and sustainable.** Since this connection is a necessity, the importance of hybrid scenarios between physical and digital increases. It also deals with the relevance of immersive environments, with the creation of escapist and fanciful atmospheres, including metaverse. It's all about providing virtual experiences as an extension of physical life. Immersion is the key word. Allowing people and companies to interact from anywhere in the world to anywhere in the world, with no limits on time or space.



REISINGER STUDIO, DIVULGATION

HYBRIDISE

REALITY IS HYBRID BETWEEN
THE PHYSICAL AND DIGITAL.



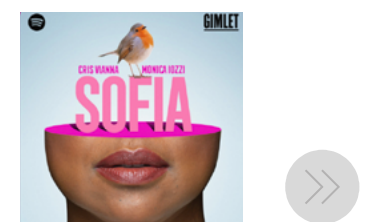
BURBERRY OPEN SPACES STORE, SHENZHEN

The modern metropolis Shenzhen, which links Hong Kong to the Chinese mainland, was chosen by **Burberry** to establish its first social media store, where customers receive avatars, scan QR codes for product information and earn “social currency”.

Louis Vuitton chose Tencent as a collaborator to create skins for League of Legends players and of-line clothing.

China is expected to become the first country in the world where more than half (52%) of total retail sales originate online before 2021. According to eMarketer, the second and third places in this ranking appear much later: South Korea, with 29% of online sales, and the United States, with 15%.

LEARN MORE



Podcast: Sofia,
Spotify

A cross between a podcast comedy and soap opera, Sofia presents a new audio-series format made possible by streaming. The story, which features voices by Monica Iozzi (Helena), Cris Vianna (Sofia), Hugo Bonemer (Dani) and Otaviano Costa (Carlos), revolves around Sofia, a virtual assistant who answers questions and responds to requests of users.

HYBRIDISE



DIVULGATION

In September 2020, **Himalaya University** was inaugurated with a platform at the **Shanghai Information Technology School**. The first academic institution to focus exclusively on the virtual community, as in online economics, signals that technology can create more jobs than destroy them if companies and governments invest in digital aptitude.

LEARN MORE



Podcast: Work Directions
Vibes in analysis

A chat about the new work environments, in a more virtual moment, including all the senses and with lots of psychoanalysis and philosophy.

HYBRIDISE



BALENCIAGA, DIVULGATION

With aesthetic and technological refinement, the video that presents Balenciaga's "Clones" collection for spring 2022, is a perfect example of the proposal from each of the voluminous looks, which still manages to sew infinite reflections on the limits between the real and the fake. The camera's gaze seems to follow the fast coming and going of the catwalk, brightened by a white background, flanked by the audience. All are dressed in black and are seated at a protocol distance from each other, cell phone in hand. But it's always the same model walking down the catwalk. They digitally cloned the American painter Eliza Douglas, muse and friend of Balenciaga's creative director, Demna Gvasalia.

"We see our world through a filter - perfected, polished, shaped, photographed. We no longer decipher between unedited and altered, genuine and fake, tangible and conceptual, fact and fiction, fake and deep fake. Technology creates alternative realities and identities, a world of digital clones", he summarizes.

HYBRIDISE



NATUZZI, DIVULGATION

Natuzzi's Wave sofa shone in the third edition of Life in Vogue, a design event that took on an entirely digital experience in 2021 entitled Love Letters to Milan. The flagship product of the Deep collection, designed by Nika Zupanc, was located at the center of the "Inspirational Garden", making it a magical and inviting presence. "It is a space where you can find peace and shelter, to enjoy on your own or to share, or simply let your imagination fly to faraway places", defends the Italian brand.

DREAM HUNTERS

POSSIBLE UTOPIA:
FANTASTIC EXPERIENCES
THROUGH TECHNOLOGY.



GUCCI, DIVULGAÇÃO



LOUIS VUITTON, DIVULGATION

[1] Brands are already responding to the appeals of digital fashion. Far beyond the boundaries of a commercial transaction, they offer immersive day-dreams around products. On the social plane, the phenomenon means a reduction in the environmental impact and poses the issue of the democratization of luxury.

Gucci launched the Virtual 25. The digital sneaker can be purchased on the brand's app for \$12.

[2] Skin developed by **Louis Vuitton** for the characters of the band in the League of Legends game.

LEARN MORE

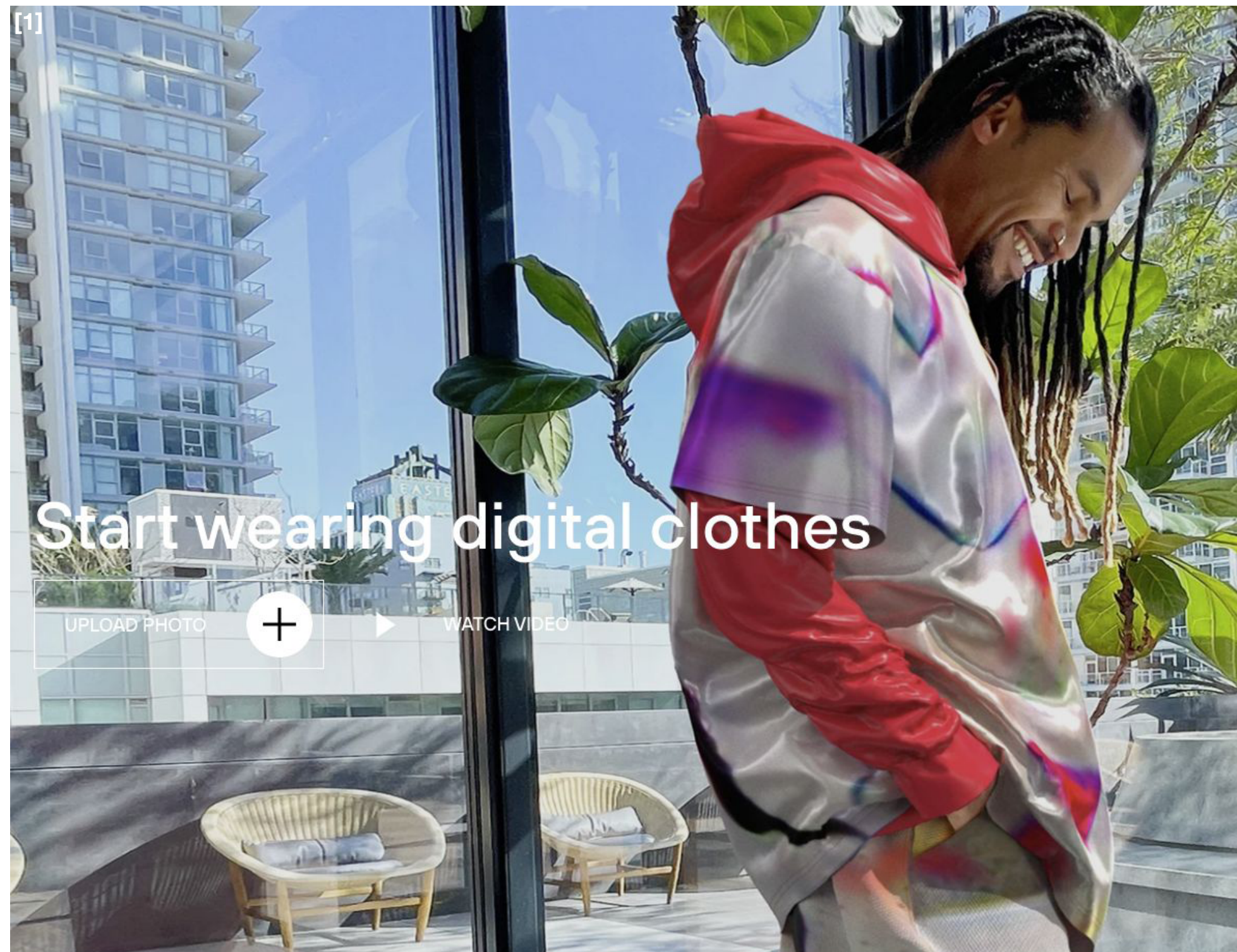


Who Owns the Future?,
Jaron Lanier

One of the world's most brilliant thinkers, considered the father of virtual reality, presents in this book his vision (and a suggestion) on the most urgent economic and social trend of our time: the concentration of power in our digital networks.

DREAM HUNTERS

REPORT Y22 - REPORT Y22
METAVERSE
ESCAPISM
IMMERSION



DRESSX, DIVULGATION



THE FABRICANT, DIVULGATION

[1] DressX is a multi-brand that only sells digital clothing.

[2] Dutch fashion house The Fabricant exclusively produces digital pieces, collections and narratives. His collabs with the Puma and McQueen brands stand out.

DREAM HUNTERS



PAUL MILINSKI, DIVULGATION



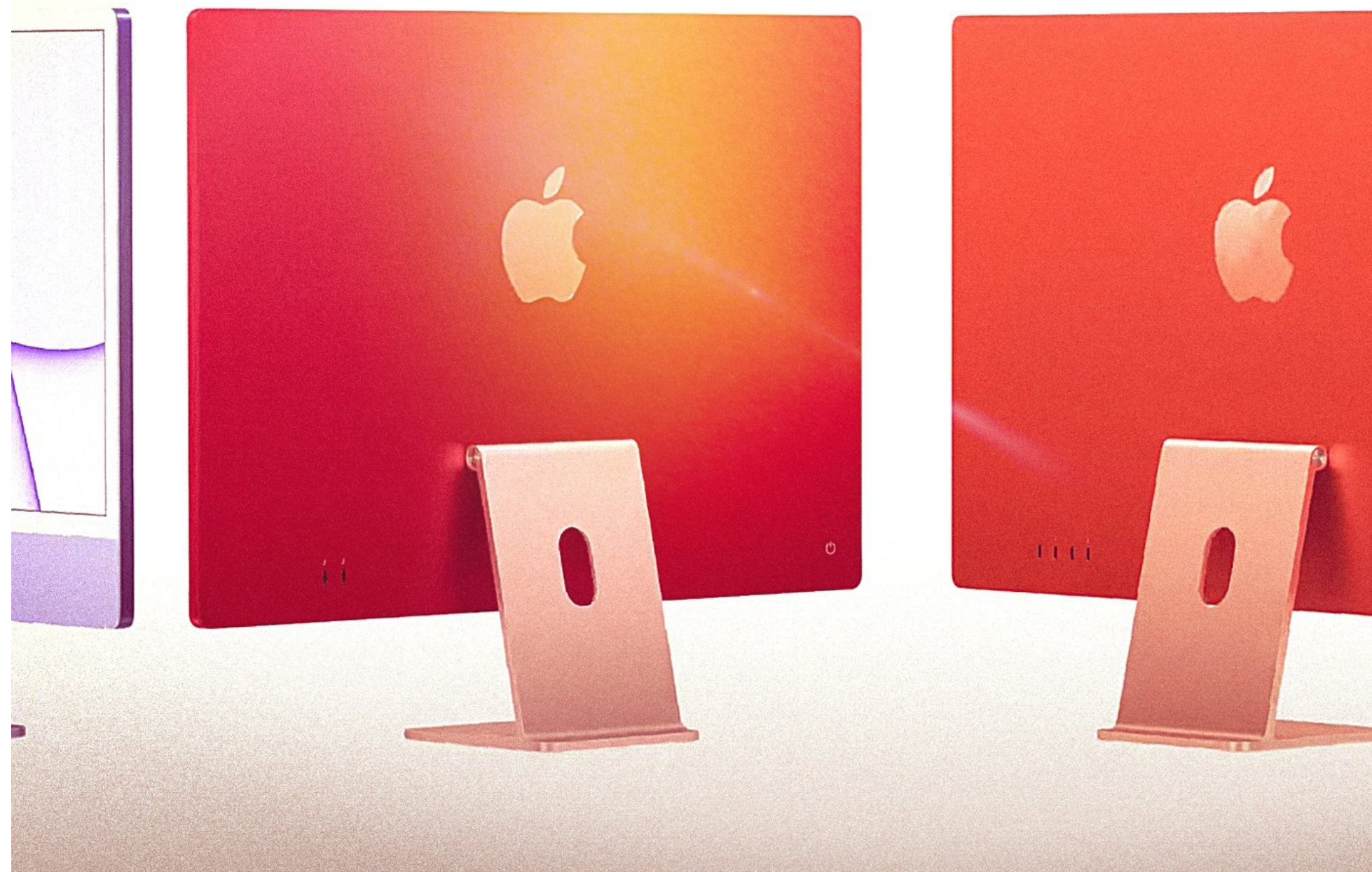
REISINGER STUDIO, DIVULGATION

Dissolving the traditional boundaries of retail, virtual spaces present a dreamy and fantastic atmosphere set in **ultra-realistic 3D**.

DREAM HUNTERS

REPORT Y22 - REPORT Y22
 REPORT Y22 - REPORT Y22
 METAVERSE
 ESCAPISM
 IMMERSION

[1]



APPLE, DIVULGATION

[2]

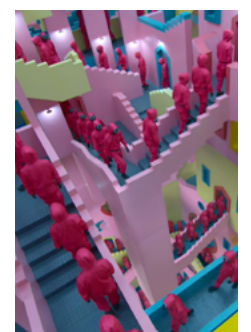


VETEMENTS, DIVULGATION

[1] **Apple** launches the iMac M1 as a magical product, speaking directly to user's imagination, who can choose from a variety of seven colors as their charms.

[2] The same signature Photoshop background used in the **Vetements** look book highlights a collection immersed in the idealized vision of 1990s science fiction technology. The looks mainly refer to the iconic characters from The Matrix, Morpheus, Neo and Trinity.

LEARN MORE



Squid Game,
Netflix

In less than 20 days on the air, the South Korean series has already become the biggest phenomenon on the platform. And it holds you to the screen while crushing your insides. Criticism, reflection and a very curious environment. We can't help but think about the feeling of dystopia à la Matrix and the whole issue of creating fanciful atmospheres that has everything to do with Soft Tech.

FUTURE FIRST

TECHNOLOGICAL TRANSFORMATION
FOR THE EXISTENCE OF A FUTURE.



Projetado pensando no planeta.

O iMac foi projetado para minimizar seu impacto sobre o meio ambiente. Ele é livre de materiais e produtos químicos tóxicos. Toda fibra de madeira virgem utilizada no papel da embalagem vem de florestas sustentáveis. E os ímãs de terras raras nos alto-falantes, o motor da ventoinha e o cabo de energia são totalmente reciclados. Além disso, temos o compromisso de fazer a transição energética de toda nossa cadeia de produção para utilizar fontes de energia 100% renováveis até 2030

[Saiba mais sobre a Apple e o meio ambiente >](#)

APPLE.COM

With the intelligent use of renewable energy, reduction of direct emissions and investment in sustainable solutions, **Apple** was able to neutralize its impact. Today, each brand's product has its own environmental report available on their websites. Apple is committed to zeroing the carbon footprint of each of its devices by 2030.

FUTURE FIRST



RENAULT, DIVULGATION

Future of mobility

Zoe E-Tech 2021. **Renault** 's 100% electric car will arrive in Brazil carrying a youthful and relaxed concept.

FUTURE FIRST



[1] **Ford's** F-150, the best-selling car in the US, is getting a 100% electric version.

[2] XC40 Recharge Pure Electric. From 2021 onwards, **Volvo** will only offer vehicles with some type of electrification in Brazil.

FORD, DIVULGATION

VOLVO, DIVULGATION

FUTURE FIRST



[1] FRITZ HANSEN, DIVULGATION



[2] IRIS VAN HERPEN, DIVULGATION



[3] IRIS VAN HERPEN, DIVULGATION

[1] **Fritz Hansen**, representative of classic Scandinavian design, has relaunched the N02 Recycle chair, created by Nendo from recycled plastic in nine variations. The chair is made from household plastic waste, processed and recycled in Europe and which can be recycled again at the end of its use life.

[2 e 3] With recycled fabric pieces from Parley for the Oceans, Earthrise, new collection by **Iris van Herpen**, projects humanity's ideal of coexistence with nature as a living organism. Skydiver Domitille Kige jumped dressed in one of the Dutch designer's elaborate layered dresses, and she in turn, got the image she wanted for her collection: a planet without borders, no top or bottom, no hierarchy.

SOFT TECH

HYBRIDISE
DREAM HUNTERS
FUTURE FIRST



VEDONONVEDO



ZIGZAG AQUAMARINE

PALISSANDRO



A BETTER FUTURE

REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22
ME IS WE COMUNA HOLIC CHANGE MAKERS RE-GENERATION
WELLBEING WAYS OF BEING FLOURISHING HOPEFULNESS
SOFT TECH HYBRIDISE DREAM HUNTERS FUTURE FIRST
REPORT Y22 - REPORT Y22 - REPORT Y22 - REPORT Y22

Portobello is tireless in tuning in, in order to capture and to emit signals translated into products and conducts that are increasingly fine tuned to people's needs. Therefore, our trends survey is an ongoing task that requires a refined vision through study and sensitivity.

With each trendbook, Portobello gives you an instant snapshot of reality, a compilation of the most inspiring answers from the universe of design, art and fashion. Amidst the complexity of the context, we seek paths that point to a better future. The good news is that we always find it.

We dare to be optimistic and aware that our responsibility is only increasing. The Me is We, Wellbeing and Soft Tech macro trends design a plural, inclusive, welcoming, sustainable, more connected, more digital and more human society, with the right to dreams and a good future for all. May the best purposes inspire the best achievements!

SMALL SCALE - BIG CHANGE



ME IS WE

COMUNA HOLIC
CHANGE MAKERS
RE-GENERATION



WELL BEING

WAYS OF BEING
FLOURISHING
HOPEFULNESS



Wellness
Dynamism
Comfort
Optimism
Fluidity
Cozy

Hybrid
Escapism
Dream
Immersion
Continuous
Future



SOFT TECH

HYBRIDISE
DREAM HUNTERS
FUTURE FIRST



ME IS WE

WELL BEING



Plurality
Expression
Regeneration
Representativity
Uniqueness.
Crude

Portobello