

Portobello

# TRENDBOOK

# 2024



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1979, 1980, 1981... THE 90S, THE 2000S. 2020, 2021, 22, 23 AND NOW, 24. WOW! OUR HISTORY OF INNOVATION IS FULL OF CHAPTERS, BUT THE TRUTH IS THAT THIS ENGINE NEVER STOPS HERE. SINCE PORTOBELLO WAS BORN, WE ARE A COMPANY MOTIVATED BY THE NEW. INNOVATION IS PART OF OUR COMPANY'S GROWTH OR, BETTER SAYING, IT LEADS THE GROWTH OF OUR BRAND! AND THAT'S WHY WE NEVER STOP EXPLORING, ENGAGING WITH THE NEW AND WITH THE UNUSUAL, WITH THE DIVERSE, WITH THE CONTRADICTORY.

# LETTER FROM TREND RESEARCHERS

In 2023, our Innovation Cycle built and crossed communication bridges in pursuit of looking at society, fashion, design, architecture - concisely, culture in general - from different perspectives, angles, eyes, and filters. That year, we traveled through a world that kept evolving, where each destination showed itself as a palette of fresh colors. From the Salone del Mobile, in Milan, to the Cersaie, in Bologna, from London to Tel Aviv, our steps took us to places that seemed to have a new, livelier, and more captivating dimension. By keeping this refreshed look and a thirst for exploring the unknown, we created the Trendbook 2024.

The research for this material was, as always, a collaborative effort, gathering talents from various departments of Portobello. Our Product Design, Branding and other teams worked closely with world-class creatives, including architects, designers, and stylists. Teams from all units of the Portobello Group, including Portobello, Portobello Shop, Portobello America, and Pointer, joined forces in netnographic research, benchmarks, interviews and creative collabs to bring their unique perspectives. The CX, Digital and Marketing teams also had a key role in providing valuable insights from their areas.

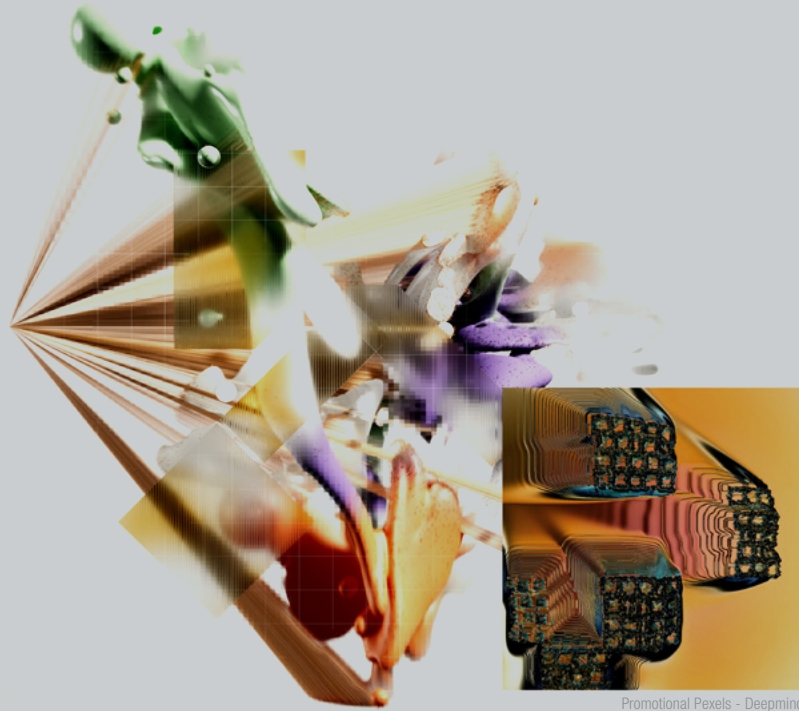
A substantial change this year was the use of artificial intelligence in our research method. Recognizing the deep impact of AI on our present and future, we used this technology to improve our analyses and reach more precise results.

Moreover, we introduced a new method of analyzing quantitative data, which not only enhances the current Trendbook, but also allows us to track the evolution of society and consumer behaviors over time.

THIS IS THE ESSENCE OF THE PORTOBELLO INNOVATION CYCLE, ALWAYS IN SEARCH OF EVOLVING THROUGH RESEARCH AND DIALOGUE. WE INVITE YOU TO FEEL THE PULSE THAT SURROUNDS US.



WELCOME TO 2024, A YEAR OF KEY TRANSFORMATIONS. IN A WORLD WHERE THE BOUNDARIES BETWEEN SOCIAL NETWORKS AND PHYSICAL REALITY ARE MORE BLURRED THAN EVER, A LONGING FOR AUTHENTIC CONNECTIONS AND INTEGRATION BETWEEN INDIVIDUALS AND COMMUNITIES ARISES. THIS IS THE ERA IN WHICH TECHNOLOGY LEADS US TO EXPRESSIVE NEW WAYS OF INTERACTING.



Promotional Pexels - Deepmind

# GLOBAL CONTEXT

At the epicenter of these changes, we find multiple possibilities in the ways of watching, living, and relating in the world, challenging what we've always known about the human essence. Society is venturing into unknown territories, exploring new identities and modes of existence. In this challenging journey, we are challenged by intriguing questions that demand pause, contemplation, and reflection.

While the search for identity and connection defines our present, at global level, a true geopolitical battle takes place. The old political hegemonies are being reshaped, there are tensions between superpowered nations, and an urgent climate crisis create an atmosphere of uncertainty and apprehension.

Moreover, we are witnessing an impressive demographic shift, with declines in birth rates and advances in medicine that reshape the age pyramid. The global population is aging, challenging our social and economic structures to adapt to this new reality, in which the most experienced individuals play key roles.

In this multifaceted scenario, we will explore the behaviors that are sculpting our present and the macro-trends that are shaping our future. We will dive into topics such as creative chaos, ethics in the digital age, the power of communities, the quest for authenticity and the importance of solidarity. In an ever-reconfiguring world, understanding the forces and trends that drive our evolution is imperative. We believe that our Trendbook can be a tool that enables a better understanding of the big picture, as well as keep boosting our trust in the humankind, and the next steps of humanity. So, join us to draw an overview of the global scenario of 2024, and explore the multiple possibilities of building the future we want: shared, sustainable, diverse, peaceful, human and optimistic.



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TRENDS REPRESENT PATTERNS OF BEHAVIOR, TASTES, STYLES, AND IDEAS THAT GAIN PROMINENCE IN A GIVEN PERIOD. THEY REFLECT CULTURAL, SOCIAL AND MARKET CHANGES, OBSERVED THROUGH SIGNALS, PATTERNS AND EMERGING BEHAVIORS.

We call macro-trends the broad and lasting movements that have been shaping our way of life for at least the last five years, with significant impact on society. Micro-trends, often called trends, are shorter and directly affect each area, such as fashion and design.

In Portobello's Trendbook 2021, we presented three macro-trends: "Me is We" focused on sustainability and the relationship between humans, nature, and society. "Wellbeing" prioritized human well-being and its connection with the physical space. "Soft Tech" explored the physical-digital reality and the relationship between humans and technology. In 2022, with the return of face-to-face events of design and architecture, we confirmed these trends in the real world. Natural materials, human-centered design and escapism environments were evident. We decided to keep these concepts, with some adjustments in direction. The following year, we observed a significant evolution in our macro-trends, leading us to rename them. "We Manifesto" consolidated "Me is We", "Inside Out" transcended "Wellbeing" and "NeoReal" recognized technology as part of everyday life. Now, in 2024, "Multipl(us)", "Rewind" and "e-Ethics" emerge as expressive updates, reflecting profound social and technological changes and offering insights into the future.

***"Multipl(us)" evolves from "We Manifesto", focusing on belonging and community building, celebrating the fusion of contrasting references in a unique and powerful way. It is an invitation to individual expression within a diverse collective.***

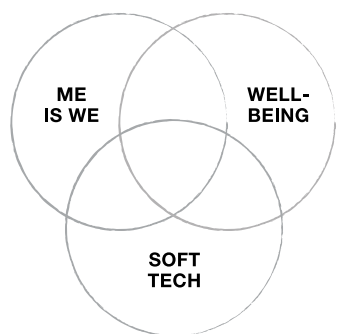
***"Rewind" transforms "Inside Out", going beyond well-being and acceptance of imperfections. Here, contemplating the past becomes a tool to slow down, reconnect with the essential and look with fresh eyes at what is historically old.***

***"e-Ethics" transcends the real and digital interaction of "Neo Real", exploring the deep impacts of technological advances on the structures of society. This trend raises ethical reflections on complex issues, challenging us to rethink not only how technology shapes our lives and the world around us, but also how the values and principles of our society should shape technology.***

**Trendbook 2024 Portobello, forecasts, and bets on how the future can unfold.**

2024  
TRENDS

## 2021 / CONVERGENCE OF MACRO-TRENDS



### ME IS WE

/ PURE SELF  
/ TRUE STORIES  
/ DO & SHARE  
/ MEMOIR

### WELLBEING

/ SAFE PLACE  
/ COMFY ZONE  
/ FLEX HOUSE  
/ CHILL HOUSE

### SOFT TECH

/ REAL VIRTUAL  
/ DREAM SCAPE  
/ MAXI ME  
/ PURE TECH

## 2022 / CONVERGENCE OF MACRO-TRENDS



### ME IS WE

/ COMUNA HOLIC  
/ CHANGE MAKERS  
/ RE-GENERATION

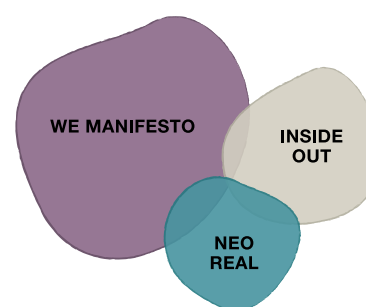
### WELLBEING

/ WAYS OF BEING  
/ FLOURISHING  
/ HOPEFULNESS

### SOFT TECH

/ HYBRIDISE  
/ DREAM HUNTERS  
/ FUTURE FIRST

## 2023 / CONVERGENCE OF MACRO-TRENDS



### WE MANIFESTO

/ WE (R)EXIST  
/ CULTURE MASHUP  
/ DOWN-TO-EARTH

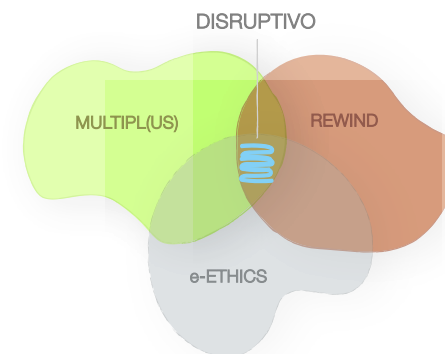
### INSIDE OUT

/ ESSENTIA MATTERS  
/ COMFY BEING  
/ VULNERAPY

### NEO REAL

/ SHARED REALITY  
/ HIGH CONTROL  
/ DEI SAPIENS

## 2024 / CONVERGENCE OF MACRO-TRENDS



### MULTIPL(US)

/ HARMONY OF DISSONANCE  
/ AI TOPIA  
/ CO-BUILDERS

### REWIND

/ TRESPASS  
/ FEELS LIKE HOME  
/ SELF TALE

### e-ETHICS

/ REAL DEAL  
/ TERMS OF HUMANITY  
/ FIRST THINGS FIRST

# MACRO-TRENDS

# SUM- MARY

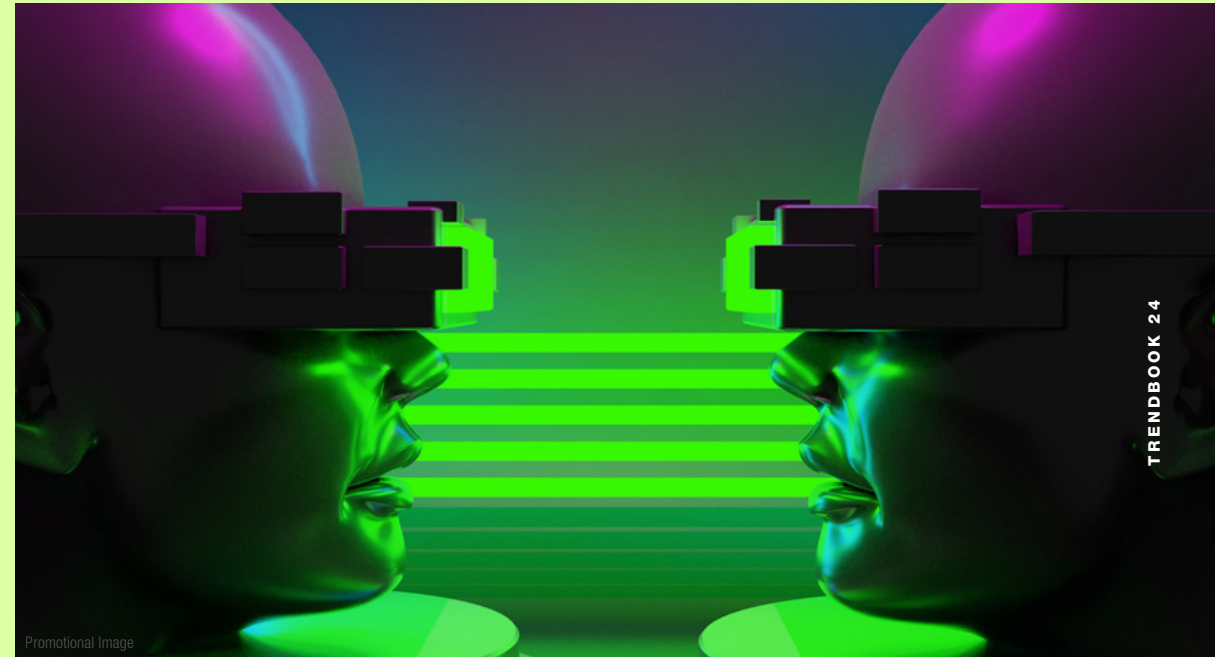


## 01

## MULTIPL(US)



**Social structures being reorganized, increasing geopolitical tensions. Anxiety and fear permeating the population. The world is transforming deeply.**



Amid this chaos, the macro-trend Multipl(us) emerges as a beacon of creativity and resistance. In this context of uncertainty, in which the war in Ukraine and the tensions between China and the US shape a new world order, while a climate crisis and the post-pandemic vibe redefine our daily reality, aesthetic boundaries are crossed, and a collective force that challenges the status quo arises.

Multipl(us) emerges as a movement that embraces dichotomy, complexity, and dissonance as sources of inspiration, artificial intelligence as a tool to enable the impossible, and the collective strength as fuel. At the heart of this trend, we find three fundamental concepts that shape our perceptions and actions: Harmony of Dissonance, AI Topia, Co-builders.





Promotional Julie Poly, Futurepective, cover for VOGUE Ukraine "The Art Issue", 2021

# HARMONY OF DISSONANCE

*/ chaos aesthetic  
/ dichotomy  
/ unexpected collabs*

The trend **Harmony of Dissonance**, shows aesthetic embracing creative chaos, celebrating the mix of opposite concepts, such as minimalism and maximalism. Here, harmony emerges from the coexistence of these divergent ideas, without fear of challenging the norms. Co-creation and co-branding partnerships arise in an unexpected way, introducing new dimensions of creativity. **Harmony of Dissonance** is the ultimate expression of the chaos aesthetic, a call to explore a world where the unexpected is the norm.





## MARBLE AND ITS MALLEABILITY

### *Marble reimaged in prints*

This concept brings marbled effects that reinvent the traditional use of the material. While vibrant stones and unique veins remain as protagonists, the surreal touch enriches the objects, highlighting the contrast between the solidity of marble and the malleability of shapes. In this scenario, names like Jule Cats and Moroso emerge as highlights.



## PRODUCT DESIGN: FUTURE CRAFTWORK

### *Tradition meets innovation*

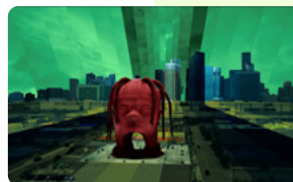
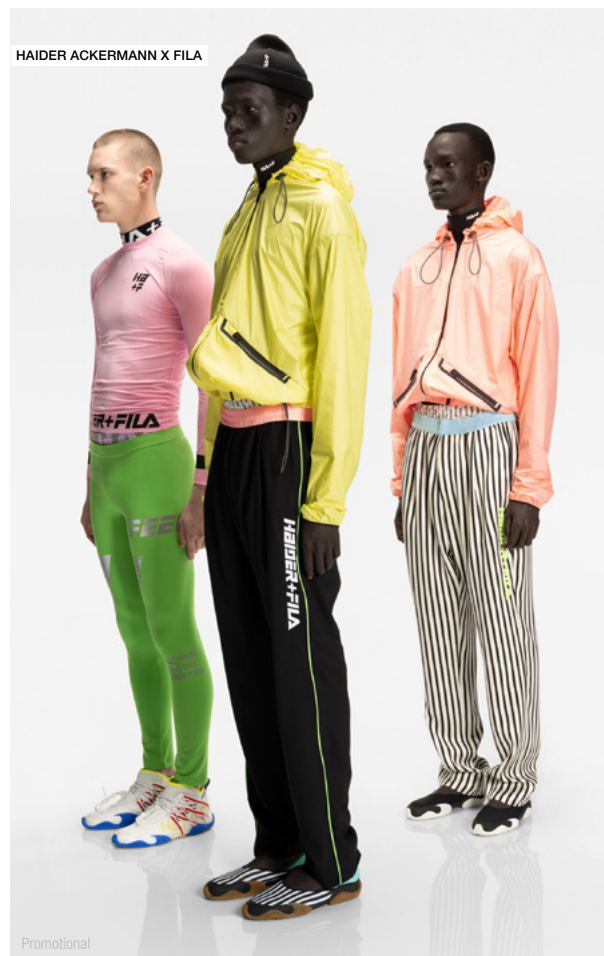
This concept expands the possibilities by combining classic materials and artisanal methods with technological innovations. The trend points to ancient techniques revisited as a response to the challenges of the present. This inspired designers like Yael Issacharov to create the terracotta cooling system, which has its roots in Egyptian architecture and Palestinian refrigeration practices. The idea is not to be afraid of challenging the norms.



## UNEXPECTED COLLABORATIONS

*Reimagining boundaries: new spaces, new voices*

In a vibrant digital scenario, unexpected partnerships transform the traditional. MTV revives the classic “Kiss the Frog” with a modern twist, now presented by Tinder. Meanwhile, the renowned Heinz and the iconic Absolut Vodka join forces to create the Heinz x Absolut Tomato Vodka Pasta Sauce, a reinterpretation of Gigi Hadid’s spicy pasta recipe that went viral on TikTok. In the world of fashion, Fila and Haider Ackermann combine sporty elegance with daring in a singular collection. With structured pieces, this collaboration blends the Italian brand’s sports tradition with the French designer’s multicultural richness. These collaborations exemplify a world where the unexpected is the norm.



### LISTEN TO IT

“Sicko Mode”, by Travis Scott, was transformed into a visual explosion that captures the creative chaos and beauty of dissonance. An experience that celebrates the boldness of the modern musical universe.





## POKÉMON AND VAN GOGH: AN UNUSUAL COLLAB

### *The convergence of two worlds*

In an unprecedented fusion, the Pokémon Company and the Van Gogh Museum announced a collaboration for September 2023. An adventure in which Pikachu and Eevee (characters launched in 1996) immerse themselves in the iconic landscapes of Van Gogh (who lived between 1853 and 1890), revealing a symbiosis between the magic of Pokémon and the post-impressionist art. The teaser captures the duo navigating among sunflowers and windmills, in an artistic dichotomy that promises to enchant.

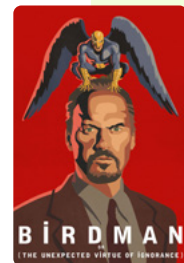
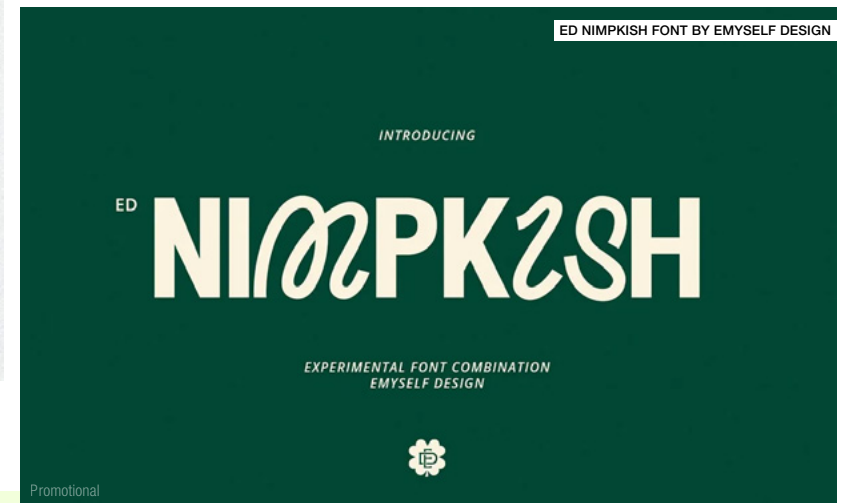


All the photos on this page are promotional images

## TWISTED FONTS

### *The new frontier of typography*

In the typographic world, a bold trend emerges: the twisted fonts. It is not just about curved letters, but about shapes that challenge standards, using serifs and handwritten nuances. An approach that deviates from the norm, incorporating the concept of anti-design. In a landscape of saturated communication, the aesthetics of chaos resonates.



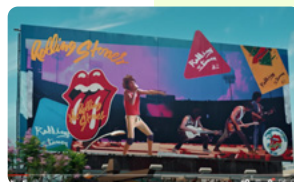
### WATCH IT

"Birdman", under the direction of Alejandro González Iñárritu, blends theater, cinema, and reality in an innovative visual tapestry. Balancing minimalism and maximalism, it is a work that defies conventions and expectations.

## SPOTIFY + ROLLING STONES + BARCELONA

### *The harmony of opposites*

In a daring union orchestrated by Spotify, the soccer field merges with the rhythm of the Rolling Stones. In the emblematic El Clásico, the Barcelona players will display the iconic logo of the band on their shirts, marking an unprecedented fusion of two cultural realities. For the first time, the mantle of a soccer giant embraces the essence of an iconic band. More than a partnership, it is a celebration of the intersection between culture, sport, and music. It is an affirmation of the power of innovation when different worlds are allowed to collide in harmony.



### LISTEN TO IT

Dive into the universe of the Rolling Stones with the new video clip "Angry," starring the magnetic Sydney Sweeney. The director François Rousselet combines modern icons and the retro-style charm of the Sunset Strip billboards. An ode to the peak of rock, while also having a critical look at the ephemerality of modern culture.



GUCCI - ARTE NICO ITO



Promotional

# AI TOPIA

*/ (im)possible worlds*  
*/ nonsense*  
*/ tech surrealism*

Imagination has always been infinite, but reality used to have clear limits. With the spread and evolution of artificial intelligences, this scenario has changed drastically. Now, we find ourselves in a utopian space, where the possibilities of creation are no longer limited by the barrier between imagination and concretization. With the help of AI, it is possible to transform abstract concepts into tangible realities. These tools empower the transformation of the surreal into the real. You can see yourself in parallel realities, experiment with different careers or even reimagine your favorite characters with hyper-realistic images. With artificial intelligence, the most absurd ideas come to life.



## KARDASHIAN, UFOS AND FASHION: A FUN COMBINATION

### *Kim conquers the last frontier*

After recent UFO sightings, Kim Kardashian shows her savvy by integrating the theme into the marketing of her brand. In a daring photo shoot with “alien models”, the entrepreneur launches her new line of bikinis in a bold campaign. Kim’s skill in capturing trends reverberates transforming the world into a utopian reality of unlimited imagination.





## IMPROBABLE FUTURISTIC REALITIES

### *A look at tomorrow*

Remini, supported by artificial intelligence, proposes an intriguing look at what is to come. Through photographic records, users have the chance to venture into “future” versions of themselves, imagining what their future children or their reality in a new career would look like. Although the feature has its imperfections, it is an intriguing invitation to transform abstract concepts into tangible realities.

## EXPANDING BOUNDARIES WITH AI

### *AI: the new ally of creativity and innovation*

As artificial intelligence advances, its role in the creative industry expands. As we navigate the complexities and opportunities that AI offers us, we can already observe significant triumphs. Arqgen, a company that works with generative architecture, obtained impressive profits with its software oriented for bank renovations. Another highlight is the Brazilian producer 02 Films, which has been incorporating tools such as Midjourney and ChatGPT to enhance its creations. Artificial intelligence, in its essence, is structuring itself as a valuable ally in the creative journey of redefining reality.





## ILLUSION DIFFUSION

### *Optical illusions beyond the limits*

In a constantly evolving digital world, the Illusion Diffusion AI emerges as a milestone, transforming art through technology. This innovative tool allows users to create detailed optical illusions with surprising ease. Based on advanced algorithms, it transcends simple automation, representing a true fusion of human creativity with machine precision. With the Illusion Diffusion AI, art not only evolves, but redefines its own horizon.



#### WATCH IT

"Black Mirror" (Netflix) is a dive into the unexpected consequences of technological evolution. Each episode, new dystopias reveal our fears and hopes. It's not new, but it never stops surprising us.





## JACQUEMUS' SURREAL WORLD

### *The revolution of fashion allied to marketing*

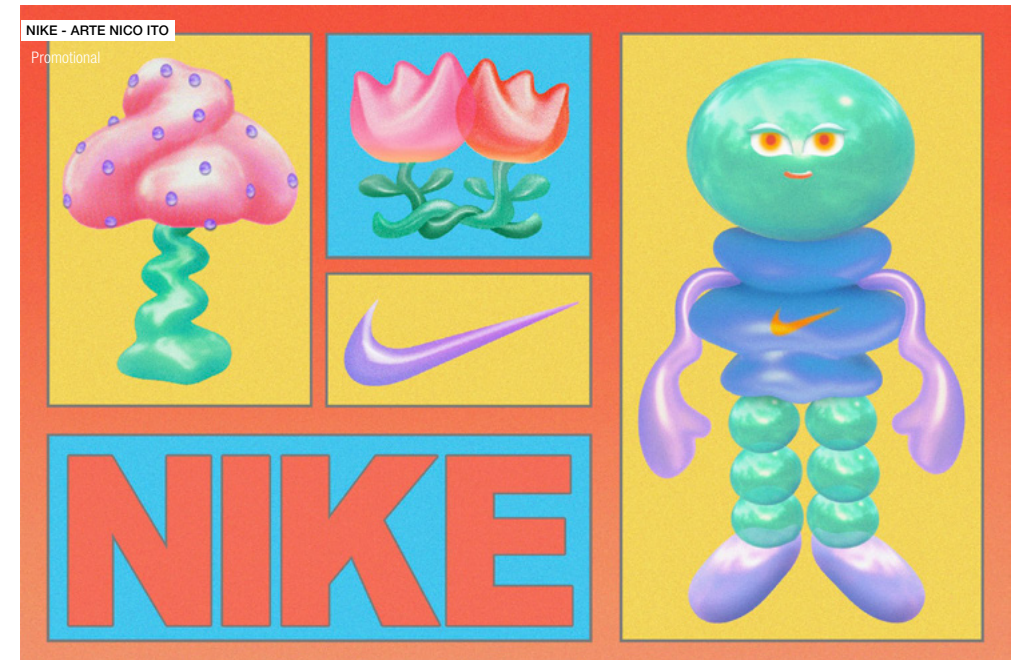
Recognized for its viral campaigns, the French brand Jacquemus combines design with innovative strategies of digital media. This year, it surprised by displaying, on Instagram, its iconic Bambino bags in the shape of giant buses circulating through Paris. Now, the bet is on the European summer, with an inflatable version of the Le Bambimou bag floating in the French sea. With such actions, Jacquemus redefines brand promotion in the fashion universe.



## NICO ITO JOURNEY

*Ito's surreal talent conquers the world*

Born in the heart of Tokyo in the nineties, Nico Ito has always been fascinated by imaginary worlds. During the pandemic, her passion for illustration blossomed, giving life to ethereal and timeless works. This unique vision captivated giants like Nike, who invited her to the celebrations of Air Max Day, and Gucci, where Ito created a surreal universe around the Gucci Bamboo 1947 bag. Her talent, which balances retro-style and the futuristic ideas, is redefining the intersection between fashion, art, and imagination.





## AESPA: WHEN K-POP MEETS THE METAVERSE

### *The real world collides with the virtual*

In an era when the metaverse merges with our reality, K-pop is not left behind. The group Aespa, under the spotlight of SM Entertainment, stands out as a pioneer of this revolution. The members, transformed into heroes of the metaverse, battle against digital antagonists, such as the infamous Black Mamba, while gracing magazine covers and becoming ambassadors of luxury brands. At this moment, the mix of the real and the virtual world is redefining the future of entertainment.





GQ MAGAZINE - JUSTIN BIEBER

Promotional - Photo Ryan McGinley



# CO-BUILDERS

*/ community workers*

*/ age of cooperation*

*/ shift of power*


The desire to create and belong to communities is transforming relationships. Consumers seek alliances to redistribute power and decentralize the protagonism of brands and companies. We live in the era of collective and cooperative empowerment, where exclusivity and belonging coexist as challenge and response. How can we be exclusive whilst belonging to something bigger? The answer lies in the construction of bonds between ordinary people, united by the purpose of redistributing power and challenging the status quo. Beyond passive consumption, it is the emergence of the "consumer-shareholder", with decision-making power not only over what they consume, but also over what their favorite companies produce, how they produce and how they use their data. These are transactions based on emotions and justice, reflecting social responsibility. They are digital architects who want to be more active, collaborative, and participatory in the co-creation of products and the formation of cooperatives. The creation of communities is the driving force of the **Co-builders**, promoting collaboration, equality, and innovation.

## NFT ERA

### *The shareholder fans and the musical revolution*

Justin Bieber raises the musical game. His single, "Company", now has a fresh look: an exclusive NFT. In partnership with the Swedish avant-garde Anotherblock, Bieber not only embraces the future, but also rewards his fans, offering them a coveted 1% of the royalties on the track. This audacious move leverages an era of revolution in the musical industry, unprecedentedly narrowing the ties between artists, fans and investors in the Web3 era.


TRACK



brought to you by AXIDENT

**COMPANY**  
/ JUSTIN BIEBER

Promotional Image

Click to listen to the single "Company" 





Promotional Pacaso

## TRENDS IN THE REAL ESTATE MARKET: PACASO

### *Company eases access to second homes*

Amid the US real estate scenario, where second homes are empty most of the year, Pacaso emerges. Created in 2020, this Californian startup proposes an innovative sharing of summer properties. Buyers enjoy the houses proportionally to their share. With robust investments, Pacaso quickly achieved the status of “unicorn”, demonstrating its disruptive potential in the market.



#### READ IT

“The Lean Startup”, by Eric Ries, is the treasure map for entrepreneurs. With insights on innovation and collaborative creation, this book is for everyone who wants to know the world of business from another perspective.

## TRENDS IN THE REAL ESTATE MARKET: LANDING AND STRIPE

### *The partnership that redefines the real estate market*

Landing is redefining the US real estate industry by offering furnished apartment deals without the traditional contractual hassles. This flexible approach comes in response to a dynamic and adaptable market. In partnership with Stripe, Landing ensures effective transactions in more than 200 cities in the US.

Promotional Landing



### 12 ways to cool a room without AC in your apartment

– Camryn Rabideau

LANDING BLOG

LINK IN BIO

## TREND OF COMMUNITY: CITYDAO

### *Pioneering in creating cities of the future*

Decentralized autonomous organizations (DAOs), such as CityDAO, focused on “building the city of the future”, are reshaping the way of conducting business. Governed by smart contracts, these entities provide unprecedented transparency. Amid technological evolution and the quest for autonomy, DAOs emerge as pillars of a new era of governance and collaboration, demonstrating the untapped potential of decentralization in our increasingly connected world.







## COMMUNITY TREND: SHOPEE

### *Share, buy, celebrate: the era of social shopping*

In early last year, Shopee, a renowned Asian e-commerce, innovated by incorporating a social feature into its operations: collective shopping. Now, it is possible to join friends and family for shopping with just one click, thanks to the simplicity of sharing links via WhatsApp groups. A revolution in online commerce that combines the convenience of digital shopping with human connection.

### COUNTER-TREND

## COMMUNITY TREND: NETFLIX

### *Controversial change*

Against the trends, Netflix implemented extra fees for users who live in different houses. This choice raises questions: is the streaming giant disregarding the evolution of modern relationships and the new family arrangements? In an era of constant change, do such policies really reflect the desires of their users?



# MULTIPL(US)

/ HARMONY OF DISSONANCE

/ AI TOPIA

/ CO-BUILDERS



## 02

## REWIND



**Rewind! Go back a few steps before moving forward. In a world that constantly moves forward, Rewind invites us to pause, contemplate and reflect on our journey.**



Promotional Pixels - Paul Ijsendoorn

It is a quest for the essence, for what really matters, as we dive into the memories of the past. We find the strength to face an uncertain future in the records of our memories. We can get rid of the excesses, focusing on the essential and rediscovering the beauty in what is familiar. It is a quest for enchantment, for the ability to be surprised again by the ordinary.

Rewind is a journey of self-knowledge with a destination to self-care. It is a celebration of the past to experience a deep connection with the whole. It is the return to the roots, to authenticity, and the invitation to embrace the present with intensity and purpose. Within the macro-trend Rewind, we identify three essential concepts: Trespass, Feels Like Home e Self Tale.





# TRESPASS

*/ emotional wanderer  
/ redefinition of relationships  
/ flexible living*

**Trespass** invites us to rethink our spaces and our ways of life. Less walls, more freedom. Small and portable houses, modular and transformable objects. The search for a free and fluid life, in which we are not bonded to a single place forever. Rethinking not only our homes, but also families, connections, and romantic relationships. It breaks the physical and emotional barriers that keep us stuck to patterns. It is a journey towards a more fluid and flexible life.



## CUSTOMIZABLE HOUSES

### *Modular and affective: a new way of living*

Our relationships and ways of living are changing. Based on this premise, the real estate market creates innovations. The residences are now modular, flexible, and full of affection. Far from the grandeur of traditional houses, small houses emerge, designed to optimize every inch. More than just four walls, they present themselves as sustainable answers for an audience that wants to reinvent themselves.



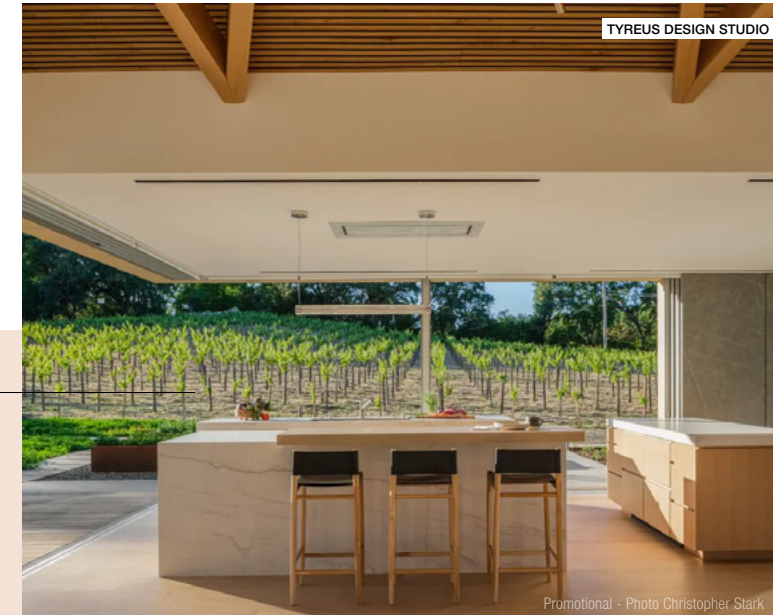
#### WATCH IT

"Tiny House Nation" (Netflix) reveals a new way of living. By exploring the trend of small houses, the series highlights the contemporary search for a minimalist and full existence. An inspiring invitation to simplicity!

## OPEN LAYOUTS

### *Life without borders: the essence of contemporary architecture*

Contemporary architecture embraces a mantra: life without borders. Gone are the days when the environments were limited by four walls. Now, modern design seeks to blur the lines between the interior and the exterior, providing a wide and integrated sensation. Although this vision has its roots in the revolutionary ideas of Frank Lloyd Wright, today, it gains a new breath, becoming the signature of an era that values freedom and continuity.





## HOUSE AS A FEELING

*From physical to emotional: the evolution of the concept of home*

In a constantly changing world, Generation Z sees home in a singular way. For them, it is more than a space, it is a feeling. Faced with economic challenges and instabilities, many distance themselves from the dream of owning a home. In response, they seek refuge in cozy atmospheres and objects that convey wellbeing. Research indicates that 48% see home as a feeling (rather than a physical place). In this context, the #moodrooms and trends such as the #SunsetLamp on TikTok emerge, symbolizing this search for cozy environments.

HALO EDITION + STUDIO MANDALAKI



Promotional

## NEW WAYS OF LIVING

### *Diversity as a reflection of cultural evolution*

The modern family has evolved from the patriarchal structure to diverse and complex forms, including single-parent families, same-sex unions and even pets as central members. The conceptions about singleness have also changed; once seen as a pre-marital phase, today many people choose it as a lifestyle. With 28% of the houses in the UK inhabited by single individuals, and 1 in 4 adults in the US remaining single in middle age, there is a clear message for brands: they need to adapt to this reality and celebrate this singular lifestyle.





NAOMI CAMPBELL FOR DOLCE & GABBANA



Promotional

# FEELS LIKE HOME

*/ legacy of nostalgia*  
*/ comfy zone*  
*/ vintage aesthetic*

**Feels Like Home** is about seeking refuge in the past in an uncertain world. It is the longing for what we did not live, the search for items not only with a vintage aesthetic, but also that really emerged directly from the time tunnel, which allow us to build a unique identity. Our mind reminds us of the past as something more positive, and we find comfort in this recognition. It means a return to what is known, by having nostalgia guiding us. It means finding, in the past, our haven, a place of memories in a constantly changing world.



## PARIS S/S24

*Saint Laurent bets on neutrals, nostalgia, and nature*

At this year's Paris Fashion Week, the focus was on memory and eternity. Saint Laurent enchanted with its collection inspired by neutral tones that, at the same time, signal to the future and nod to the past. But the true innovation was the inclusion of over-50-year-old models, emphasizing that style knows no age. On the runway, a reminder that the Saint Laurent woman, in her essence, is timeless.

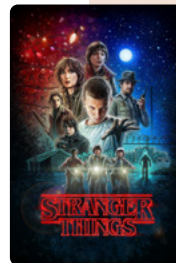




## THE PAST REVIVAL

### *Sustainability and style: the retro-style revolution of Generation Z*

Generation Z rescues trends, causing a flood of nostalgia. Even immersed in digital innovations, they revere the past - from the reinvention of iconic products to the reinterpretation of old concepts. Recently, the Coperni bag with discman and the renowned Cybershot from the 2000s dominated the spotlight. However, this return is not a mere aesthetic whim: it is about sustainability, extending the life of products and evoking the power of emotional memory. The question is: what icon from the past will be the next to return?



#### WATCH IT

"Stranger Things" (Netflix) is a trip to the iconic eighties. With an engaging mix of adventure, friendship and supernatural elements, the series dives into a nostalgic atmosphere, surprising with each episode.





## ICONS REVISIT THE RUNWAY

### *More than nostalgia, a refuge*

On the runways, nostalgia came to life with the triumphant return of the iconic supermodels Naomi Campbell and Claudia Schiffer, dazzling, for Dolce & Gabbana and Versace. More than a revival, it was a genuine celebration of the past, where the return to something known guides us and becomes a refuge.





## THE TRIUMPHANT RETURN OF BARBIE

*The icon is back stronger than ever!*

Mattel redefines its trajectory with the launch of “Barbie”. It is not just a return, but an exciting reinvention of the brand. Under the vision of Ruth Handler, the iconic doll evolved, incorporating modern values, diversity, and empowerment. And in the talented hands of Greta Gerwing, this vision was able to be transposed to the big screen. Barbie lives a new era and updates her narrative. The legacy continues and, in this case, the return to the known marks an unforgettable and innovative chapter in Mattel’s journey.



Promotional - Poster of the movie "Barbie"

## THE REVIVAL OF THE SERIF

### *When the old becomes relevant again*

In a world where smooth and clean designs predominate, the serifs - typographic features once loved - had been left behind. With the universalization of minimalist and sans serif brands, perhaps influenced by the giant Apple, uniformity prevails. Luxury brands, by giving up their traditional serifs, merge into an indistinguishable landscape. Although, in theory, these designs seem modern and sophisticated, in practice, they get lost in the crowd. Faced with this scenario, the question arises: wouldn't it be time for brands to rediscover the charm of serifs and differentiate themselves again?



Promotional Image





Promotional Sherwin-Williams Brasil

# SELF TALE

*/ self-awareness  
/ contemplation  
/ less sensory input*

The pandemic left a positive legacy: looking inward became a trend. Amid the external torments, **Self Tale** focuses on self-awareness, self-care, and mental health. A call to take care of ourselves, to rediscover our essence. The importance of sleep stands out, as well as the search for products and practices that promote well-being. It is the rediscovery of authenticity in a standardized world that often leads us to losing sight of who we are. It is a rescue of our ability to find the extraordinary in the everyday, a journey in search of enchantment. It is a deep dive into us, an opportunity to embrace the present with intensity and purpose.



## COLOR: AFFECTION PLACE

*More than color, coziness*

In a constantly agitated world, seeking spaces that inspire comfort and belonging has never been so crucial. Coral, with its sharpened sensitivity, presents us with the color of 2024: a rosy neutral, sublime in its simplicity. Named “Affection Place” (Dulux Chic Lilac), this hue not only adds elegance to the environments, but also embraces those who engage in it. According to designers Adriana Pedrosa and Carlota Gasparian, the intention is that this color transforms our homes into personal sanctuaries, providing a daily relief from the challenges of life.



## COLOR: SKY'S EDGE

*A deep breath: the color that inspires clarity and serenity.*

This year, the color palette presents us with a hue that inspires serenity: “Sky’s Edge”. Revealed as the color of 2024 by Sherwin-Williams, this soft and cozy shade of blue invites us to breathe deeply and clear our thoughts. In an increasingly chaotic world, “Sky’s Edge” suggests meditative refuges, from homes to commercial environments. Both a highlight and a backdrop, this color promises to reinvent our spaces, flooding them with a vibe of tranquility and comfort.



### READ IT

“No Time to Spare”, by Ursula K. Le Guin, dives into the philosophy of aging, reminding us that the scarcity of time reveals what really matters. A profound and necessary reflection.



## THE AWAKENING OF THE MODERN MAN

### *The male journey of self-care*

In a period when the world faced an unexpected reclusion, the idea of self-care gained new dimensions. Male introspection paved the way for deeper debates, challenging old taboos about what it means to be a man. Traditionally male brands, such as Gillette, and even the surprising success of the movie “Barbie” in 2023, attest to this paradigm shift. The character Ken, traditionally seen as Barbie’s romantic partner, has always been portrayed as a stereotype of masculinity, often shallow and limited. However, in the movie, Ken went through a journey of self-discovery and emotional growth that brought him closer to his own identity.



#### LISTEN TO IT

In “My Collective Unconscious”, Tati Bernardi and renowned psychoanalysts guide us on a journey of self-awareness through informal chat and full of contemporary topics. A self-call to our essential understanding!



Promotional - Gillette



Promotional - Movie “Barbie”



Bloomy Hug

Matéria\_prima

Saint Laurent

# REWIND

/ TRESPASS

/ FEELS LIKE HOME

/ SELF TALE



## 03

## e-ETHICS



**In the era of artificial intelligence, where machines perform complex tasks and process data at a dizzying speed, passion remains as an exclusively human territory, the last gap between man and AI.**



Promotional Pexels - André Felipe

While machines generate perfection, the authenticity of everyday life, with all its imperfections, gains prominence. As technology pushes the boundaries of reality, digital ethics becomes crucial, with market and governmental regulations outlining the limits between right and wrong. As discussions about ethics gain relevance, supporting vulnerable communities and promoting solidarity becomes a priority in a troubled and uncertain world. The social responsibility of companies goes beyond profit, and institutions commit to making a difference and contributing positively to society.

**e-Ethics** puts ethical issues at the top of the agenda and presents three interconnected trends: Real Deal, Terms of Humanity and First Things First.



Promotional Pixels - Ricky Esquivel



# REAL DEAL

*/ genuine flaws  
/ real news  
/ diversity on top*

Appreciating the truthfulness among the various media, placing real life at the center of the stage, while rejecting artificial creations. **Real Deal** is about that. Here, we value the beauty of everyday life, we celebrate diversity, and embrace human imperfections, putting aside the conventional aesthetic standards in favor of the naked truth. In a world flooded with digital illusions, truthfulness is the protagonist.



Promotional "Vai na Fé" soap opera



## AUTHENTIC DIVERSITY

### *Way beyond of appearances*

In a changing world, belonging is essential. True inclusion goes beyond superficial campaigns; it requires a profound cultural change. The proposal is clear: diversity is essential for innovation. In "Vai na Fé", Brazilian authenticity has shone by challenging stereotypes with everyday characters. Sheron Menezes, Samuel de Assis, Carolina Dieckmann and Emílio Dantas stood out. The soap opera celebrated Brazilian diversity, captivating audiences across the country, and leaving a lasting remark in this form of art. Real life was brought to light.

KAROLINE VITTO FOR  
DOLCE & GABBANA



Promotional

KAROLINE VITTO FOR  
DOLCE & GABBANA



Promotional

## THE REVOLUTION OF INCLUSIVE FASHION

### *A cry for representativeness*

In Milan, a fashion show echoed a powerful message of inclusion. The Brazilian designer based in London, Karoline Vitto, in partnership with Dolce & Gabbana, challenged the established norms. Highlighting the brand's emblematic leopard print, Vitto celebrated the diversity of bodies by betting again on the style that led her to the rise: creating clothes that highlight, precisely, characteristics considered out of the standard. The stars, including @ashleygraham, shone, while the titans of fashion, Stefano and Domenico, applauded from the front row.



## EVERYDAY BEAUTY

### *An ode to the common*

There was a time when the media immortalized only distant dreams and unattainable standards. Today, we witness an encouraging turnaround. The evident wisdom in the wrinkles of a woman, the serenity transmitted by a grandmother through her religion, and the liveliness of the neighborhood children are becoming increasingly present. Magazines, fashion campaigns, soap operas and social media are embracing the authentic beauty of ordinary life. It is a celebration of reality in all its diversity, bringing genuine stories to the spotlight.

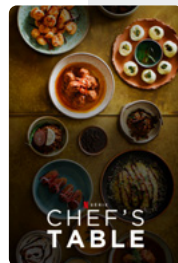


[01, 02 and 03] Constanza Pascolato, Adriana Ferreira Silva and Astrid Fontenelle, photo by Pétala Lopes for The Washington Post, [04, 05 and 06] Naomi Campbell, Linda Evangelista, Christy Turlington and Cindy Crawford for Vogue September/2023.

## HANDMADE ILLUSTRATIONS

### *Rediscovering the authenticity of the manual*

Amid the rising wave of artificial intelligence, a nostalgic and meaningful counterpoint emerges: the handmade illustrations. These are not just images; they are visual signatures of the designers. In a digital scenario where everything seems homogeneous, such illustrations convey authenticity and humanity. They remind us that, behind every app, website or product, there is a unique vision. In this context, crafted work becomes a valuable trend, that celebrates unique artistic visions in an increasingly automated world.



#### WATCH IT

"Chef's Table" on Netflix is a culinary celebration! Follow enthusiastic chefs in search of the most authentic and striking ingredients. A feast for the eyes and the soul!



Promotional - Instagram @contente.vc



MOVIE EAST OF EDEN 1955 - JAMES DEAN



Promotional

# TERMS OF HUMANITY

*/ digital regulation*  
*/ tech humanization*  
*/ social 3.0*

Famous deceased personalities recreated digitally. Deepfakes deceiving our eyes. Algorithms influencing behaviors. In the face of the consolidation of artificial intelligence in our daily lives, we realize that it is time to set the rules of the game, with AI adapting to our values. **Terms of Humanity** is a reflection on the interaction between technology and society, an essential debate about ethics in the digital context. The discussion about what is ethically acceptable becomes a central issue, shaping both the expectations of consumers and the regulations of governments and businesses.



Promotional

## AN ACCOUNTABLE REVOLUTION: ETHICS AND AI

### *Proposing a careful look at AI*

In a world shaped by artificial intelligence, the concern for human rights gains prominence. Brazil, aligned with countries such as Denmark and South Korea, seeks solutions focused on AI at the UN. The goal is to balance technological advances with fundamental rights. The creation of supervisory entities and clear guidelines may be the way to an ethical and fair use of technology.



#### READ IT

"Sapiens", by Yuval Noah Harari, is a journey through the tissues of human history. From our origins to the future coexistence with AIs, he redefines how we see our past and glimpse tomorrow. An essential look for modern times!

## GENERATIVE AI CHALLENGES SECURITY

### *The dark side of artificial intelligence*

The increasing sophistication of Generative Artificial Intelligence (AI) has transformed cybersecurity. Tools once safe for fraud prevention, such as voice authentication, are now susceptible to attacks. Synchrony, a leader in card issuance, reports fraud via deepfakes. The dangers of AI go beyond: criminals can replicate writing styles or simulate voices to blackmail victims. Faced with this reality, the challenge arises: how to balance innovation and security?



Promotional Pixels - Muhammed Ensar



## THE AUTHENTICITY BATTLE: ACTORS AND DUBBERS VS ALGORITHMS

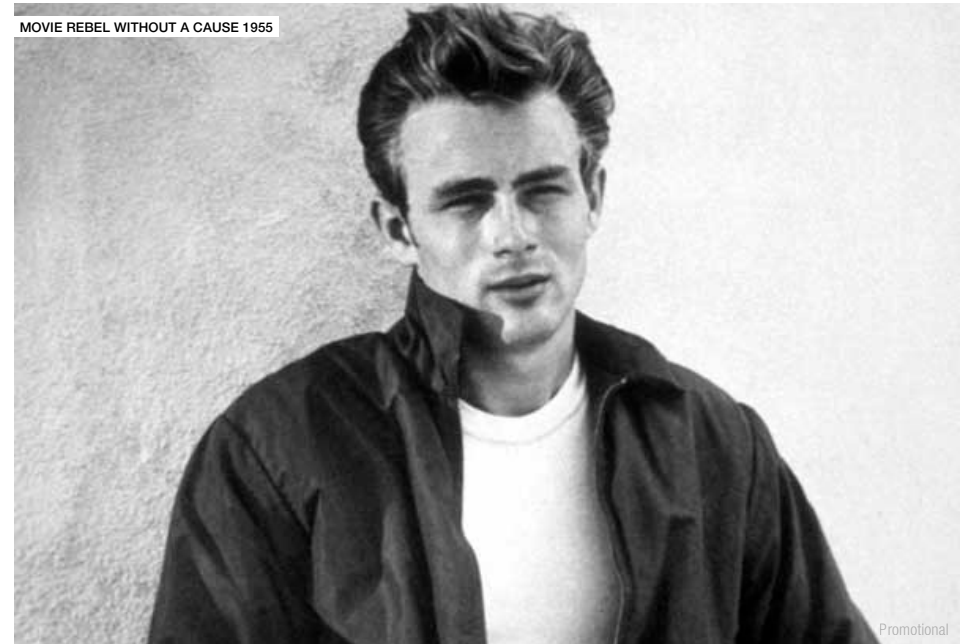
### *AI in the entertainment industry*

In an era of increasing digital innovation, the boundaries between past and present are fading. Artificial intelligence, with its ability to “revive” icons of cinema and music, puts the essence of art and authenticity at stake. As technology celebrates nostalgia, current dubbers and actors fight to protect their roles and legacies. A meeting between memory, art, and rights, in which the challenge is not only to adapt, but to preserve the uniqueness of the human in the digital age.



#### LISTEN TO IT

The “AI Alignment Podcast” delves into the universe of artificial intelligence. It dives into ethical and philosophical discussions, unveiling the complexities and challenges of our interaction with AI. A must-listen for our times!



## AN ILLUSIONAL FUTURE: THE AI GENERATED IMAGES

### *Authenticity at stake*

The digital revolution compromises the reliability of images as AI proliferates them. Brands, politicians, and individuals face ethical dilemmas and seek the truth in a sea of artificially generated images. In this scenario, the future of visual authenticity is uncertain.

IMAGE BY IA - SANTIAGO SVPINO



### WATCH IT

"The Social Dilemma" is a Netflix documentary that explores the web between technology and society, shedding a critical light on our digital connections. Get ready to question every click and like!





## WHOOPI GOLDBERG'S DECISION

### *How technology impacts our legacy*

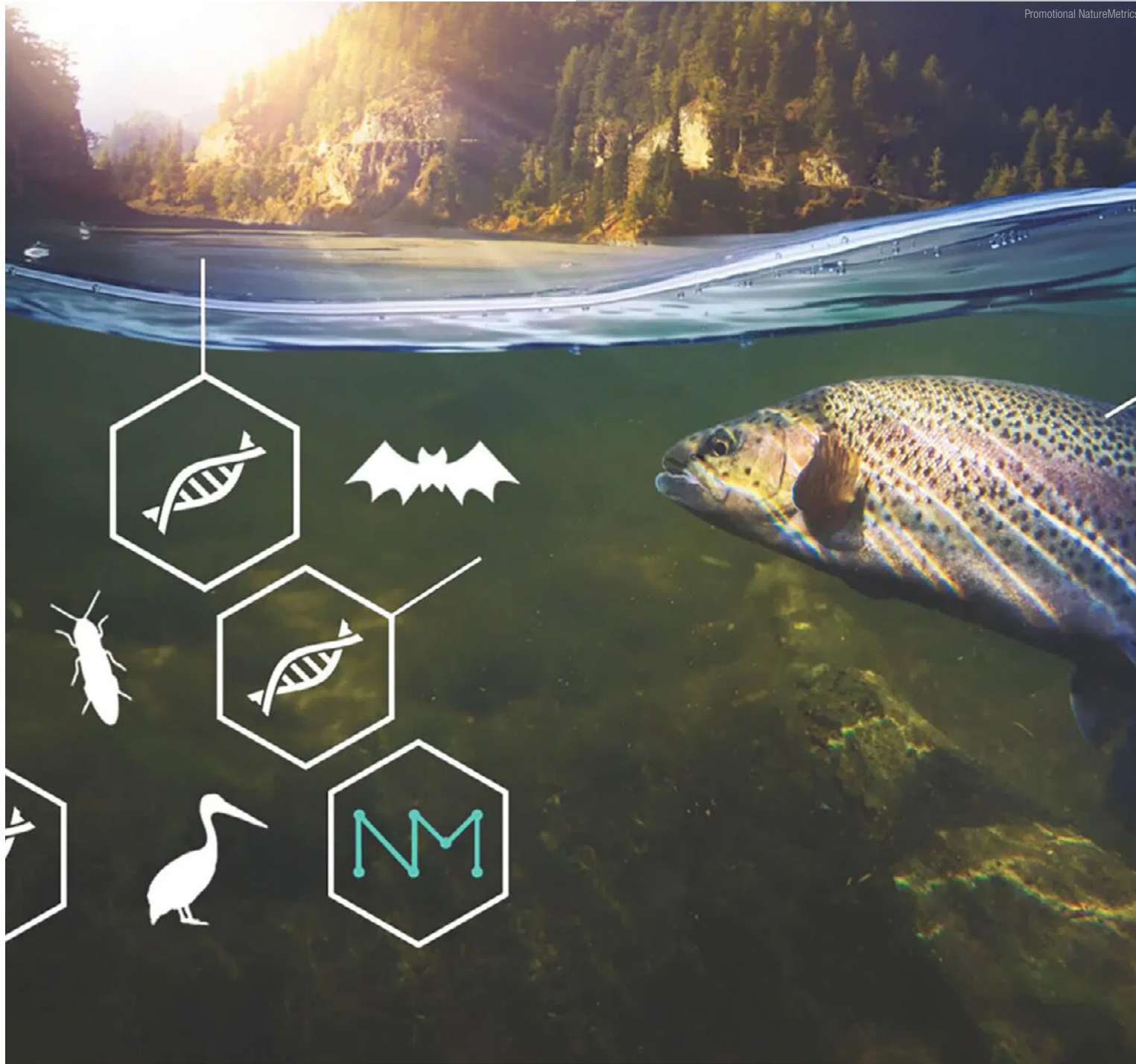
In an era dominated by technological advances, actress Whoopi Goldberg makes a striking statement about posthumous authenticity. On the show "The View", she revealed her testamentary decision: she forbade the creation of a hologram of herself after her death. This choice, deeply personal, resonates as a reminder of the value of human legacy in the digital world. "If you want to remember me, remember me," says Goldberg, echoing a desire to be remembered for her essence, and not for a digital reproduction.



## MADONNA AND DIGITAL RECREATIONS

### *Queen of pop sets limits for artificial intelligence*

In the age of digital resurrection of icons, Madonna reinforces her authenticity. After facing a health issue, she revised her will, barring posthumous recreations via artificial intelligence. The queen of pop defends the authenticity that consecrated her and raises a debate about ethics and protection of artistic legacy in times of technological advances.



# FIRST THINGS FIRST

*/ core concerns  
/ corporate citizenship  
/ world impact*

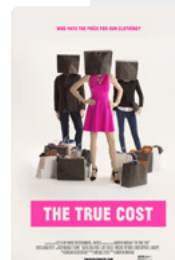
**"First Things First"** prioritizes what really matters: supporting vulnerable communities, combating the climate crisis, and promoting solidarity. As society faces complex challenges, the social and environmental responsibility of companies becomes an ethical issue of utmost importance, transcending profit itself.



## SUGARCRETE

### *Sustainable innovation in construction*

In a world that seeks eco-efficient solutions, innovation comes from where you least expect it. Researchers from the University of East London, in partnership with Grimshaw and Tate & Lyle Sugar, present Sugarcrete: a concrete derived from sugarcane bagasse. Surprisingly resistant and with a carbon footprint reduced by up to 85%, this new material can revolutionize the construction industry. If globally adopted, we would have a drastic reduction in CO2 emissions, consolidating another step towards a sustainable future.

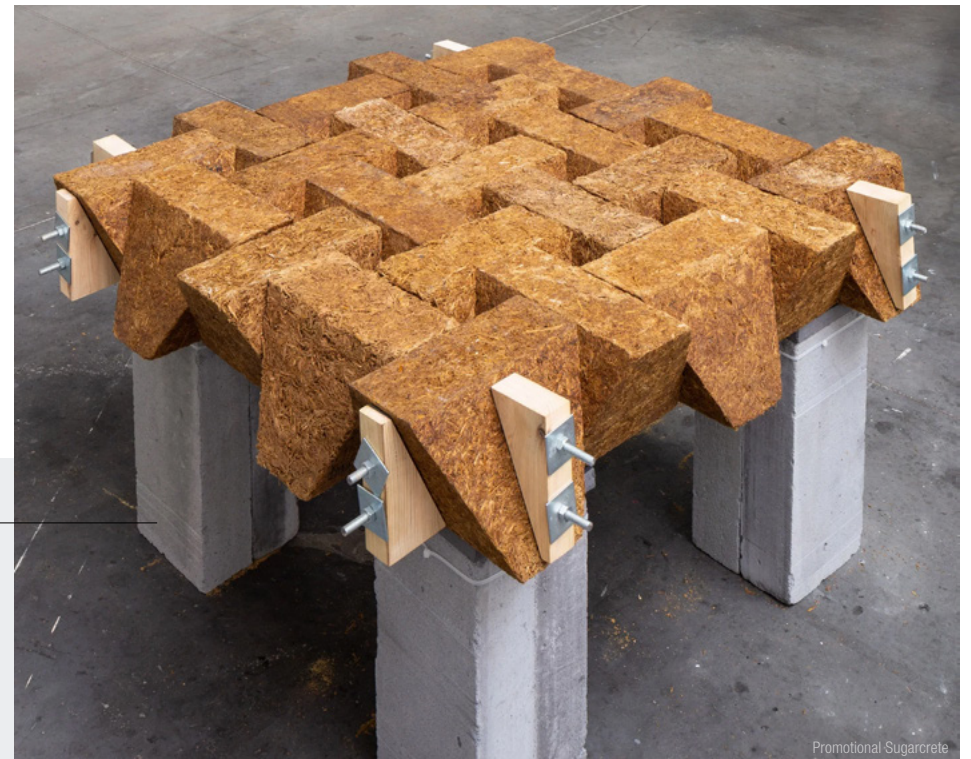


#### WATCH IT

"The True Cost", available on Youtube, is a documentary that dives into the universe of the fast fashion industry and demonstrates its impact on people and the environment. A profound stimulus for those who seek to consume with awareness and responsibility.



Promotional Sugarcrete

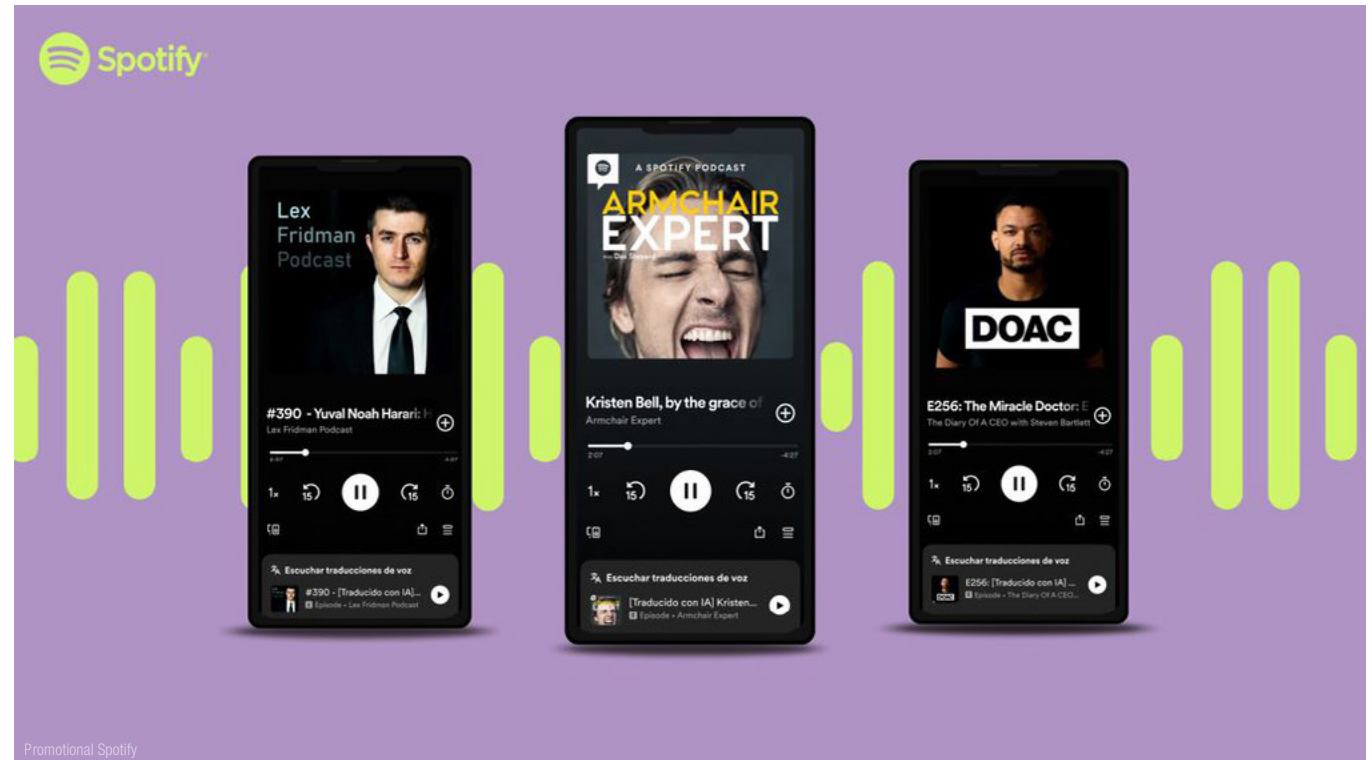


Promotional Sugarcrete

## SPOTIFY AND OPENAI: REVOLUTIONIZING PODCASTS

*A new era: language is no longer a barrier*

In a globalized world, where content flows from one corner to another of the globe, language cannot be an obstacle. Spotify, realizing this need, joins forces with OpenAI, opening a new horizon for the podcast universe. Through instant translation, maintaining the essence, tone and voice of the presenters, the scenario changes: language is no longer an insurmountable border, but a bridge to a vast sea of knowledge and entertainment.



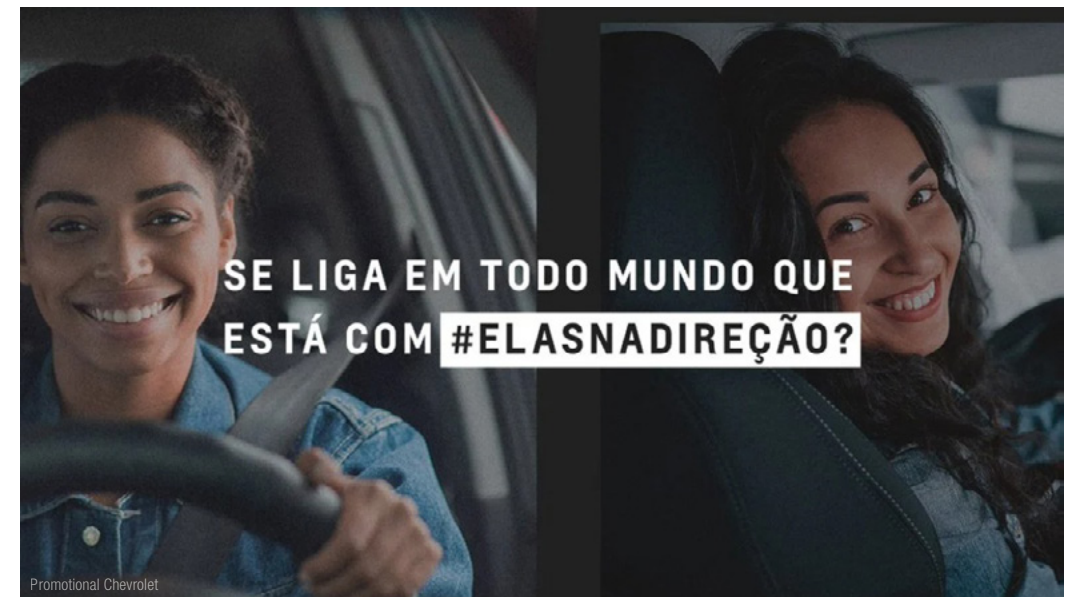
Promotional Spotify



## CHEVROLET: LEVERAGING WOMEN

### *The new face of female empowerment*

In a bold and inspiring partnership, Chevrolet joins forces with philosopher Djamila Ribeiro to give life to the movement “Elas Dirigem” (They Drive), an initiative that seeks to break the negative stereotypes associated with women behind the wheel. This campaign highlights the urgent need to redefine narratives and encourage more women, especially the more mature ones, to empower themselves on the roads. A daring step from Chevrolet towards a more inclusive and equitable traffic.



Promotional Chevrolet

Click to watch 

## TOP BRANDS TOWARDS A SUSTAINABLE WORLD

### *Corporations in action: the green revolution underway*

Global companies are embarking on bold sustainable journeys. Tim is channeling revenues from post-paid plans to social projects, while Volvo is moving away from diesel fuel. Meanwhile, IKEA, already boasting solar panels in all its Dutch branches, aims for a completely sustainable and positive climate operation by 2030. This transition is not a mere option, but the imminent future.



Promotional TIM

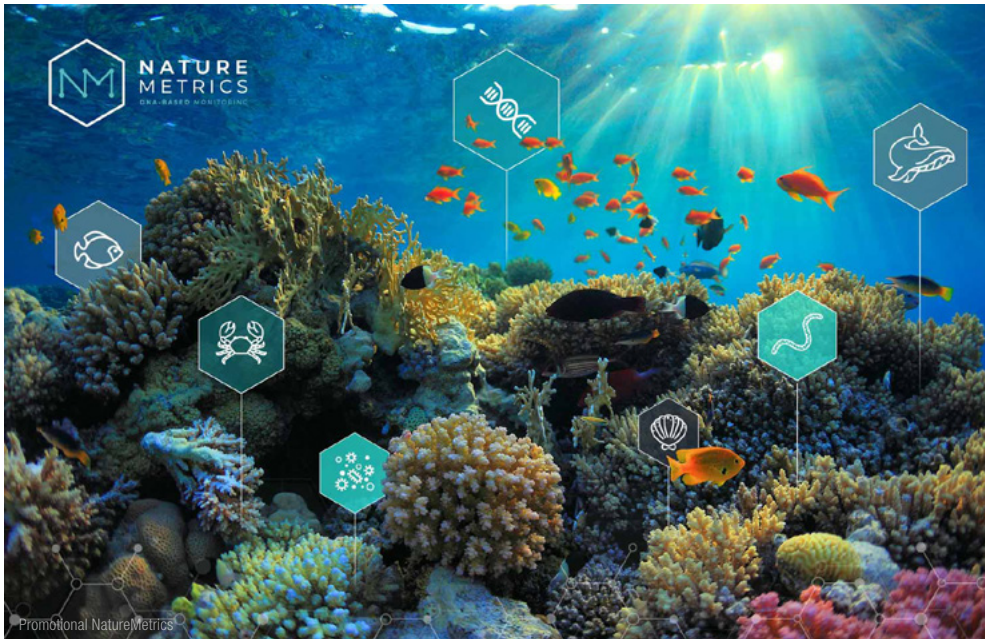


Promotional Volvo



Promotional IKEA





## NATUREMETRICS AND THE POWER OF DNA

### *Measuring ecological impacts with genetic precision*

In response to the global challenge of preserving biodiversity, NatureMetrics uses environmental DNA (eDNA) to decipher the human impact on the environment. With genetic traces collected from water, soil and air, companies and organizations can assess their ecological footprint. This modern and effective approach promises to revolutionize the way we approach sustainability, making it more accessible and accurate.

## PI-POP AND THE BATTERY-FREE REVOLUTION

### *When technology and sustainability meet*

E-bikes are growing in popularity, but many rely on lithium, a harmful element to the environment. The French startup Pi-Pop presents an alternative: electric bikes powered by supercapacitors, rechargeable by pedaling. This innovation proposes an ecological and durable solution for micro mobility, reinforcing that the authentic energy emanates from us.



## FROM APPLE WATCH TO NEURAL IMPLANTS

### *Technology in tune with nature and our humanity*

In a constantly changing world, the fusion of technology with sustainable and humanitarian goals redefines boundaries. Apple, in an exemplary effort, directs its efforts to carbon-neutral products. At the same time, amazing advances in neuroscience, such as the implant that restored the communication ability of a paralyzed woman, illustrate innovation at the service of humanity. Both achievements underline an era in which technology becomes the key to a more harmonious and inclusive planet.



#### READ IT

"Ethical Consumer" is a magazine that evaluates products and companies through an ethical perspective, empowering consumers to make informed and responsible choices. An indispensable reading for those who seek purposeful and responsible consume!



Reproduction/Fantástico (Globo TV show)



Promotional Apple - Carbon Neutral



# E-ETHICS

/ REAL DEAL  
/ TERMS OF HUMANITY  
/ FIRST THINGS FIRST



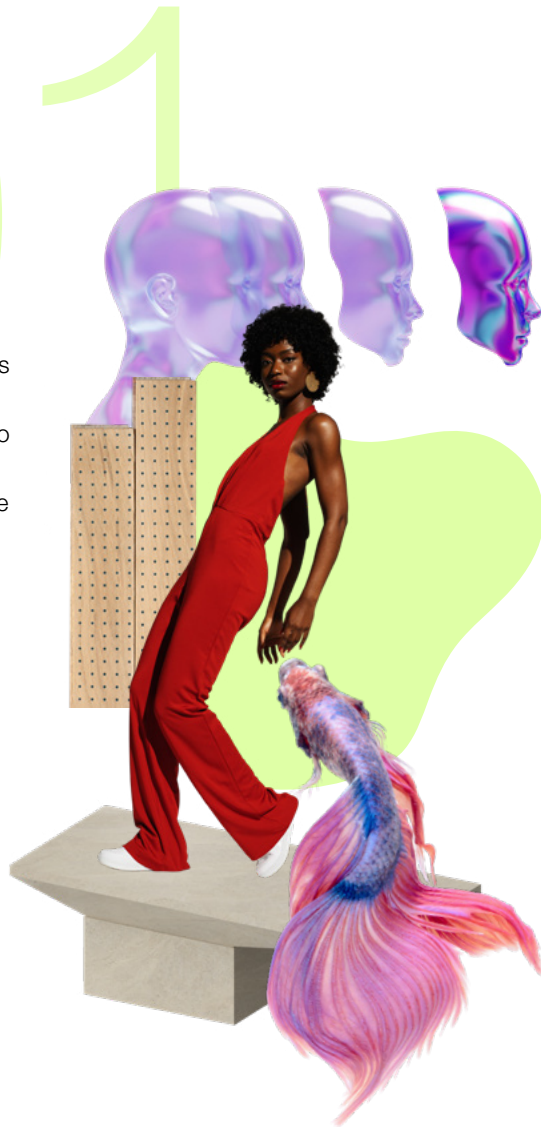
Solar Concreto Viga

# SUMMARY OF MACROS

## MULTIPL(US)

/ HARMONY OF DISSONANCE  
/ AI TOPIA  
/ CO-BUILDERS

It emerges as a movement that embraces dichotomy, complexity, and dissonance as sources of inspiration, artificial intelligence as a tool to enable the impossible and the strength of the collective as fuel.



## REWIND

/ TRESPASS  
/ FEELS LIKE HOME  
/ SELF TALE

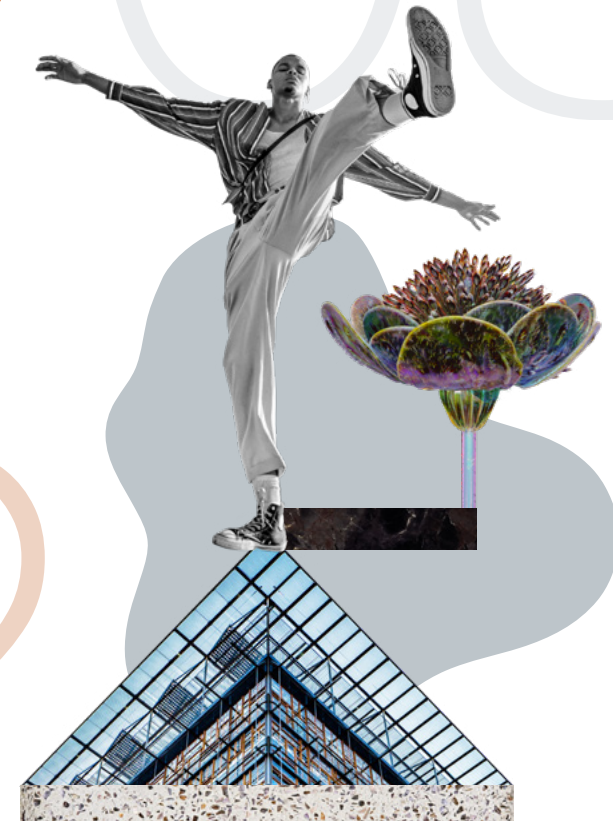
It is a journey of self-awareness towards self-care. It is a celebration of the past to experience a deep connection with the whole. It is the return to the roots, to authenticity and the invitation to embrace the present with intensity and purpose.



## E-ETHICS

/ REAL DEAL  
/ TERMS OF HUMANITY  
/ FIRST THINGS FIRST

It puts ethical issues at the top of the agenda. While machines generate perfection, the authenticity of everyday life, with all its imperfections, gains prominence; and digital ethics becomes crucial.







Promotional Jazzelle Zanaughtti

# PARALLEL SUBJECTS



**Intriguing movements, which challenge the foundations of the macro-trends, emerge in the 2024 scenario, crossing the concepts of “Multipl(us)”, “Rewind” and “e-Ethics”.**

“Disruptive Movement” and “Brazil on the Rise” interrupt, change, alter the normal course of the trend process, of the ways that the consumer society tends to behave from 2024 onwards. These movements influence the macro-trends and are also influenced by them.

# DISRUPTIVE MOVEMENT

“Disruptivo” is about antagonistic and meaningless thoughts and actions. It questions what is considered ugly and irrelevant in fashion, poetry, and behavior. It challenges the need to blindly follow trends, leading us to ponder why we choose to consume or embrace certain directions. In a world where almost everything is possible, this movement challenges us to consider the real meaning of breaking patterns. In addition, it explores the ambiguity of digital interactions, raising questions about their purpose. This manifests itself in mysterious boxes from the deep web, in which the recipients have no idea of the content, and in the popularization of NPC (non-playable characters in video games) live streams. This exploration of the absurd reflects the search for meaning in a world saturated with information and connections.



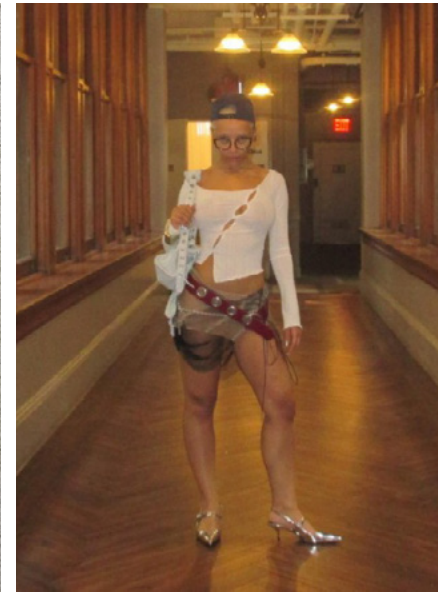
Promotional JW Anderson SS/24



## “UGLY BEAUTY”: REINVENTING BEAUTY

*The aesthetic that challenges standards*

The so-called trend “Ugly Beauty”, challenges established norms, inviting a generation to rebel against traditional rules. At the heart of this change, is the idea that true beauty lies in celebrating our imperfections, embracing our singularity. Names like Miuccia Prada and Doja Cat reflect on “ugliness” as an art form that challenges conventions and empowers individuality over conformity.



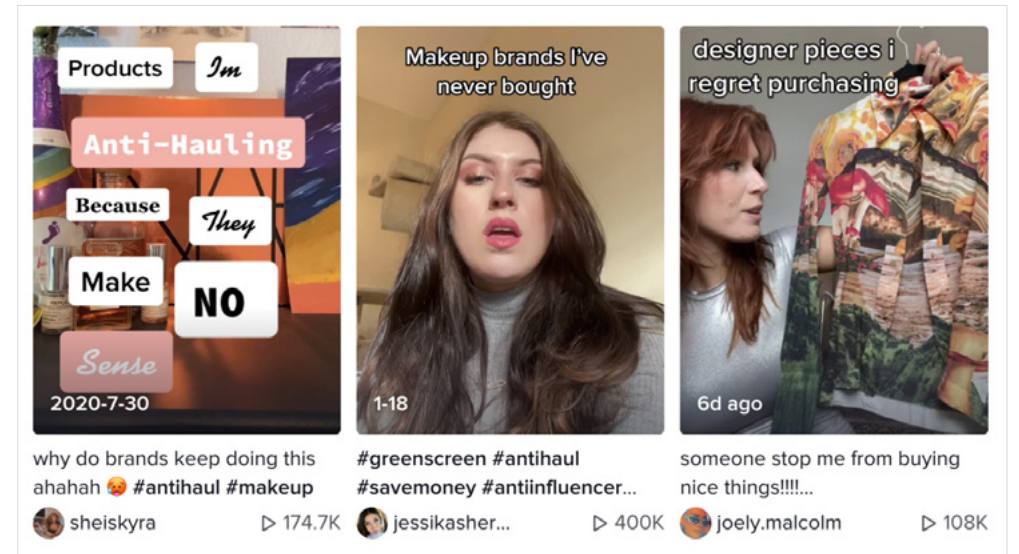
All images on this page are Promotional - Ugly



## THE FACES OF DISRUPTION

### *Fashion, social media, and poetry: understanding contemporary expressions*

At London Fashion Week, Jonathan Anderson, under the label JW Anderson, challenged conventions using modeling clay to create his pieces. His motto? Minimalism and quiet luxury are outdated. Meanwhile, TikTok faces an internal revolt: influencers fight against excessive consumption, although with ambiguous intentions. And on the digital corners, poetry simplifies, with short verses dominating feeds, a change inspired by the phenomenon “Rupi Kaur”. The current scenario is one of continuous reinvention.



All images from TikTok



# TENDENCIES LOST THEIR MEANING

## *The distorted journey of trends*

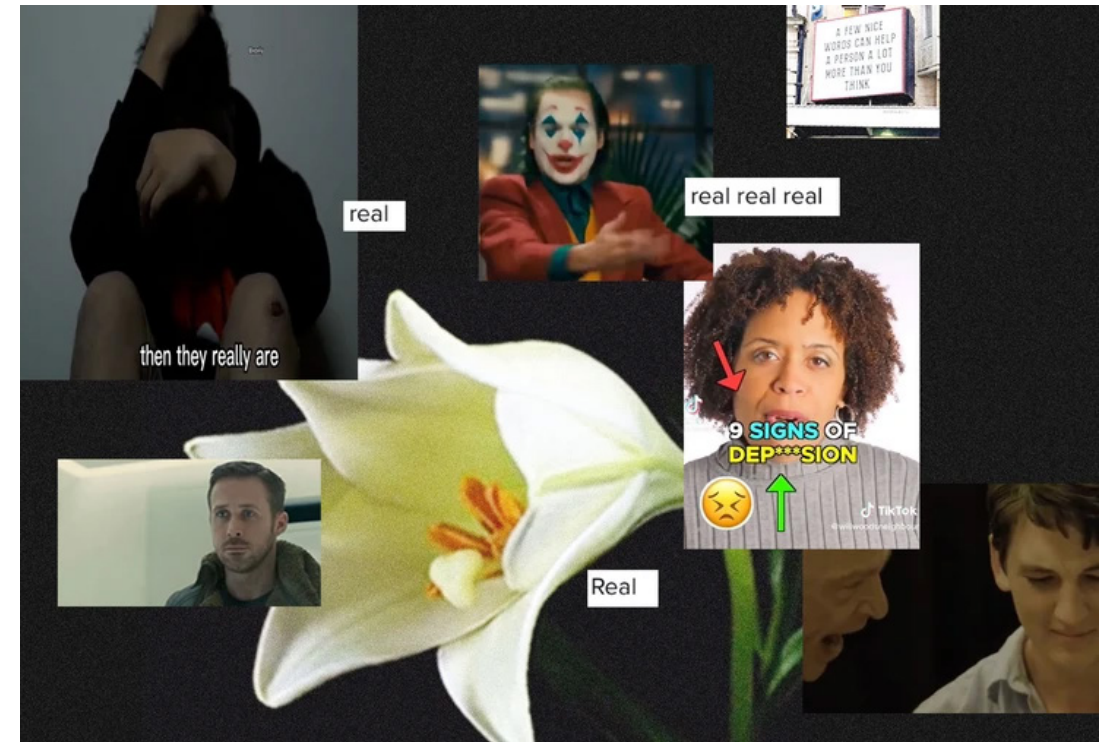
In the past, trends were reflections of social transformations. Currently, any hype is quickly labeled as a trend. With brands flooding social media, the essence of true trends was diluted. The incessant search for “trending” confuses what is ephemeral with authentic cultural movements. In summary, we no longer distinguish between a mere “trending” and a true “trend”.



## FROM AUTHENTIC TO ABSURD

### *A plunge into the lucrative digital world*

In the vast digital world, trends change rapidly. TikTok presents “#corecore”, a trend that satirizes others, mixing them chaotically. At the same time, the platform is a stage for popular live NPCs, in which tiktokers imitate secondary characters from games, generating profit and engagement. But with so many novelties, how to discern the authentic from the passing? From the fascination with mysterious dark web boxes to the humor of “corecore”, the digital era challenges our perception of authenticity.



All images from TikTok



# BRAZIL ON THE RISE

Brazilian creativity is achieving prominence in the international scene, revealing authentic and unusual facets of the country, much beyond the clichés of soccer and samba. Surprising and genuine expressions attract global attention, showing that Brazil is a rich source of cultural innovation. Mangueira closing Chloé's show in Rio de Janeiro, the Leone d'Oro at Venice Biennale with Gabi de Matos and Paulo Tavares's pavilion, Anitta shining at international awards, funk echoing on Parisian runways, Farm Rio winning European hearts with its Tupiniquins prints and models, Lezio Lopes illustrating "The White Lotus" openings, and Pedro Saci, who after three years living in Paris, collaborated with Balenciaga's Spring/Summer 2024 collection, are just some examples of this global impact of Brazilian creativity. These authentic expressions are challenging perceptions and celebrating Brazilian cultural diversity.



Promotional FARM Rio





## CARNAVAL ON THE RUNWAY

### *Mangueira shines on Chloé's runway*

At Paris Fashion Week, Chloé surprised with a memorable farewell. The Mangueira band closed the spring/summer 2024 collection of the brand to the sound of "Exaltação à Mangueira". Wearing the vibrant colors of the brand, the group from Rio brought joy and Brazilianness to the Parisian runway. The stylist Gabriela Hearst, who is leaving Chloé after three years at the helm, revealed her last collection with a tribute to Brazilian Carnival. The event marked an exciting chapter in the history of the brand, full of collaborations and innovations.

## BRAZILIAN FUNK GAINS THE WORLD

### *Funk becomes a global rhythm*

The Brazilian funk not only conquered the world, but intensely invaded the international runways. From the contagious energy of Coachella to the fields of World Cup, the rhythm now lends its vivacity to the prestigious Louis Vuitton show in Paris. Under the spotlight, the Brazilian funk charmed not only Rosalía, but all of fashion's industry. More than music, Brazilian funk is a symbol of Brazilian culture that transcends borders, celebrating diversity and creativity.







## FARM RIO IN ITALY

### *Brand enchants with pop-up store*

Farm Rio is conquering Europe. After passing through Paris and London, the brand arrives in Italy with an amazing pop-up store at Rinascente Milano Duomo department store. It is a celebration of Brazilian culture, colors, and art. In addition, the windows come alive with exclusive prints on giant crochet sculptures, a tribute to Brazil's exuberant nature.

## BRAZIL ON THE ARCHITECTURAL VANGUARD

### *Brazilian architecture stands out at Venice Biennale 2023*

Brazil conquers the Leone d'Oro at Venice Biennale Architecture 2023 with the Pavilion "Terra". Curated by Gabriela de Matos and Paulo Tavares, Pavilion "Terra" highlighted innovation, diversity, and reimagined the past to project the future. The ceremony at the Biennale headquarters also honored notable figures in architecture and art, including Demas Nwoko. Brazilian architecture shows not only innovation but deeply inspiring creativity.



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WE ENTHUSIASTICALLY CONTEMPLATE THE HORIZON AHEAD BASED ON THE  
MACRO-TRENDS OF 2024. THE MOVEMENTS THAT WILL EMERGE FROM THESE  
INSIGHTS PROMISE TO SHAPE THE ARCHITECTURE SCENE AS A WHOLE.

# CONCLUSION

With "**Multipl(us)**", creativity and search for belonging to diverse communities will gain prominence, promoting a celebration of contrasting references. This movement represents a new era of individual expression within diverse collectives, driving innovation in interior design.

"**Rewind**" invites us to slow down, contemplate the past and value the essential. The trend brings along a revival of interest for craftsmanship and simplicity, opening way for more humanized design.

Finally, "**e-Ethics**" puts focus on deep impacts of technology on our society, raising essential ethical questions. It urges us to rethink how values and principles should shape technology.

As we perceive these movements and new social arrangements, we feel the responsibility to agree, disagree or ignore them, in search of a future that we believe can be lighter, more authentic, more organic, more optimistic, more sustainable. More human. A Trendbook always conveys an idea of movement. It is not a photograph. It is a snippet of a movie that runs for a period. And it is this movement that shows us the way. We may not simply watch what comes ahead. We are the ones who shall make the new.



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