



The Vision 2020: Part 1





Long before its arrival, 2020 has been branded as "the future" – as an era of flying cars or robotic friends.

We have all had different dreams of this future, and as it approaches, it's clear that it will be a time to shape society for generations to come.

Embracing the importance of new voices, inter-generational perspectives, and a world where our emotional needs cannot be fulfilled by a smartphone, we will move away from tired marketing, traditional corporate structures, and mass consumption. We will fix what's broken, instead of breaking what's working.

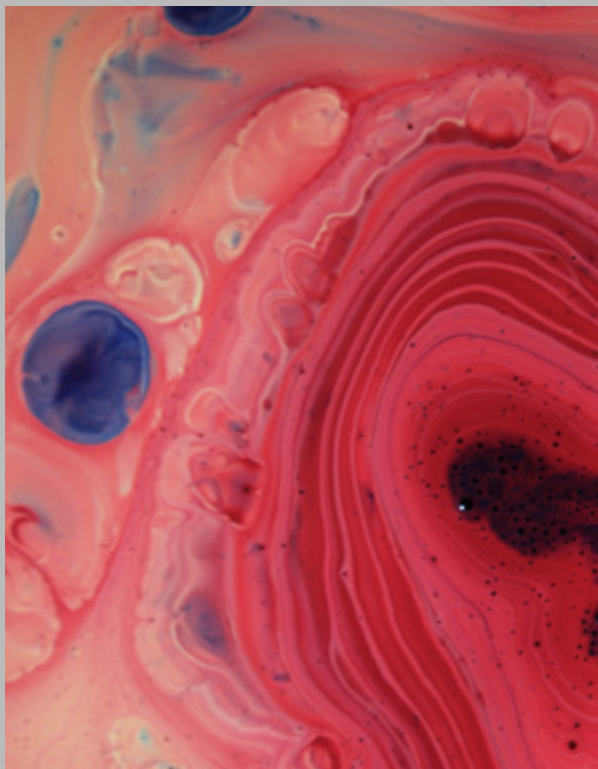
Big ideas

The DNA economy

The DNA economy will impact a broad range of industries, from food to fashion, and see the growth of direct-to-consumer DNA businesses that put people in charge of how their genetic data is used.

The rise of EI

The World Economic Forum has listed emotional intelligence as a key job skill that employees will need to thrive in the Fourth Industrial Revolution. Employees with high EQs are typically better performers, and people with a high degree of emotional intelligence make more money: a win-win for all.



Brands will take a stand

As people lose faith in government, corporations will step in to fix wider social problems, from housing to community welfare. Large corporations are beginning to admit that their size and stature is both a privilege and a responsibility. Companies will increasingly join political dialogues, take 'brand stands', and serve social purposes.

The African creativity boom

Optimism is at a high for African youth, and global interest in Africa will increase as the appetite for new ideas and narratives grows. By 2020, African creatives are approaching design with borderless thinking, embracing a truly global perspective.



Our macro trends

We broke down the overall message of **“Fix the Future”** into key three macro trends for 2020. Over the next six months, we will interpret these trends into forecasts from womenswear to active and jewellery to interiors.

For information on how to access the full forecasts, **get in touch.**

Empower Up!

A new sense of vitality and change will arise, powered globally by youth and by groups that did not previously have voices. These newly empowered, often optimistic and aspirational individuals will demand transparency, ethics and social conscience from both countries and corporations. There will be a focus in design on doing rather than just producing, and design thinking will take on a new sense of purpose.

Code Create

From biological codes to computer codes and dress codes, advances in science and materials will make it possible to re-engineer almost anything. Nature and technology will intimately blend to create new systems, materials and products that merge the physical and digital worlds. As we move from the Industrial Age to the Organism Age via the Digital Age, we will use DNA and micro-organisms to solve the macro problems of tomorrow.

Designing Emotion

Humans will be demanding more from their technology, and from themselves. Emotional intelligence and connections – both real and digital – will be cornerstones of the future. Increasingly, we’ll integrate human needs for touch and physicality in a world of invisible tech, and at the same time this will give tech a sense of emotion. In short, as humans become more digital, technology will become more human.