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Trends & Insight

DESIGN
RETAIL

The Wellness Economy 3.0

January 2023 | By Lucy Mister

d4r*

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We identify 16 pillars of health, explore some of the wellness trends you should expect to see in 2023 and beyond... and predict their influence at physical retail!

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What does this mean for wellness at retail?

A close-up photograph of a woman's face, partially obscured by a semi-transparent blue overlay. The woman has dark hair and is looking directly at the camera with a slight smile. The blue overlay covers the left side of her face and the background.

01_A Modern Word With Ancient Roots

Wellness *noun*

Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health.



A Modern Word With Ancient Roots

A WELLNESS TREND IS BORN...

For the most part, every person's mental, physical and spiritual state of wellbeing is unique, and people will experience peaks and troughs in these pillars of health throughout their lifetimes based on their own personal lived experiences. However, our lived-experiences are very often influenced by the same external factors, both positive and negative, that range from the state of our economy, various social and cultural movements, and conflicts or unities between nations, to actions of environmental healing or destruction, as well as general knowledge that becomes available to us as our understanding of the world continues to evolve.

Together, we embark on a wellness journey and seek activities that spark improvements in our wellbeing to either embrace or mitigate the effects of these external factors – and from this, a new wellness trend is born...

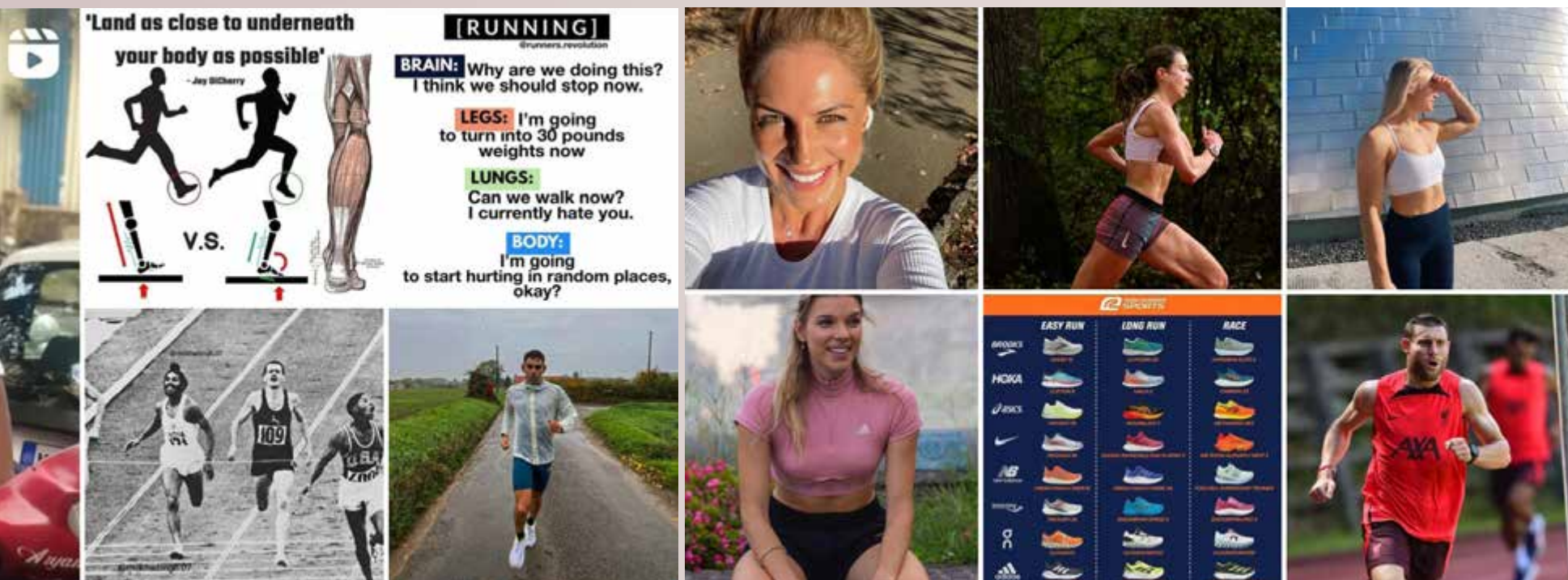
IG INFLUENCERS

Often facilitating the successful rise and transmission of these modern wellness trends is the power of social media, and more specifically, the power of Instagram's army of wellness influencers ranging from fitness coaches to mindset gurus, and everything in between.

A simple search for "running" will throw up an unprecedented number of users sharing a host of information about their experiences with running, from their warm-up routines to their fuelling plans. And your algorithm-driven Discovery page will now include popular content related to running in the days, weeks, and even months to follow for maximum influence! If you've not yet been IG-influenced to lace-up your running shoes or head out to your local gym, it's only a matter of time!

Influencer marketing spending soars on TikTok & is set to surpass YouTube in 2024

- Insider Intelligence -





02_Navigating the Capitalism & Wellness Paradox

Industry forecast & a look at the paradox

A Quick Look At The Paradox

3 REASONS FOR THE PARADOX

Whilst the wellness economy may be booming, the activity of pursuing wellness is a paradox for many. On the one hand, actively pursuing activities and using products that are supposed to improve wellbeing is a positive practice, yet the consumerism that accompanies it is increasingly becoming a topic of concern...

...and the reasons are three-fold.

FIRSTLY, the widespread adoption of loose truths and misinformation in brand and product marketing has resulted in a loss of trust between brands and citizens, causing people to question the effectiveness of products that broadcast wellness-boosting benefits. Brands have got a hill to climb when it comes to regaining the trust of citizens, and no longer can they hide behind smoke and mirrors marketing that got them into this position in the first place. Younger generations really are holding brands accountable and demanding a higher degree of brand and product transparency. Some brands are choosing to regain the trust of citizens by opening up their factories and HQs to the public, whilst others are onboarding experts

to corroborate the claims in their marketing communications about the efficacy of their products.

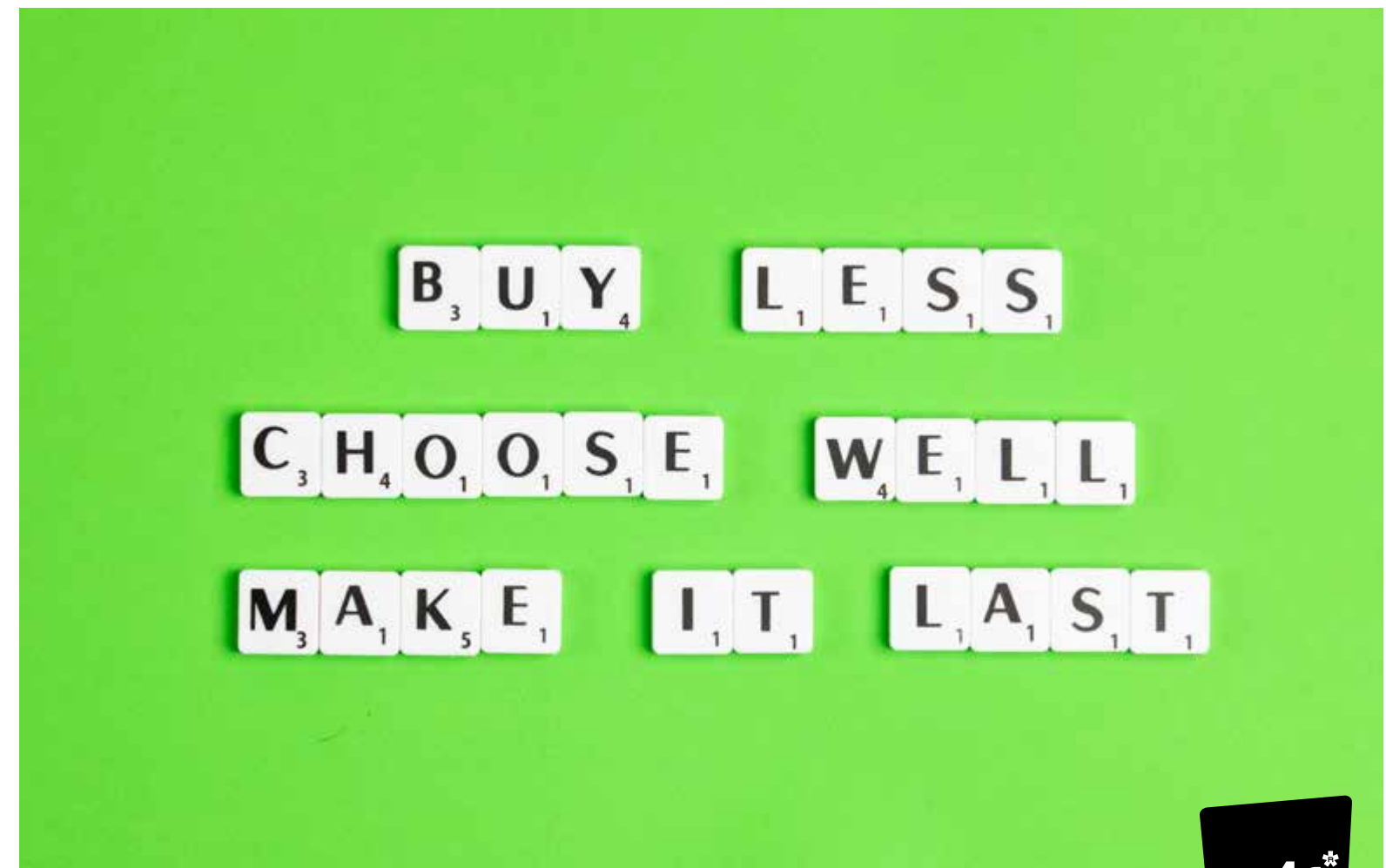
SECONDLY, there is seemingly a lack of confidence in capitalist societies as a whole, at least according to the Institute of Economic Affairs (IEA) who report that two thirds of younger people would prefer to live in a socialist society. It is thought that this viewpoint may be even more commonplace now that several large corporations are recording record-level profits whilst the average citizen is preparing to survive a cost-of-living-crisis. On a more positive note, for brands at least, the Eldelman Trust suggests that more people trust businesses than governments, and that people are looking to CEOs to drive change - so all is not lost and there is still opportunity to turn things around.

THIRDLY, we are becomingly increasingly aware of how our own individual consumerism is impacting the planet so new and existing brands must find innovative solutions to ensure that their wellness products are contributing to a circular economy, as opposed to the more linear and more wasteful economy we are still largely observing today.



Industry Forecast

The Wellness Economy, defined as “industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives” (Global Wellness Institute), is worth over \$4.4 trillion and is predicted to reach over \$7 trillion by 2025.



03_Wellness

Trends 2023

New Year, New Me

New Year, New Me

01

SKINCARE

IT'S AN ~~EPIDERMIS~~-EPIDEMIC!

02

SLEEP

THE AMERICAN DREAM

03

NUTRITION

IT'S ALL ABOUT THE MACROS

04

DRUGS

IT'S A "NO" TO ALCOHOL

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POLLUTION

A SOILUTION FOR POLLUTION

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ANTI-AGING

SOON TO BE IMMORTAL?

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FITNESS & RECOVERY

LADY IN WEIGHTING

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MENTAL WELLNESS

IT'S A NO-BRAINER

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FEMALE HEALTH

LET'S TAKE A MENØPAUSE

11

SPIRITUAL HEALING

IT'S BEYOND ME

12

HAIRCARE

IT'S TIME TO TAKE A STRAND!

13

BODY IMAGE

STRIVING FOR PERFECTION?

14 ^{*NEW*}

ENERGY BALANCE

STAYING GROUNDED

15 ^{*NEW*}

PLANETARY WELLBEING

EARTH-CARE IS SELF-CARE



Skincare: It's an epidermis epidemic!

We talk about... The environmental skintuation, new skin health markets, and the future of skincare

We know more about skin now than we ever have - from what causes it to rash, blemish, and wrinkle, to how to remedy these skin issues and others through medicine and preventative care. Consumer mindsets are shifting from skin-care to skin health. Our understanding of how our hormones, hygiene, environments, diets and overall lifestyle choices are affecting the state of our skin is vastly improved, as too is our understanding of genetics and how skincare cannot be treated with a 'one-size-fits-all' approach.

WATCH OUT AT THE BEACH CAMPAIGN



MC1R

What's The Environmental Skintuation?

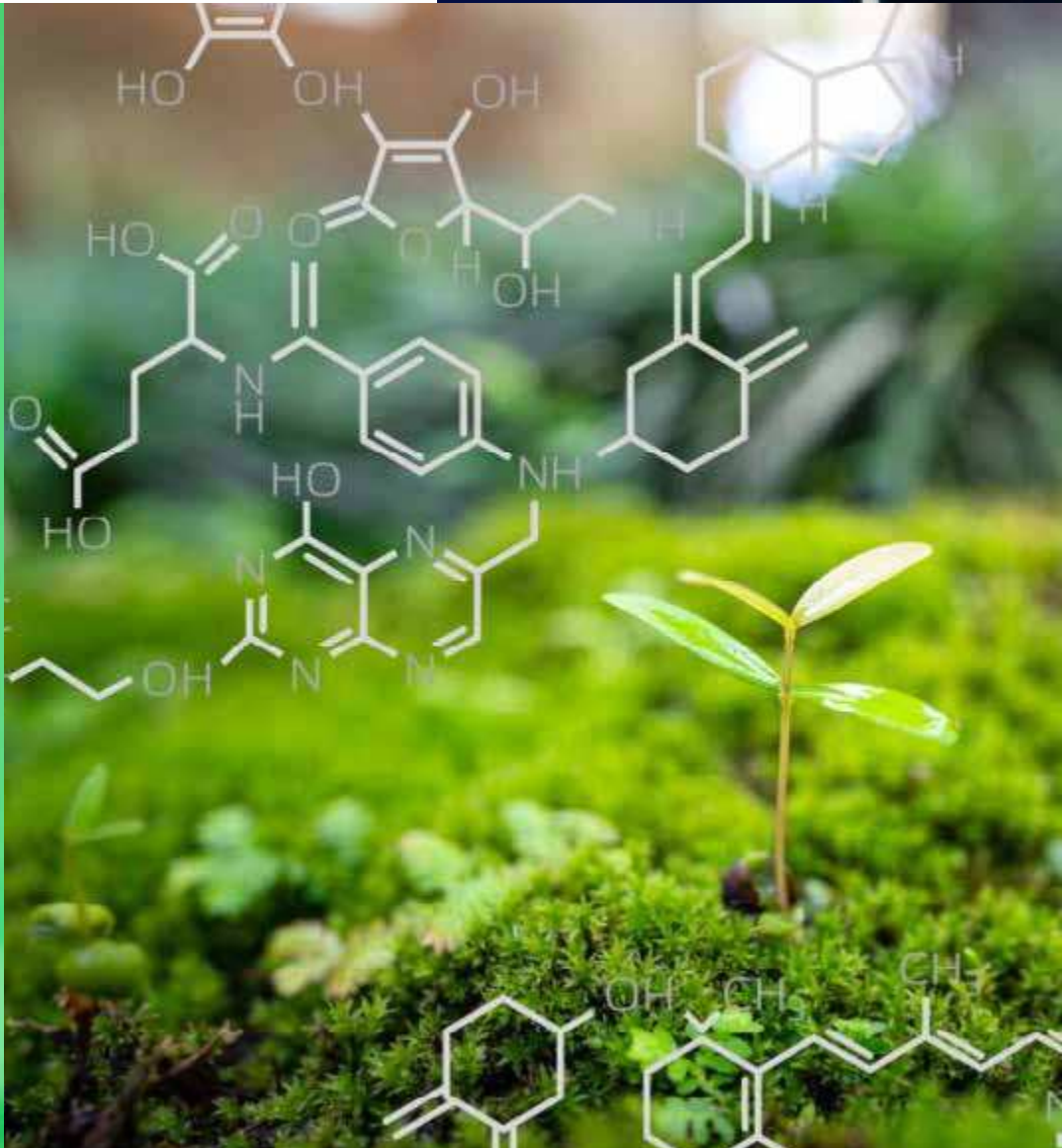
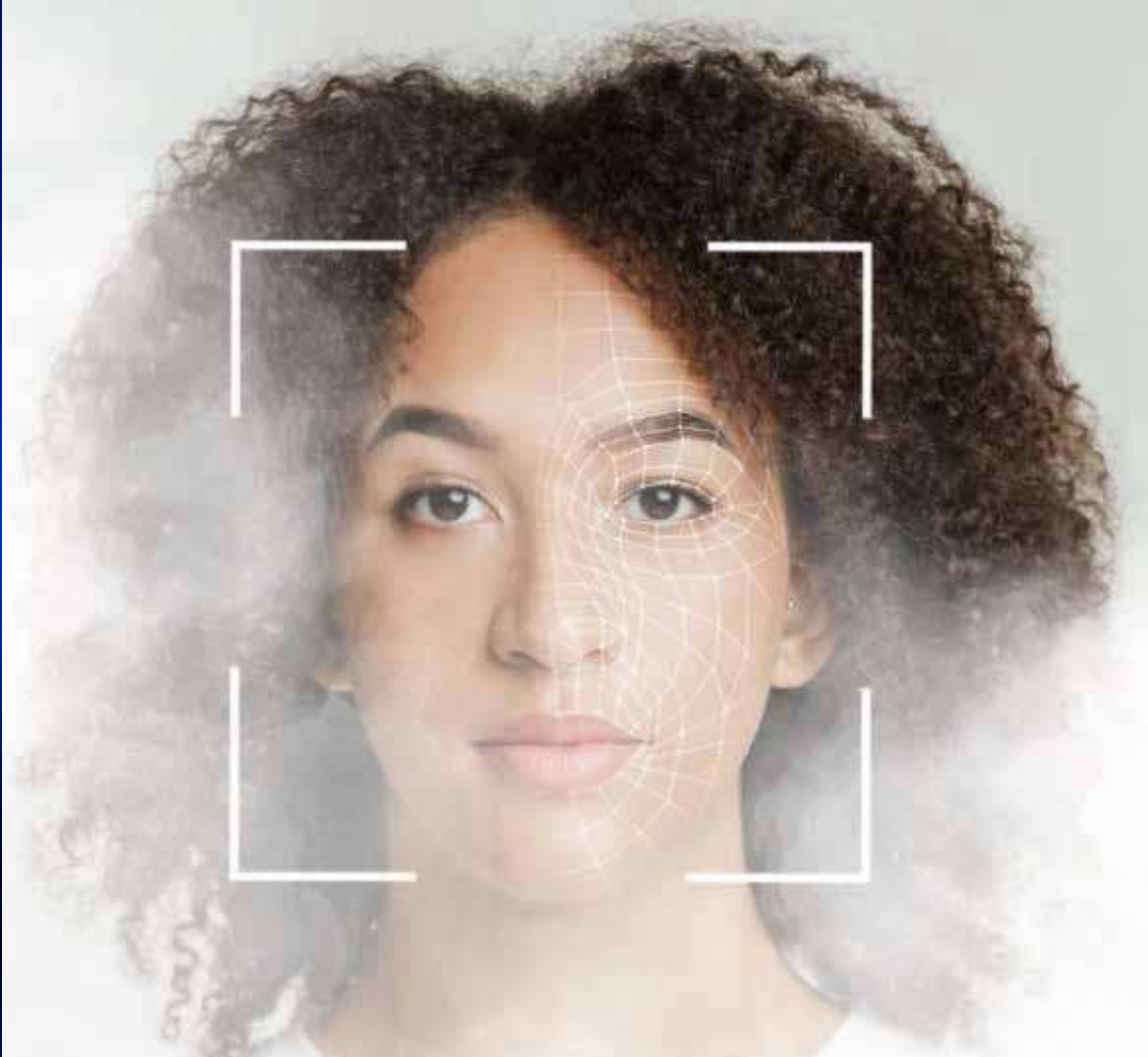
THE BRANDS BATTLING UV AND SMOKE

Our environments do not only subject our skin to cosmetic harm, but upon contracting cancers of the skin through UV rays emitted from the sun, its damage can be deadly. To raise awareness of the dangers of the sun and encourage people to look after their skin health, creative agency, Heimat Berlin, partnered with German Cancer Aid to create a warning system called "Watch Out At The Beach". As part of the campaign, the charity displayed flags alerting beach-goers to unsafe UV conditions, as well as developing a microsite that warns beach-goers of the risks of sun exposure in real time which can be accessed via a QR code.

Our genetics play a huge part in the challenges our skin faces and how to solve them. With UV rays proving increasingly dangerous to our skin health – a product of climate change – it is no surprise that a market has formed to protect the skin of those most at risk. This year, MC1R Magazine – a playful magazine for redheads – ventured into the skincare market, partnering with German skincare brand, Suns Care, to launch a limited-edition, cruelty-free sunscreen good enough for our fair and freckly friends. This SPF50 product is, too, called MC1R,

which is supposedly the 'ginger gene', and sports a bold and playful product packaging design reflective of the MC1R brand. Another brand to have increased their R&D efforts to protect against what is arguable the most profound environmental aggressor – the sun – is L'Oréal. Upon completing a 10 year research inquiry, L'Oréal has unveiled new hyper-effective sun protection technology which will be rolled out under the group's La Roche-Posay label. The new technology, UVMune 400, is more effectively able to filter and block "even the most insidious rays", providing better protection from ageing and skin cancers.

French beauty brand, Pour Moi, has also launched a skincare product in response to our rapidly changing and more threatening environment. This time protecting our skin against wild-fire smoke which has, too, proved more prevalent in recent years as summer temperatures rise across the globe. The brand's smoke-proof serum, which has been named "Smoke Alarm Drops", was created to boost the body's defences against smoke, as well as other day-to-day air pollutants, which can cause inflammation and premature ageing.





E.L.F COSMETICS GAME-UP COLLECTION

New Skinhealth Markets

WHAT'S TECH NECH?

It is not only our changing environments that have invited new skin health products to spring up in the skincare market. Our new and evolving pastime, workplace, and self-care activities have also invited demand from new consumer profiles and gaps for brands to fill.

Gaming is becoming an increasingly popular pastime. In fact, according to the Interactive Software Federation of Europe, more than 50% of Europeans play video games. Some brands are beginning to tap into this growing, yet underserved market. elf Cosmetics is targeting women gamers in particular, with a beauty and skincare range made of bold, colourful, game-inspired product and packaging. Vice-president of integrated marketing communications at elf Beauty, Patrick O'Keefe, explains, "We want to uplift and empower all creators in the gaming world through inclusivity, positivity and accessibility".

A modern-phenomenon born out of our increased use of digital devices is "tech neck". Affecting, but

not limited to, office workers, tech neck is the term given to wrinkling and the formation of horizontal lines that develop on the neck as a result of looking down at screens for long periods at a time. To remedy this 21st century workplace 'hazard', skincare brand, Nécessaire, has developed a serum that aims to "hydrate, soothe, and strengthen" skin on the neck, which is reportedly more delicate than the skin found on most other parts of the body and therefore at a higher risk of premature aging.

And don't think we haven't noticed an overall improvement in the state of men's faces as brands target this demographic with products supporting hygiene routines encouraging elevated skincare. Can such brand to target men looking to improve their skin health and appearance is the Sidekick skincare collection consisting of eight different product types formulated with naturally derived ingredients. Targeting Gen Z, this rapidly growing label in the Asian skincare market adopts an identity through its bold-typographic product packaging that aims to accost the young modern man.



THE NECK SERUM BY NÉCESSAIRE





SWIFT 



GEN Z SKINCARE BY BARBARA STURM



The Future of Skincare

PLANT DERIVATIVES, MICROBIOMES & TECH

Working out how to best look after our skin health through trial and tribulation is certainly one way for brands to approach skincare, but a more informed approach will undoubtedly generate more fruitful results. More and more, brands are leveraging scientific findings to inform the make-up and efficacy of their skincare products, with some brands even commissioning this type of research for a more bespoke inquiry, and to advance our knowledge and understanding in this area. Using this approach, Barbara Sturm taps into skintellectual Gen Z with its science-backed skincare range that helps to balance sebum levels through microbiome science. Augmenting its skincare offer for 12- to 15-year-olds, the brand runs an online 'skin school' and college ambassador programme that aims to educate and provide sound skincare solutions for its Gen Z audience.

Scientific skincare shoppers are a growing market and searches for beauty ingredients have increased by nearly 700% on Net-a-Porter since just 2020 (Net-a-Porter). The new ingredient in town to disrupt the wellness landscape and become the next beauty sensation is snow mushroom! Snow mushroom is a snow fungus that has a great ability to 'lock in' moisture – which explains why it is seemingly so desirability among brands in the beauty sphere. A handful of brands have already integrated this ingredient into their products, including celebrity-founded brand,

Pleasing. Whilst Harry Style's Shroom Bloom micro-collection is largely based on the effects of magic mushrooms which is evident through its psychedelic-inspired packaging and whimsical colour palette, its hand and nail balm does in fact contain extracts of snow mushroom.

Some brands are taking the use of organic-based products further. Tiny Associates has incorporated our own biological molecules into its products for a more natural approach to skincare. Using biotechnology instead of synthetic and often chemical based ingredients, this five-part, microbiome-gentle range is not only better for our skin, but it also demonstrates compassion to the planet – helping to contribute towards a cleaner future for beauty and wellness, and encouraging other brands in the same sphere to rethink conventional approaches to skincare.

In the society we live in, the future of anything is never without tech, and skincare is certainly not an exception to this. Swift Medical has created a pocket-size device that users can attach to their smartphones to help them to monitor the state of their skin or the skin of others, beyond what the human-eye can observe. The device can detect deep tissue injuries and infections, allowing citizens to understand skin health from a more clinical perspective, and seek treatment accordingly.

SHROOM BLOOM COLLECTION BY PLEASING



Sleep: The American Dream

We talk about... Sleep as the cure for (almost) everything

"You can sleep when you're dead!" is arguably one of the most damaging of attitudes to humans' mental and physical wellbeing in our modern world. Especially when we consider that sleep is the mind and body's opportunity for healing through rest and recuperation. It allows our brain to process a whole host of information and regulate emotions, and the cells of our body to more effectively recover from the stresses of the day.

TATT = Tired All The Time



OURA X GUCCI RING

Are You TATT?

A REMINDER TO PUT OURSELVES ON CHARGE

From health professionals and fitness coaches to CEOs, emerging views prioritising sleep are contributing to a new wave of wellness which, according to the medical community, will not only allow us to perform at our very best each day, but allow us to live longer too! But there is still a way to go as one in eight Brits claim to be tired all the time (TATT)! (YouGov)

Helping us on our way to putting sleep at the very top of our pyramid of priorities are wearables, such as smart watches and smart rings. Originally entering the market to track activity data sets, most (if not all) new devices entering this market from brands such as Apple, Garmin, and Fitbit now also track data-sets measuring inactivity, such as sleep, for a more balanced and comprehensive approach to health and wellbeing.

These devices and the data they present enable us

to truly understand how much sleep we are getting, the quality of the sleep, and even how this sleep has contributed to our recovery of energy – as if we are ourselves devices that need charging. This is subsequently allowing us to make smarter lifestyle choices that complement our current energy levels, such as exercise intensity, rather than depleting them further.

As the wellness economy continues to grow, and wearables continue to gain popularity, we are witnessing brands from sectors outside of technology and wellness ease themselves into these markets through exciting brand collaborations. Luxury label, Gucci, for example, has recently formed a partnership with Oura – retailer of a wearable smart ring that can help users to track their heart rates, menstrual cycles, and yes... you guessed it... sleep. The outcome of this partnership: an “exquisitely crafted ring with Gucci’s legendary style”.

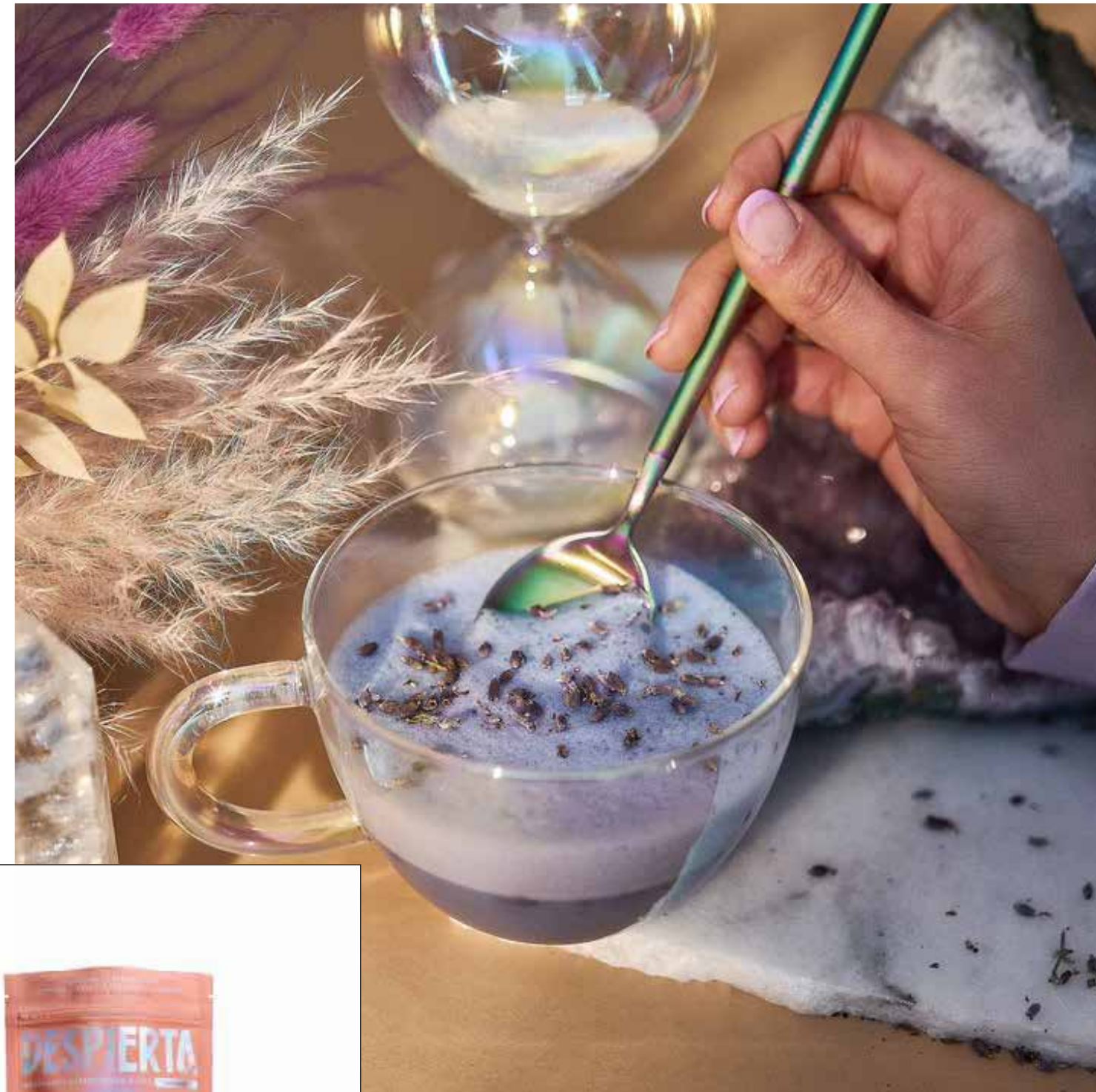


Awakening Conscious Minds For Better Sleep

WHEN GOOD SLEEP HYGIENE JUST ISN'T ENOUGH

Tracking sleep is one thing, but what for those who can't get to sleep in the first place, or who can't seem to obtain enough quality sleep? For these individuals, the message has been loud and clear for some time – whether we decide to follow the advice or not - we all know how to practice good sleep hygiene by now.... Block out light, lower the temperature of your bedroom, no screens an hour before sleep, stop drinking caffeine in the PM, etc.,

But what if this still doesn't do the trick? Some insomniacs have turned to mind expanding teas for lucid dreaming! It may not sound like it, but these teas are all designed to aid sleep and daytime wellness. Taking inspiration from indigenous Mexican healing practices, Despierta offers three deep sleep-inducing teas – Astral Traveler, Celestial Calm, & Morning Mystic – which are said to be packed with adaptogens, naturally occurring chemicals & vitamins.



DESPIERTA SLEEP-INDUCING TEAS

DREAM	SLEEP	AWAKEN
		



Sleep-Leisure^{noun}

Sleep-Leisure is the active pursuit of products, services, and activities that support an individual participating in sleep, or the routines that lead to sleep, as a pastime activity.



HASTENS SLEEP SPA

What Is Sleep-Leisure?

SLEEP: AN ACTIVITY TO BE ENJOYED OR A MEANS TO AN END?

Our changing attitudes has meant that sleep is no longer viewed as simply a means to an end. In fact, some people are not only prioritising sleep now more than ever for its health benefits, but also for the joy that it brings! Sleep-Leisure is a real thing, and its seemingly growing participation continues to support an economy of its own, but what is it exactly?

This rise in Sleep-Leisure has resulted in hotels positioning themselves as restorative facilities and destinations to be enjoyed in and of themselves for their support of Sleep-Leisure, rather than being used simply for their practicality whilst away from home.

The Saxon hotel in Johannesburg, for example, not only provides travellers with a place to stay, but it also offers sleep therapy treatment to its guests. The sleep therapy treatment consists of inviting guests to use a water-filled flotation bed for better body weight distribution and claims to provide the equivalent of four hours of sleep within

just a 30-minute period. Elsewhere in the world, in Coimbra, Portugal to be exact, Swedish luxury bed brand, Hästens, has partnered with hospitality group, Grupo O Valor do Tempo, to create the Hästens sleep spa. This sleep-leisure hotel is equipped with only the best sleep equipment for optimal sleep hygiene, from a Hästens Herlewing limited-edition mattress costing over £30,000, to equally as high-end duvets, pillows and pyjamas.

Attracting sleep tourism from people around the globe seeking Sleep-Leisure, and taking sleep hygiene to the next level is the Sleep Suite at the Park Hyatt Hotel in New York. This premium New York hotel room uses the power of technology via an AI-powered Bryte bed that monitors and reacts to a myriad of factors, whether it be adapting the temperature of the bed to help regulate guests' body temperatures while they sleep or triggering computer-controlled air cushions to ease pressure points and provide support for the body, to ensure that guests get the best night's sleep.



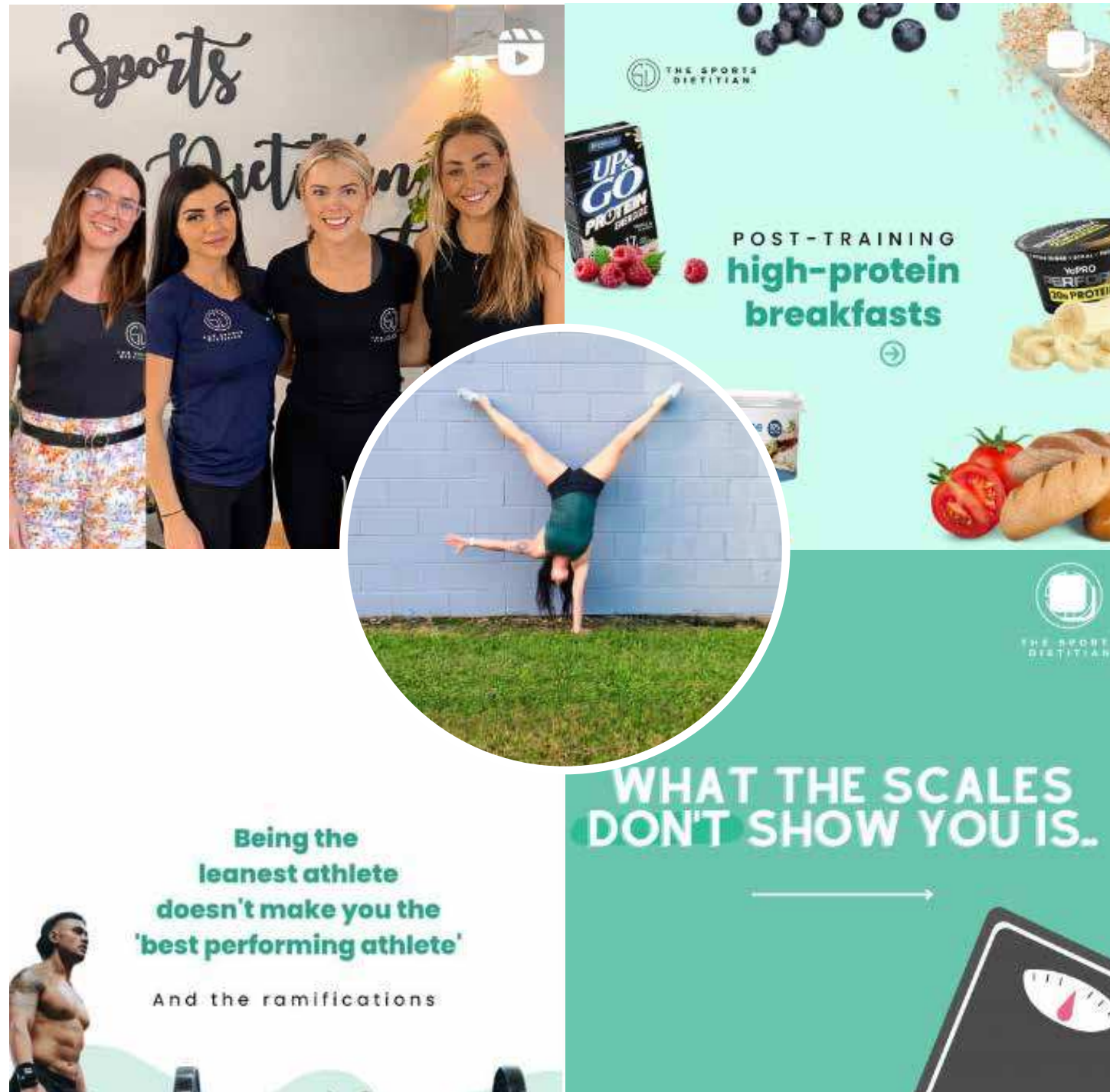
SAXON HOTEL, JOHANNESBURG

New-trition: It's all about the macros.

We talk about... Eating vs fuelling...
and veganism (obviously)

In this information age that we find ourselves in, we are continually uncovering new information about the consequences of the lifestyle choices which, in some cases, society has been participating in for over a century or more. As we learn of one consequence to our actions, not long after do we learn of another and another, forcing us to have to constantly adapt. Living in an era of constant change can be disruptive, let alone confusing – and it has left us feeling guilty about a lot of things, especially in areas where we haven't been able to adapt quickly enough as our attention to matters has been spread too thinly.

One of these areas is our relationship with food, and how the choices we make with our fuelling and nutrition are not only impacting our own health, both mentally and physically, but the health of the planet, too. We have a long way to go to undo decades and decades of poor eating habits, but do these more recent nutrition trends signal a turning point?



Eating Vs. Fuelling

CAN THOUGHTFUL EATING REPLACE MINDLESS CONSUMPTION?

Despite reports that obesity rates soared in 2020/21 as an indirect consequence of pandemic-induced lockdowns, a separate movement is changing the way that we see food for the better! Pandemic-induced lockdowns also awoke an army of people who were determined to put their body health first! Many of whom continue to do so today via exercising regularly and eating well.

These warriors from around the world – a community you can see very clearly on platforms such as Instagram – are approaching food and nutrition in a way that a very tiny subsection of society – namely athletes – approached food and nutrition in times gone by. The approach, which consists of feeding our bodies the nutrients and energy they deserve through thoughtful eating rather than mindless consumption that too often denies our bodies of any real sustenance, is arguably a much healthier way of looking at food.

Of course, this is not to say that food should not still be enjoyable. With such a large movement and

access to idea sharing platforms, no longer do you have to choose between whether you eat something healthy, or eat something yummy.

Bringing people around to this way of thinking is Sports Dietician and IG influencer, Taylor Wales-Ryan, alongside other influential figures, who create entertaining and informative videos about fuelling as an athlete, whilst also looking to steer people away from disordered, and sometimes dangerous, eating habits.

Within this movement are trends of their own, the latest being the tracking of “macros” – an abbreviation for macronutrients which relates to the three categories of nutrients you eat the most that provide you with most of your energy: protein, carbohydrates and fats. Whilst this is more likely than not a 'here today, gone tomorrow' buzzword, the principle behind it remains the same and contributes towards a healthier, more mindful relationship with food. So for today at least, it's all about the macros!

Free-From...Guilt?

WHAT'S THE DEAL WITH PLANT-BASED ALTERNATIVES?

For some time, the plant-based meat market has been one of the fastest growing food categories. People have been switching meat and animal-derived products for plant-based alternatives, not only to demonstrate compassion towards animals, but to the planet as well. However, recent data suggests that this growth is beginning to dip – despite there now being more choice than there has ever been before. There are two schools of thought for why this might be the case.

The first: due to the high-cost of free-from food products. In fact, the prices of many free-from food products have soared well above the rate of inflation, making meat-alternatives a much less desirable option, especially considering that many are really starting to experience the effects of the cost-of-living crisis.

Combining trends of veganism and home-grown produce, Peas of Heaven are inviting consumers to grow their own plant-based meat alternatives with a grow-your-own-sausage kit to highlight the

versatility of plant-based foods., and their ease of growth. When you've grown your peas from the kit, you can trade them in for a choice of Peas of Heaven sausages.

The second: it seems that the market's perceived woke positioning is keeping some vegetarian-curious consumers away. Despite understanding the benefits of eating meat alternatives to their health and to the planet, some consumers are wary of changing their eating habits for the identity that often comes with it. They fear that it may demonstrate an alliance to a different tribe, for which they will be ostracized by their own.

Accordingly, some brands have been rebranding to reposition themselves with a more inclusive identity that improves accessibility and speaks to a wider segment of citizens. Bunch, for example, has rebranded to embrace vibrant veganism. The brand's new colours and typography focuses much more on its colourful fruit and vegetable offer than its meat and protein alternatives to evolve with changing consumer attitudes and to reach new markets.



PEAS OF HEAVEN



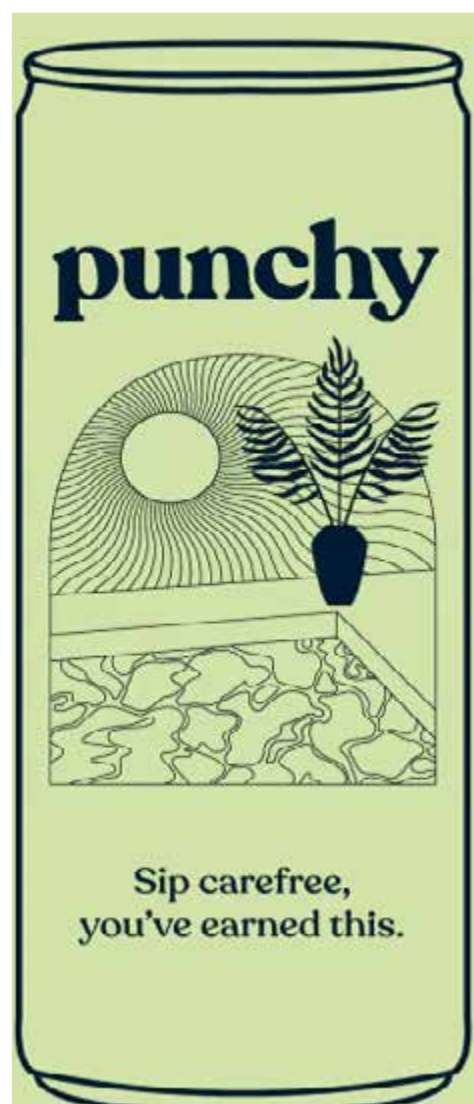


Drugs: It's a “no”

We talk about... CBD's continued campaign to world domination

LIQUID SUNSHINE

PUNCHY



Alcohol Alternatives To Try In 2023

OXYGENATED, VITAMIN-PACKED & TCM-INSPIRED

In 2022, over half of UK drinkers sought to cut down on their alcohol intake (Lucky Saint, Kam). This comes as more and more younger, Gen Z drinkers pass up on alcoholic beverages for low- and no-alcohol containing beverages, such as alcohol-free beer.

This has given rise to a hospitality market that provides a setting for people to enjoy socialising free of any alcohol. The Dream House Lounge in New Orleans has created a safe space designed to challenge alcohol-centric socialising. This lounge and bar environment offers a range of black-owned, non-alcoholic drink brands, as well as an oxygen bar serving purified oxygen, and a selection of 'conscious cocktails'.

One of the more recent trends to have arisen in

the non-alcoholic drinks' sphere is to pack these increasingly sought-after beverages with vitamins to provide an immunity boost rather than the depletion of immunity that you might get from consuming an alcoholic drink. Makers of non-alcoholic mixers, Punchy, for example, aims to give its vitamin D deficient consumers a lift by cramming 50% of people's vitamin D intake into just one can!

Oxygenated and vitamin-packed beverages are not the only ways that people can acquire a dose of feel-good without alcohol - some brands have been experimenting with herbal medicines, and others with gummies. LF Herbify, has been experimenting with both! The wellness company is drawing on Traditional Chinese Medicine (TCM) to create a range of yummy sweets containing natural, medicinal herbs that aim to boost energy upon their on consumption.

In 2022, over half of UK drinkers sought to cut down on their alcohol intake.

LUCKY SAINT, KAM



THE DREAM HOUSE LOUNGE

a recipe
for
wellness 凉方





Drugs For Better Health

TAPPING INTO THE BENEFITS OF DRUGS

Banned drugs have always been of interest for their potential health benefits - particularly when all or part of the drug consists of naturally-derived ingredients. When formerly banned drugs are legalised, whether for medical or recreational use, citizens can begin to embrace the health benefits that ensue.

In the US, where cannabis is legal in 19 states, it is reported that "91% of adults aged 21 and over who consume cannabis do so for health and wellness purposes" (Curaleaf, The Harris Poll). The research found that 52% of people report to use cannabis to relax, 49% of people report to use cannabis to help with sleep, 44% of people report to use cannabis to reduce stress, and 41% of people report to use cannabis to reduce anxiety.

Canada has recently legalised psilocybin and MDMA for medical use to support people's mental health as part of a Special Access Programme where traditional therapies have proved ineffective. This ground-breaking legislation is opening up doors in the medical community and demonstrates support towards a growing market – the psychedelic wellness market. Brands are tapping into the benefits of drugs where they can, and drawing upon their unique benefits to create effective wellness products. Brands are particularly leveraging hemp - a botanical class of cannabis

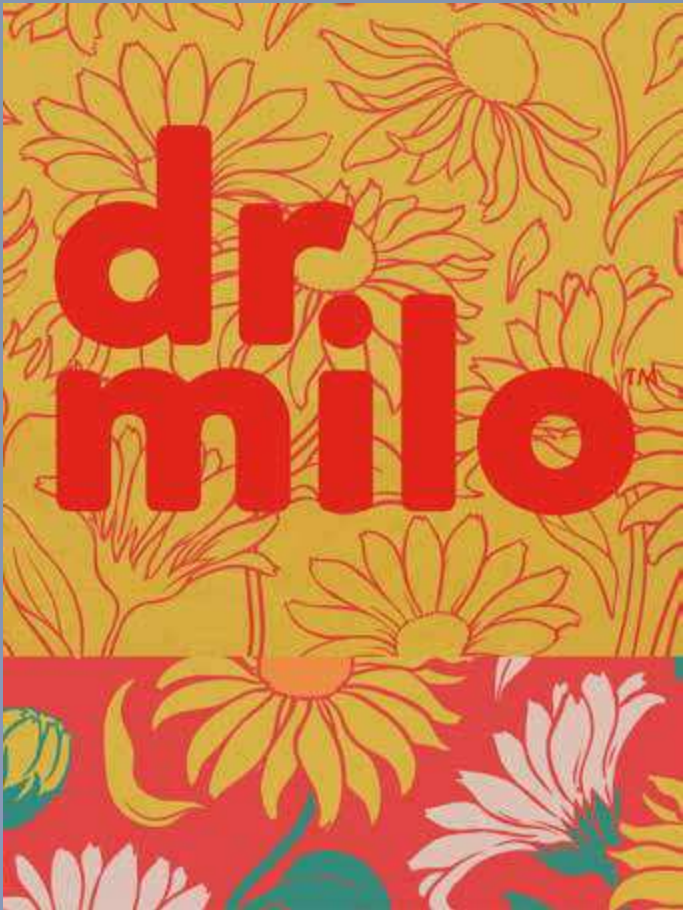
grown for industrial and medicinal use, and therefore void of THC (the "high"-inducing substance) – for its CBD contents that is known for its remedial benefits, as well as its impressive sustainability credentials. Hemp wellness brand, Dr Milo, for example, uses hemp-derived ingredients in its products to support people with the management of chronic pain. Dr Milo seeks to bring a sense of positivity to pain management through its playful and visually impactful packaging displaying bright colours, vibrant typography, and psychedelic waves.

Brands are not only finding ways to bring the previously untapped wellness benefits of drugs to the consumer, but they are also looking to transform the entire drugstore experience that puts healthcare into the hands of the consumer. New drugstore, OEM, aims to integrate modern care into the drugstore model. OEM focuses on preventative care via its range of restorative products containing ingredients unlikely to be found in the mainstream products you would typically find at your local pharmacy, such as CBD, and Japanese-inspired Hinoki scent. It looks to move away from the current "institutionalised, politicised, and digitised" healthcare model, disconnected from human interaction, and replace it with a stronger focus on care, through its product options, packaging, product ingredients, and eventually through a physical store environment where "care can exist in its truest form".



OEM





Pollution: Finding a soilution

We talk about... the role of plants for preventative care



**SOCIAL HOUSING DEVELOPMENT IN
BEIJING BY MAD ARCHITECTS**



Improving Big City Life

WITH BIOPHILIC DESIGN

New findings from the University of Chicago's Energy Policy Institute captured in a new Air Quality Life Index (AQLI) report suggests that current day levels of pollution are shaving 2.2 years off global average life expectancy (comparable to smoking), rising to 8.1 years for residents of the most polluted district in south Asia. Frightening statistics suggesting that 99% of the global population breathes low quality air (Randstad) due to agriculture, transport, factories, the burning of landfill, etc, highlights just how crucial it is that we find a problem to this solution.

To limit the impact that pollution is having on our health, people are increasingly looking to spend their time in green spaces where air quality is significantly improved, not only due to there being fewer pollutants within the space but also due to plants' incredible abilities to filter the air around us. On this understanding, more than one in seven people in the UK would be willing to move if their hometown or workplace doesn't become greener.

Biophilic design is working its way into several different environments, from homes and workplaces to retail and hospitality.

Governments and organisations are looking to the power of plants to limit the impact of pollution on

our health in built-up areas through incorporating more biophilic materials. In Mumbai, a community-centric space was created under a flyover by architecture studio, MVRDV, to promote safer travel zones for pedestrians. Inclusive of standalone potted plants and live plant walls, this space also aims to provide respite from the traffic of the city.

Similarly, architecture studio, MAD, is breathing new life into conventional social housing in Beijing by incorporating a floating park complex made up of a red walking and running track, outdoor gyms, a badminton court, children's play areas, a service centre, eco-farm, and LOTS of plants into their plans. Prioritising access to nature, this community and wellbeing development makes good use of the vertical space available, providing an altogether healthier environment for its surrounding residents.

5,000 miles from Beijing, European metropolitan, Paris, is confronting a pollution of another kind - sound pollution. To combat this type of pollution, the French authorities are planning to fine users of motor vehicles that are excessively noisy, identifying the vehicles through mounting noise radars and license plate recognition devices onto lampposts - all in a bid to improve quality of life among Parisians by granting them the luxury of quiet.



COMMUNITY SPACE BY MVRDV ARCHITECTS UNDER A FLYOVER IN MUMBAI

Anti-ageing: Soon to be immortal?

We talk about... Biohacking for immortal beauty

People are looking to cryobiology – a branch of biology that studies the effects of low temperatures on living things – to slow down ageing. Once a seemingly futuristic therapy and only one accessible at specialist clinics, brands are introducing the notion of Cryotherapy to the mass market via innovative, off-the-shelf skincare and wellness products.

Similarly, SiO Beauty launched a trio of skincare products as part of its Cryo Collection – an eye cream, a body cream and a serum – which is to be applied using the brand's massaging tool shaped like a gua sha facial massager called Cryodrop. Focused on anti-aging, the combination of SiO Beauty's cryo properties and suggested method of application really allows the botanical ingredients that make up the products to penetrate the top layer of skin and improve product efficacy.

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ONEPOLL & L'OREAL



SIO CRYO COLLECTION

The 60+ population is predicted to nearly double by 2050 12% to 22%

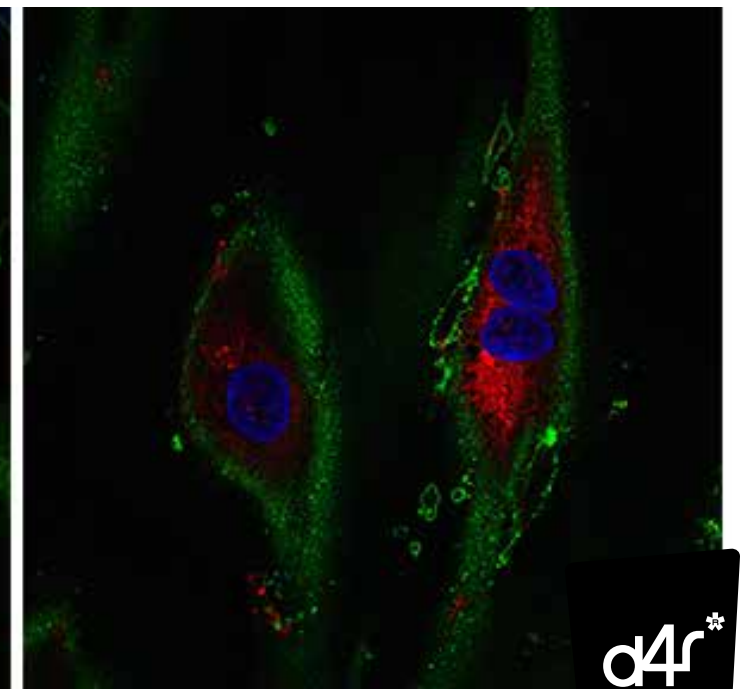
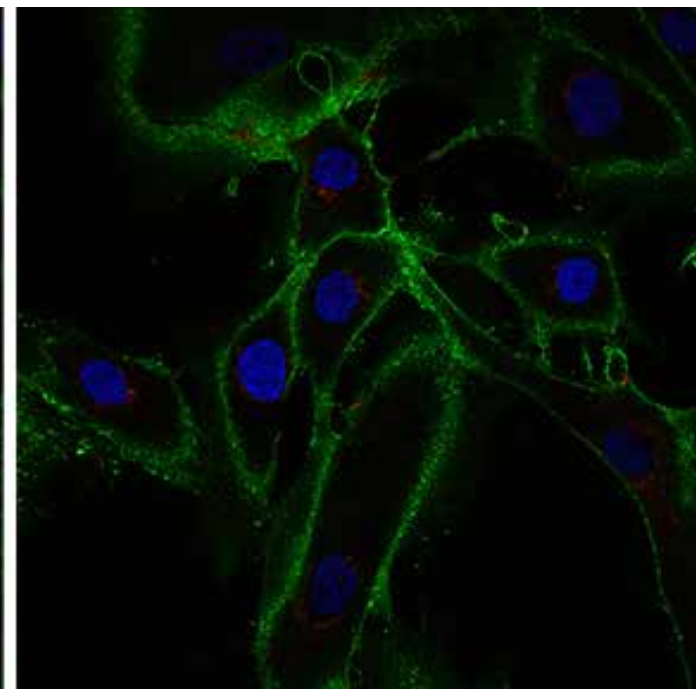
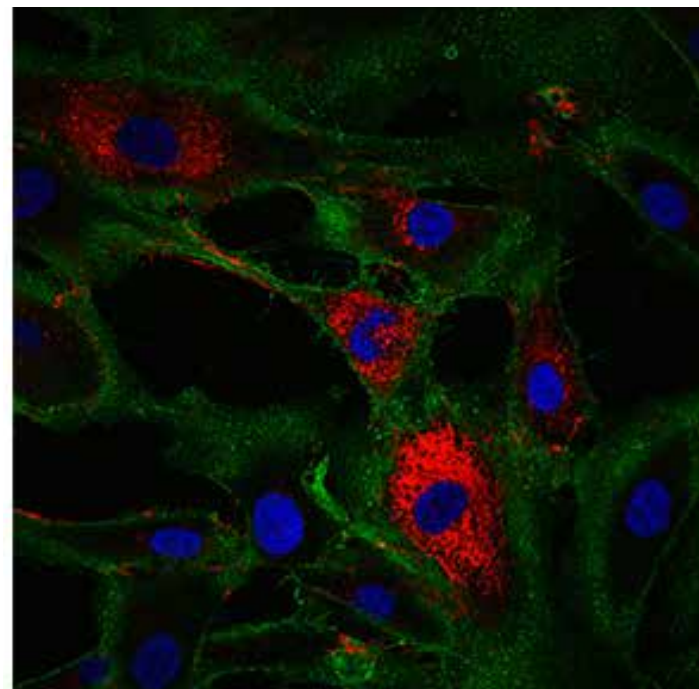
WHO

The New Ageing Market

SMART AGE SOLUTIONS

A new market is emerging that looks to address protection, prevention, and regeneration rather than reversing and repairing extant damage. Redefining the rule of aging, The Future Laboratory has identified a shift in attitude “from anti-aging and pro-aging to pre-aging” – pro-longing health span through pro-longing lifespan. This includes making altogether healthier lifestyle choices which are already contributing to longer and healthier futures with WHO predicting that the 60+ population will nearly double by 2050 12% to 22%.

This focus on getting older in a healthier way is not to say that regenerative healthcare is no longer an option. Research from the Barbara Institute has developed a new biohacking technique that reduces cellular age by 30 years! Whilst there is still a way to go to understand exactly what is at play when turning back the clock on our cells, it suggests that we are only just scratching the surface in the anti-aging sphere and anticipate the introduction of new innovations as we move into 2023.



Fitness & Recovery: Lady in weighting

We talk about... The women embarking on a movement of empowerment

ADIDAS SPORTS BRAS



NIKE X REBEL GIRLS CAMPAIGN

ANYTIME FITNESS
CAMPAIGN:
ANYBODY, ANYTIME

Diversity & Inclusion In Sports

2023 SIGNALS A MOVEMENT OF EMPOWERMENT

According to Nuffield Health, 47% of women in the UK have done no vigorous exercise in the past 12 months. This is hugely problematic, not only when we consider the benefits of exercise on our physical health, but our day-to-day mental wellbeing, too. ASICS' Uplifting Minds study revealed that just one week of inactivity can reduce a person's confidence by 20%.

But the definition of what it means to exercise as a woman is changing! No longer are we seeing women hit the gym simply to lose weight or 'tone' their bodies for purely aesthetic reasons, or avoiding exercise altogether for fear of getting 'bulky'. Women are embarking on a movement of empowerment that is encouraging them to feel stronger in more ways than one! It is a movement that rebels against the traditional socialisation of girls, and a movement which men have benefitted from for centuries prior. Women are lifting heavier, cycling further, and hitting harder, joining traditionally male-dominated sports in their droves that unleash strength and promote power!

Alongside there being a growing number of female IG and TT influencers encouraging women to lift weights in the gym or pound the pavement as part of a healthier and more active lifestyle, brands are also backing this drive with their own campaigns. Nike's collaboration with storytelling platform, Rebel Girls, for example, aims to amplify women in sports to inspire the next generation. The partnership has produced a limited edition book in celebration of the UEFA European Championship which saw record-levels of support from fans of the game. Alongside distributing 20,000 free copies of the book to children visiting Nike stores, the brands have also released story content on their online platforms showcasing the evolution of women's football.

Likewise, adidas, is, too, working hard to break down some of the barriers that exist between women and sports. With a complete overhaul of its sports bra range, the sports' apparel giant is listening to what women need from their athletic wear to help close the gender gap. The new collection focuses on sports bras as protective performance clothing and has re-engineered its sports bras to cater for ALL active women. This comes following the results of a study suggesting that 90% of women are wearing the wrong-sized sports bra.

This drive for enhanced diversity and inclusion in sports is not just reserved for gender, but for minority groups across the board – and brands are proving among the first to encourage and champion this increased participation. Last year, for example, Anytime Fitness launched the campaign, "Any Body, Any Time", to challenge assumptions about who goes to the gym. Alongside the campaign illustrating a diverse range of people that frequent its gyms, Anytime Fitness is conducting accessibility audits at its gyms and training its staff in how to accommodate people with sensory needs and disabilities. The Lawn Tennis Association (LTA) has also launched a campaign that challenges preconceptions about sports in the hope that it will attract new player profiles. The #YourCourtYourRules campaign is a high-energy campaign which illustrates how the game has evolved throughout the decades. The short film initially features footage in black and white, with the vibrancy and range of colours increasing as tennis moves along in time. The bold and vibrant colours seen towards the end depict how the LTA are encouraging more diversity within the sport, as well as ensuring their campaign is attractive to a youthful Gen Z audience.





METABIKE BY CARDIO

Introducing Cryptofitness

INCENTIVIZED EXERCISE

The buzz that typically comes with participating in physical activity is enough for some people to choose a lifestyle inclusive of a consistent exercise routine. For others, it is the mid-term and long-term benefits that come with exercising - from improved stamina and increased strength to a stronger immune system and perhaps even a more desirable body aesthetic.

However, this is not always enough. To make participation in exercise more desirable, some brands have sought to incentivise exercise with digital currencies, such as cryptocurrencies. In fact, a study suggests that a massive 81% of Americans would be motivated to stay fit if they were paid in cryptocurrency for their efforts (FitRated). Furthermore, 40% of people said they would cancel their current gym subscriptions to

attend a gym in the metaverse offering blockchain-based fitness. Interestingly, however, this preference was less about the reward itself than it was about how the introduction of a reward would gamify their participation in sports and fitness.

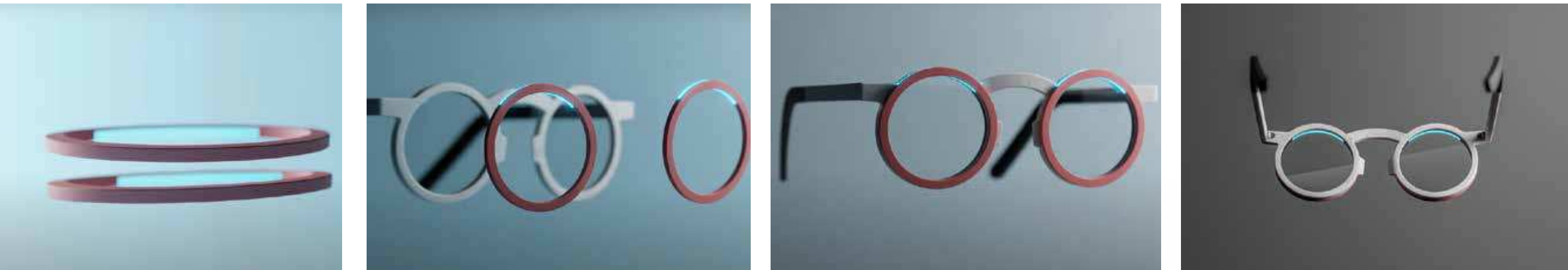
One brand to have dipped its toes into the water in this landscape is Cardio with the launch of its Metabike - an at-home fitness bike. Through the Internet of Things (IoT), users of the Metabike can connect their activity to Web3 through a smart TV or tablet device for a gamified exercise experience. The healthcare company rewards users for their activity on the bike - which includes the ability to race other users in the popular Roblox metaverse - with cardio points which can be exchanged for Cardiocoin and later spent on a range of healthcare products displayed in the brand's app.



Eyecare: An insight into the future

We talk about... Innovative solutions to a 21st
century hazard

BETTERLAB 'PHOTOLUMINESCENT' GLASSES



Avoiding An Eye Health Epidemic

TARGETTING THOSE MOST AT RISK

Findings from a study undertaken last year suggest that the average American will spend 44 years looking at a screen over the course of their lifetime (Vision Direct)! This evolution in the way that we use our eyes on a day-to-day basis calls for a revolution in the way that we care for our eyes.

People that play video games as a pastime are typically known to rack up an exceptional amount of screen time on a daily, weekly, yearly and monthly basis. It is for this reason that eyewear brand, Oakley, is entering into the esports market by partnering up with Envy Gaming who will encourage players to exclusively wear Oakley's blue light filtration eyewear. But what makes this eyewear unique to other brands in the same

market is the design of the frames which allow for the glasses to be worn comfortably with headsets - breaking down barriers between gamers and their eyecare.

By 2050 it is thought that half of the population will have myopia, or near sighted-ness, as a result of the increased time that we spend looking at screens. Eye health professionals are working hard to find innovative eye health solutions that might prevent this foreseeable eye health epidemic latest research looking at light levels. Innovation firm, Betterlab, has revealed that by implanting a photoluminescent substance into the frames of glasses, it can control the wavelength of light entering the eye and lower the chances of people developing myopia.



OAKLEY BLUE LIGHT GAMING GLASSES



MTHK EYE WELLNESS RANGE



A Rapidly Growing Market

EYECARE SET TO BECOME AS HABITUAL AS SKINCARE

Whilst eye health specialists are looking to solutions that will both undo and prevent eye damage caused by our increased use of screens, beauty and wellness brands have, too, been exploring and developing a range of affordable, off-the-shelf eyecare solutions – from moisturisers and vitamins to acupressure – that have arguably increased accessibility to better eye health. As brands continue to encourage people to pay more time and attention to eye wellness through new techniques and products, it is thought that eyecare will become as habitual as skincare.

As the market expands, we are observing a growing number of niche eyecare brands challenging the industry's beauty and cosmetic giants with new products, contemporary identities, and human-

centric brand and marketing communications targeting citizens concerned about eye wellness. These brands include the likes of MTHK, an eyecare brand offering products in the form of sprays and drops that deliver moisture and vitamins to users eyes to counteract the effects of reduced blinking when looking at screens; Ocushield, developers of a weighted bamboo eye mask that applies pressure to specific points around the eyes to encourage rest and relaxation of the eyes, subsequently promoting better sleep and treating dry eye syndrome; and AbbVie, a pharmaceutical company that has supposedly formulated an eyedrop that temporarily sharpens near vision, altogether removing the need for some people to reach for their prescription reading glasses.

VUITY SIGHT CORRECTING EYEDROPS BY ABBVIE

A prescription eye drop to

IMPROVE AGE-RELATED BLURRY NEAR VISION (PRESBYOPIA)

A small, clear plastic bottle of Vuity eye drops with a green cap. The label on the bottle reads 'Vuity', 'pilocarpine HCl ophthalmic solution 1.25%', and '2.5 mL'. The bottle is shown at an angle against a blue background.

A logo consisting of the letters 'd4r' in a stylized font, with a small asterisk to the right. The logo is white on a black background.



OCUSHIELD BAMBOO WEIGHTED SLEEP EYE MASK

Mental Wellness: It's a no-brainer

We talk about... The continued concern over men's mental health



330 million adults go at least two weeks without talking to a single friend or family member.

2022 EMOTIONAL REPORT, GALLUP

Men's health stuff made easy.

Personalised clinical treatments. All online.

Talking To Men

TACKLING LONLINESS & SUICIDE

Gallup's 2022 Emotional Report has revealed that loneliness levels are on the increase across the globe. The study found that 330 million adults go at least two weeks without talking to a single friend or family member, and one fifth of people report not having a single person that they can count on for help. The multiple and lengthy lockdowns that citizens endured certainly didn't help the cause and will have inevitably driven a wedge between some friendships. Between 2020 and 2021, suicide rates increased with around three quarters of suicides carried out by males. It has been suggested that

one of many reasons for this is due to men not easily being able to form connections that allow them to openly talk about their thoughts and feelings.

Organisations and corporation are getting creative in the ways that they are talking to men about their health, including their mental health in the hope that a different approach will be more effective at getting men to seek treatment. Men's health platform, Mosh, for example, took a more humorous approach in a playful short film shining the spotlight on an array of male health concerns and why it's best to confront them rather than brush them under the carpet.



Approaching Mental Health From Unexplored Angles

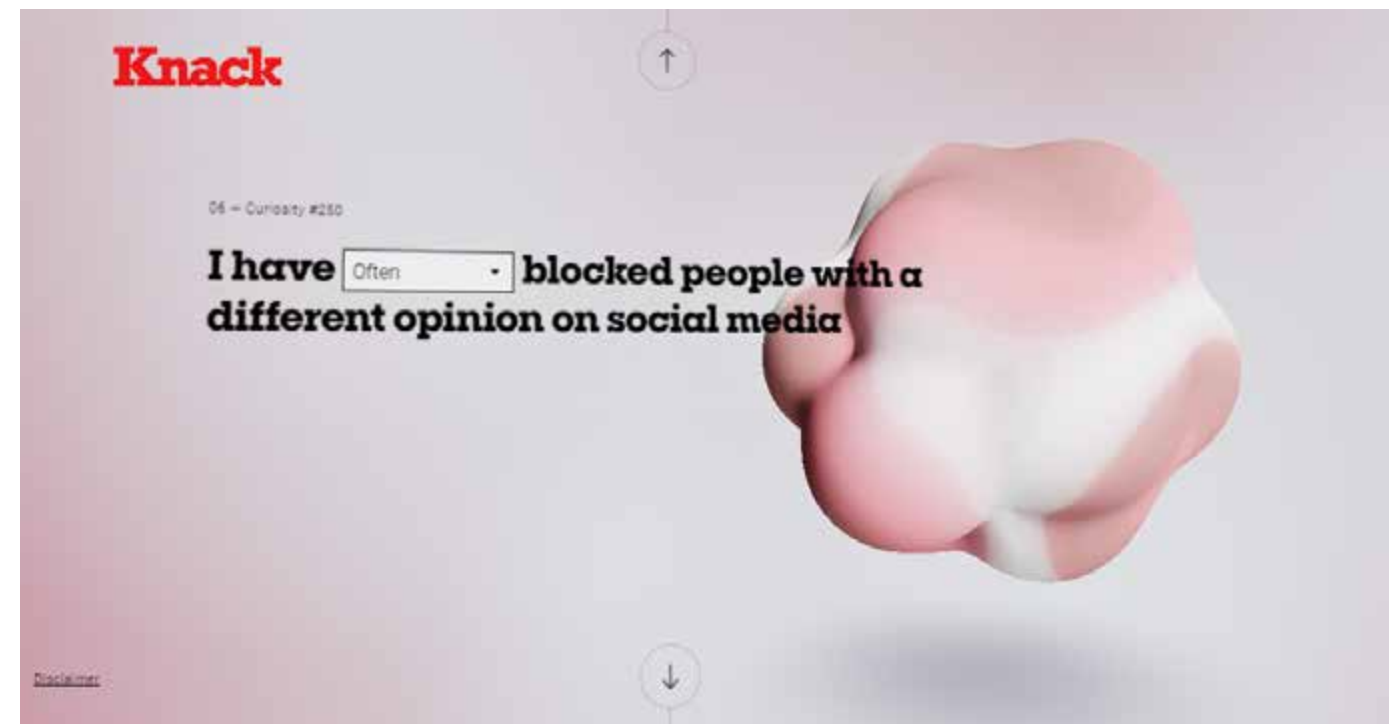
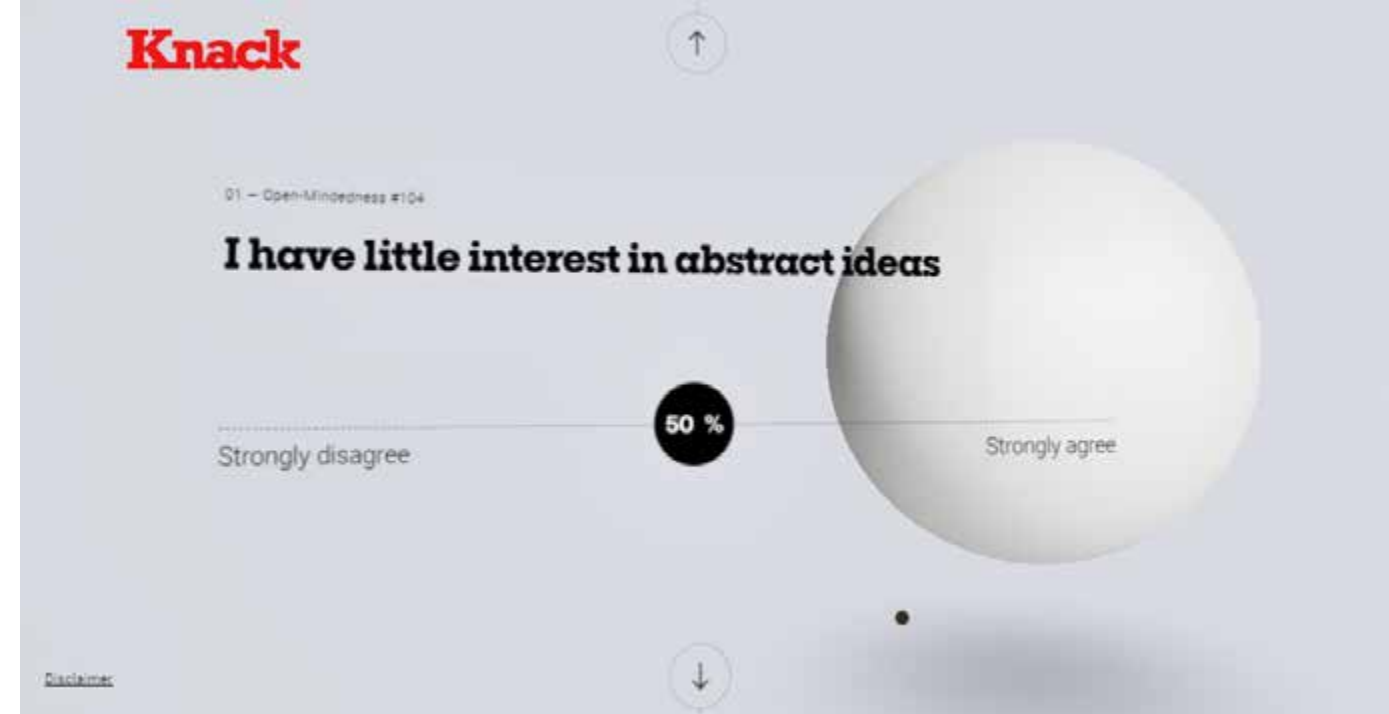
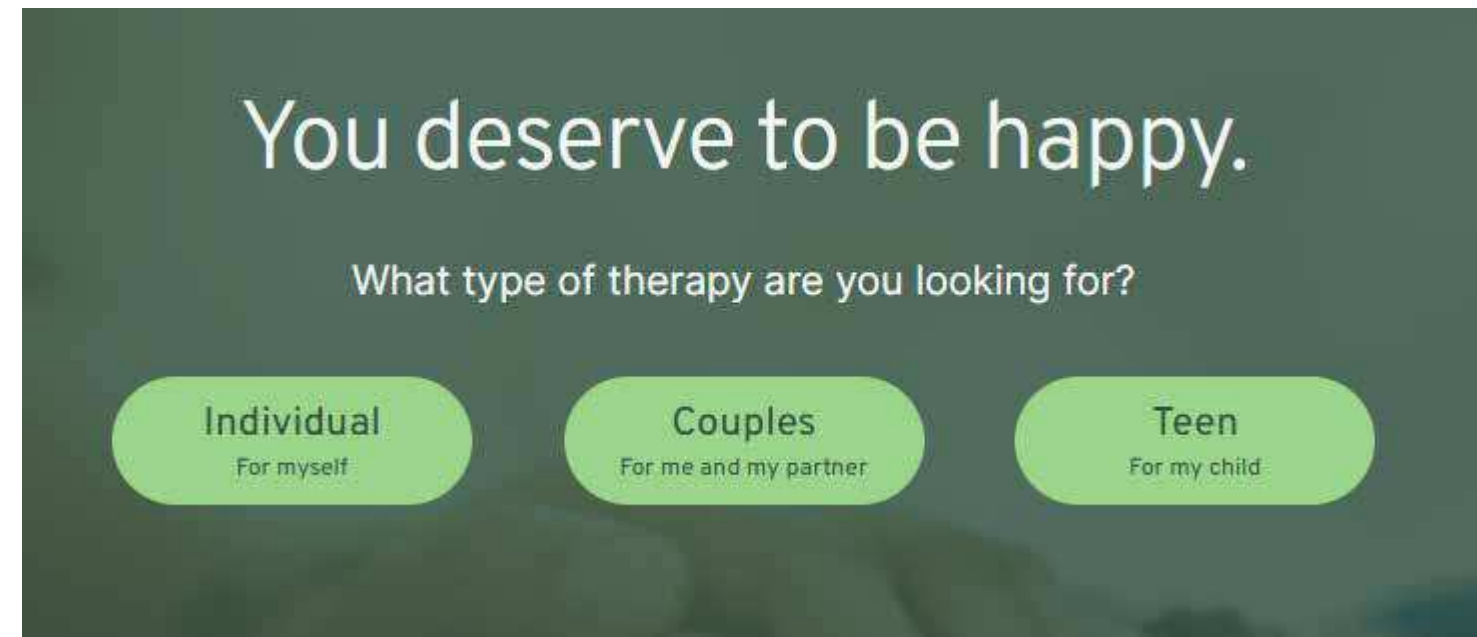
VISUALISATION, SAME-DAY THERAPY, AND MINDFUL MEDIA

Another brand to approach mental health from a previously unexplored angle is Belgian magazine, Knack, who has developed an online tool called “Think in Colour” which allows people to visualise their thoughts and feelings. The programme asks the user a series of questions and generates a 3D visual aid that morphs and changes, including its shape, texture, and colour, as users work through the questionnaire. Could simply turning our thoughts and feelings into something that is visually tangible lead to better mental wellness?

On-demand counselling and therapy has seen a boom lately with the rise of online platforms such as Better Help, which, through its subscription model, matches its members with qualified counsellors for regular online therapy sessions. Similarly to Better Help, SelfSpace offers same day bookings and speedy access to qualified professionals. As the UK’s first on-demand mental health centre, SelfSpace is turning therapy into a community pursuit! These therapy models speak to our modern day need for hyper-convenience in

all aspects of our life.

Another novel approach that corporations and organisations are exploring to improve the mental wellness of citizens is mindful media. Previously, ‘mindful media’ existed in the form of consuming mantras and positive affirmations written onto graphics and accessed via social media platforms like Instagram and Facebook. Nowadays, people are shunning this type of online content for its contribution to “toxic positivity”. Mindful media of today focuses more on creating ‘quiet moments’ that can facilitate mindfulness. Chill pill, for example, is a metaverse-esque gaming chatroom that allows daily reflection and the tools to help you learn about yourself in a judgement free zone. Similarly, a really great example of mindful media is Wordle - an online game that encourages you to take 15 minutes to yourself in the real world to sit and think, with the added benefit of being able to share your scorecard with your friends and family - contributing to a sense of community and belonging.





SELF SPACE

A GOOD CONVERSATION
WITH A QUALIFIED PERSON

Female Health: Let's take a menopause

We talk about... The secret life of post-partem and post-menopause



Breaking The Silence

TACKLING SYSTEMATIC HEALTHCARE ISSUES

Whilst healthcare for cis women and trans men is rapidly deteriorating in some places in the world, such as in the US, countries elsewhere are continuing to introduce policies that work towards creating an all-round healthier and happier population.

Tackling the nation's systemic healthcare issues, the UK government unveiled a Health Strategy suggesting that more investment will be given to breast screening, IVF and endometriosis services in a bid to close the gender health gap. Further to this, the Mayor of London, Sadiq Khan, aims to shift people's perceptions about menopause by creating a more inclusive workplace at London's City Hall that is more supportive and accommodating of cis female and potentially trans male colleagues going through this stage of their lives.

Brands are, too, playing a huge part when it comes to breaking the silence on female health.

Mum and baby brand, Frida, is a brilliant example of this. Its fearless brand identity is formed from sharing the raw, uncensored truths about parenthood - no matter how gory or 'personal' they may be. The brand's communication strategy and unique product range are helping to shine a light on the not-so-pretty side of post-partem life, and reversing societies' potentially dangerous hush-hush mentalities.

Other brands are commissioning research and diverting resources to help females navigate some of the most challenging stages of their lives. Baby Dove, for example, has launched a campaign highlighting the realities of parenthood and aims to remove any stigma surrounding post-partem and ease the impact of post-natal depression. The beauty and wellness brand are using their platform to create a sense of shared understanding and solidarity among parents – especially upon learning that post partem pressures affect 7 out of 10 women.

DOVE

**Postpartem pressures affect
7 out of 10 women**





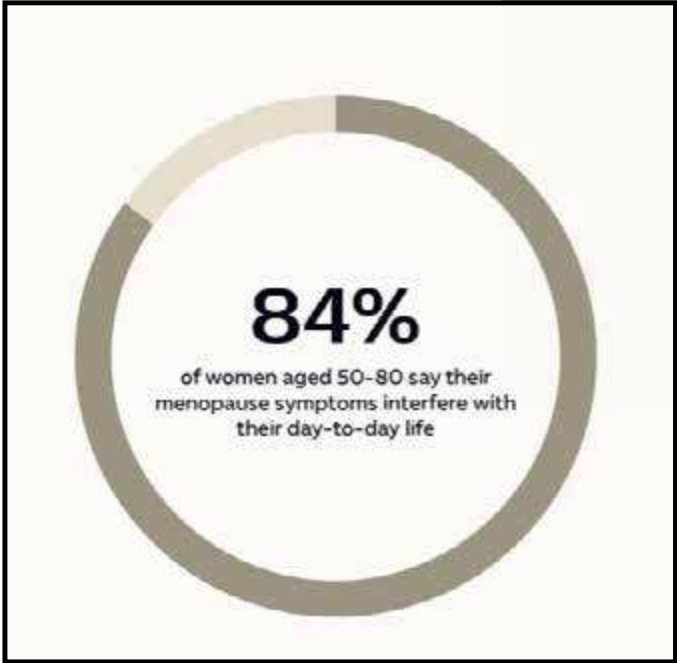
Wellness Of Body & Mind

THE EMOTIONAL IMPACT OF POST-PARTEM AND MENOPAUSE

The emotional impact that often accompanies post-partem and menopause is equally, if not more of a factor affecting cis women’s and trans men’s health than the physical impact of these life stages. Some brands are using their platforms to shine a light on this and demonstrate compassion towards those going through post-partem and menopause, focusing resource on offering support for their mental health, as opposed to their physical health.

Wellness brand, P.Volve, for example, are using their platform to offer a unique workout regime

that is not only helping citizens to keep moving whilst undergoing the hormonal changes of menopause, but also providing an activity for relaxation and empowerment. Meanwhile, the Boram Postnatal Retreat located on the 9th floor of New York’s 5-star Langham Hotel provides a luxurious hotel experience, and a space for new mothers to receive support and post-birth rejuvenation. Alongside providing a community space for group therapy sessions to support cis women and trans men through this big life event, the retreat also has certified nurses on hand to help ease guests into parenthood.



P.VOLVE X ELEKTRA HEALTH

INTRODUCING MOVING WITH MENOPAUSE

Finally – what millions of women have been waiting for is here. Created by P.volve and Elektra Health, Moving with Menopause is a first-of-its-kind fitness and education program created to support women through the transition of menopause.

Plus, new members get \$30 off our Essentials Kit with code MENO30.

[Learn more](#)

P.VOLVE



Spiritual Healing: It's beyond me

We talk about... Having the strength to look beyond ourselves



2023 Is A Time For Healing

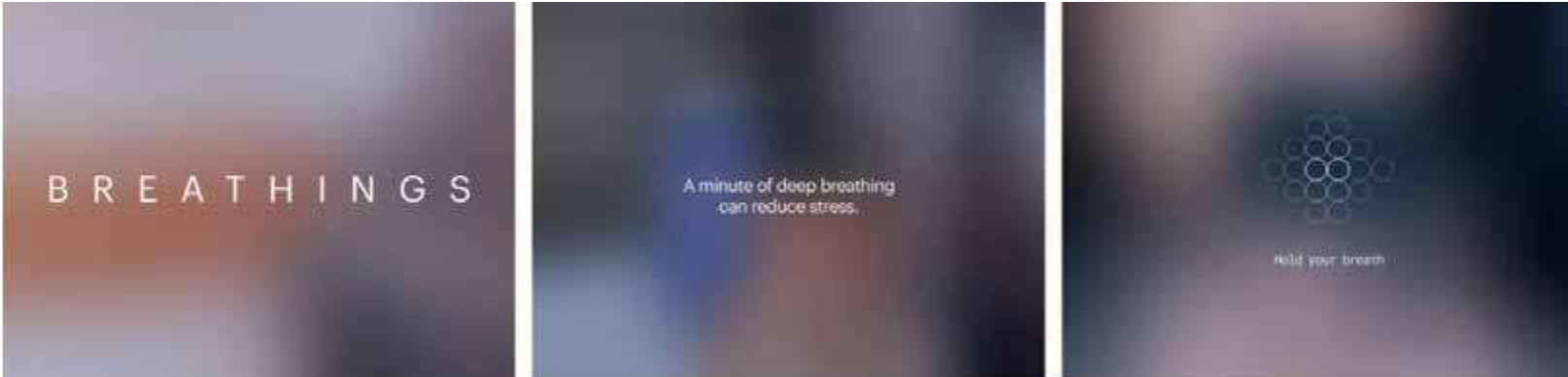
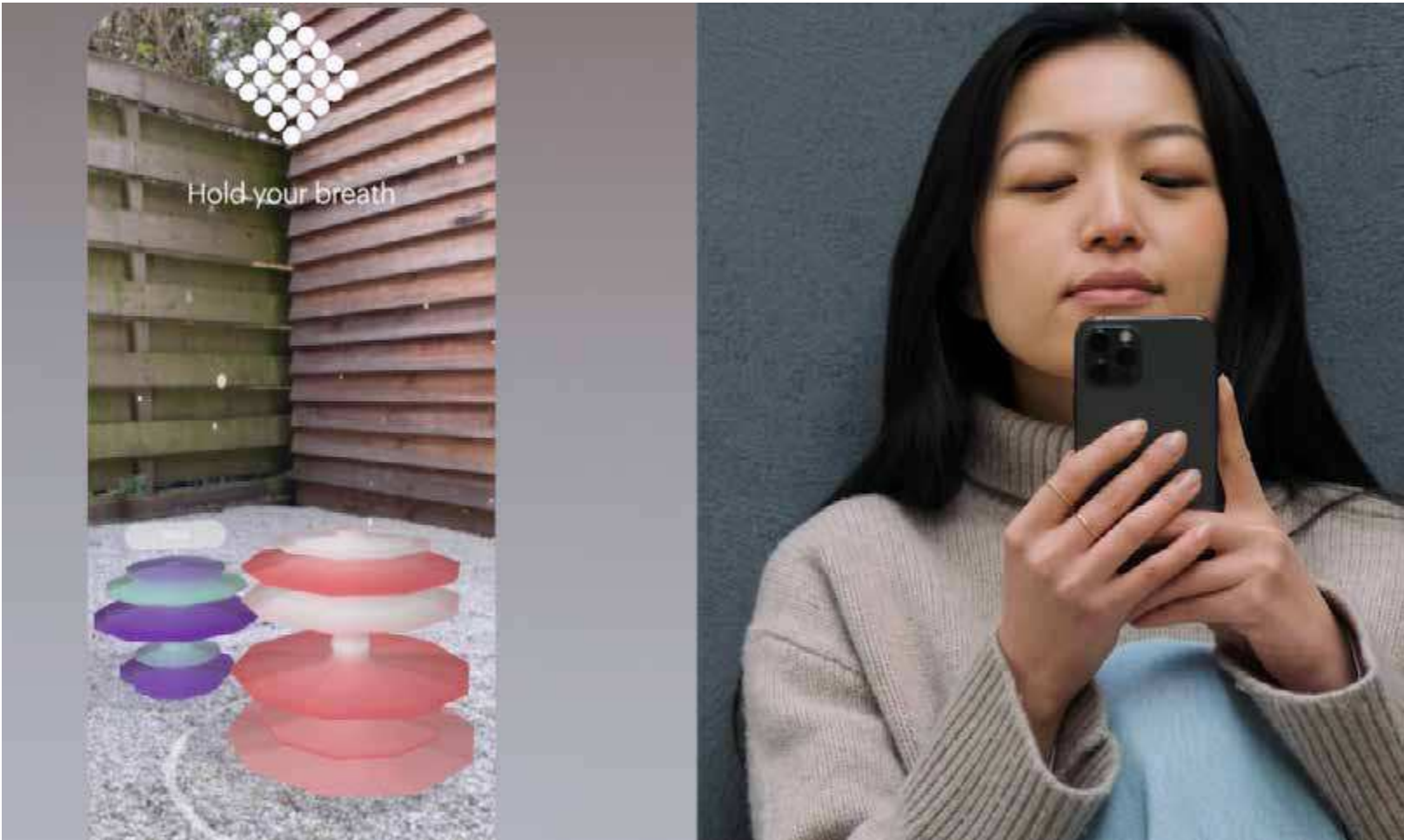
PRACTISING SELFLESSNESS & MINDFULNESS

The disruptions caused by the pandemic to our work and home lives proved detrimental to our mental wellness and people had to look deep within themselves to find a strength that would enable them to endure this emotionally challenging time in our lives. Having braved this temporary, albeit tough, time of disruption, many are now experiencing a period of recovery through which they are able to look beyond themselves and divert their attention to others for spiritual healing.

Of course, “others” doesn’t necessarily have to mean other people, and many have found a kind of spiritual healing through looking after the wellbeing of animals or plants. As an activity not always accessible due to limited time or funds to care for another living organism full-time, game developer, Lumi, has created a mindfulness game called Kinder World which gives players the opportunity to care for digital houseplants through completing short wellbeing exercises.

Despite there already being countless digital applications that aim to promote mindfulness to augment emotional and spiritual healing, app developers have only just scratched the surface. Last year, Snap Inc. explored how AR could be used as a wellness tool. One thing to come out of its innovation lab was an AR lens encouraging users to participate in breathing techniques for stress relief. Another is a Posture Coach AR lens encouraging users to assume various yoga positions for mindfulness and relaxation.

Meditation and Yoga have long been go-to techniques for practicing mindfulness. Straying from the wellness industry’s prevalent minimalist style, West London Yoga studio, Love Supreme Projects, and design firm, Pentagram, have partnered up to honour the maximalist and spiritual origins of the yoga movement. Together they have created an identity inclusive of vibrant colours and abstract symbols centred around the pillars of joy, union, and roots.



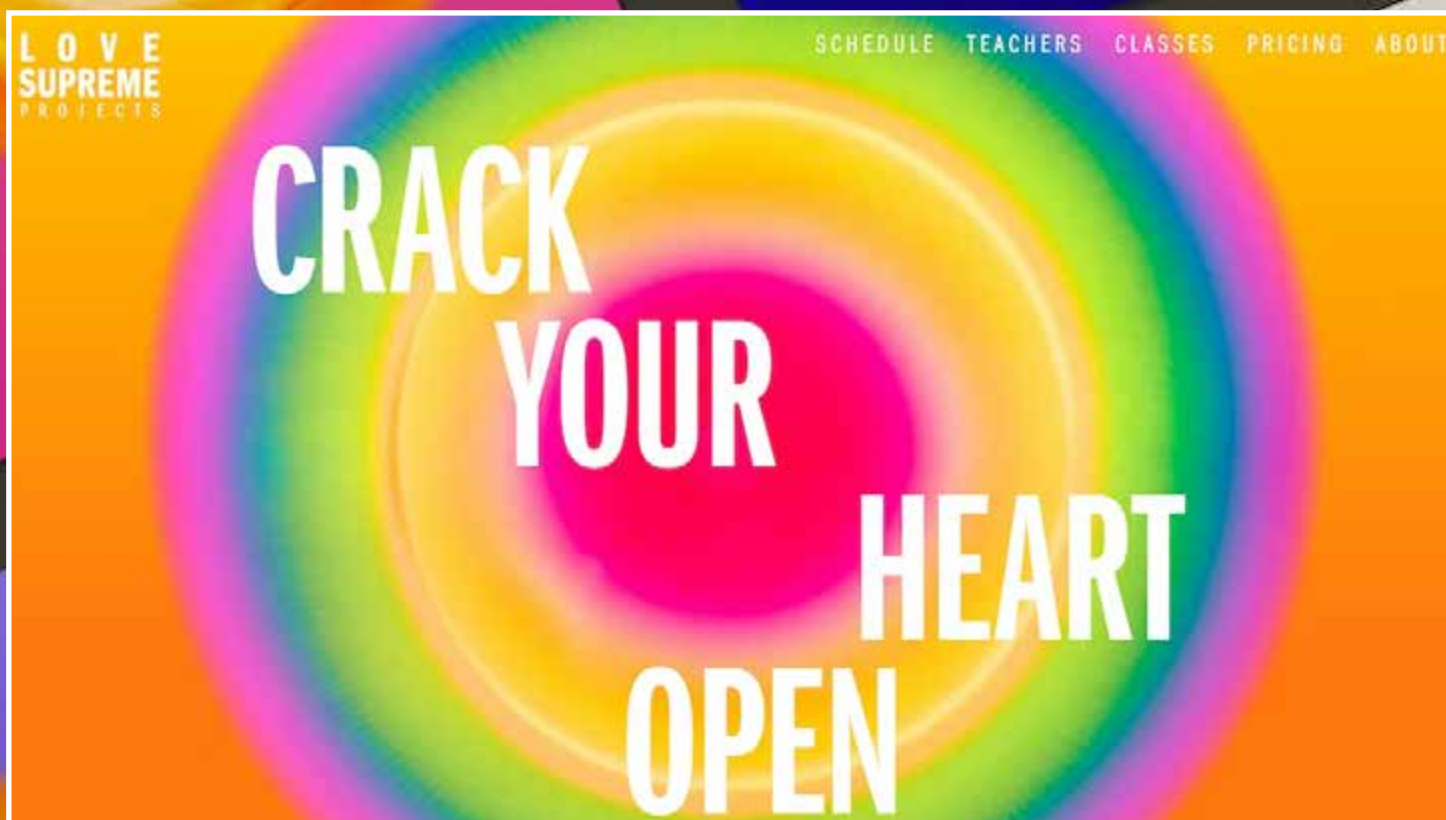
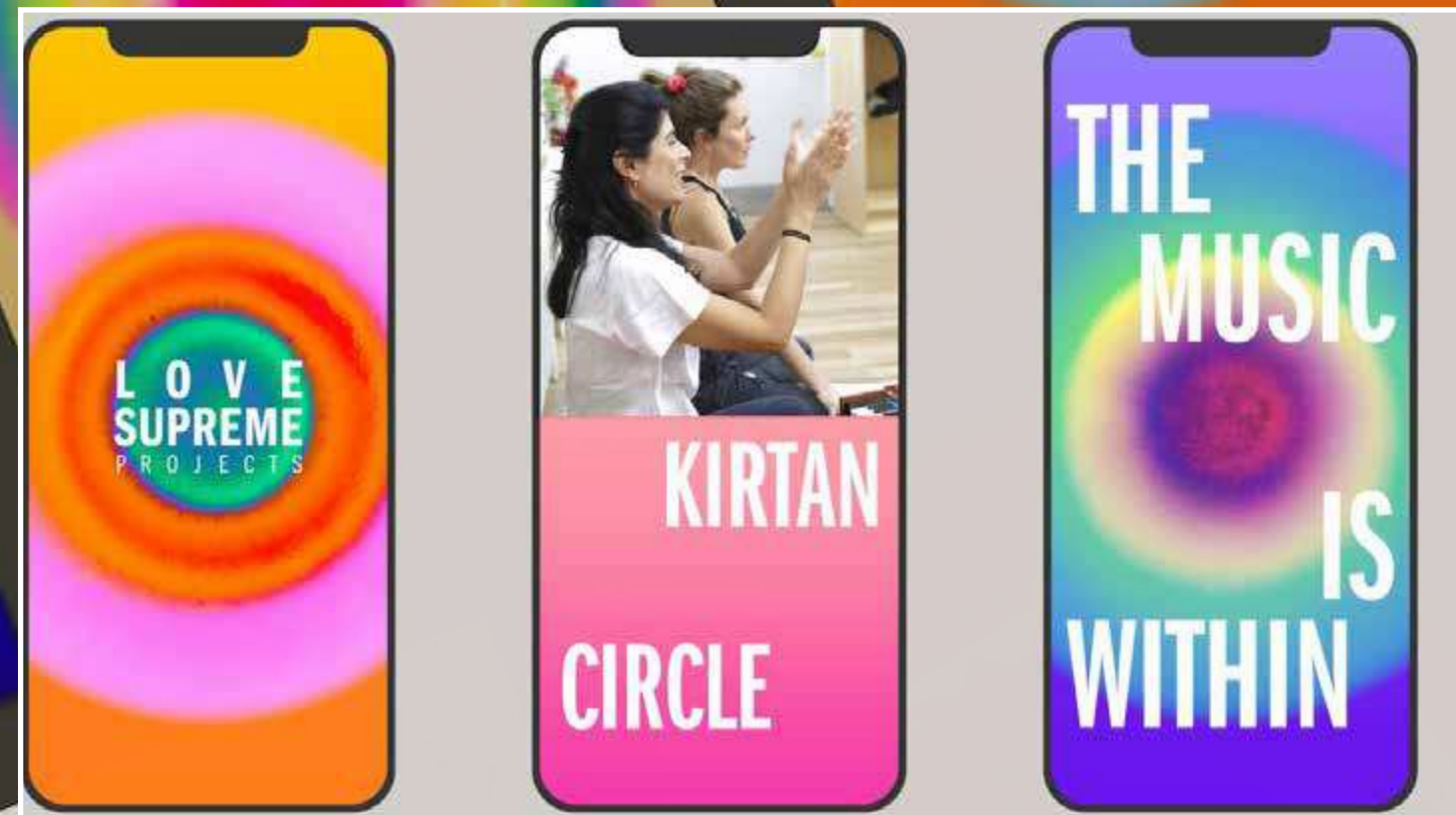
BREATHINGS SNAPCHAT LENS



KINDER WORLD BY LUMI



LOVE
SUPREME



Haircare: It's time to take a strand!

We talk about... some rather hairy problems

MELANIN PACK BY XMIRAMIRA



Getting To The Root Of Hair Discrimination

AND CELEBRATING STRIDES IN BETTER REPRESENTATION

Everyone's hair type is unique to themselves, making it near impossible for everyone to be able to wear the same hairstyle, in the same way - especially when we consider the different colours, textures, thicknesses, tendencies to frizz, and in some case, an aversion to growth.

Hair discrimination in the workplace and elsewhere has historically, and continues to, disproportionately affect black people. To shed light on the issue of hair discrimination, Dove launched a campaign illustrating how harmful race-based perceptions of hair can negatively impact members of the Black community, so much so that 53% of black mothers report that their daughters first experienced abuse as early as five years old (Dove). The wellness brand is subsequently encouraging people to sign the CROWN Act

petition that calls to make hair discrimination illegal.

Partnering hair discrimination is a lack of hair representation. For some time there has been a lack of representation in the gaming world with very few people from minority groups being able to suitably identify with the appearance of their avatar due to a lack of options when it comes to choosing physical characteristics like skin tone, facial features, and hair type. That is until professional gamer, Amira Virgil, who goes by Xmiramira, created a Melanin Pack which she later developed into a one-stop shop for underrepresented characteristics, including hair colours, textures and styles, revolutionising The Sims 4 and paving the way for developers to create more diverse and representative avatar options across the board.



DOVE #PASSTHECROWN CAMPAIGN



Hair Wellness

GOING ABOVE AND BEYOND

Often, our hair health can be attributed to our overall health. Physical stress on the body such as flu, infection or surgery, for example, can cause hair to thin and fall out. Due to the nature of COVID and its sky-high infection rate a couple of years ago, 2021 was dubbed “the year that America’s hair fell out”.

Rising up from this hair loss epidemic is Nue Co – a brand that aims to tackle hair loss with its vitamin-rich and growth-inducing supplements and serums to counteract the effects of nutrients’ deficiencies and hormonal imbalances on hair health. Packed with rejuvenating ingredients frequently found in skincare ranges, Nue Co’s Growth Collection also draws on a range of naturally-occurring resources, including nourishing ingredients like apoptogenic Reishi mushroom and Eleuthero Root extract.

Ensō is another brand for at-home haircare that taps into an understanding of the environment that our hair needs for optimal health, as well as an understanding of the growth cycle and our hair’s nutrients’ needs. Ensō takes a preventative approach to haircare, with a range that

encourages people to make time to look after their hair by working a series of haircare rituals into their week.

Our emotional and mental wellbeing can also be closely linked to hair wellness – and vice versa. Emotional stress can induce premature hair loss, yet haircare can be powerful for emotional healing. If you’ve ever used the expression “it feels like a weight has been lifted off my shoulders” both literally and figuratively after having a haircut, you’ll know how powerful haircare can be.

Of course, the experience of going to the hairdresser’s itself is another contribution to the therapeutic nature of haircare for the opportunity it provides to talk about anything and everything to an impartial figure: your hairstylist. Interestingly, a survey by Booksy revealed that 43% of haircare professionals find themselves ‘critical to their clients’ mental health’. It is thought that salon spaces and staff training are evolving the meaning of ‘beauty therapy’ for a more holistic approach to people’s care and wellbeing – **transforming hairstylists into salon confidantes.**



ENSO

THE NUE CO



Body Image: Striving for “perfection”?

We talk about... Our continued journey towards body positivity



@BIGFIT_I_RUN



RUN YOUR...



Bahamas



My Story



3rd marath...



2nd #mara...



50km Ultra...

Embracing A Cultural Shift

SOCIAL MEDIA AND SHAPEWEAR

Social media continues to be a key driver of body image issues. A recent study suggests that "one third of young British men try to change their appearance to conform to social media's picture-perfect culture" (Origym). More recently, however, we are seeing a more positive side to social media with a rise of body positivity influencers. These influencers are not promoting an unhealthy lifestyle, but rather they are promoting the journey to self-improvement, as well as the reality that not everyone has the same opportunity to sculpt and maintain the body of a god or goddess, especially not from day one!

Among a sea of running and fitness IG influencers to have risen up with an ever-growing following is @bigfit_i_run. Face and owner of the account, Sandra Mikulic, who boasts a following of 33.2K followers is empowering men and women to get out and run, no matter your size, for the benefits it provides, as well as debunking myths about being a plus-size

runner. Similarly, cyclewear brand, Fat Lad At The Back, is challenging harmful stereotypes surrounding plus-size communities and exercise. Its bold billboard campaign uses humorous and expletive language to successfully grab the attention of passers-by, using the slogan "Fat C*n't. Actually Fat Can." to communicate its inclusivity message encouraging people of all sizes to get out on their bikes.

The body positivity movement of the 2020s is developing the shapewear market, and by 2028 the global shapewear market is expected to be worth £2.7bn (Research and Markets). Historically the shapewear market has existed to change and tame people's natural lumps and bumps but a cultural shift in this arena has meant that shapewear is not to be used to hide and flatten one's shape, but to flaunt it! Alongside adidas overhauling its sports bra collection to fit a wider range of sizes, the shapewear market as a whole has undergone a transformation that embraces body diversity and positivity.

FAT C*NT

ACTUALLY, FAT CAN.

Top-quality cyclewear for every body.

FAT LAD AT THE BACK

FAT C*NT

ACTUALLY, FAT CAN.

Top-quality cyclewear for every body.

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Top-quality cyclewear for every body.

FAT LAD AT THE BACK

Energy Balance: Staying Grounded

We talk about... Staying grounded in an increasingly volatile world





HEMSLEY ORGANICS



PRISMOLOGIE

Alternative Therapies

REIKI, CRYSTALS AND EARTHING

When we say energy balance, in this case we are not referring to calories in and calories out, but rather we are referring to less tangible forms of energy that cannot be seen nor touched. Whilst there is little evidence to suggest that balancing energy can rival modern medicine and healthcare techniques, the use of these, sometimes ancient, healing techniques and rituals involving energy and its balance suggests that these alternate therapies might in fact hold some weight.

Reiki healing is a type of therapy that originates from early 20th century Japan. "Rei" is commonly translated to "spiritual" and "ki" to "vital". Reiki healers typically place their hands over the body to apply an energy for healing of body and/or mind for improved wellness. Hemsley Organics claims to offer reiki healing through its range of skincare products. Each lotion is said to be 'activated' by the brand's co-founder and Reiki Master, Georgina, through enhancing its vibrational energy.

Crystals and gemstones are another widespread tool used as an alternative therapy for improving wellness for their suspected ability to supply, release, absorb and balance the energy within ourselves and the environment around us. Gemstones and crystals are being used in an array of beauty and wellness products from brands, big and small, to increase their efficacy. Prismologie, for example, offers a unique range of natural mood-enhancing body care to inspire people

to harness the benefits of gemstones and colour therapy in their everyday routines. "With six vibrant hues each with a bespoke blend of gemstones, enriching fragrances and scientifically researched actives to reflect the effects of the colour on your mood while benefiting our bodies and skin. Each colour is chosen for its unique mood enhancing properties. White for Clarity, Yellow for Confidence, Pink for Comfort, Green for Balance, Red for Vigour, and Indigo for Calmness."

Do you feel electrified? It is thought that the ambient voltage induced on the body from common electrical power sources is a cause for common chronic illnesses, immune disorders, inflammatory diseases, and general unwellness. It is said that this electropollution can be neutralised via earthing, also known as grounding, by which a person makes contact with the ground to gain electrons from the earth and subsequently stabilise the charge/ energy balance of the body. Responding to this wellness trend is Bahé – a brand born out of an obsession for running, design and the planet. Bahé has developed a running shoe that facilitates grounding and encourages us to connect more often with the earth. Bahé's 'Recharge' grounded running shoes for men and women come in four colours – Forest, Frost, Eclipse, and Sandstone – and contain a unique ground flow system which aims to put runners "back in electrical contact with the earth to resolve our electrical tension" for reduced inflammation, improved sleep, and faster recovery.

BAHÉ



Planetary Wellbeing: Earth-care is self-care

We talk about... The wellness of the environment as an extension of ourselves

When talking about wellness, we must refrain from just talking about ourselves. Our planet's wellness continues to deteriorate, putting it for the very first time into our Wellness Economy series for the wellness of our planet not only dictates the future of retail, but the future of everything.



When The Planet Is Unwell, So Are We

BALANCING HUMAN HEALTH WITH PLANETARY WELLNESS

As touched upon earlier in this report, we must look after our planet in order to look after ourselves. This means that wellbeing products must not only serve us, but the planet too! Brands from sectors across the industry are looking at how they can move away from a harmful linear economy and towards a more compassionate, circular economy with their product offer. Responding to this notion, beauty brand, Experiment, is contending against single-use beauty and wellness products with its 'Avant Guard' re-usable sheet mask – helping to reduce the number of sheet masks that end up in landfill each year. The idea is that people can apply creams and lotions to their Avant Guard mask,

which they can wash off, and re-apply when they wish to do their next hydrating face treatment.

Another brand committed to enhancing health whilst sustaining our planet is Double Rainbow. It uses the latest advances in genomics, metabolomics, and synthetic biology to pioneer the future of natural product manufacturing and improve the health of people and the planet. Upon exploring a new class of therapeutics and nutraceuticals born from nature's blueprint, Double Rainbow remains grounded and connected through its values that balance human health with long-term sustainability.



AVANT GUARD REUSEABLE FACE PACK





Redefining what it means to be well.
Restoring life. Restoring health. Restoring harmony.

Reconnecting With Nature

TO ADDRESS THE EMOTIONAL BURDEN

Alongside planetary wellness negatively affecting our physical health, our mental wellbeing is also at risk when facing the reality that, on its current trajectory, our time on this planet as a species is finite. According to the Office for National Statistics, three-quarters of adults in Great Britain worry about climate change.

To remedy this burden, some are choosing to form a stronger bond with the environment by involving themselves in activities that shifts their contribution to the planet from being part of the problem to being part of a solution that works towards a more hopeful future.

In 2023 we expect to observe a growing planetary following through citizens seeking meaningful activities that enable them to reconnect with nature. As a younger demographic of gardeners

emerges, so too does a new market. Partnering with Japanese tool brand, Niwaki, menswear brand, Oliver Spencer, has created a range of apparel for next-gen gardeners made up of functional, utilitarian garments that are timeless and fit-for purpose – giving passionate eco-warriors a way to overtly express their affiliation and commitment to the environment.

Clothing has often been used to express our position on a whole host of political, social and environmental issues, but visual artist, Stefan Sagmeister, is harnessing data to design clothing that moves away from antagonism, and instead inspires radical optimism. The gender-neutral clothing line, which includes an 'Opinion Coat' and 'Democratic Sweater', among others, visualises positive global trends as a reminder at how far our society has come, despite short-term media continually painting a picture of doom.

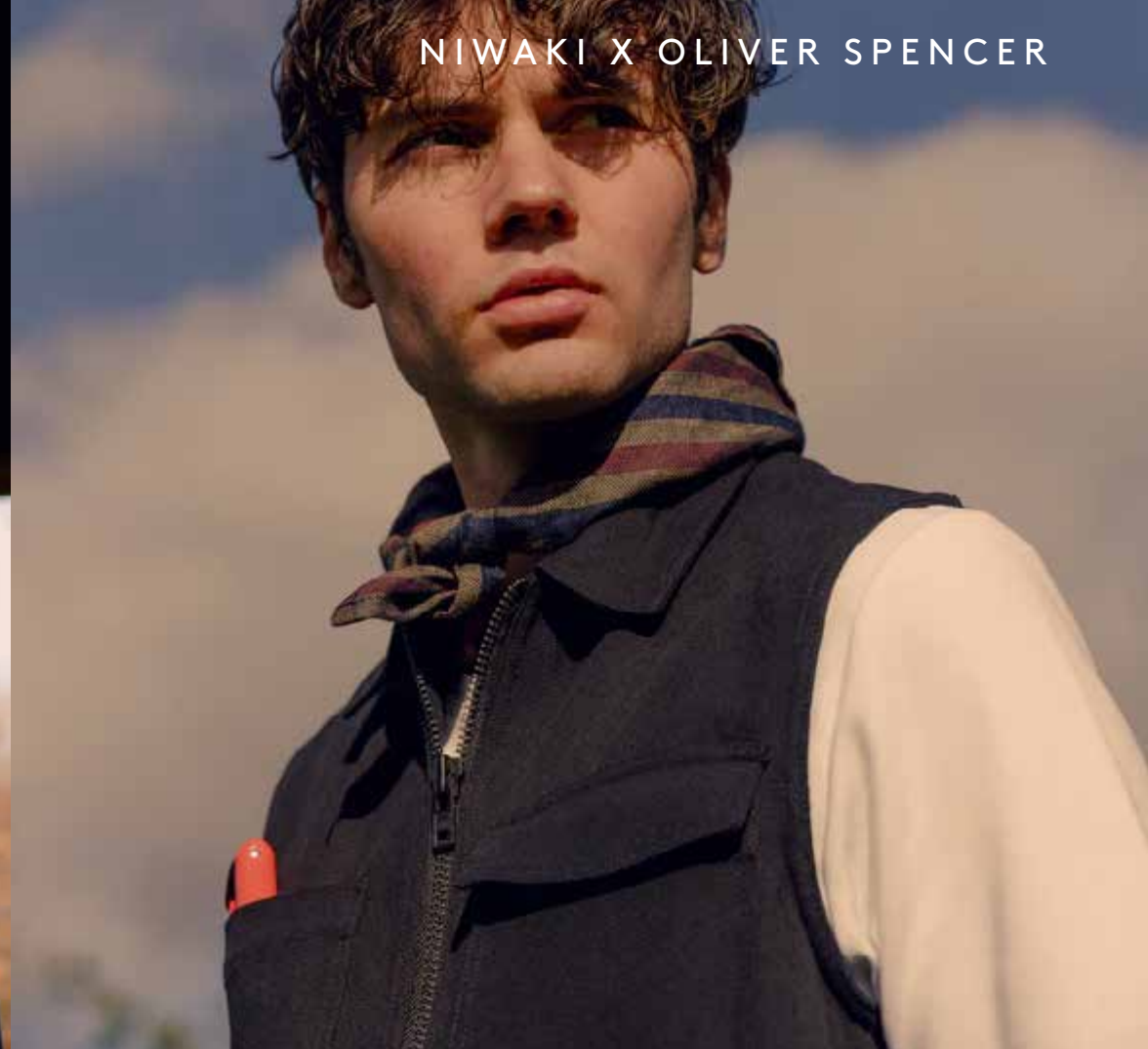


Now Is Better



SAGMEISTER123 SLOW FASHION COLLECTION
BY STEFAN SAGMEISTER



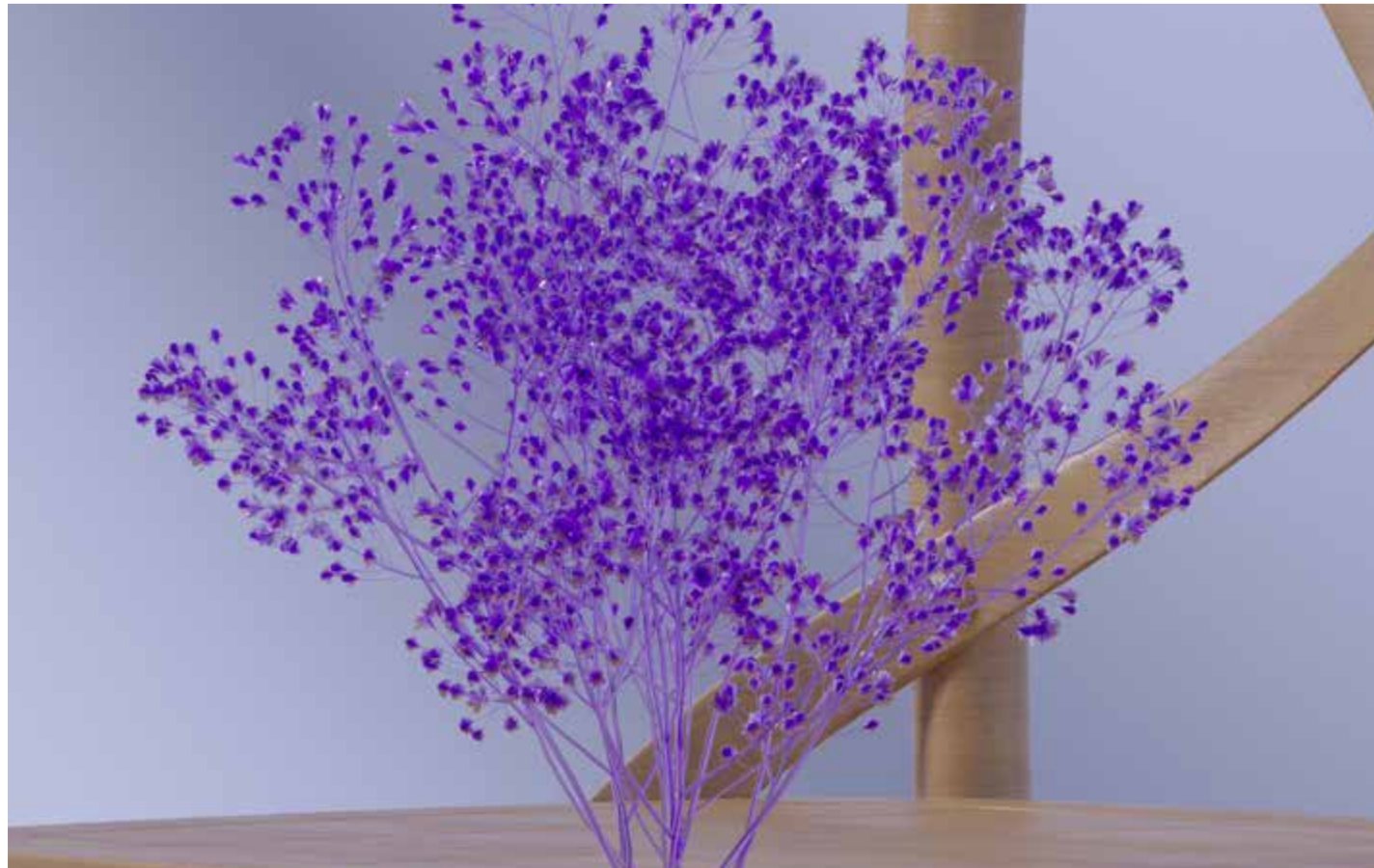


NIWAKI X OLIVER SPENCER

d4r*

04_Well-Frastructure

Wellness At Physical Retail



Introducing... Humanity Hospitality & Retail Therapy

Design promoting and evoking wellness is working its way into several different environments, from homes and workplaces to retail and hospitality. Hospitality becomes Humanity Hospitality as it moves away from convenience and towards a slower, more human-centric set of services that look after people's emotional needs, alongside their practical needs. And retail becomes Retail Therapy through brands offering a sanctuary and contemplative experience that encourages people to temporarily escape the bounds of their everyday routines.

These hospitality and retail environments can be achieved through several different types of Well-Frastructure – from Offline Havens and Planthouses to Health MOT Centres and the Betterverse!

See our latest RETAIL HIGHLIGHTS for a round-up of what we think are some best-in-class examples of Well-Frastructure in the retail and hospitality sectors.

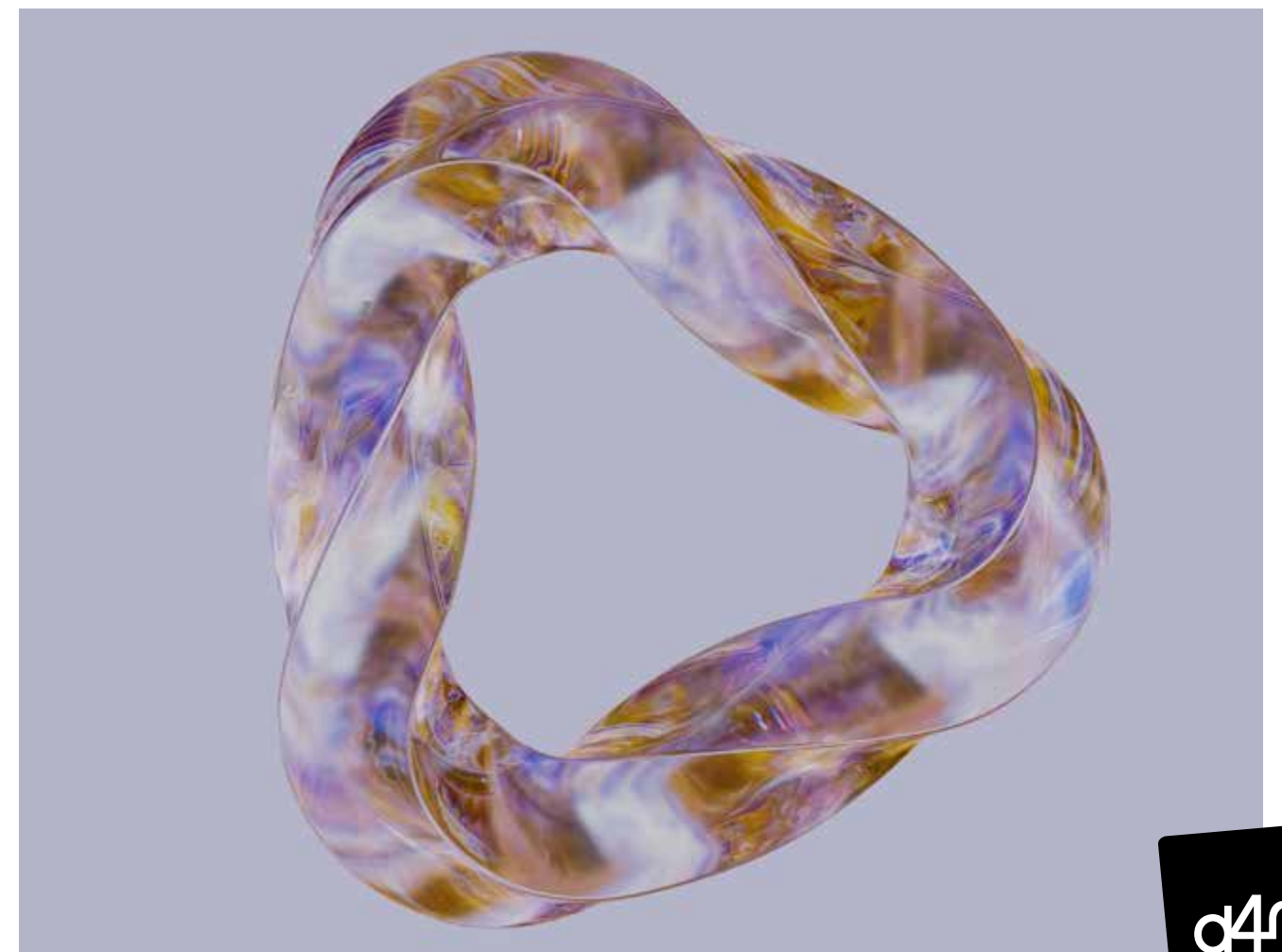
Health Is The New Wealth

Just as sustainable practices are being incorporated, as standard, across the retail landscape, so too is the promotion of lifestyle choices and activities that promote wellness.

Why? Because health is the new wealth. Eventually, even unwellness affects the richest of society making wellness and longevity the ultimate endeavour – not rocks and riches!

So how can a brand successfully incorporate the promotion of wellness into its overall brand strategy?

The answer to this is simple: it must first incorporate the promotion of wellness into its core values. This means taking a citizen-first rather than a consumer-led approach by balancing data-led assertions with a more empathetic undertaking that views citizens not as consumer types, but as community members.



THERABODY SHOP-IN-SHOP, JOHN LEWIS



CANNABOTECH STORE, WESTFILED WHITE CITY



HAIBIKE SPACE, RACE CO CYCLES



PINK SODA SPORTS SIS, JD SPORTS

We're well-versed in well-ness

From sportswear to skincare, wellness is a common theme among our client brands. If you're looking to promote the wellness aspect of your brand through physical retail activations and instore marketing campaigns, get in touch...

Let's Talk.

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POSSIBLE • IDEAS MADE

