



**KICK
AND
RUSH**

TREND REPORT

Q1 '23 EDITION

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Technology

All about RFIDs

What about the Metaverse?

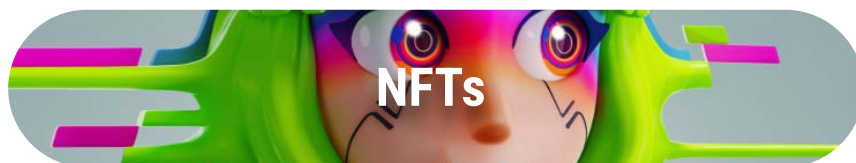
NFT's are here

Artificial Intelligence: Take over

LET'S TALK VIRTUAL. 2023 IS PROOF THAT THE FUTURE IS NOW.

Artificial Intelligence? Virtual reality? These are just some of the tech innovations that have been years in the making. And 2023 is the year that they begin finally start to reflect the mainstream consumer landscape.

Our top 3 tech trends of 2023:



Digital editorial for OceanDrive
Magazine using AI,
styled by Louis Vuitton

RFIDS: WHAT'S ALL THE RAGE?

First off, what exactly are RFID tags?

RFID stands for Radio Frequency Identification.

In short, RFID tags are a type of tracking system that uses radio frequency to search, identify, track, and communicate with items and people.

RFIDs are all around us. And have been for a while. So why are they relevant now?

RFID protected gear is more important than ever. In a digitalised world, we must seek to protect what's meant to remain private.

RFID technology is also commonly used to:

- Track packages
- On tags in retail stores to avoid theft (store & stock management)
- On cars to use a toll-free road
- Contactless solutions

Sometimes, you want to keep to yourself. There are products, such as the Vulkit wallet that protect your cards from unwanted RFID communication.



OneGoodCard is a company that specializes in RFID technology, so you can exchange contacts and key info easily, through one single card.

NFT's

NFT's are changing the way we create and consume art.
And also how we acquire it.

"The Other Side", by Benoit Challand and Pietro
Franceschini for Paris Design Week

WHAT IS AN NFT?

Fungible token: Something that can be exchanged or replaced (like silver or gold). Therefore...

A **Non-Fungible-Token** (NFT) – is a digital asset that is unique & irreplaceable once bought, meaning it cannot be exchanged. NFT's tend to be digital art-pieces.

So, how does an NFT work?

NFT's are individual **tokens** with **information** stored in them. NFT's **unique data** makes it easy to **verify** and **validate** their **ownership** and the transfer of tokens between owners.

Other key points:

All NFT's are **traded** and **stored** on the **blockchain**.

The **blockchain** is a **reliable backend** system which enables sales effortlessly and securely.

NFT by Leo Natsume



WHERE CAN I GET AN NFT?

NFT's are registered and listed to buy on a variety of [blockchain platforms](#). To buy NFT's you need cryptocurrency (like Ethereum, for example) in your digital wallet.

After you acquire some crypto, you're ready to explore the blockchain marketplace, where you can find your newest NFT's. Some of these marketplaces are:

OpenSea
Rarible
Nifty Gateway
SuperRare

BabyBirkin by Mason Rothschild.

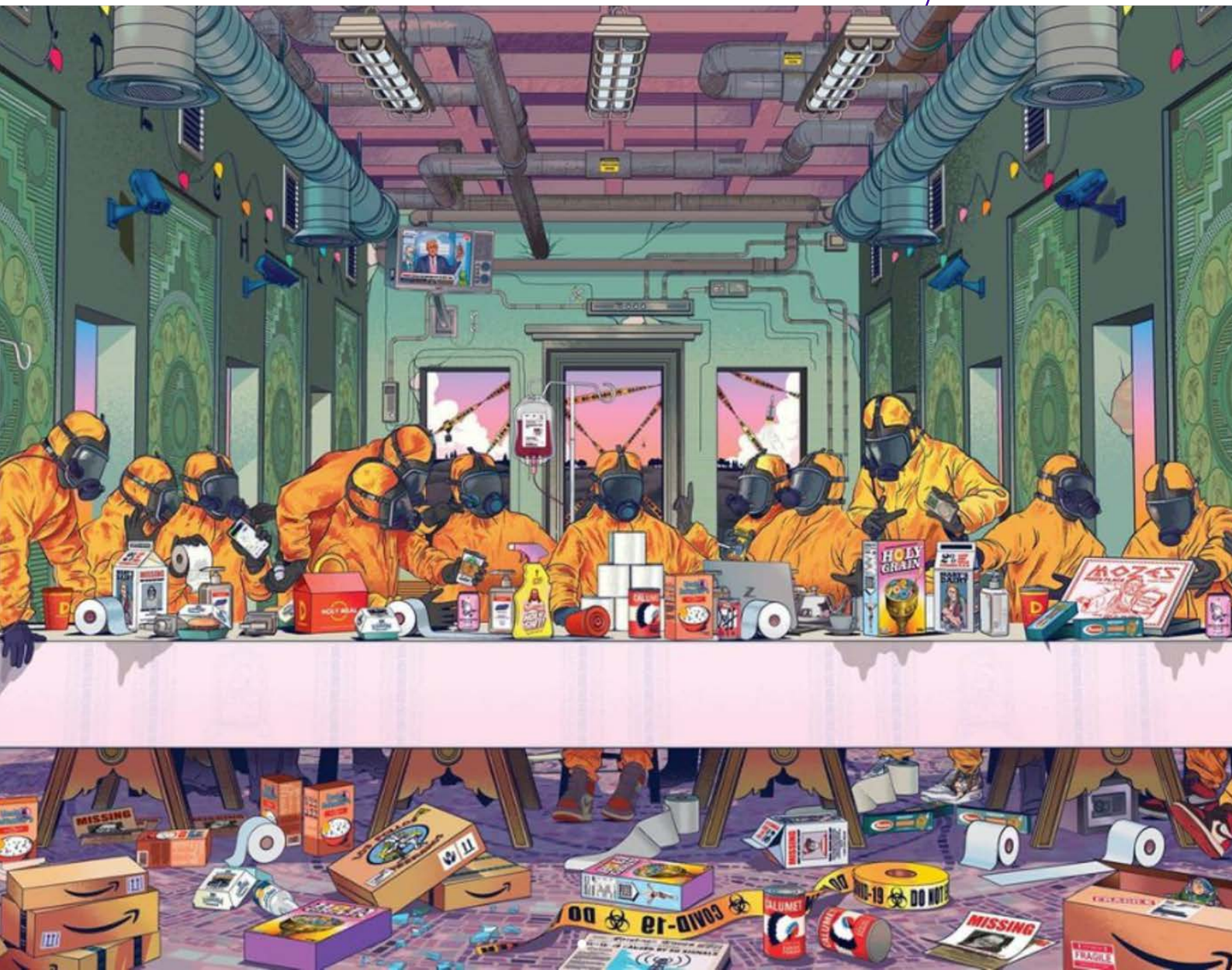
Rothschild was sued by Hermès after his NFT sold for more than the real handbag. Hermès won the claim.



Musketon is a well-known Belgian NFT artist. The price of his works range from \$6,000 to upwards of \$22,000.

The Last Supper, NFT by Musketon

So, why are consumers indulging in NFT's? Is it a matter of embracing an upcoming art style? Or about speculation?



Advantages of NFT's:

- They shape the way brands engage with new clients (i.e., Gen-Z).
- They can help your brand tap into new markets.
- NFT's can enhance the value of your physical product.

THE POTENTIAL OF NFT'S

Commercialization:

- NFT's can commercialize products in a way that makes buyers feel exclusive
- For example, when you request merch, we also provide an NFT of the branded item
- These branded NFT's could then be used in the Metaverse.

Product range & Bored Ape:

- The popular NFT collection, Bored Ape, put out their own merchandise line, selling jackets, luggage, and other accessories

"Bored Ape" NFT's are part of one of the most popular NFT collections in the world.





Metaverse

The Metaverse is here to stay. But not in the way you think.

WHAT IS THE METaverse?

First off, let's clear one thing up: The Metaverse is not necessarily linked to Facebook (who recently changed their name to Meta).

The Metaverse, as mentioned above, is rather an open platform to create virtual worlds and brand atmospheres.

The metaverse is a combination of virtual reality (virtual worlds that exist even while you're not on them) and augmented reality (which combines aspects of the physical & digital world).

The metaverse is also not necessarily new. In fact, online gaming has already provided us with the basics for life in the metaverse.

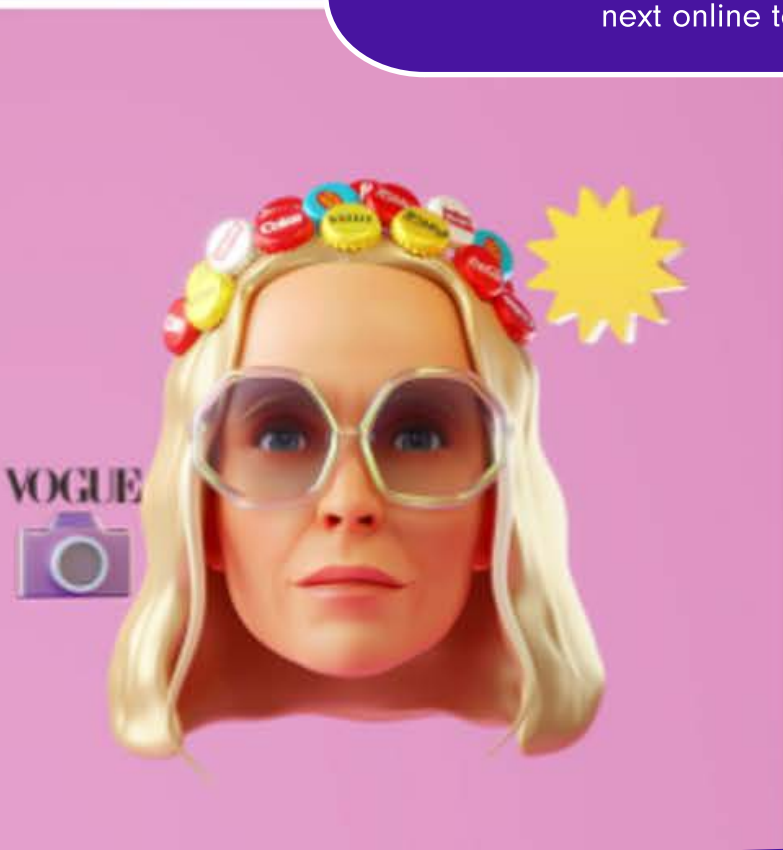
Really, it's all interconnected. NFT's will be a crucial part of Metaverse world building and vice versa.

Virtual experiences that can be brandable for your client's remote team-building, for example.





Is this what your colleagues will look like in your next online team meeting?





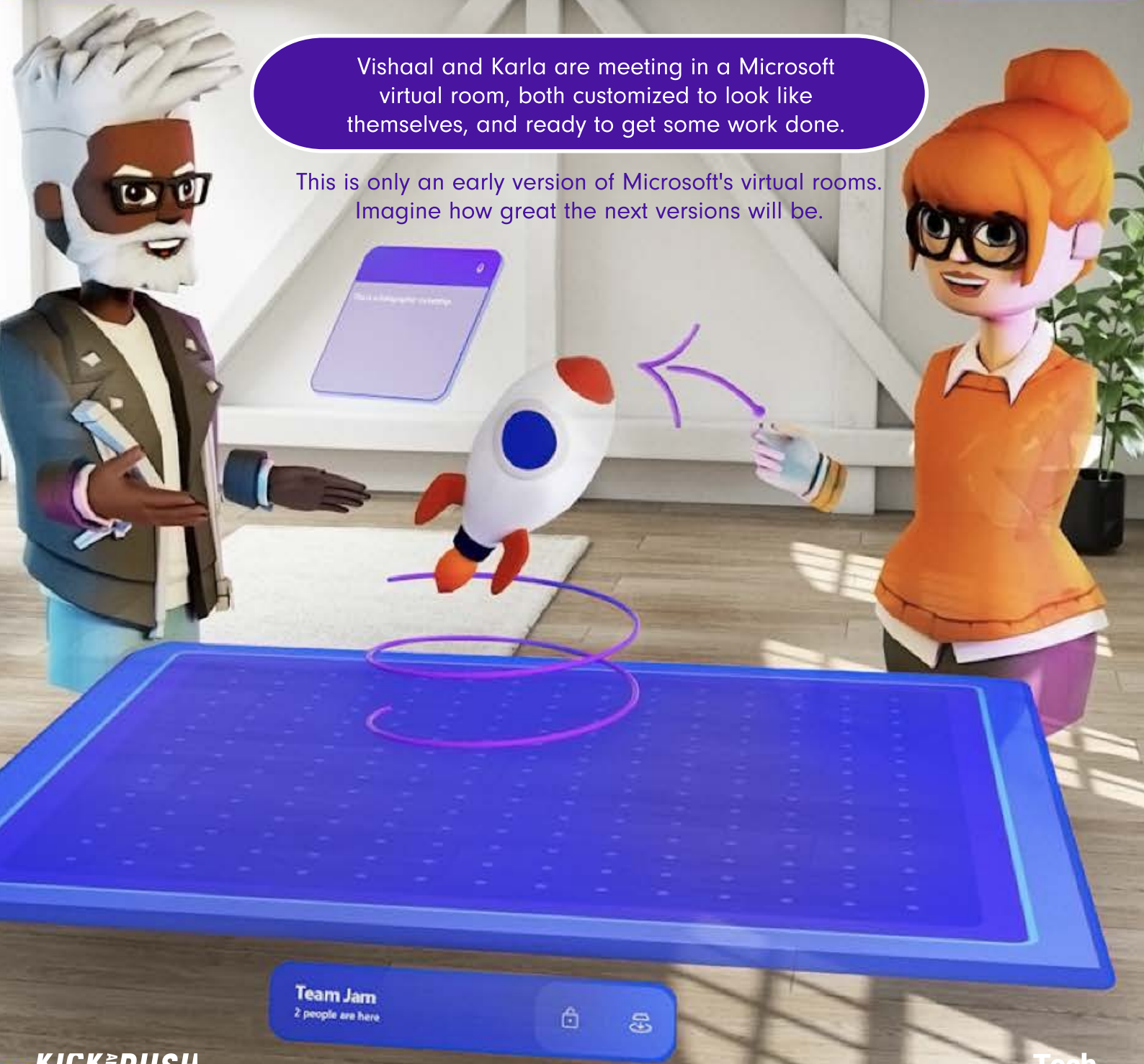
Vishaal Kumar



Karla Polo

Vishaal and Karla are meeting in a Microsoft virtual room, both customized to look like themselves, and ready to get some work done.

This is only an early version of Microsoft's virtual rooms. Imagine how great the next versions will be.



Artificial Intelligence

2023 has been marked by the rapid rise of artificial intelligence tools.
But what does that mean for us?

Piece from AI art-series, Underwater, by Denis Popenkov

WHAT IS AI?

Before we dive in, let's ease into the basics:

In short, AI is the simulation of human intelligence by a computer system.

Artificial intelligence is just that – a **machine** creating **content** based on what it **already knows**.

Keep in mind that AI is only as strong as its **data learning**.

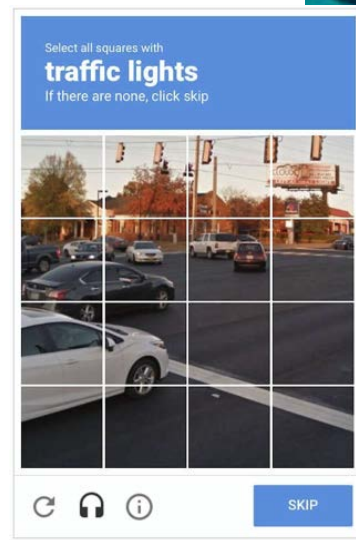
The more data you **input**, the more it can **predict**, and the more realistic its answers.

In fact, data learning surrounds us:

Data Learning is what makes artificial intelligence work.

Take as an example the **reCAPTCHA** Google tests.

Every time we choose the traffic lights, we **train** the model on what traffic lights look like.



Underwater, by Denis Popenkov

AI FOR WRITING

It's simple: AI writing tools can create copy based on any prompt provided.

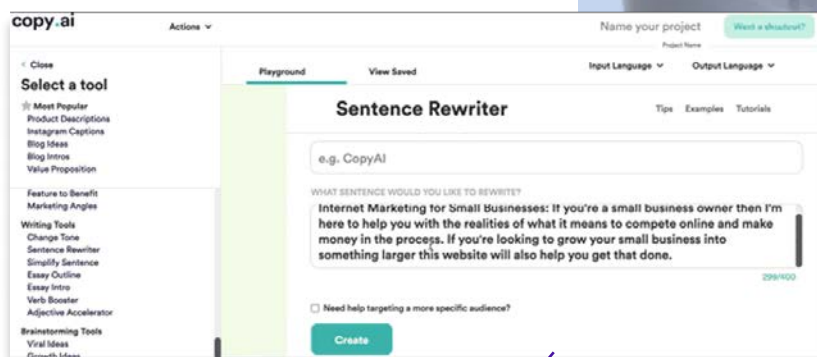
The key word is prompt. In the coming year, **prompt generating** will be a skill worth keeping your eye on.

While these writing AI programs are great as is, there needs to be a key prompt behind every piece of AI generated text. The more specific the prompt, the better the results will be.

You've probably heard of **ChatGPT**. Some other alternatives are:

Word.io
Copy.ai

These are all tools that can help you write. However, these should be used with caution & always be proofread for content, context and grammar.



Screenshot from Copy.ai, an app that can write blog posts to ad copy & everything in between.

AI FOR VISUALS

Artificial intelligence has made immense strides in the art world, seamlessly recreating people, sceneries and art pieces that otherwise never existed.

AI generated artworks can already help us optimise creative processes. It will be all about combining real artistic assets with AI generated ones.

Useful [AI art generators](#) include:

Midjourney
NightCafe
Dall-E 2
DeepDream Generator

On the flip side, the value of [real, human](#) created [artworks](#) will also remain valuable. They will essentially become [unique and valued](#) because of their [humanity](#).

[Artistic AI tools](#) can help non-creatives with [basic visuals](#) and turn time intensive work into a few minutes.

Vogue Italia published their first AI-generated cover in April 2023. Prompt: Miniature city taken at night in Madurodam.



OTHER USEFUL AI TOOLS:

Video

Synthesia Create commercial videos
Create educational videos

Vidyo Easily distribute videos

Pictory High-quality video generator

Audio

MusicLM Will create your music

Descript Will replicate your voice

Content

Otter Turn meetings into content

Neuraltext Covers entire content process, from creation to execution

Anyword Copywriting for marketers

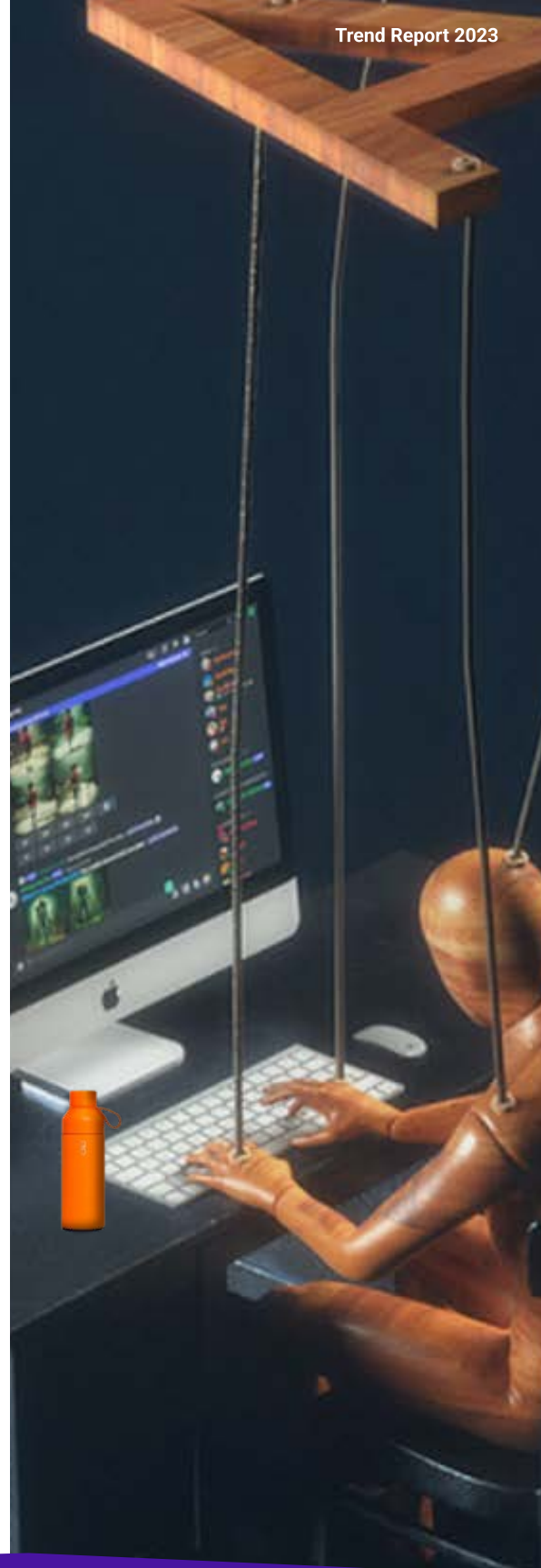
Visuals

HitPaw Photo enhancer

BlendAI Create professional product visuals

LookaAI Design logos in seconds

PicassoAI Create amazing artwork



The VISION-S02 SVU by Sony is the newest demonstration of the power of AI - Self-driving car with cutting edge facial recognition & eye tracking.

And guess what? There are still cupholders

CAUTION & AI

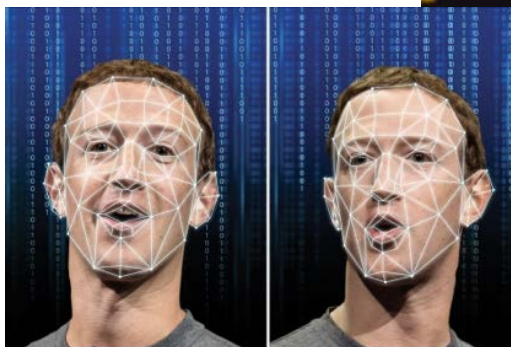
Like every innovation, AI has some aspects to be cautious of.

For example, deepfakes use AI to recreate media of a person's appearance and/or voice.

The solution? AI **scrapers** (programs that recognize when AI is being utilized) and **digital identifiers** (such as fingerprints). Additionally, this threat also creates **opportunity** for **security businesses**.

In fact, many institutions, such as schools and browsers, are already **scraping** for AI generated copy.

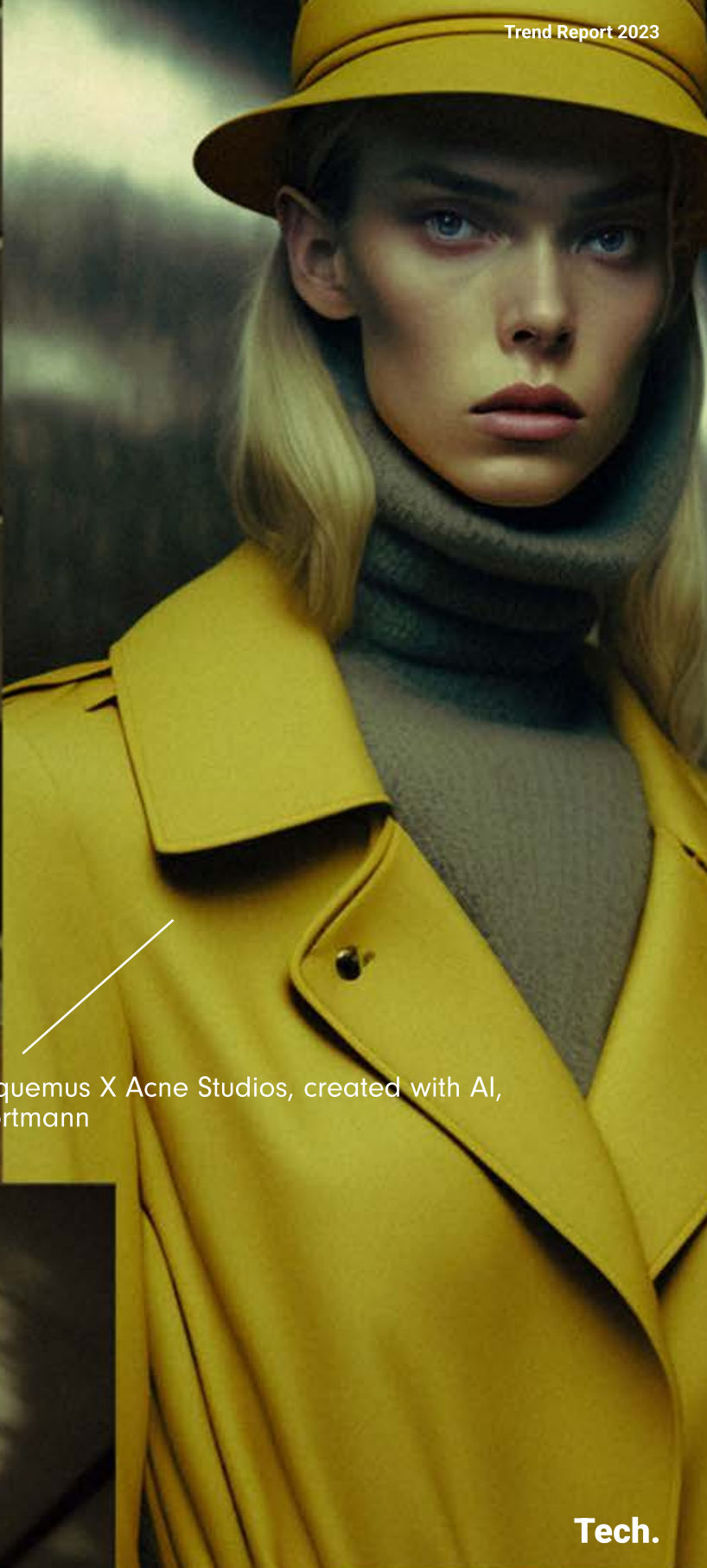
With the rise of AI, cyber-security must step up to ensure users remain safe while enjoying AI's fullest capacity.



"Can I take your AI order?" by Mike Campau. Depicts the supposed obsolescence of artists due to AI.



**AI WILL MAKE GOOD THINGS.
HUMAN TOUCH WILL THEN MAKE THEM EXCELLENT.**



Editorial for Jacquemus X Acne Studios, created with AI,
by Sebastian Kortmann

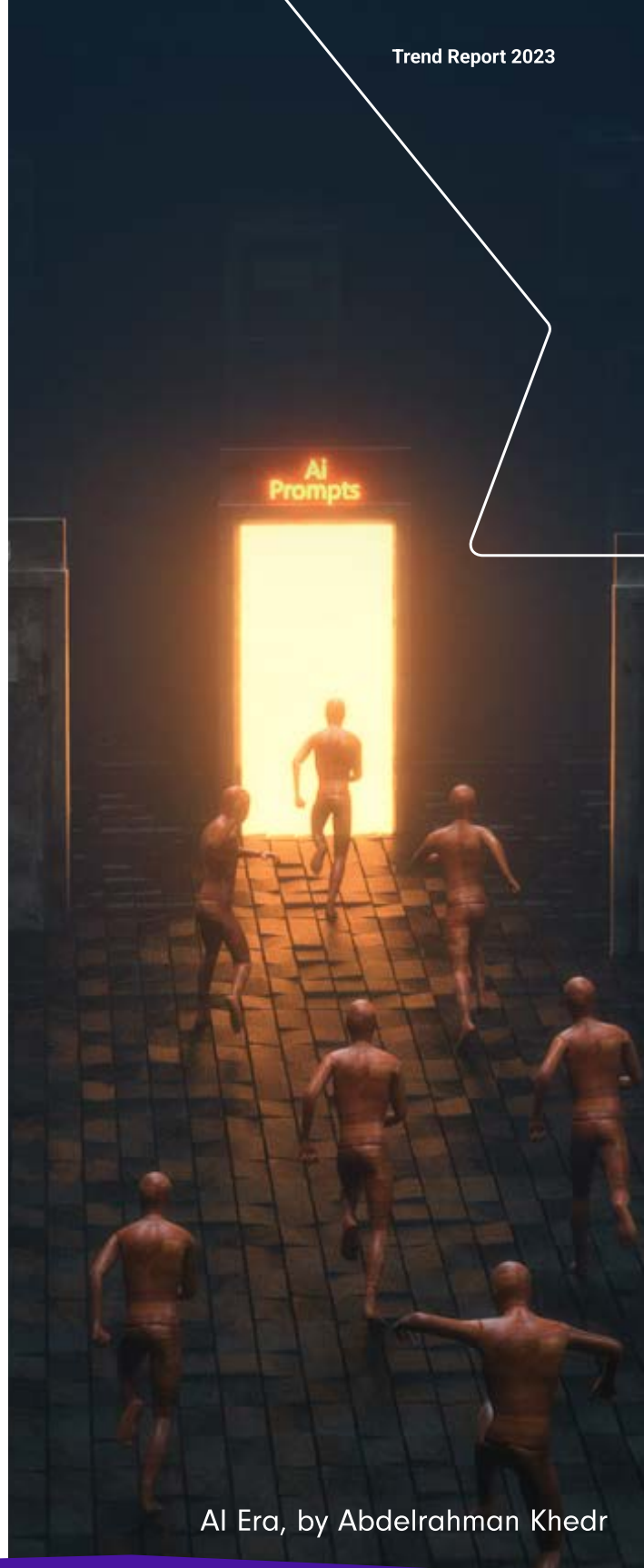


RECAP

WHY SHOULD WE CARE? IT'S ALL IN THE NUMBERS:

- 1** McKinsey Global survey indicates that AI adoption will continue to grow in the coming years (2022).
- 2** 45% of consumers agree that new tech products/ services that can be incorporated into daily life are appealing (Mintel, 2023).
- 3** The World Economic Forum predicts that AI will create more than 97 million new jobs by 2025 (Medium, 2022).

**WE SHOULDN'T FEAR AI. ON THE
CONTRARY, AI WILL MAKE OUR
LIVES EASIER BY OPTIMISING
CERTAIN TASKS.**



AI Era, by Abdelrahman Khedr



Heal Within

Vitamins galore

The **sober** movement

(Digital) Detox to uplift

WE'VE TALKED ABOUT THE VIRTUAL. BUT OUR PHYSICAL BODIES REMAIN KEY.

As **Millennials** begin to **outgrow** the era of Instagram, and **embrace** TikTok, and **Gen Z** continue being one of the **most introspective** generations -trends begin to look towards **healing** from the inside. And experiencing the real.

Our top 3 wellbeing trends of 2023:



VITAMINS & SUPPLEMENTS



THE SOBER MOVEMENT



(DIGITAL) DETOX TO UPLIFT



VITAMINS & HEALTH SUPPLEMENTS

There is no doubt that the past few years have been hectic. Which is why the trend for self-care is still going strong.

Led by Gen-Z, consumers want to put their best foot forward and **heal** from the **inside**.

This trend reflects itself in the rise of **health supplements**, as well as other wellness subscriptions and services.

It's not only about pills, other health supplements can come in the form of **powders**, **oils**, and other skincare **essentials**.

Reprise makes makes gummy supplements infused with traditional Chinese herbs.

BelliWelli makes probiotic supplements in brownies instead of in a pill.



MICRO DOSE. GREAT IDEAS.

Healing from the inside is a journey. But not a trip. [Micro-dosing mushroom psychedelics](#) allows you to feel relaxed and focused minus the fuss of a psychedelic trip.

A [micro-dose](#) refers to $1/5$ or a $1/20$ th of a recreational psychedelic dose, depending on the type of mushroom.

The active ingredient? [Psilocybin](#), found in hallucinogenics. According to [Harvard Health Publishing](#), psilocybin is [safe](#) in low (or micro) doses. Hence allowing you to safely enjoy the benefits of mushrooms.

Mojo contains micro-doses of mushrooms to alleviate stress, anxiety, and to boost productivity.

Microgenix contains micro-doses of the [psilocybin](#) mushroom, made to alleviate stress.



BODY IS REAL: YOU'VE ONLY GOT ONE.

Why now?

Self care as a trend has been on the steady rise for years. 2023 is no exception. With the pandemic still fresh in our minds, these are main reasons as to the rise in popularity of **health supplements**:

- **Increased health awareness** among consumers.
- Growing **urbanisation**, which prompts consumers to seek ways to stay healthy in the midst of an otherwise busy city life.
- **Supplements** may help people deal the stress of their daily lives.
- Supplements can also fulfil a **nutritional** need for those with special **medical** conditions or **lifestyles**.

TROOP makes gummies that provide the nutritional benefits of mushrooms, minus the dose.



ALCOHOL? NOT TODAY.

Fancy a cocktail? All trends indicate a shift towards non-alcoholic drinks.

In fact, in 2022 alone, sales of alcohol-free alternatives saw a 19% increase of searches.

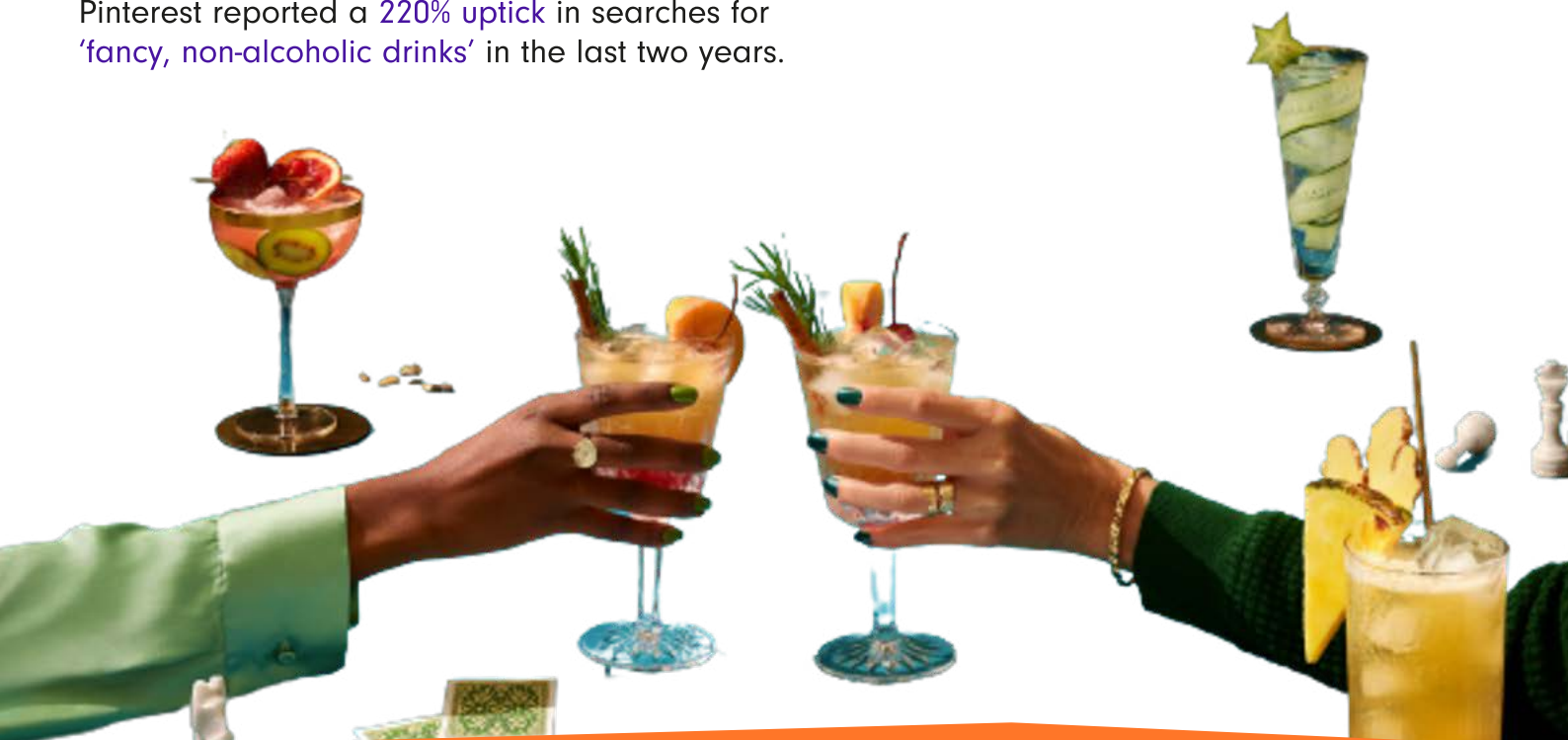
More and more Millennials & Gen-Z's are also rejecting alcohol with initiatives such as Dry January, a challenge where people don't drink during the month of January. This year, the movement had over 9 million participants).

The Sober Movement

Pinterest reported a 220% uptick in searches for 'fancy, non-alcoholic drinks' in the last two years.



Kin Euphorics is a non-alcoholic, functional beverage, designed using ingredients that nourish mind and body launched by supermodel Bella Hadid





Tenneyson is a non-alcoholic, black ginger drink that mimics the strength of liquor, but not the buzz.

CONSUMERS WANT TO ENJOY THE FUN MOMENTS IN LIFE. MINUS THE HANGOVER AND THE HEALTH RISKS.

Mind & Body Wines appeals to wellness-driven consumers, offering low calorie wine alternatives.

SOME LOCAL OPTIONS? YES, PLEASE!

An alcohol free cocktail is more than soda and grenadine. These are just some of the ways local Belgian beverage brands are making the world of non-alcoholic drinks their own.

Midi Aperitifs is a Belgian-French brand that specializes in refined herbal wine with very low calories & alcohol.

Drink A Flower is a non-alcoholic carbonated beverage based on elderflower.



Zester Lemonade is... Fermented lemonade? The fermentation process provides more flavor... And less sugar.



FLAVOURED DRINKING EXPERIENCES ARE ALSO FRONT AND CENTRE.

It's all about a **heightened consciousness** of what we feed our bodies. Flavoured non-alcoholic drinks, or flavoured supplements for water, tea or coffee, help us enjoy the important things in life –all the while nourishing our bodies.

Your logo here



DISCONNECT TO CONNECT –AND FIND CLARITY IN A DIGITALLY- CLUTTERED WORLD

As consumers are flooded with digital content, news, and ads, many feel the need to prioritise digital detoxing –essentially placing the spotlight on self-reflection & introspection.

Consumers are increasingly aware of the negative impacts of excessive screen time on their mental health, sleep hygiene and cognitive health.

Thus, consumers are now turning to break their digital habits.

Skincare products, such as face masks (right), and luxury fragrance candles (below) are just two ways consumers can practice self care.



Dr. Jart+ Cryo Rubber
Moisturizing mask

Diptyque 'Neige' candle



Self Care Originals offers mental health tools such as journals an introspective prompt cards.

THERE'S A THOUSAND WAYS TO DETOX.

Many people turn to physical activity as a way to step away from the screen. Sports & outdoor hobbies continue to be a way for consumers to connect with their bodies and surroundings.

Nettie makes colorful, trendy, pickleball equipment.

Pickleball Padle
+112% growth



BAGGU offers a variety of stylish, waterproof, foldable bags and pouches.

Waterproof tote bag:
+56% growth



HOKA shoes are the perfect versatile sneaker. ideal for running, walking and hiking. Color & shape is trendy.

Hoka Shoes
+56% growth



THE RELEVANT NUMBERS: WHY SHOULD WE CARE?

1

IWSR (Drinks Market Analysis) predicts that sales of alcoholic alternatives will rise by 32% by 2024.

2

The search for “Metamucil gummies” (a type of fiber supplement) went up by 150% in the past year (Glimpse, 2023).

3

Searches for tech-free workouts have risen to 210% (Pinterest Predicts).

OUR GOAL IS TO HELP CONSUMERS GROW FROM WITHIN.



Donna, Cocktail Illustrations by
Anastasia Berezhnaya

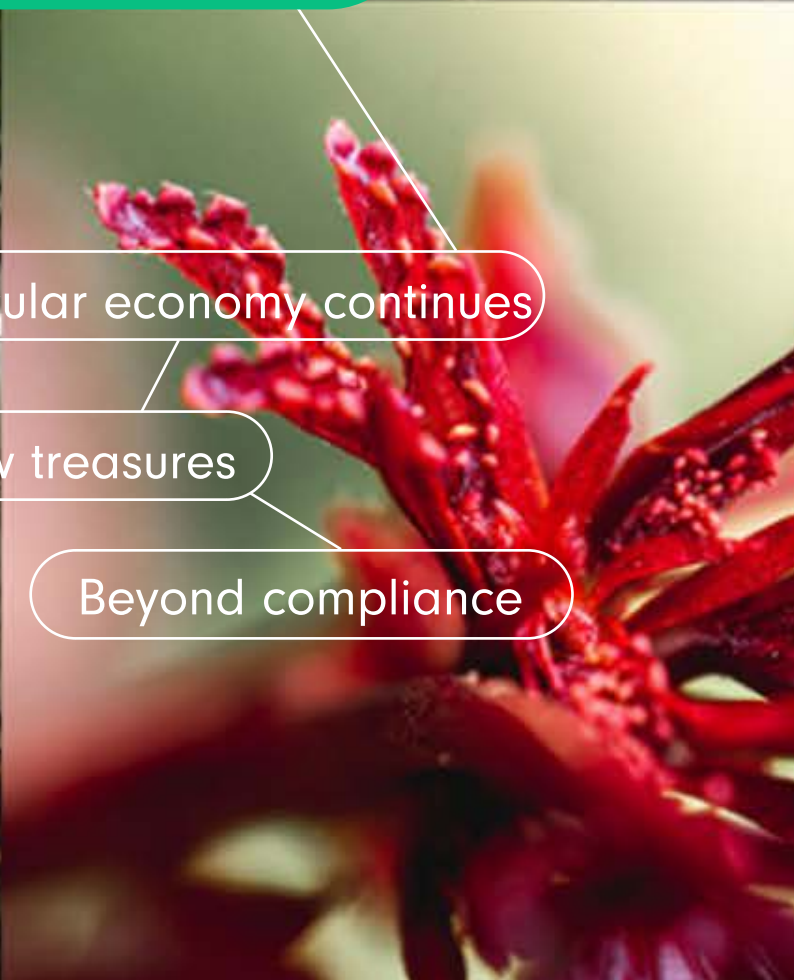


Sustainability

The circular economy continues

Biowaste –our new treasures

Beyond compliance



CARE EXTENDS BEYOND OUR BODIES, AND INTO OUR ENVIRONMENT.

More and more, businesses are being pushed to *practice what they preach*. Gen Z's growing concern for climate change and their own futures fuel trends that favour the *eco-conscious*.

Our top 3 sustainability trends of 2023:

THE CIRCULAR ECONOMY

BIO-WASTE: NEW TREASURES

BEYOND COMPLIANCE

ALGICROCHET makes fibre from algae. Below, it's pictured as a bottle holder.



CIRCULAR CONNECTS US

Circular. It's more than just a buzz word: It's what will define business in the coming years.

Before we dive in, keep in mind that important that the circular economy and bio-waste (or repurposed materials) go hand in hand.

In fact, [bio-waste](#) is a key component of the [circular economy](#).

So, what does that look like for businesses?

- Avoiding [virgin materials](#) in products, as well as in [packaging](#).
- Enforcing eco-conscious [delivery methods](#), such as Last Mile Delivery.
- Having [programs](#) to reuse old materials.
- Providing [circular alternatives](#) to otherwise polluting products.

Experimenting with bioplastics, by
Sofia Guevara & Gonzalo Mora



ARE YOU FAMILIAR WITH CIRCLETEX?

Circletex facilitates & monitors commitments to circularity between producers and businesses via a **matchmaking system**.

For example, in China & Japan, they don't allow RPET that previously contained food to be reused for food. Therefore, a lot of used RPET goes to waste.

Circletex works to provide **European** companies with said RPET, so it becomes part of the circular economy.



PLANQ creates sustainable, circular furniture with waste materials.

PLANQ provided the chairs for this Triodos Bank office.



Mosevic creates sunglasses with second-hand, solid denim.



BIO-WASTE: OUR NEW TREASURE

With the threat of climate change upon us, consumers are seeking to avoid contributing to CO2 emissions -this includes the purchasing of cheap fast fashion items.

Hence, consumers are turning toward alternatives, such as garments made from bio-waste.

Bio-waste refers to the waste left from organic matter after certain processes.

In the past years, textile technologies have been steadily developing to provide bio alternatives, such as the ones showcased here.

Orange Fiber makes clothes out of orange waste. This pieces is from a collaboration with Salvatore Ferragamo.

So, how does fruit waste become textile?



1. Fruit juice left-overs



2. Cellulose extraction



3. Fiber making



4. Spinning into yarn



5. Weaving into fabric

GRAPE IDEAS

Grapes are great for making wine. And leather.

It turns out, the waste that the wine-making process creates is **ideal** for creating **leather-like** materials.

VEGEA develops **plant-based alternatives** to fully synthetic oil-derived materials for fashion, furniture, packaging, automotive & transportation.

Their production processes rely on **vegetal and recycled raw materials**.



VEGEA for Tommy Hilfiger

VEGEA for Superga



VEGEA for Lerisa Paris

SO, WHAT IS THE CIRCULAR ECONOMY?

The products we've showcased are just a few examples of how corporations are already taking the steps towards **innovative**, **circular alternatives**.

Thus, the **circular economy** refers to a system based on the **reuse** and **regeneration** of materials or **products**, especially as a means of continuing production in a **sustainable** or environmentally friendly **way**.

In short, the circular economy encourages a shift from virgin materials and towards giving products or materials a second life.

AGRO is an organic brand that uses organic waste to make functional and stylish products.

- Agro materials provide an **alternative** to single-use plastic.
- Made from organic waste, it is **circular** in nature.
- Anyone can make Agro materials –the brand provides individual **starter kits** so consumers can begin making a change themselves.



47% OF SURVEY RESPONDENTS CLAIMED THEY WOULD WILLINGLY PAY MORE FOR A PRODUCT WRAPPED IN SUSTAINABLE PACKAGING.

(BAKERY & SNACKS INDUSTRY, 2022)



Peel Saver, French fry holder made of potato peels.



CHUMMA lipstick packaging made with coconut husk

LOLI Jelly wrapped in packaging made of mushrooms

THE DEMAND FOR GREEN IS REAL

Millennials & Gen-Z are continuing to “vote with their wallets” – supporting brands and products that support sustainable causes.

Glass straws, Zara



Glass straws
+37% growth

ReNylon bag made from recycled nylon, Prada



+54% of consumers want to prioritize sustainability (UK, ITONICS, 2023).


Wallet made from cactus fiber, Allegorie



Carbon neutral:
+25% growth



Wallet made from mangoes, Allegorie



AS DEMOGRAPHICS SHIFT, INCREASED
DIALOGUE OF **JUSTICE** AND **INCLUSION**
ARE CHANGING THE WAY WE **RELATE**
TO ONE ANOTHER –AS WELL AS TO
BRANDS.

BEYOND COMPLIANCE

While the push for genuine dedication to social and environmental issues continues, consumers are becoming increasingly aware of **greenwashing** (pretending to be more eco-conscious than you are), and naturally want to support brands that go above and beyond to demonstrate that they actually **abide by a set of environmental values** -and not just claim to.

66% of consumers want brands to take stands social issues (i.e., the environment)
(Sprout Social, 2021)



In 2022, the Patagonia founder donated their entire company, worth \$3 billion, to fight climate change

Patagonia is hailed as one of the most sustainable brands on the Earth due to their incessant activism via grassroots sustainable groups.

patagonia®

Walk that talk



IT'S NOT JUST ABOUT TAKING A STAND. IT'S ABOUT SHARING HOW YOUR BRAND STANDS UP TO ITS PROMISES.

Like MUD Jeans, the key lies in being transparent about your circular practices.

MUD Jeans is the world's first circular denim brand.



MUD Jeans is also one of the few denim companies to allow monthly leasing of jeans.



Agood Company is also well known for its commitment to sustainability, having partnerships worked with leading brands such as Ganni and Inditex

RECAP

WHY SHOULD WE CARE? HERE ARE SOME POINTERS

1

With only 8.6% of global operations **currently circular**, the circular economy remains a massive economic opportunity (ITONICS, 2023).

2

Millennials will continue to 'vote with their wallets', especially since, in the next decades, Millennials are estimated to see an intergenerational wealth transfer of **\$30 trillion** from Baby Boomers (ITONICS, 2023).

3

For more than half of American respondents (58%), brand **activism** and perceived **authenticity** has an impact on their purchasing behaviour.



Innovative, sustainable alternatives are the future.



Business

Local is king

Evidence value? Yes please!

Innovative materials

BUSINESS REFLECTS WHAT CONSUMERS WANT. AND THEY WANT THE REAL.

Business trends also reflect a push to **practice what they preach**, whether it be regarding **eco-conscious practices** or **social awareness**.

Our top 3 business trends of 2023:



LOCAL IS KING



EVIDENCE-BASED VALUE



ALL ABOUT BRAND EMPATHY



Bubbles, by Ahmed Othman

LOCAL IS KING

LOCAL IS HERE. LOCAL IS REAL.

There are 3 main drivers to the surge in shopping local:

Shift to local:

Pandemic lockdowns enticed consumers to re-discover the **power of local**. Especially since it proves a much more sustainable alternative to big-box retail.

Value is key:

With the rise in popularity of second-hand goods, consumers value and appreciate the **uniqueness** of locally crafted or vintage products.

Quality? Yes please:

Local doesn't only offer more transparent supply chains, it also often allows for better **quality** of materials and produce.

Knowing where your products come from is important. So much so, that there's an app for it: [good on you](#).



As of 2022, as of 49% of UK consumers want to buy from business with a local presence. Search Engine Land, 2023

Ethical brand ratings. There's an app for that.

KNOW YOUR CONSUMER AND YOU WILL SUCCEED.

Evidence-based value:

Market research has several benefits. Surprisingly, research & development within companies is only recently becoming the standard.

In fact, **78%** of **product professionals** believe their company could be doing **more research** (Maze, 2023).

Research is key:

Bloom & Rose is a flower delivery service. For Valentine's day 2021, they carried out an interesting survey: they asked their target audience what they thought about red roses. They found that **58%** of people thought **red roses** were cliché.

And **79%** per cent of respondents preferred a thoughtful gift over something traditional (such as red roses).

The case of Bloom & Wild

So, for Valentine's Day 2021, Bloom & Rose carried out a No Red Roses campaign -which proved wildly successful.



THE PROOF IS IN THE (REAL) PUDDING

Market research helps identify if your product is really meeting the specific needs of your audience.

Additionally, market research prior to launch is also key for a successful product proposition. With **reliable data**, consumers can feel like they can trust the value that you're offering –and consequently, that you can provide transparency.

Cerebelly is a line of baby food rich in nutrients created by a practicing neurosurgeon. As of Aug. 2020, a pouch sold every 15 seconds.

Wunderman Thompson, 2020



depart the everyday

Trend Report 2023



Virgin Atlantic uses playful visuals to connect with their target audience – in line with their target audience, who they describe as “Adventuring & pioneering”.

Virgin Atlantic, 2019

virgin atlantic 

SHOW THAT YOU REALLY CARE.

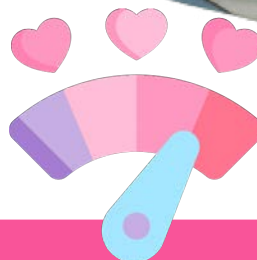
EVEN IF NO ONE EXPECTS YOU TO CHANGE THE WORLD.

This 2023, consumers want to feel understood – and believe that you are committed to a set of values.

Empathy & activism:

Activism: Using campaigning to bring about social change.

Empathy: The ability to understand and share the feelings of another.



As of 2023, only 15% of business can truly be described as customer-obsessed.

The Future of Commerce, 2023.

What, then, is brand empathy and activism?

Brand activism involves demonstrating awareness of relevant socio-political movements, especially if these affect target audiences.

Brand empathy goes hand in hand with understanding who your target consumer is, what they go through, and how this may affect their consumer behavior.



INNOVATION IN MATERIALS

Milan Fashion week 2023 confirmed what we have all been thinking: The future is here. Even if innovative textiles have been years in the making, this 2023, **they take the forefront.**

With Millennial's and Gen-Z's desire to embrace the authentic by finding their personal style, haute couture reflects a shift towards **embracing the real**, along with the future.

MIRUM® is a highly customizable plant-based material that can be used to produce soft-goods for fashion accessories, footwear, consumer electronics, automotive, and more.

MIRUM® is made with plants and minerals and is 100% USDA certified biobased material. It was present in Stella McCartney's Fall 2023 collection.



Heat sensitive textile: Fashion brand ANREALAGE revealed textiles that change colors with heat (2023)



THE 3D PRINTING REVOLUTION

Over the past years, the advancement of 3D printing has been **undeniable**. But where does 3D printing stand when it comes to **textiles** and **apparel**?

Below are some examples of the **endless possibilities** 3D printing offers the textile, fashion, and merchandising world.

Shoes

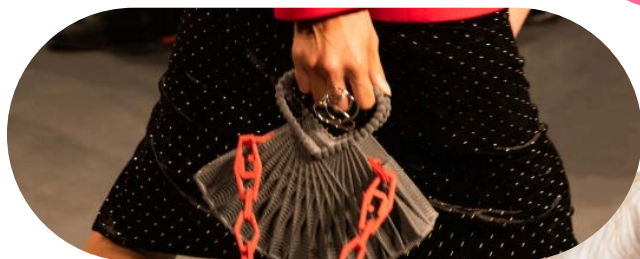


Accessories



Julia Daviy's work (left, below) is considered pioneering among sustainable digitally-made fashion and design works.

Textiles



THE HOTTEST COLOURS. MINUS THE ENERGY WASTE.

Cosplayers – People that dress up as their favourite characters from pop-culture, have found a way to create their costume pieces via 3D printing (below).

Source: Uncle Jessy via YouTube



3D printing is perfect for customization: Just check out one of Iris Van Herpen's couture designs for the 2022 Met Gala (Iris Van Herpen for Winnie Harlow, 2022).

Ever Dye has developed a bio-sourced pigment, made of vegetal waste & minerals, that allows for the dyeing process to take thirty minutes at room temperature.

EverDye, 2023



**THE SIGNS ARE THERE.
LET'S INCORPORATE
THEM IN OUR DAY TO
DAY.**

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Or here



Park Vie Launch Campaign by Ahmed Othman

WHY SHOULD WE CARE? HERE ARE SOME TAKEAWAYS.

1

Customer Obsession is the way forward. With the takeover of AI and automation, consumers want hyper-personalised, humanised services.

2

To put customers first is to know them. Currently, only 39% of companies report weekly time dedicated to consumer research (Maze, 2023).

3

According to the Harvard Business Review, 75% of consumers indicated that they are willing to spend money on products and brands that offer real value and help them reach their goals (2023).

IT'S ALL ABOUT PUTTING THE WORK TO BECOME AS CUSTOMER CENTRIC AND VALUABLE TO CLIENTS AS POSSIBLE.

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Starry Campaign by LM CHABOT

TAKEAWAYS: WHAT TO REMEMBER

Technology

The AI takeover is real. It's not about fearing it, but about learning to work with it.

Wellbeing

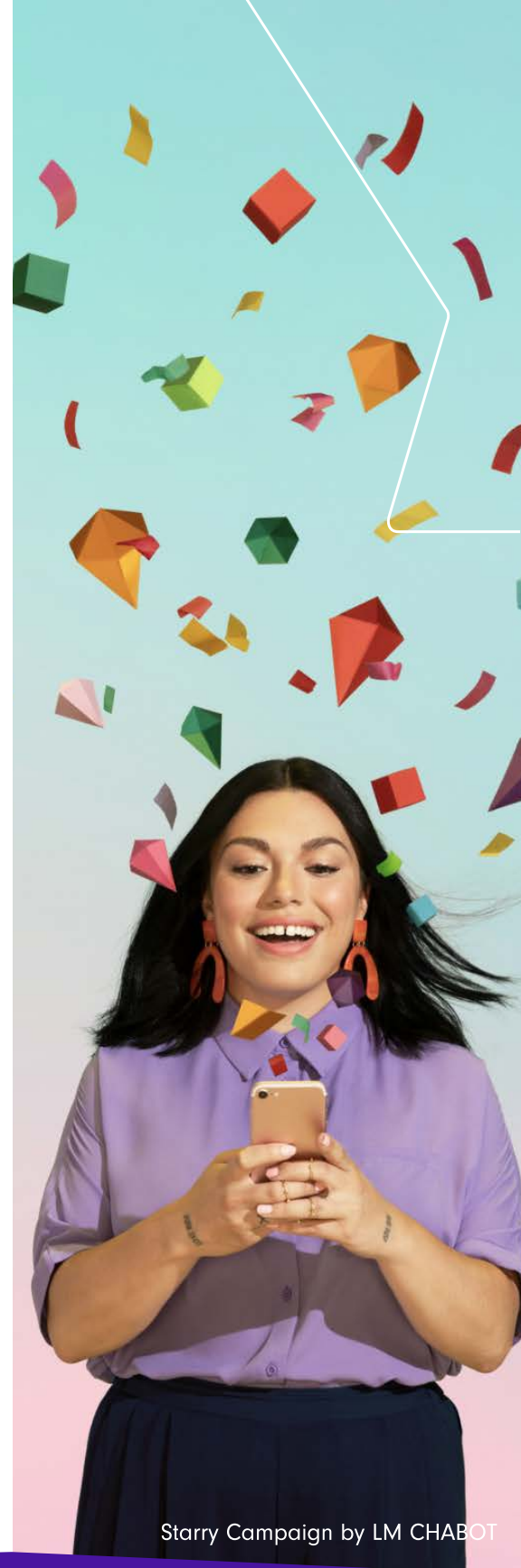
Consumers want to nourish their bodies and minds, inside and outside.

Sustainability

Bio-waste is the way forward – especially when it comes to becoming circular.

Business

Knowing your consumer is more important than ever. Hyper-personalised service will help you make a difference.



Starry Campaign by LM CHABOT

Relevant sources:

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There's many ways to stay on trend. Having the perfect branded merchandise is one them.

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Who is **KICK AND RUSH** ?
MERCHANDISE SOLUTIONS

Kick And Rush is your one-stop, end-to-end solution for all your brand's merchandising needs.

We take pride in offering you the latest merchandising trends, materials, and printing techniques –all to bring your brand to life.

Have any questions about who we are? Let's talk!



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