Consumer & Lifestyle Inspirations

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ALIENATURE is all about reinventing nature in shapes and colors that are 100% natural but at first glance appear artificial.

PUNK 2.0 shows a new wave of punk styling elements, but unlike the punk movement of the 1980s, it is all about positive cooperation with a twist.

LIGHTYEAR opens our eyes to outer space: our aspiration for new discoveries and technologies; a reinterpretation of “high tech” that is far more colorful than before and based on planets, nebulas and sparkling stars.

TRASH KING seems to be similar to Punk2. However, Trash King is more about a redefinition of luxury, whereas Punk 2.0 is more of a social response to the world. These two themes have one thing in common: the trend to better the planet.

“LIVSKUNST” as the Norwegians call it: our need for the simple life. Youth culture and observation of Millennials provide the basis for some of these directions, which are then followed by Baby Boomers who do everything to avoid being labeled “old”.

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They are not all unicorns with extraordinary capacities.
They have to realize their own dreams, and they use new tactics to achieve them; it is survival, but not of the fittest, not of the ego. Millennials count on co-creation and cooperation; equality combined with ethicality. They help and they receive help; they go on holiday to assist refugees, find solutions for climate change and share their failures to learn from each other.

- Ethical design
- From me to we economy
- Enough-ism
- B Corp (benefit corporation)
- (H)activism
- Refugee-concerned
- Digital glitch
- Do-tank; not think-tank
- Failure = learning (e.g. fuckup nights)
- Realistic parenting: retreat from cloud nine
- K-pop and California styles combined
- Snappy and fast

**PUNK 2.0**
Styling properties

Strong colors and rough textures represent this trend. Show imperfection.
Textured with mica effects

neon and interference

colored stone
Living space becomes smaller and smaller
Light as design element: partly translucent, partly reflective, the depth of dark transparency, or scattering effects like molten glitter. Living space becomes smaller and smaller, but we add virtual space to the experience: for entertainment, education, creation and even self-pleasuring needs.

- Layering
- Overlapping
- Happy
- Reflecting
- Space
- Telescopes to deep space
- Space photography
- Colored filters
- Smooth metal glow
- The blackest black: a material black hole
- Plexi and flexi; not glass
Styling properties

Light as a design element. The colors in this story are something around semi-transparent effect colors. Partly translucent, partly reflective, the depth of dark transparency, or scattering effects like “molten glitter”.
starry night

semi transparent metal effect

RGB printed nebula
New luxury is more about personalization
The artist Banksy’s Dismaland or the activist group Bandalism are examples. Fashion is full of hamburgers and ketchup, over-the-top sparkle, candy-color latex, one-dollar-store colors and materials, but all redesigned in an elegant way. It’s a paradox of cheap and valuable. New luxury is more about personalization, honest approach and experience than what is expensive. It’s rather about what we can reuse; things with a story and history – even if it is obvious that it wasn’t worth much in a previous life. New products are made from reclaimed plastics from the Ocean Cleanup project, old fishermen’s nets and trash.

- New essentialism, but this is not same as “less is more”
- Envy of the simple life
- Ridiculing mass consumption
- Contradiction between ultra short/snappy and tradition
- Tattoo is no longer trashy but exclusive
- The paradox of cheap and valuable
- Reuse of trash
- Speckles
- Tackiness
- White trash is cool
Challenging the existing norms of beauty. Trashy style explores limits of luxury. Inspiration of recycled materials.
gold
kitsch

trash luxury

new definitions of recycle and reuse
Questions and answers!