

Portobello

TRENDBOOK

2025

INTRODUCTION

MEETINGS,
RESULTS,
METHODOLOGY,
HISTORY
PORTOBELLO

The **Trendbook 2025** is one of the outcomes of the **Portobello Innovation Cycle**, borne out of **continuous observation of the cultural, aesthetic, and behavioral transformations** that underpin our creations.

Developing products with this **data-driven approach** may seem less bold or surprising, but it ensures accuracy and security for our portfolio in our markets. Naturally, there is room for creativity. That which is diverse, and that which is new,

should permeate all stages of the process while suggesting new pathways. **Data confidently shows us what works.** However, being open to innovative ideas and attentive to dissonant voices ensures that **we move forward toward an increasingly beautiful, functional, and sustainable future.**

With a more mature **Innovation Cycle**, this year, we invited our collaborators to share their experience throughout this journey. **Our challenge is to identify potential changes, what may remain, and to find the points of convergence** between the various scenarios in which we operate—Brazil, the USA, and other global markets.

While in 2024, our major innovation was the integration of artificial intelligence into our research processes, to refine analyses and projections, **the 2025 edition highlights the importance of a multidisciplinary vision for the creation of our material.**

To this end, we brought together all our Group's units—Portobello Shop, Portobello, Pointer, and Portobello America—as central elements of interest for this dialogue. To support this approach, **we investigated major design and architecture events worldwide, we partnered with renowned art and design personalities**, and we engaged with our community by holding product clinics in all our units.

This rich and transformative collaboration allowed us to deeply explore our brand's main research axes: Culture and Society, Art, Design and Architecture, Technology, Business, and Sustainability.

OPEN INNOVATION



The **Portobello Innovation Cycle**, under the **Open Innovation** approach, **connects researchers, artificial intelligence, and multidisciplinary collaboration**. We unite global insights and data analysis to interpret culture, design, and society, transforming trends into strategies. **This reflects Portobello's commitment to evolve through continuous research and dialogue.**

TRENDS MOVEMENT

Trend analyses work as indicators of the spirit of an era. **This helps us to understand current behaviors and habits that may shape society in the future.**

These trends can be seen in signals and codes that are unconsciously transmitted by individuals. They reveal patterns and indicate how society tends to act.

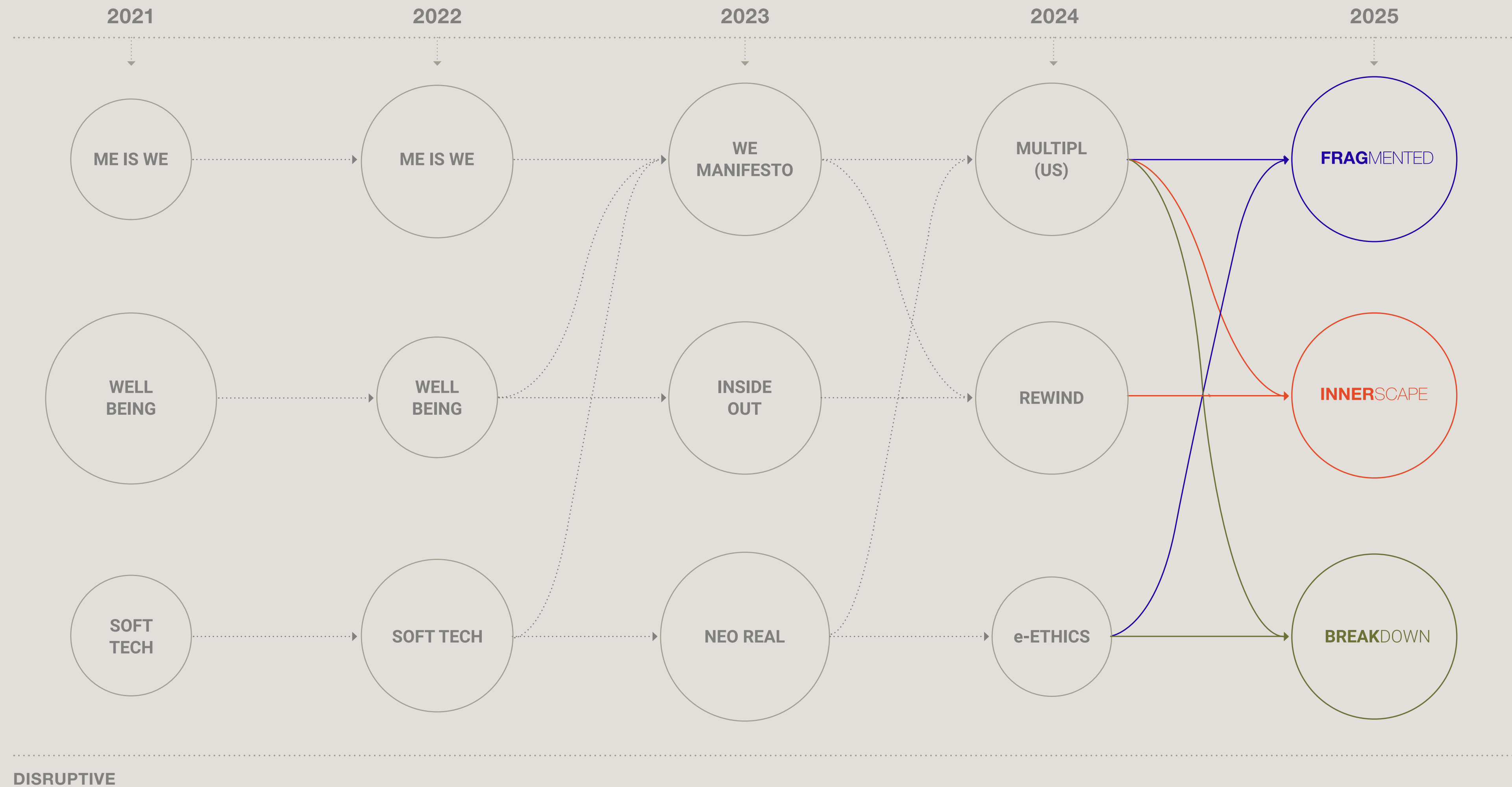
The so-called macro-trends encompass broad and enduring concepts, predicting real impacts on collectivity and lifestyle. The **micro-trends**, on the other hand, **take on more immediate forms in design, fashion, architecture, or business**. While the former captures the overall scenario, the latter materializes innovation in everyday life.

The Portobello Trendbook 2025 brings highly relevant insights: **FRAGMENTED**, **INNERSCAPE**, and **BREAKDOWN**. These new macro-trends, which evolved from the themes Multipl(us), Rewind, and e-Ethics

presented in our 2024 edition—suggest an even more dynamic and accelerated scenario. The duality between physical and digital now opens doors to possibilities that seemed unimaginable. While the world urgently demands answers to environmental, social, and, why not, mental issues (a theme of utmost importance in our times), our inner selves invite us to disconnect from these problems and seek quality time for our personal lives.

In short, the **TB25 Portobello** provides forecasts by emphasizing that the future we desire depends on each one of us.

EVOLUTION OF MACRO-TRENDS





1



2



3

FRAGMENTED

THE ACCELERATED SPIN AROUND THE PHYSICAL AND THE DIGITAL INVITES REALITY TO DANCE AND TRANSFORMS THE WAY WE INTERACT.

We live in the age of fragmentation; our way of connecting and existing is multilayered and it is constantly changing. In the context of social and behavioral transformations, identities become liquid and fluid: a mirror of a world of dynamic interactive relationships that invites us to “recreate” the world anew.





FORNASETTI POLTRONA-FRAU-CHAIR

LOOPING

THE AESTHETIC OF REPETITION.
REVISITING ICONS.

It is true that being stuck in the past is not beneficial, but that changes when it comes to revisiting the classics. Learning from history, allowing fresh and enhanced looks to these ideas, and bringing them back to life within the current context is a creative way of promoting continuous innovation and bringing improvements to what already exists.



All images above: Twitter/Promotional

IA AND STEREOTYPES: THE URGENCY OF A CRITICAL AND HUMAN PERSPECTIVE

A Twitter user worked with AI tools ChatGPT and Midjourney to create images representing citizens of thirty countries. **The result revealed a worrying lack of diversity:** the richness of ethnicities and local cultures were ignored, and most representations followed a slim beauty standard, except when the images represented the United States. This experiment sparked a debate about the virtual standardization of identities and our responsibility in being critical when using artificial intelligence, by bearing in mind we need a good dose of human sensitivity.

FORD ESCORT LIVES ON!

If you are a millennial or a boomer, you surely remember when Ford Escort dominated the streets and highways of Brazil—and the world! **This automotive icon left an imprint as the favorite among Europeans and Americans.** Having been produced for 50 years, with its last production in Brazil in 2003, some car models, such as this one, will be relaunched according to their original designs, bringing back all the nostalgia of those days. The new Ford Escort will strictly follow the old model, but of course, some details will be modernized with current technology. And to make it even more thrilling for this icon's fans, even the chassis numbering will continue from where Ford it was interrupted decades ago.



BORING PHONE:

A CELL PHONE WITHOUT INTERNET CONNECTION TO PROMOTE AUTHENTIC INTERACTIONS

Let us be honest: there are moments when all you want is to disconnect from the internet and live free from WhatsApp notifications, like the Incas... Oops, wait... like we ourselves used to do before the 2010s! This wish is not just yours—it is universal! After recognizing this, **Heineken launched the Boring Phone, a cell phone that does not connect to the internet,** does not allow app downloads, and aims to revive face-to-face interactions.



Image: Andrea Bartoluccio/Promotional materials from Cassina

CASSINA + CHARLOTTE PERRIAND

Cassina and Charlotte Perriand unveiled a new vision for interior design at the 2024 Furniture Fair. The creative got her inspiration from daily living in her creations, **revitalizing her classic works**, reaffirming her legacy, and reinforcing the timelessness of her pieces.



Image: Cassina Promotional

A GUCCI COLLABORATION AND OTHER GIANTS AT SALONE DEL MOBILE 2024

Gucci joined forces with renowned brands such as Acerbis, cc-tapis, FontanaArte, Tacchini, and Venini for the Salone del Mobile 2024 in Milan. Inspired by the idea of redefining the concept of iconicity and connecting it to the Maison's identity, the brand colored five iconic objects from the golden era of Milanese design with its new hue, "Rosso Ancora." The project was named "Gucci Design Ancora."

Image: Gucci Promotional

CLASSICS: RELEASES TO THRILL NOSTALGIC MOVIE FANS

"Beetlejuice Beetlejuice" and "Wicked" hit theaters in 2024, offering fresh takes on the iconic stories of "Beetlejuice" (1988) and "The Wizard of Oz" (1939). And the nostalgia does not end there! Brazilian cinema lovers can celebrate the long-awaited sequel to "O Auto da Compadecida" (2000), while Anne Hathaway fans can rejoice at **the new installment of "The Princess Diaries"** (2001).



All images on this page are promotional materials from each film's respective studio.



No official posters yet.



SNAPSHOT

A STORY, MULTIPLE TRUTHS.

Your truth in one click! Snapshot refers to how we share moments, whether on digital media or off-screen, revealing our personal narratives that can be reinterpreted in countless ways through others' perspectives.

ALGORITHMS: DECLINING AUTHENTICITY AND RISING IMPATIENCE

Algorithms have brought convenience: practicality and speed are among them. However, it is essential to reflect on the less visible aspects of this innovation. Beyond suggesting movies and personalized offers, algorithms control social media content to "customize" user experiences, even making decisions on their behalf. These adaptations, that, at first, seem convenient, may increase impatience, making us dependent on choices that were once entirely ours. By favoring what we already know, we risk closing ourselves off to the

new, weakening our authenticity. It does not stop there: algorithms also influence movie plots and product development, aligning everything with consumer preferences. This standardization may limit our creative potential. Will we be losing our ability to keep our interest as content redundancy intensifies?



[PLAY] Apple TV's "DISCLAIMER" series delves into the reinterpretation of narratives by exposing hidden truths about a journalist confronted by a book that reveals her past.



Image: Unsplash/ @googledeepmind



SPOTLIGHT: CINEMA AND CONSUMPTION UNDER TIKTOK'S SPOTLIGHT

Spotlight, TikTok's new feature, connects films and series to ticket purchases, turning cinema into an interactive experience. More than a promotional channel, Spotlight engages a generation accustomed to linking content and action in just a few clicks, redefining audiovisual consumption with instant and collaborative narratives.

FARM: PRINTING A LIFESTYLE



Footwear and accessories featuring **Farm's** signature prints prompt instant consumer desire, but what truly makes the brand stand out is how these **prints have become a recognizable symbol**. In a world where time is short and decisions are made in seconds, having a distinctive and instantaneous element is a must for

a brand. Following its merger with Arezzo&Co and the creation of the Azzas 2154 group, this uniqueness element will gain even more strength. The launch of Farm Shoes and the Farm ETC project, with company-owned stores planned for 2025, will take the brand's printed style to new horizons.





MADONNA AND DOLCE & GABBANA: SYMBOLS THAT IMPRINT A MARK

During the Spring-Summer 2025 season, Dolce & Gabbana paid homage to Madonna with a runway show in Milan, filled with references to the pop diva's iconic symbols like corsets and crucifixes. The queen of pop, famous for her distinctive identity, was moved in the front row. This partnership reinforces how strong symbols ensure instant recognition in a fast-paced world.



NEO SAPIENS

FRAGMENTED PERSONALITIES.

We are entering a new era of human evolution. Technology permeates our lives, expanding our capabilities, but it also demands reflection on our essence and on our role in society.

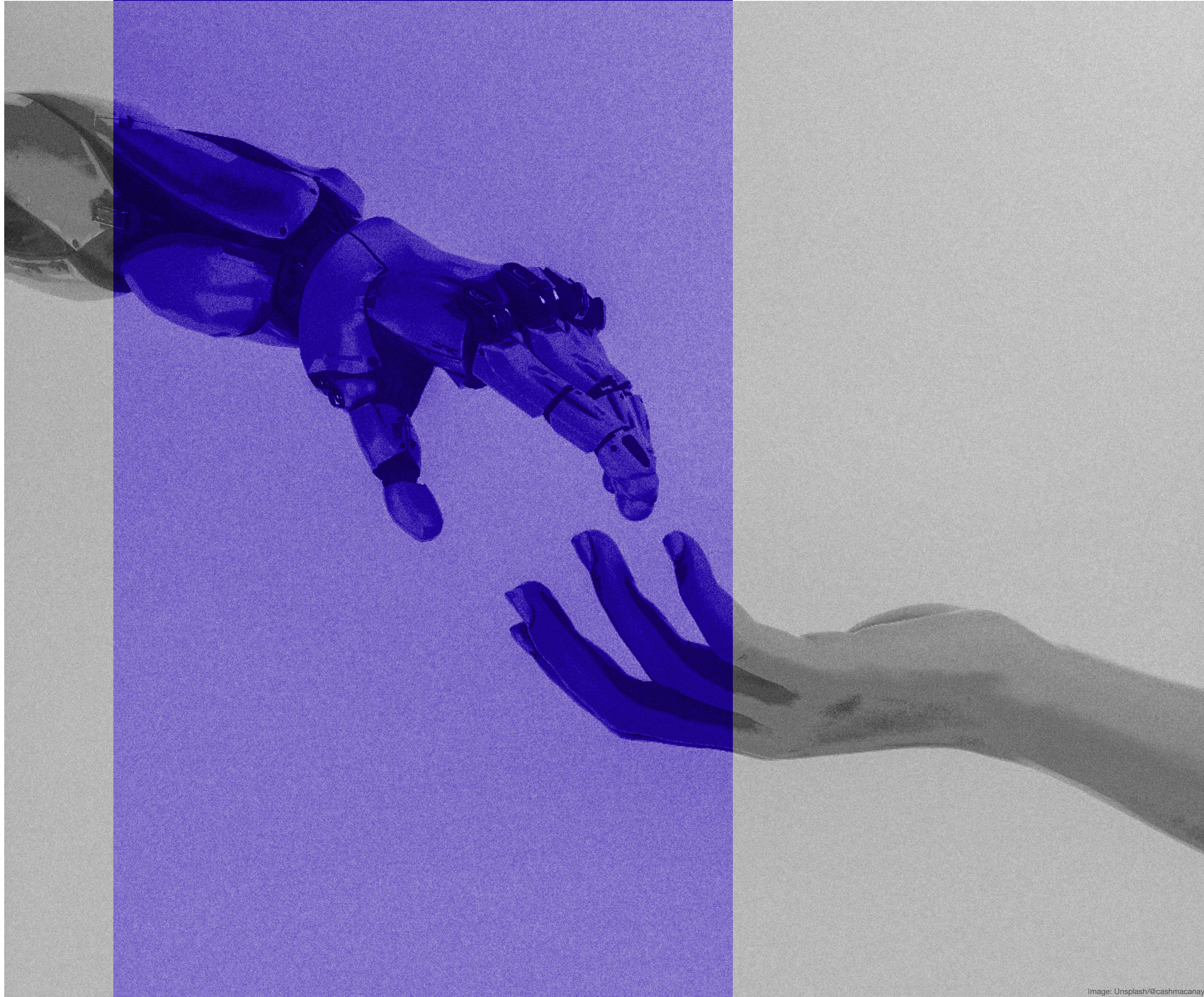


Image: Unsplash/@cashmacanaya

MULTIPLE PERSONALITIES ON SOCIAL MEDIA

People often edit and filter their identity according to each social media platform. On Instagram, their profile is more personal and extroverted. On X, the same person tends to adopt a supercritical tone and acidic humor. On LinkedIn, the mood must be more restrained and professional. This need to adapt to different social media platforms gave rise to the phenomenon called “impression management,” which is nothing more than a fragmentation of personality to suit each platform and its specific audience. While humans wear identity masks in all aspects of life, this dynamic on the internet can lead individuals away from their essence and values, causing emotional damage such as anxiety, panic disease, and depression.



[LISTEN TO MUSIC]
"HOUDINI" | EMINEM



WE ARE LIVING THROUGH THE **5TH INDUSTRIAL REVOLUTION**

It seems like just yesterday—and historically, by considering we refer to 2011—that we began discussing the Fourth Industrial Revolution. Smart factories, while integrating digital technologies into various processes such as big data, autonomous robots, the Internet of Things, cloud computing, as well as augmented reality, have become a reality. Now, we face the Fifth Industrial Revolution: Industry 5.0. While the fourth revolution was marked by technological predominance, this fifth one focuses on the humanization of processes. Advances in digital and automated technologies, such as artificial intelligence, are now joined by human creativity and intuition.



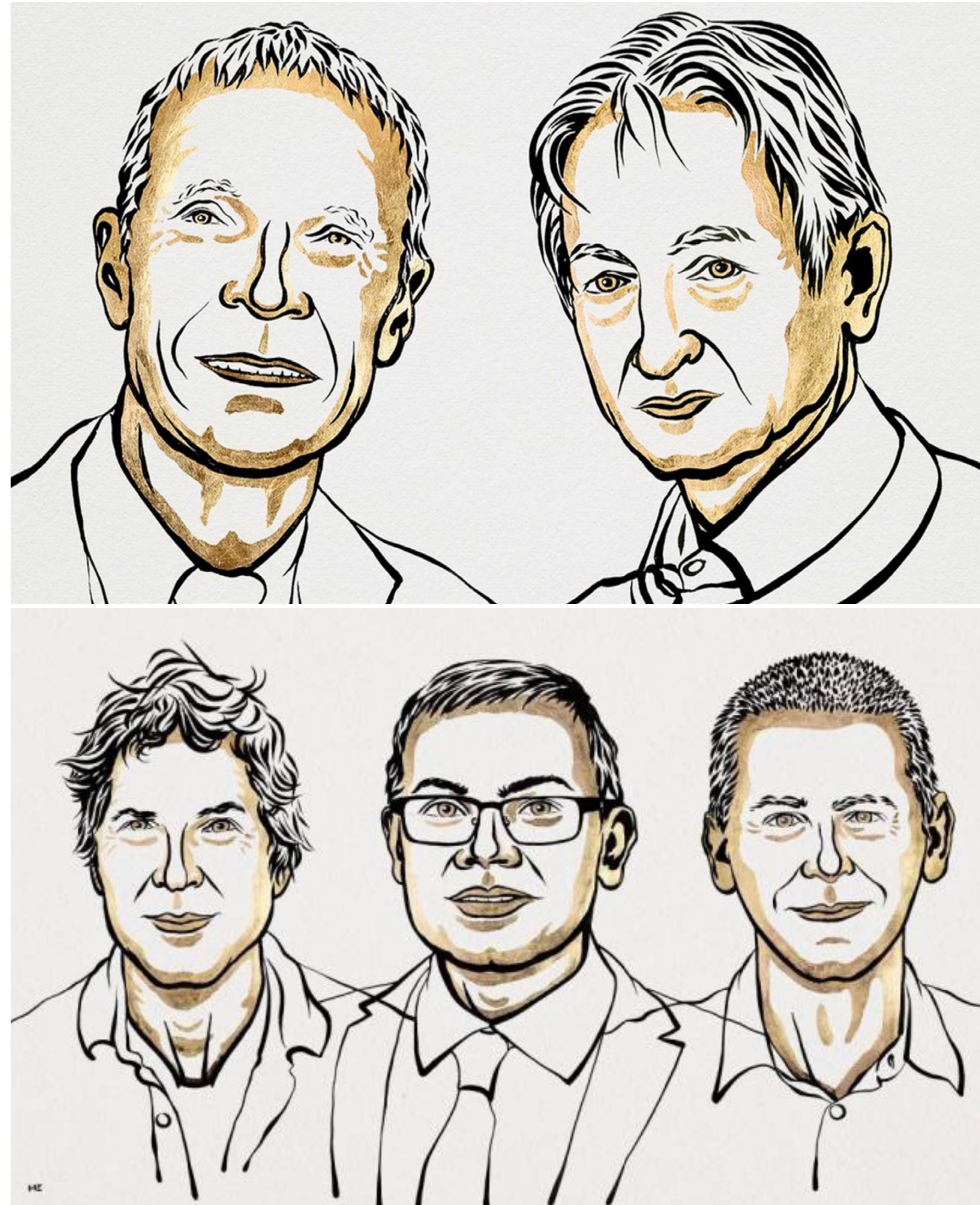
HUMANIZATION: THE TRICK OF THE TRADE OR THE RABBIT HOLE OF AI

The studio Rabbit Hole created a speculative ad (advertisement created without the brand's commission, aiming to enhance the portfolio or secure a future contract) for Adidas using artificial intelligences like RunwayML, Midjourney, Adobe Creative Suite, and Upscaled by Topaz. Created 100% by AI, the advertisement caught the attention of creatives worldwide, demonstrating the level of refinement of AI platforms: it is not just about the technology but also the human capacity to effectively use these tools.

[PLAY] ADVERTISEMENT
Coca-Cola recreated its famous Christmas campaign, "Holidays Are Coming," using generative AI. The company put together three AI studios to produce the ads: Secret Level, Silverside AI, and Wild Card. Check it out!

AND THE NOBEL GOES TO... GENIUSES ENHANCING THEIR BRILLIANCE WITH HELP FROM MACHINES

Reality keeps surprising us! We have reached a point where scientists, scholars, and philosophers combine their innovative research and ideas with the power of machine knowledge, surpassing the limits of their own work and deepening the understanding of the world around us. An excellent example of this is the two Nobel Physics laureates of 2024, who studied machine learning, and the trio of Chemistry laureates, who deciphered the secrets of protein—fundamental molecule for our cells—with the help of artificial intelligence.



[1] John Hopfield and Geoffrey E. Hinton.
(Image: Niklas Elmehed/Nobel Assembly)
[2] David Baker, Demis Hassabis, and John M. Jumper.
(Image: Niklas Elmehed/Nobel Assembly)



[WATCH] FILM
"EVERYTHING EVERYWHERE
ALL AT ONCE" (2022):
A multifaceted narrative that
challenges time and space
conventions.

DÉJÀ VU

A FUTURE FROM THE PAST.

We are increasingly facing unimaginable technological advances—many of which are truly revolutionary. Although these innovations are widely publicized, they infiltrate our daily lives in more subtle ways. Hence the phenomenon of déjà vu: so many conversations and expectations are created around these modern technologies that it feels as if we have come across them before, though we have never really experienced them.

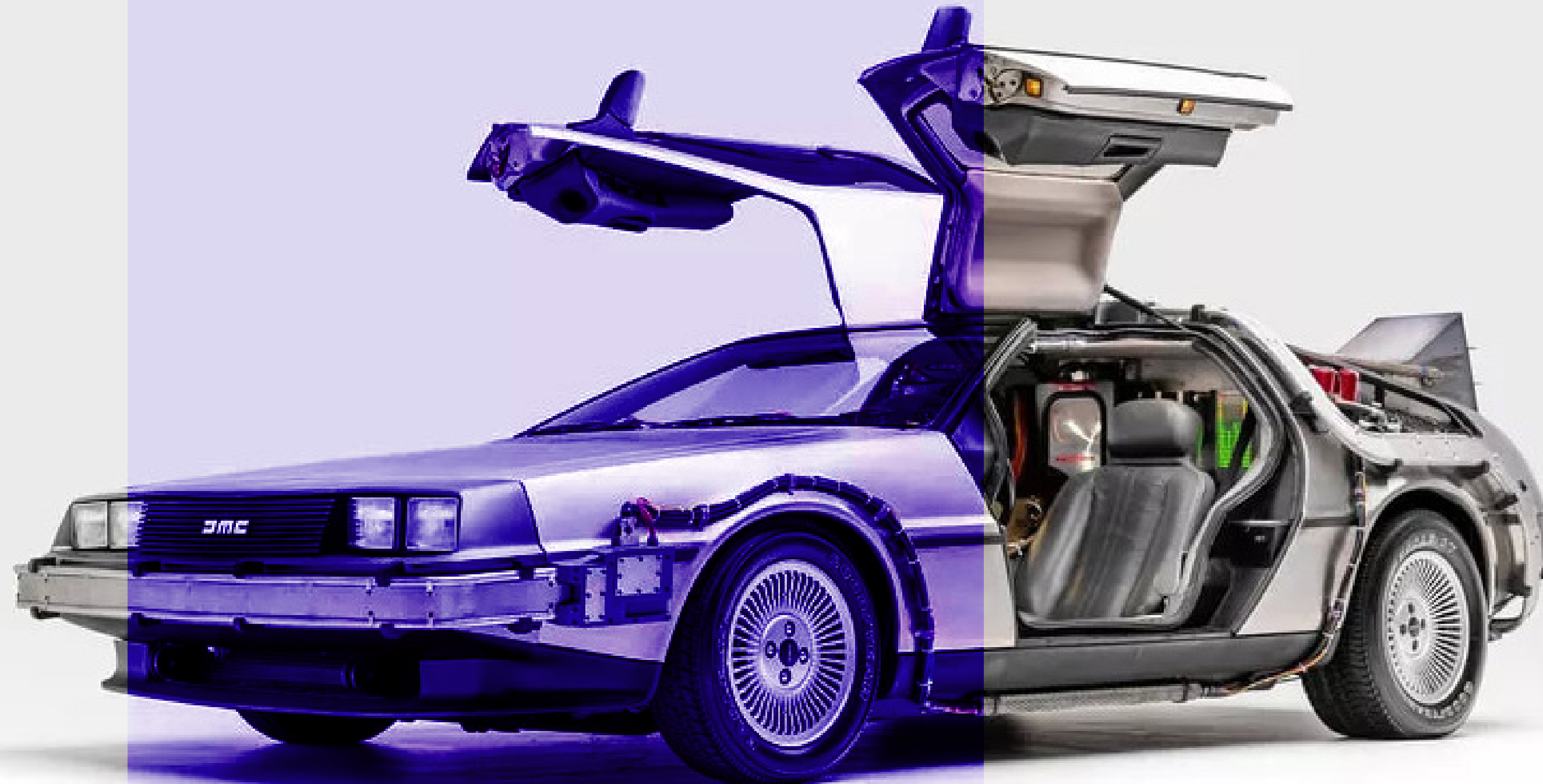


Image: 4 Rodas Promotional

CAR FROM THE MOVIE "BACK TO THE FUTURE," 1980s.



META QUEST 3S: MAKING VIRTUAL REALITY GOGGLES MORE ACCESSIBLE

Big tech Meta has launched a new generation of virtual goggles to make the technology more accessible. The Meta Quest 3S offers the same mixed reality quality as the more advanced Quest 3 model while standing out, primarily, for its design and lenses, which have a narrower field of view.



All images: Promotional materials/Meta Quest

HOW DO "FLYING CARS" WORK? AND HOW MUCH WILL A TRIP IN IT COST?



Images: eVOLT Embraer Promotional

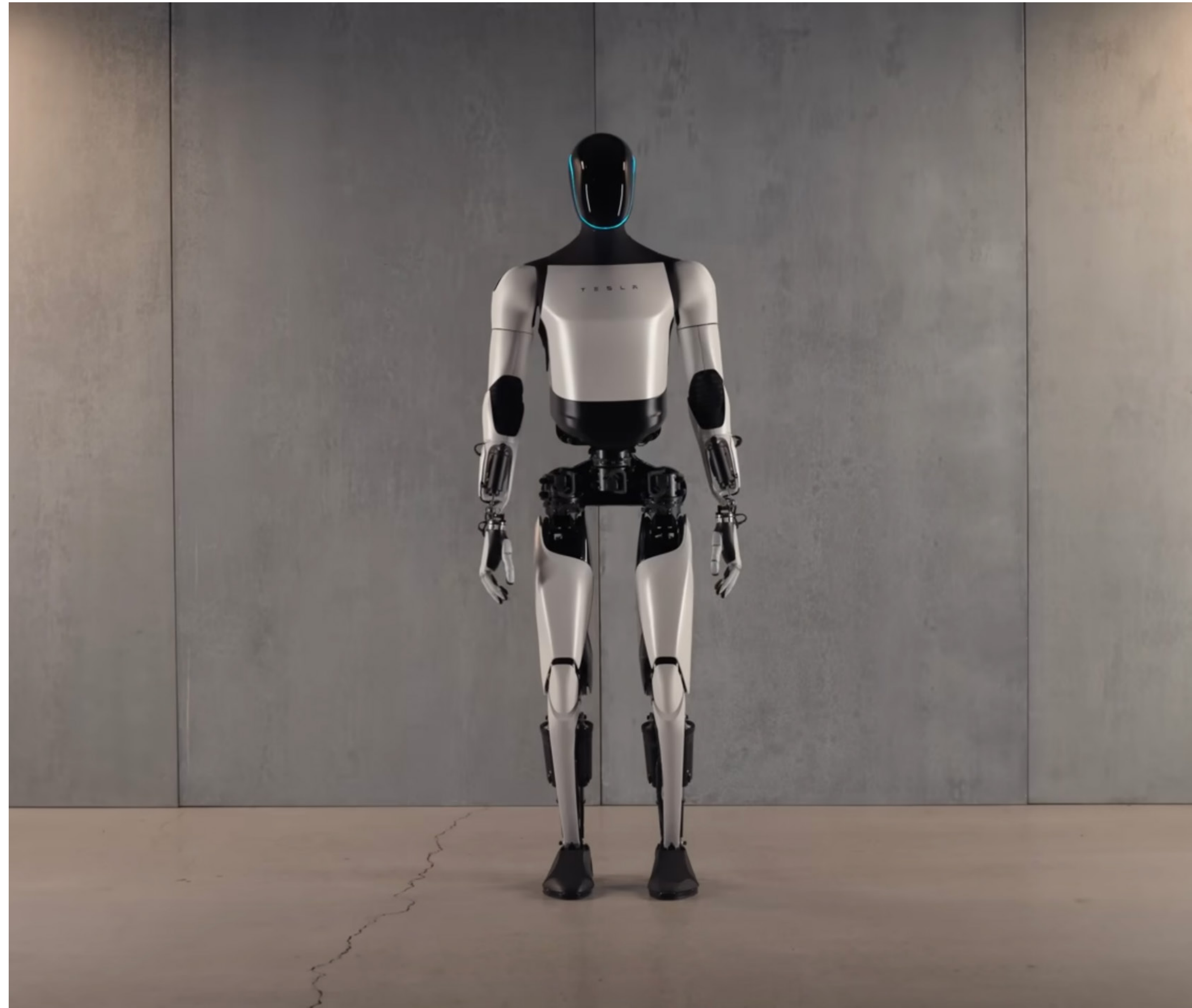
Like helicopters, flying cars are already a reality—and promise to become commonplace for many. The production of eVOLTS, as they are called, has already begun in Brazil, and these new means of transport are expected to soon conquer the country's skies. The predicted cost per

passenger per trip is significantly lower than that of helicopters, which democratizes the technology and turns this innovation into a promising solution for urban mobility.



[WATCH] SERIES

"SILO": In a dystopian future, humanity lives in isolation, surrounded by forbidden relics that serve as reminders of a forgotten world. The aesthetics of the past confront the rigidity of the present, creating a paradox where what should be erased sparks a revolution. Available on Apple TV.



Images: Tesla Promotional

TESLA BOT AND THE FUTURE WE HAVE ALREADY SEEN

The Tesla Bot, a humanoid created by Elon Musk, is becoming part of everyday technologies once considered futuristic. Capable of performing dangerous or repetitive tasks, the robot embodies advances long awaited over decades. A once imagined future is gradually shifting from fiction to reality, conveying intelligence and functionality.



The Tesla Bot has become a craze among collectors after its miniature version release.



MACRO-TREND

OVERVIEW

FRAGMENTED

Diverse social and cultural circles demand a range of perspectives from us. Often, even conflicting views. Social media intensifies this dynamic, where we behave and express ourselves differently on each platform, resulting in increasingly fragmented personalities.

MICRO-TREND

LOOPING

Throughout overwhelming moments, seeking inspiration from past aesthetics is expected. This explains the constant revival of classic pieces.

- > REINTERPRETATION OF CLASSICS
- > CONTRASTING COEXISTENCE OF PAST AND PRESENT ELEMENTS

SNAPSHOT

The truth that reaches us is increasingly fragmented. Small excerpts and images make up narratives. We no longer have time to watch the whole movie, this is an age of microcontent.

- > ICONIC AND EASY-TO-RECOGNIZE SIGNS
- > MINIMALISM GIVES WAY TO BOLDER ELEMENTS

NEO SAPIENS

As artificial intelligence advances, human intellect is questioned. Seeking aesthetic stimuli that teases and inspires us becomes necessary. In this dynamic pace, contrasts play a prominent role.

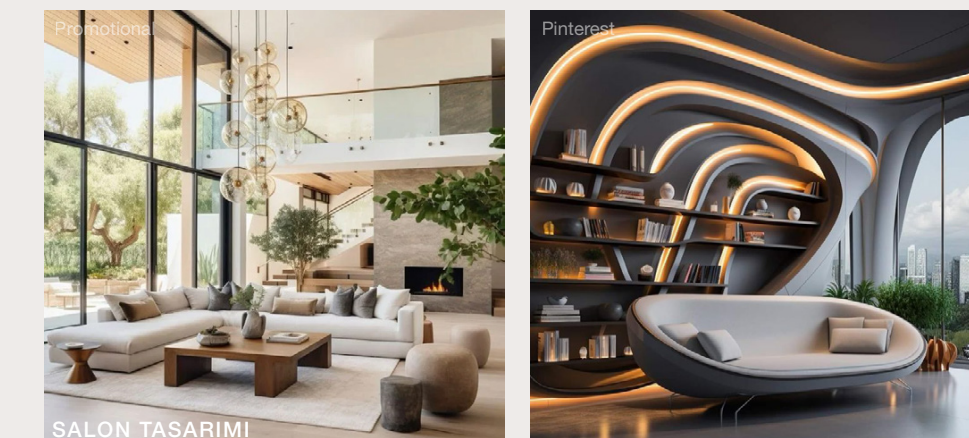
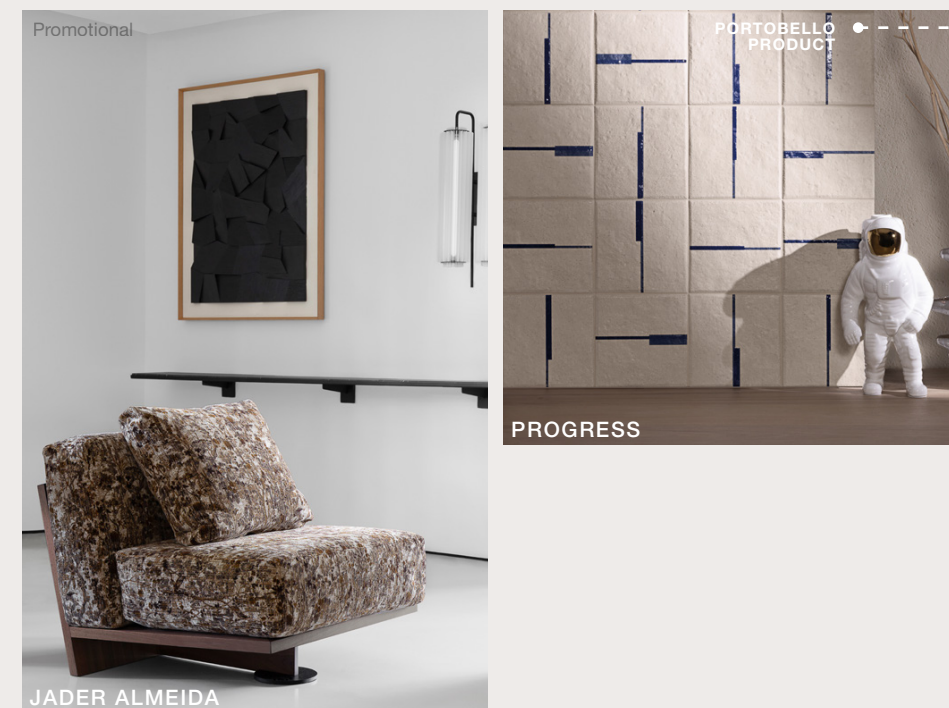
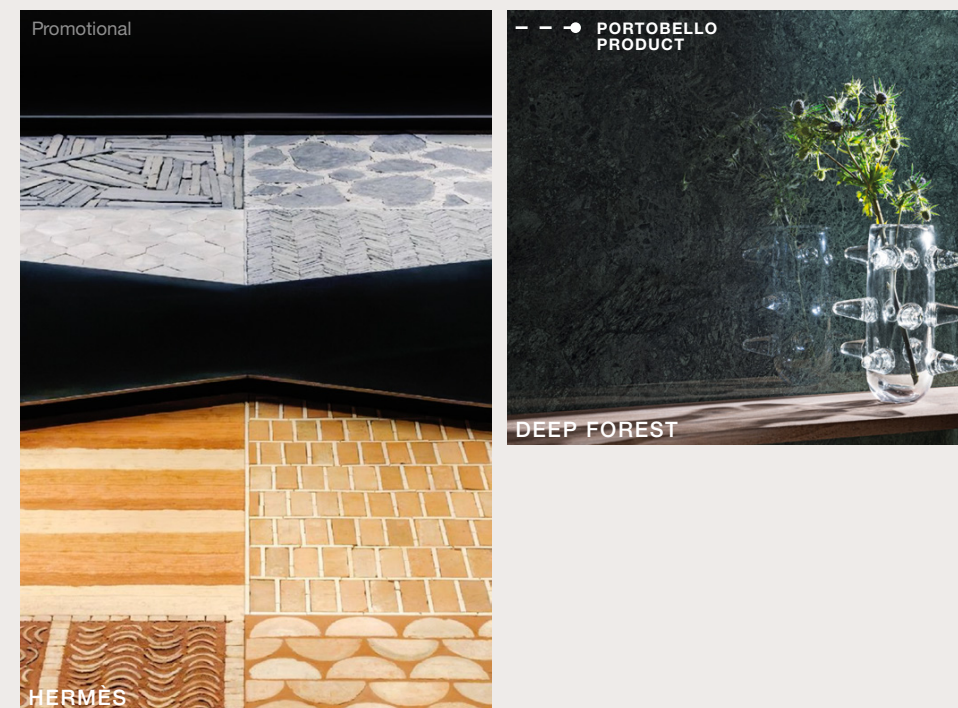
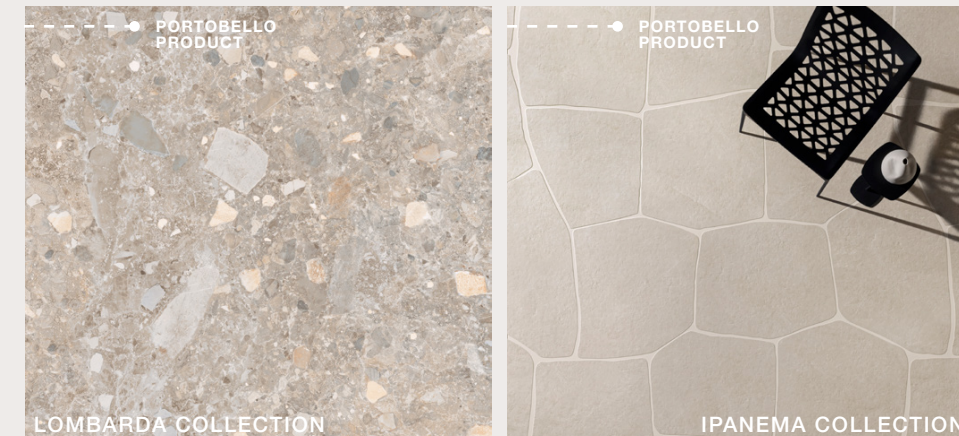
- > PERSONALIZATION
- > MORE EXPRESSIVE DÉCOR
- > CONTRASTING FINISHES: BOLD X SLIM, NEUTRAL COLORS X TRENDY COLORS

DÉJÀ VU

Future innovations have already become part of our present. We take technological novelties for granted, as if they were something already established. In aesthetics, there are no limits to what can now be created.

- > FUNCTIONAL ENVIRONMENTS | SMART HOME

REFLECTION IN DESIGN AND ARCHITECTURE



CONTRASTS

COLOR PALETTE



INNERSCAPE

WE ARE LIVING AN ERA OF VALUING PERSONAL TIME AND SEEKING DEEPER CONNECTIONS WITH OUR ESSENCE.

It's hard to say whether we are "going against the grain" or "driven by" concepts like digitalization and automation, but one thing we know: amid so much technology, it feels like we have realized that slowing down and reconnecting with what truly matters is the path to a more authentic lifestyle and more meaningful experiences.





SKYWINDOW

CREATIVITY:
HUMAN ABILITY.

While these technologies have their output based on the past, we look beyond. We are human beings! We can narrate stories and create an expansive, authentic, and disruptive future.



RELAXING AND GETTING MARVELED: THIS IS NECESSARY AND PRECIOUS

When was the last time you truly relaxed? And when did you get marveled—truly and genuinely marveled? Moments of relaxation and wonder have become increasingly rare. However, experts affirm that it is essential

to reclaim these moments to foster inspiration to create and live intensely.



[WATCH] FILM
"Perfect Days"

PHILIPPE STARCK AND THE ESSENCE OF TIMELESSNESS

At the **Salone del Mobile 2024**, **Philippe Starck** unveiled a space that transcends trends, reflecting the **Skywindow** concept: the pursuit of an expansive and authentic future. The environment created by Starck symbolized the union between simplicity and innovation, aligned with his vision that design should be timeless. In an interview with "Domus," Starck criticized the harmful impact of ephemeral trends in design over the last 15 years, advocating for solutions that combine sustainability and longevity. "We are geniuses, but childish," he emphasized, reflecting on humanity's ability to create wonders while often getting lost in excesses. For him, the future lies in controlling our creativity to promote beauty, peace, and purpose.



All images: promotional materials from Cassina + Philippe Starck.



VENICE ART BIENNALE 2024: WHERE DIVERSITY ENTERS TO CATALYZE CREATIVITY

What mostly distinguishes us from machines may be our ability to look beyond and create unimaginable things. This ability is amplified when we unite our perspectives with other points of view—human views, of course. This year's Venice Art Biennale theme, "Strangers Everywhere," has addressed this question: diversity, difference, and the "stranger" as multiplying agents of creation.



First image: Francesco Galli/Promotional © La Biennale. Second image: Instagram/Mahku reproduction



HAVAIANAS + DOLCE&GABBANA



HERING KIDS + NATIONAL GEOGRAPHIC



ISAMAYA FFRENCH + NIKE

All images are promotional materials belonging to their respective brands.

STRENGHT OUT OF — UNEXPECTED — PARTNERSHIPS

Today, nothing amplifies a collection's success more than an unexpected creative partnership. These collaborations can be unique as they can be exclusive in countless elements, such as target audiences,

aesthetics, and communication style. Brands like Havaianas and Dolce&Gabbana, Hering Kids and National Geographic, and Isamaya Ffrench + Nike have mastered this. Their creative teams have acted brilliantly as they have oddly merged various brand identities to produce atypical collabs, a success today. After all, everyone is always curious about these outcomes.



All images are promotional materials belonging to their respective brands.

MERGERS TO EVOLVE AND DRIVE BUSINESSES

Mergers and exchanges are the essence of innovation, driving transformations in business and fashion. Examples like the merger of Arezzo&Co with Grupo Soma, which led to Azzas 2154, and the Petz-Cobasi partnership, which resulted in a 37% increase on the stock market, illustrate the impact of this trend. In fashion, the creative give-and-take of Maisons reinforces the human capacity to combine ideas and transform what is familiar to new and unexpected ideas.



THE ROW + CHANEL: The Row, the brand founded by the Olsen sisters, now benefits from investments by the traditional French giants Chanel and L'Oréal. The fusion combines minimalist design with excellence in materials, symbolizing the reinvention of human essence.

SUPPORT HYPERLOCAL DESIGN

The emphasis in regional design elements, locally sourced materials, and traditional construction techniques, and valuation of small manufacturers, artisans, and popular knowledge—not to mention sustainable initiatives—ensures authenticity for projects.



The interior of Blue Bottle Coffee in Japan uses locally produced tiles to coat floors, ceilings, and walls.



Aesop Barcelona, designed by Mesura, is an ode to forgotten pieces of the past. Full of authenticity, permanence, and tradition.



ZARA CAFÉS — Zara has been launching cafes alongside its mega stores worldwide, combining fashion and gastronomy. Unlike its mass-produced collections, the cafes offer menus inspired by local cuisine. In Portugal, for example, the famous pastel de nata. This strategy not only adds authenticity to the business, but also creates a deeper connection with the audience, celebrating each region's culture.

REFRAMED

CHANGING YOUR LENSES TO REINVENT YOURSELF.

Reframe. Change the point of view.
Change the lenses. REFRAMED is about
recontextualizing and reinterpreting.
Revisiting stories by changing perspectives,
transforming the present, and fostering
new possibilities for the future.



Image: Unsplash/@sam

WOMEN IN POWERFUL POSITIONS: OUTCOMES THAT ARE EFFECTIVE

It has been clearly proven: women in leadership positions generate real impact on results. Corporations led by women show greater innovation, sustainability, and better financial performance. However, gender parity advances at a slow pace, with a growth rate of only 3.8% since 2006. Updating our vision is essential to accelerating this transformation!



BEYONCÉ: REWRITING THE WESTERN AND MAKING HISTORY

Beyoncé became the first Black woman to reach the top of Billboard's Hot Country Music chart. Although this achievement may seem commonplace for an artist who has won the most important music awards, it is crucial to highlight the obscure fact that country music has historically excluded Black artists, especially women, due to racism and sexism. Fortunately, Beyoncé is challenging the status quo, transforming our present, and ensuring Black representation in all spaces. Black women on top!



Image: Promotional



Images: Promotional materials from Hannah Traore Gallery.

GALLERY HANNAH TRAORE –
A provocative exhibition brings together artists to explore and reimagine the cowboy's role in the "Great Migration" narrative, connecting different stories and cultures.

EVERYONE WANTS
TO BE A COWBOY

Favored by icons like Beyoncé, Pharrell Williams, Lady Gaga, Bruno Mars, and Lana Del Rey, the country aesthetic and cowboy style have conquered global runways and streetwear. This trend celebrates Texan roots beyond clothing.



[LISTEN TO MUSIC]
"Cowboy Carter" | BEYONCÉ



All images are of promotional materials belonging to Ralph Lauren.

BACK TO THE ORIGINS

American designer Ralph Lauren honored his personal and professional connection to the Hamptons coastline for its Spring 2025 collection. Following the label's tradition, he also presented an aesthetic inspired

by Native Americans, in collaboration with Naomi Glasses, highlighting the rich cultural heritage that permeates his creations.



[WATCH] FILM
"Killers of the Flower Moon"



All images are reproductions from Pinterest.

COTTAGECORE:
THE AESTHETIC OF
(DIS)CONNECTION

Cottagecore (also known as Farmcore and Countrycore) is an aesthetic inspired by a romanticized version of Western rural life.

Initially represented in the 18th century, the style has reemerged on social media. Cottagecore encourages a mindful approach to life, emphasizing connection with nature, slower-paced days, and the joy of creativity.



[LISTEN TO MUSIC]
"Folklore" | TAYLOR SWIFT

TAKE YOUR TIME

REWRITING THE VALUE OF NOW.

Everything has its time, and this is a valuable lesson: learning to trust and respect the pace of each process. "Time is money" takes on a new meaning, reminding us to slow down, reflect, and value every moment. We transform our way of living by recognizing that our personal time is a unique and finite resource, something money cannot buy.



SALVATORI + PATRÍCIA URQUIOLA: A TRIBUTE TO PERSONAL TIME

The bathroom collection designed by Patrícia Urquiola for Salvatori, launched at the Salone di Automobile 2024, combines different textures of natural stones and steel. Named "The Small Hours," the collection invites us to dedicate more attention to private moments.



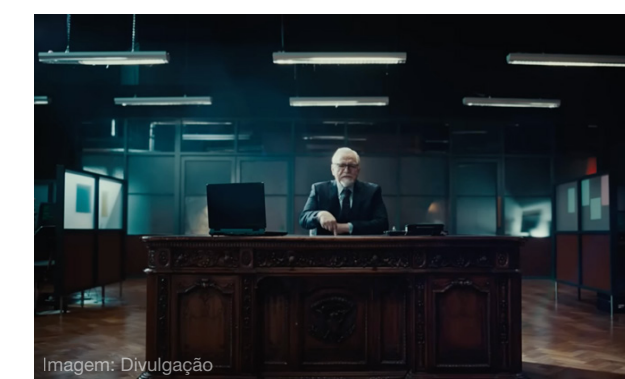
All images are of promotional materials belonging to Salvatori.



CASA COVA | MÉXICO

REST WHILE... THEY (EXHAUSTIVELY) WORK

In a society that sells meritocracy as a great truth and romanticizes work till exhaustion (hello, burnout!), one of our main mottos is "work dignifies men." In this context, resting gives reason for guilt. Thus, when we finally stop for a break, we often cannot truly relax: our mind keeps in a state of alert, wondering about what we are failing to produce. We urgently need to understand that taking care of our bodies and minds by resting is fundamental.



[PLAY] ADVERTISEMENT
"The Desk Break" | ASICS



All images are promotional materials belonging to their respective brands.

WELLNESS: INFLUENCING FASHION

In our post-pandemic world, wellness-related habits have become an obsession, and fashion has embraced these wellness influences for inspiration. The 2025 runway shows featured looks referencing today's healthy hobbies: running, yoga, dancing,

climbing, and even playing musical instruments. These activities appeared as leggings, swimsuits, tops, and set pieces on the runways of major brands like Miu Miu, Ferragamo, and The Attico.



All images are promotional materials belonging to Gucci.

GUCCI INVITES: CONNECT WITH YOUR INNER SELF

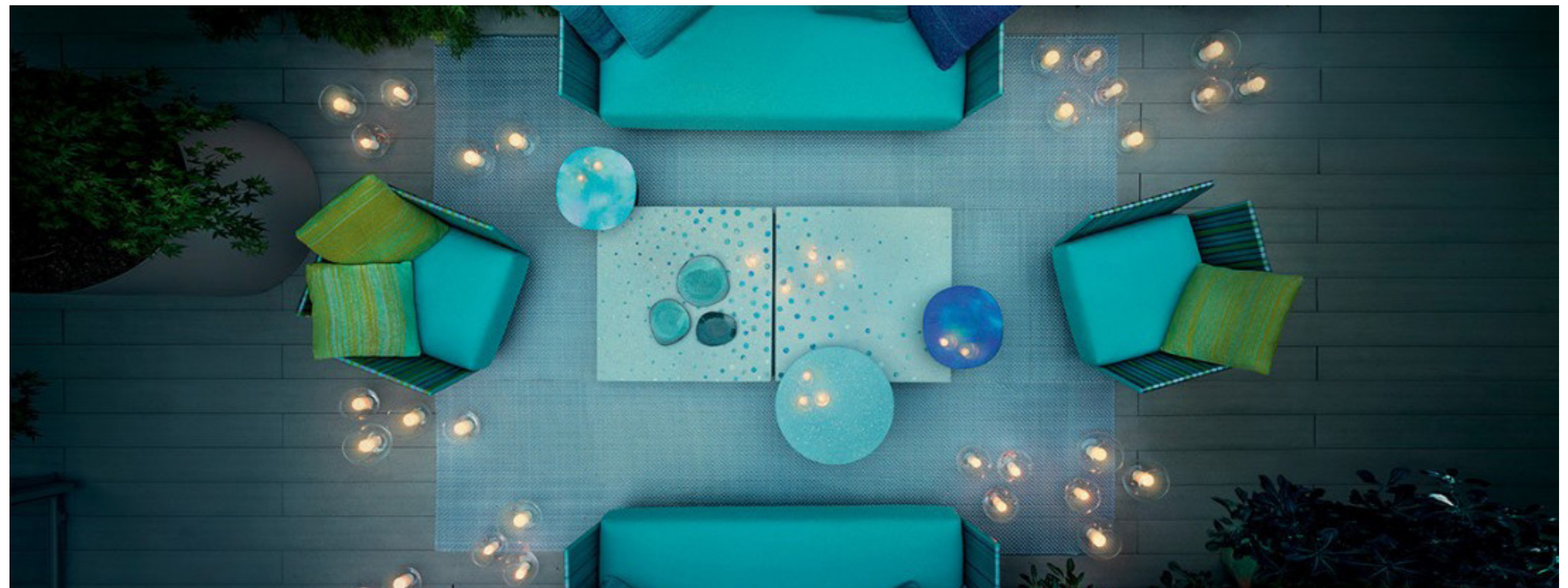
"This collection is an invitation to stop and embrace your moment, enjoy it, and live it to the fullest," said Sabato de Sarno, Gucci's creative director, about the brand's

Summer 2025 show, held in September at a building of the Triennale di Milano.



IN AND OUT: THE FLUIDITY BETWEEN INTERIOR AND EXTERIOR SPACES

With pieces that flow between spaces, the integration between indoors and outdoors transforms the house into a living organism connected to external environments. Paola Lenti exemplifies this vision by creating furniture that harmonizes nature and design, promoting an organic dialogue between architecture and landscape.



All images are promotional materials belonging to Paola Lenti.

DATE UPDATE

CONNECTIONS WITHOUT LABELS,
RELATIONSHIPS WITHOUT LIMITS.

The settings of social interactions have been successfully updated! By letting go of traditional standards, we open ourselves to endless possibilities! We are connecting in increasingly fluid ways, shaping new types of human relationships that defy labels and cannot be confined to boxes.



Image: Unsplash/@pokepatt

"OFFLINE" FLIRTING

The saturation of living online is leading Generation Z to seek love analogically, that is, outside apps. This return to "offline" flirting is an attempt to find raw reality and getting marveled at the authenticity that screenless, filter-free interactions provide.



GEN Z, LOVE, AND SEX

The parameters of love and sex have been updated by Generation Z! This generation is convinced that success and happiness depend on each individual and thus does not cling to a romanticized view of relationships, taking for granted that they may have various romantic and sexual partners throughout their lives.

DINING ALONE IN RESTAURANTS:
 WHAT WAS ONCE A SIGN OF FAILURE IS NOW A TREND

Dining alone in restaurants is gaining more and more adherents, especially among millennials and Generation Z. The restaurant reservation platform OpenTable registered an 8% increase in online bookings for one person over 12 months, reflecting a macro change in social habits that values individual experiences.



MACRO-TREND

OVERVIEW

INNERSCAPE

Our lives are increasingly intertwined with technology, screens, and artificial intelligence. Amid this reality, a clear trend emerges: seeking refuge in the one place that lasts—our inner selves. It is essential to look inward to completely understand our desires and needs.

MICRO-TREND

SKYWINDOW

Artificial intelligence creates from past data. This is like looking in a rearview mirror. However, the challenge lies in looking at the infinite. In dreaming and reclaiming what makes us human: art and creativity.

- > COLLABORATIONS
- > CONNECTION WITH NATURE
- > AUTHENTIC CREATIVE PROCESS
- > INNOVATION CYCLE

REFRAMED

Cultivating our calm and valuing our present moment allows us to reinterpret the past and envision new paths. Previously overlooked aesthetics gained new meanings and became relevant again.

- > REINTERPRETATION AND VALUATION OF THE PAST
- > CONNECTION WITH NATURE
- > HANDCRAFTED

TAKE YOUR TIME

It is essential to reserve moments of pause for us. Our spaces should offer space and time for breathing, reconnection, and interaction with nature.

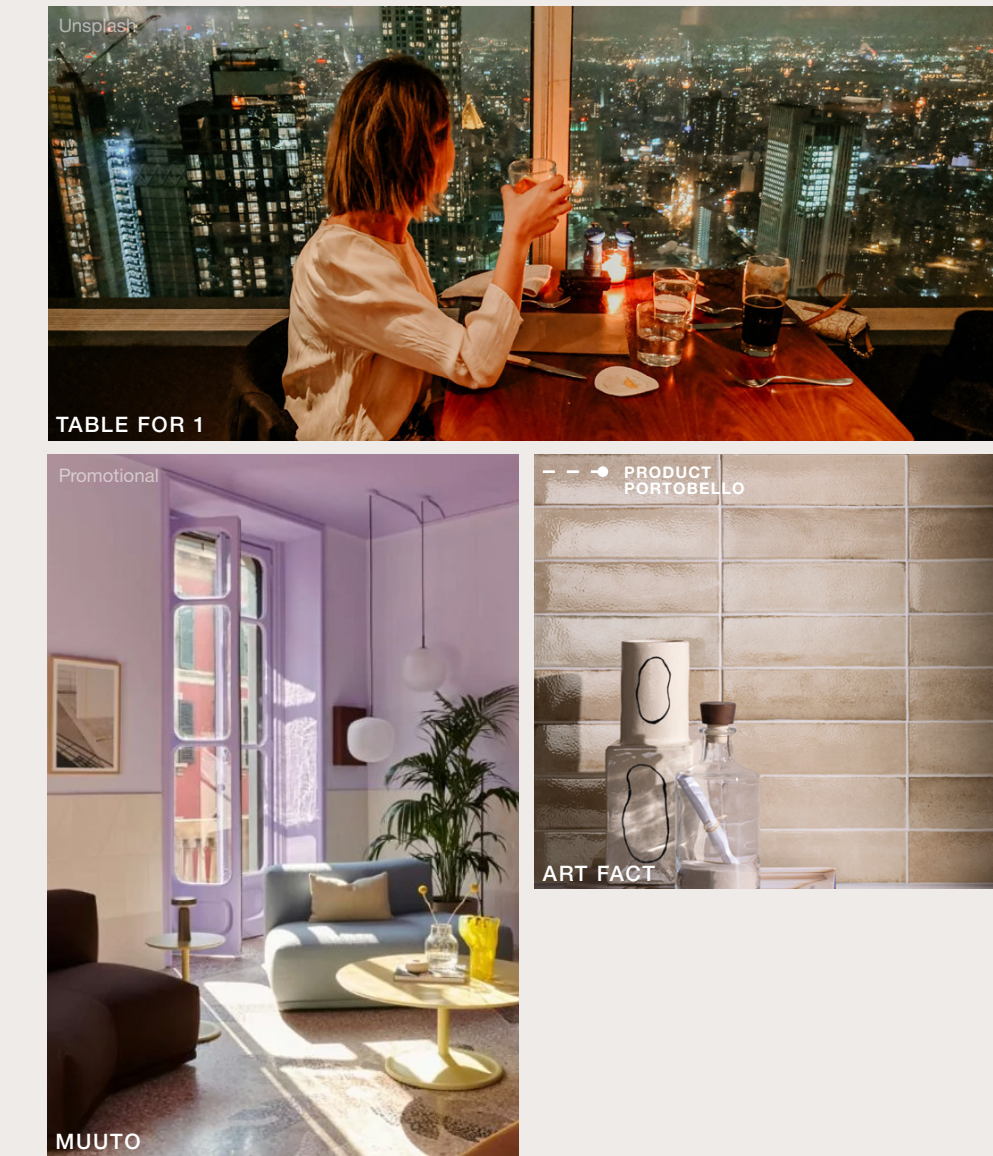
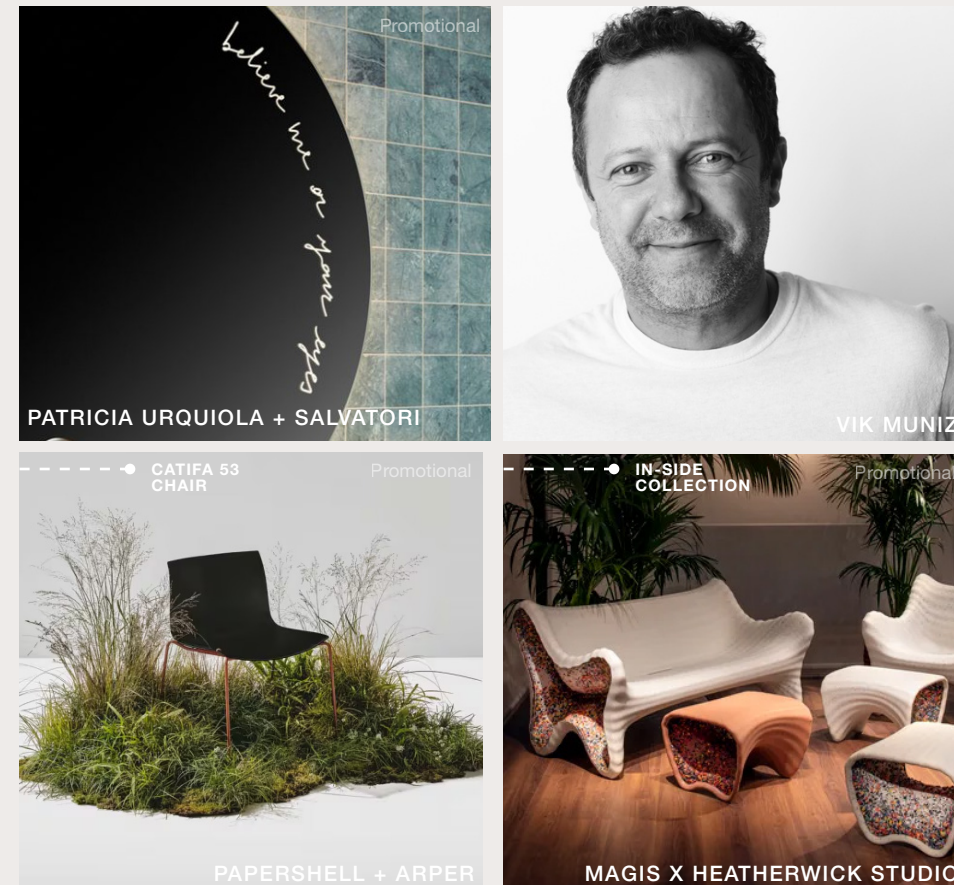
- > COMFORT AND COZINESS
- > INTERIOR/EXTERIOR CONNECTION

DATE UPDATE

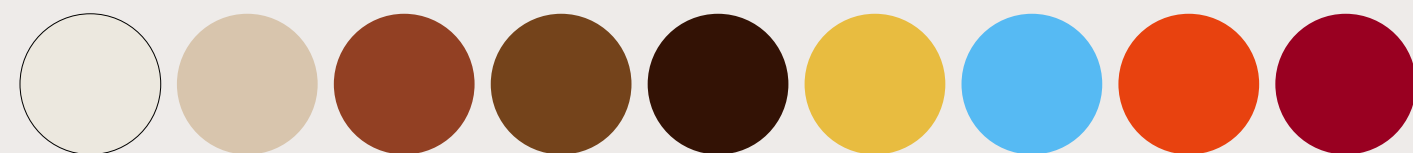
New ways of connecting with family, friends, and even pets are being made possible, as we shape the spaces we live in.

- > MORE FUNCTIONAL AND PRACTICAL SPACES
- > RECONFIGURATION OF PATTERNS
- > ULTRAPERSONALIZATION

REFLECTION IN DESIGN AND ARCHITECTURE



COLOR PALETTE

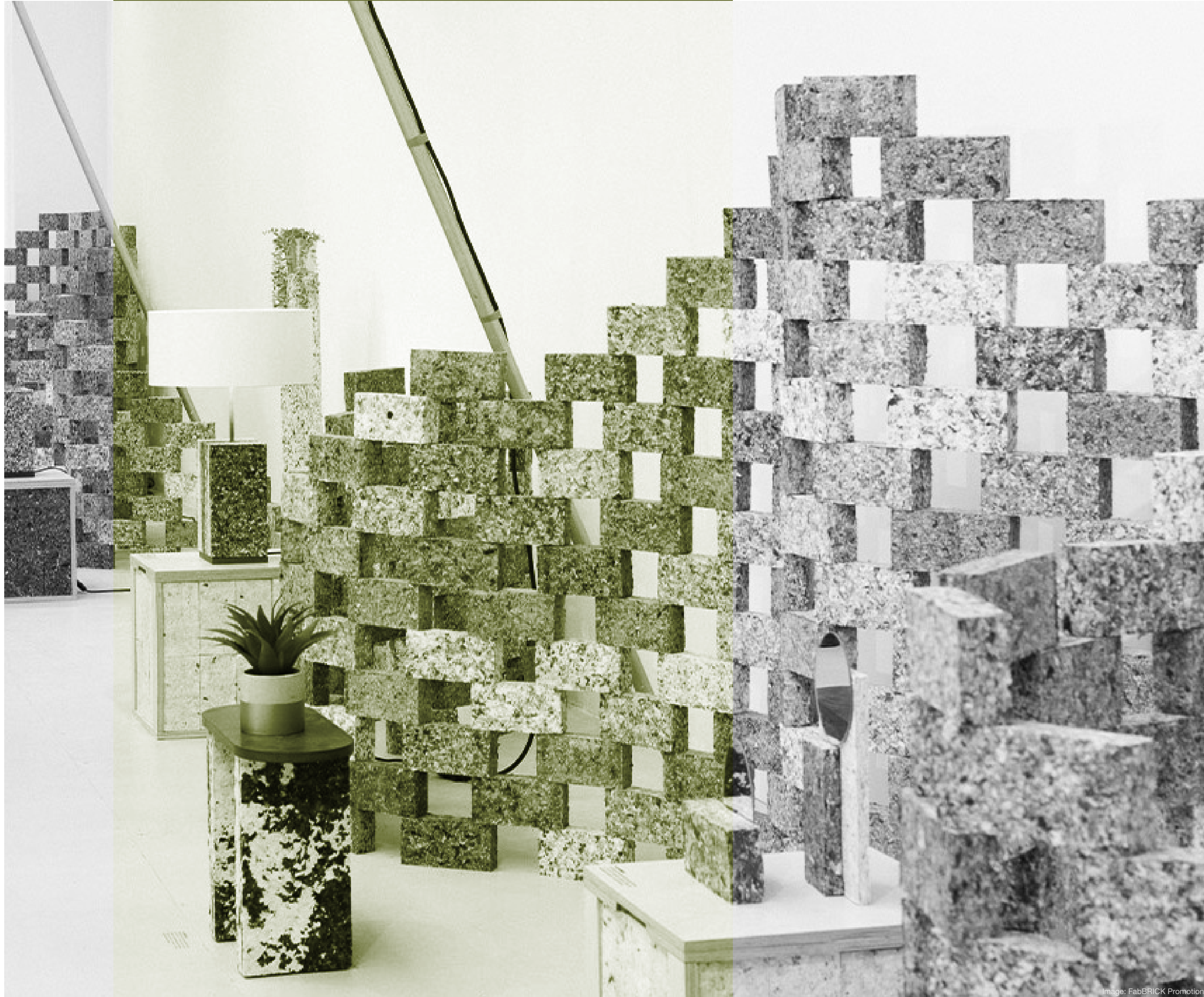


BREAKDOWN

WE HAVE REACHED OUR BORDERS!
ENVIRONMENTAL, SOCIAL, AND EMOTIONAL
BORDERS. WHAT WE HAVE CREATED OVER
TIME HAS BROUGHT CONSEQUENCES WE
CAN NO LONGER IGNORE.

Systems, values, and even minds are
collapsing, and we can no longer ignore
the reality before our eyes. It is time to
act, and act now. This is a call to action:
transforming chaos into creative fuel to
generate innovative solutions.

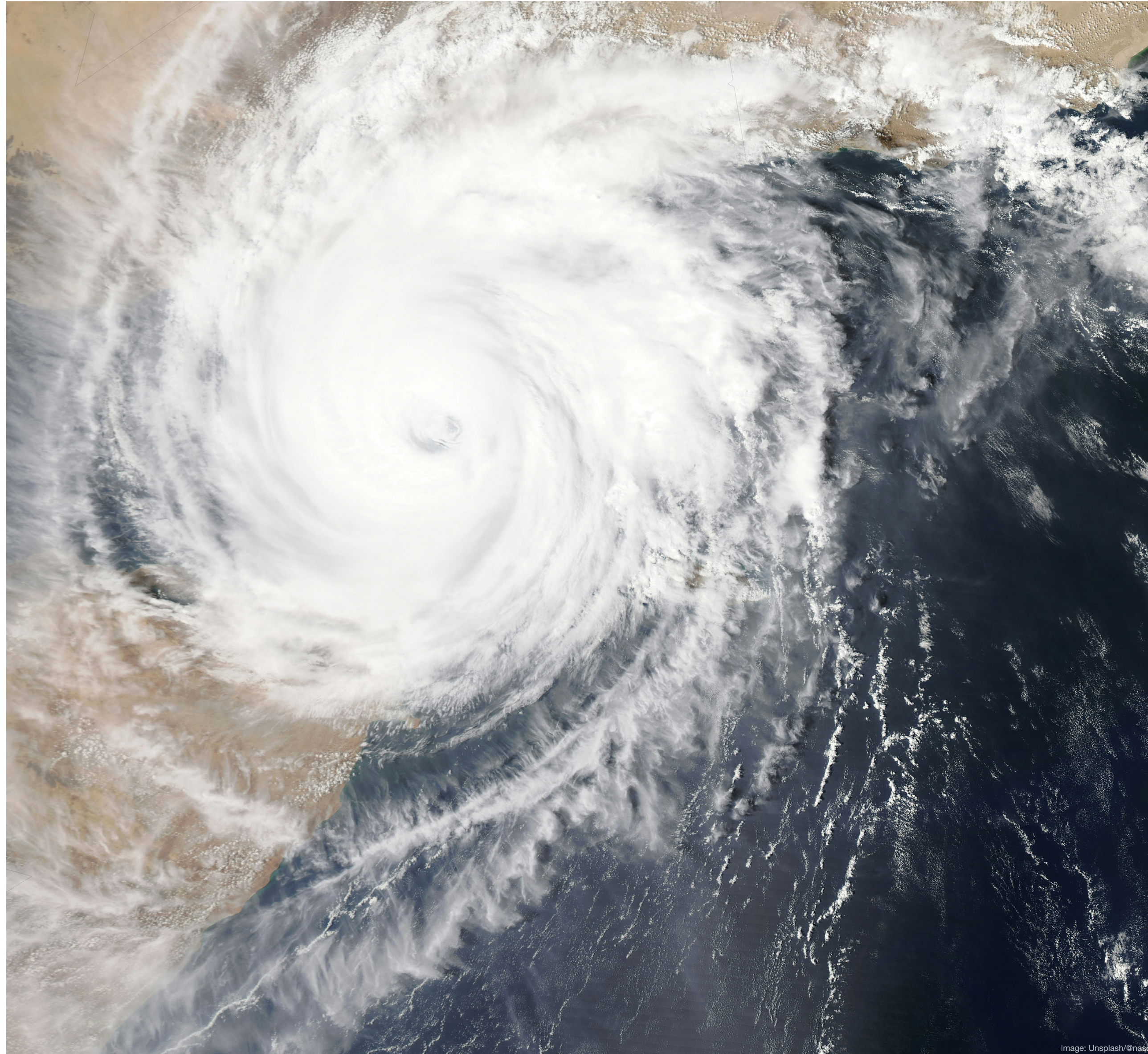




GROUNDDED

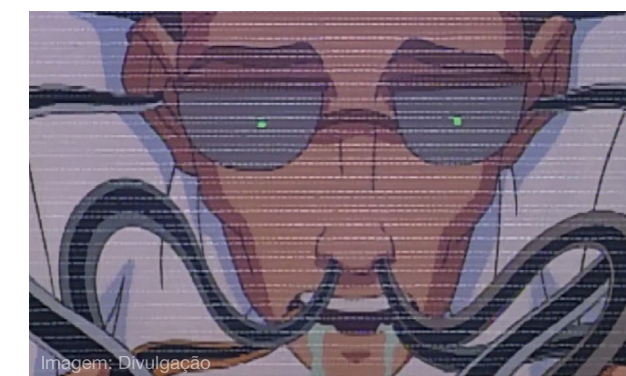
REINTERPRET.
RESIST. REEMERGE.

We have never been more aware of the reality around us and that THERE IS NO MORE TIME to avoid our collapse. Extreme climatic events urge us to act, and the urgency for real change grows louder every day. It is time to plant our feet on the ground and commit!



MOTHER NATURE IS CRYING FOR HELP

In 2024, we faced extreme climatic episodes such as floods in Rio Grande do Sul, drought in the Amazon, Hurricane Milton in the U.S., and DANA in Valencia, Spain. As a result, thousands of people were displaced, and many lost their lives tragically. The frequency of these phenomena should be interpreted as a plea from Mother Nature, and the only way to reduce their recurrence is to act NOW. Together, we can reverse this situation!



[LISTEN TO MUSIC]
"Do the Evolution" | PEARL JAM

FROM TRASH TO TRESURE:
IN INDONESIA, A CHAIR
HASD BEEN MADE 100%
FROM RIVER WASTE

Volunteers from the non-profit organization Sungai Watch collected over 1,800 tons of waste from Indonesian rivers for over three years, preventing it from reaching the ocean. With this material, a group of artisans created the design piece Ombak/ Sungai Design: a chair made with 30 kg of recycled plastic and approximately 2,000 plastic bags.



All images are promotional materials belonging to the Sungai Design brand.



FABBRICK: TRANSFORMING TEXTILE WASTE INTO BRICKS

Founded in 2018 by Clarisse Merlet, FabBRICK began as a project in an architecture course. The company transforms textile waste into bricks of various shapes and colors. Patented in 2019, the technology used by the company adapts to all types of textile materials.



All images are promotional materials belonging to the FabBRICK brand.



[WATCH] "OUR PLANET" (2019): A documentary series displaying the natural beauty of the planet and the effects of climate change on all living creatures.

DESIGN AS A WAY TO RAISE AWARENESS

Ash trees are widespread in the eastern United States and are among the primary sources of wood for interior decoration and other everyday uses. Unfortunately, an invasive beetle is decimating this species. To raise awareness of this environmental imbalance in North America's landscape, designer Joyce Lin created a chair using ash wood, with small insects embedded in gaps and other parts of the piece.



All images are promotional materials belonging to the Joyce Lin brand.

LEGO COMMITS TO A BOLD PLAN FOR THE PLANET

Lego, the world's largest toy manufacturer, has committed to a bold and costly but necessary goal: by 2032, the giant intends for 100% of its products to be made from renewable plastic.



All images are promotional materials belonging to Lego.



Image: Unsplash

THE PRESSURE FOR SUSTAINABILITY: ESG ON THE RISE

As the effects of climate change become increasingly tragic, corporations are being held accountable for environmental, social, and governance issues. This pressure has forced companies to invest more in this area. Bloomberg Intelligence found that by 2025, over \$53 trillion will be channeled into sustainable investments. In Brazil, from 2027, companies will be required to publish sustainability reports following ISSB standards.



[READ] "ON FIRE" (Naomi Klein): A book discussing how global warming is a political and economic crisis that demands radical changes.

Imagem: Divulgação



A(N)ESTHETIC

AUTHENTICITY VS. APATHY

The world is not asking, it is crying for help. Few listen. Certainly, we have too much information, and that is precisely what makes us anesthetized regarding this reality. This increases our disinterest, suggesting our need to rediscover authenticity and fight for what truly matters in a world saturated with stimuli where everything seems to have already been done.

CRISIS AS A LIFESTYLE

The chaotic reality of interconnected economic and environmental crises has given rise to a new lifestyle among Generation Z. By adopting an "apocalyptic" aesthetic, advocating for the planet's future, buying from lesser-known fast fashion brands (often far from sustainable), and mixing dogmas from various religions with new-age beliefs make sense when considering that Generation Z grew up in an unstable social, political, and climate context.



THE RETURN OF "THIN CULTURE" INFLUENCING FASHION AND BUSINESS

In the 2010s, we celebrated diverse bodies and broke beauty standards, the 2020s, however, are already known for reviving the cult of thinness. Reflecting this behavior which, when taken to extremes, is far from healthy, fashion has revealed designs intended for very thin bodies, alongside smaller-sized clothing. In supermarkets, it is noticeable that the "Ozempic effect" has reduced the contents of shopping carts, which now carry fewer calories.



Image: Balenciaga Promotional



Image: Promotional

[WATCH] FILM
 "THE SUBSTANCE" (2024):
 A film that explores how technology redefines beauty standards and fragments identities, expanding human possibilities while provoking profound reflections on aesthetic procedures and essence.

AUTHENTICITY REDEFINED

Being authentic requires the courage to not please others, though this has become an almost impossible mission for individuals and brands in a world of filters and algorithms. The platform The Summer Hunter questions what it means to be authentic today. For content creators, has authenticity become synonymous with personal branding? In private spheres, how do we know who we are when choices are dictated by algorithms? This is to be pondered!



Image: Unsplash/@herlifeinpixels



Image: Unsplash/@13on

THE TREND IS TO BE ANTI-TREND

Social media has accelerated the creation and replacement of trends—not necessarily in that order. From this, the pressure for contemporary trends has grown, resulting in the phenomenon of the "anti-trend." This movement not only arises in fashion but also in lifestyle as a whole, which questions the immediacy of consumption.

BOX ARCHITECTURE AS A REFLECTION OF MODERN TIMES

The "box" phenomenon in architecture—squared buildings with functional shapes—reflects the values given to speed and cost in modern times. With an impersonal, cheap, and readily available aesthetic, the challenge for these projects is also to give due attention to other important values, such as human connection and community vitality.



RESET

GO BACK TWO SPACES.
RESET THE GAME!

An invitation to reset and return to "factory settings," by reclaiming our roots. Making necessary adjustments and redefining priorities, addressing and reversing the problems created by a progress-at-any-cost mentality, is a smart movement in our chaotic times. It is time to collectively "reset" our way of living, rebuilding the future with more consciousness.



Image: UVA Research. E. Bahariou Promotional



All images are promotional materials belonging to Elle Brasil/@wall404.

FASHION TRAVELS THROUGH TIME AND SPACE IN AN ELLE BRAZIL EDITORIAL

Elle Brazil's volume 17 features a fashion editorial by photographer Wallace Domingues (@wall404 on Instagram) loaded with

references to distant and diverse cultures. As Elle Brazil mentioned on its social media profile, "fashion travels through time and space to perhaps find poetry in inhospitable settings."

COLDPLAY RELEASES NEW SUSTAINABLE VINYL ALBUM

Coldplay, led by Chris Martin, announced their new album, "Moon Music," which stands out as the first album in the world released as an EcoRecord rPET 140g LP. Nine recycled PET plastic bottles recovered from post-consumer waste are used to make each copy of the record.



Images: Coldplay Promotional



Images: © Blast Studio | Archdaily Promotional

INTERSPECIES DESIGN: CREATING SPACES FOR COEXISTENCE WITH OTHER SPECIES

Interspecies design proposes a vision where fungi, insects, animals, and humans are treated as equals. This concept is based on creating environments to foster our empathy and collaboration with other forms of life. A notable example of this movement, beneficial for both humans and nature, is the use of mycelium, which can function as a fire retardant.

MACRO-TREND

OVERVIEW

BREAKDOWN

We are at our planet's resource limit, with a chaotic future at our doorstep. The solution goes beyond mere savings; it is essential to recover from the damage we have caused. Every choice must be made more consciously.

MICRO-TREND

GROUNDING

We face the consequences of our actions on the planet, and we need to adopt regenerative practices.

- > SUSTAINABLE PRODUCTS AND ACTIONS
- > INNOVATION MEANS ADAPTING TO OUR TIMES' NEEDS

A(N)ESTHETIC

While the planet cries out for help, many brands remain indifferent. Sustainable products need to tell their stories, inspiring a path.

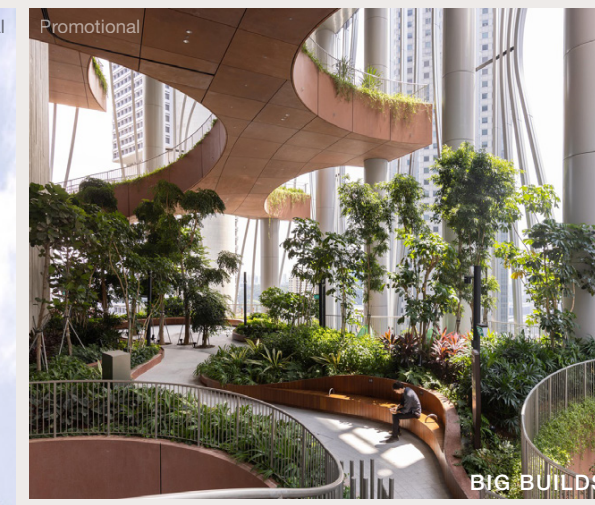
- > AUTHENTICITY

RESET

It is time to rewrite our story. Our choices must go beyond awareness: they must seek to repair the damage we have caused.

- > SUSTAINABLE MATERIALS
- > KNOWLEDGE OF PRODUCTION PROCESSES
- > HOME INTEGRATED WITH NATURE

REFLECTION IN DESIGN AND ARCHITECTURE



COLOR PALETTE



PERCEPTI(ON)

THIS IS ALL FROM THE
TRENDBOOK 2025
PORTOBELLO, BUT
THIS IS NOT THE END...

The future keeps imposing changes and posing challenges to us. The macro-trends—**FRAGMENTED, INNERSCAPE, and BREAKDOWN**—introduce us to this new era where the fusion of analog and digital is getting more intense and significant—and this material, for sure, is a snapshot of all the possibilities the behavioral transformations encompass.

As we navigate these new directions, we become more aware of our role throughout the changes ahead. We need to actively choose how we connect with the world, by seeking a more inclusive, authentic, sustainable, and mentally stable future.

This Trendbook is not just a record of the present; it is a call to action. **It reveals a constantly moving path, where we all have the power, the capacity, and the responsibility to shape the future ahead.**

Portobello

