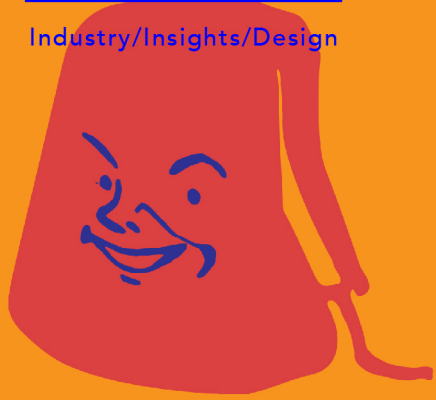


2024

Industry/Insights/Design



# FORECAST



SOFT SERVE STUDIO



# Foreword

There's a bit of a nervous tension that runs through the Forecast for 2024, making for a strange dynamic. The tension is the totally understandable result of looming, life-altering forces on the horizon that aren't always mentioned but serve as the background to everything. But this elephant in the room has made this year's Forecast one of the strangest for reasons that are hard to put your finger on. Maybe it's that the nature of the Forecast is to look at what's coming next, which in this year's case is all being shaped by a collective awareness of what's coming next. Whether it's climate change, AI, or other seismic shifts, it's a bit like looking into a mirror that reflects another mirror.

# Forecast 2024

## Insights

*The things, ideas and people that are influencing customer, brands and products.*

## Design

*Emerging details and directions from the world of soft goods.*

Presented in partnership with

*Carryology*

Cover artwork by Max Blackmore

# Insights

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# Insights

## Soft Life

Back in the 1980s, when bottled water wasn't really a thing, the idea of splurging on a \$1,300 USD Dior water bottle would have been laughable. Since then, not only have lots of luxury water bottles been sold, but bottled water has also grown to become the largest beverage category in the USA by volume, marking an evolution in attitudes towards water. Now, a similar evolution is taking place concerning another basic human need—sleep. Attitudes toward both sleep and the broader concept of relaxation have transformed, increasing interest in sleep products and achieving quality rest. Now brands are not only jumping on the bandwagon but also playing a part in molding public opinion .

The rise of bottled water over the past two decades might serve as a guide to the current sleep boom and our growing desire for relaxation. Bottle water's popularity can be linked to many things, but first and foremost is the awareness of dehydration, or more importantly, hydration. The risks of dehydration launched Gatorade in the 1970s, but it was the benefits of being 'properly' hydrated that became the real aspirational goal. A 2017 Forbes

article listed 33 quotes from the likes of Gwyneth Paltrow, Kim Kardashian, and Pharrell Williams, all bragging about how much water they drank each day and the good it did. In the context of sleep, relaxation is the new hydration. In the aftermath of the pandemic, attitudes towards mental health have changed.

**A 2021 survey from Parade Media found that 82% of Americans felt that mental health was as important as physical health, up from 68%.**

Plus, there was an increase in respondents wanting to learn ways to better handle stress and anxiety. And, in the same way that drinking water evolved from a need to a want, what has started as a prompt to better manage stress is evolving into an aspirational goal to optimise sleep and relaxation.

Before the pandemic, the sleep industry had been growing, but COVID-19 accelerated things. In 2021, Philips surveyed 13,000 adults in 13 countries on their sleep habits in relation to COVID and found that the pandemic

had caused 70% of respondents to develop new sleep "challenges". That's 70% of adults suddenly looking for new ways to get a good night's sleep. Since then, endless new products aimed at providing the perfect sleep have been popping up. A wide world of new cooling and heating mattresses awaits the thermally challenged consumer, including the hydro powered ChiliPad. There's also a host of associated



gadgets and wearable tech, such as those by brand Loftie which launched in 2020 with a range of circadian rhythm-friendly devices. Loftie Lamp, for example, is wifi enabled to help you with light-guided breathwork, coordinated wind-downs, and multi-sensory wake-ups. That's not even to mention the vitamins, candles and podcasts. We could go on, but you get the idea.



For the most part these new products are focused on solving problems associated with bad sleep; but increasingly brands are shifting towards the added benefits of good sleep, or just the aspirational idea of being well rested and relaxed. In January this year, UK designer Anya Hindmarch launched her new sleep focused concept Anya'ZZZ. According to Anya "Sleep is the new rock and roll—everyone's talking about it". The store not only features a range of luxury sleep products, but also hosts talks on sleep and provides sleep consultations. The store turns sleep into a lifestyle statement, where a good bedtime routine or outfit becomes as aspirational as a gym membership used to be. Dreem Distillery, a CBD sleep remedies brand stocked by Anya, goes as far as to say

**"A good night's sleep measurably improves every aspect of your life".**

Adjacent to everything that's going on in the world of sleep, there are

other movements heading in the same direction. Both the Quiet Quitting and #softlife movement promote lifestyle changes to reduce stress, fight toxic productivity and embrace a life of rest. The #softlife scene is connected to a specific aesthetic of comfortable outfits, cozy loungewear and minimalist interiors. It's a world of simple, timeless items with a touch of luxury, very much in the same vein as the 'Covert Luxury' aesthetic made famous by shows like Succession. The key takeaway—right now it's all about looking like you're not trying.

For brands and designers, don't make the mistake of thinking this is just a marketing opportunity for wellness companies. While wellness is at the heart of the movement, the laid-back momentum is part of a broader change in mood that transcends categories. This isn't just a shift in purchasing decisions; it's a shift in societal values. It's the rejection of the hustle culture that permeated the last decade, and it's influencing not just what people buy but how they want to live.



# Insights

## 15-Minute Design

Surprisingly, the unassuming concept of the 15-minute city has evolved into one of the year's most polarizing discussions. But no matter what you think of them, the concept pioneered by urbanist Carlos Morenos, is gaining momentum as a blueprint for urban development across the globe. But we're not so much interested in the debate as the details -how this shift in city living is influencing daily travel routines. To better understand what it's like to live in one of these evolving urban spaces, we caught up with Taylor Winegar of Harwek Studio, out of Eugene, Oregon. As well as living in the 20-minute city of Eugene Oregon, he's also lived in the 15-minute city of Buenos Aires and is a fellow bag nerd. He was kind enough to sit down and shed some light on how urban design shapes daily life.

For those not in the loop, at its core, a 15-minute city is a vision of a human-centric urban environment that is both livable and sustainable, with minimal reliance on cars. In practical terms, it means that all essential amenities— work, education, nutrition, healthcare, leisure, greenspace, and shops—are within a 15-minute walk or bike ride from your place. A well designed 15-minute city can

mean reduced commute times, improved air quality, and a stronger sense of community which is why more and more cities worldwide, including Barcelona, Bogota, Buenos Aires, Melbourne, Milan, Paris, and Portland, are embracing the concept.

So that's the big idea, but how does that translate to the details of daily life, and more specifically, what we decide to carry



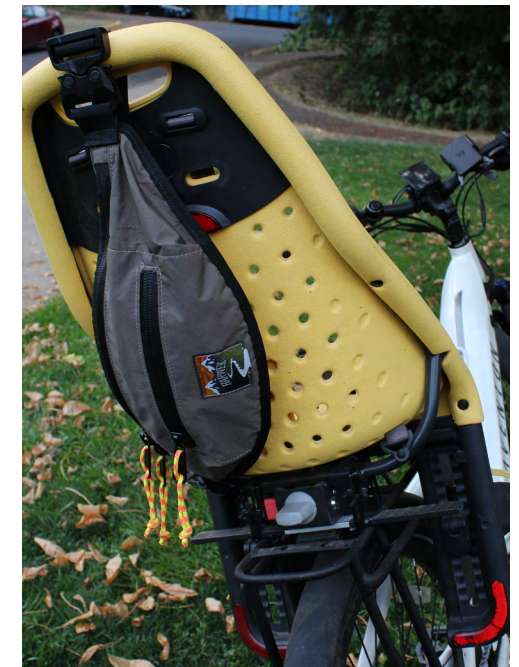
around? Firstly, a more simple life means more simple gear. Taylor's daily essentials include a phone, a couple bank cards and little else, thanks to the convenience of proximity of his home to local services and amenities. Not even carrying a house key, he notes that if he ever forgot something at home, everything is so close it would be easy to go back and get it. And with amenities so close, it also means the day is more flexible. Because it's easier to change plans on the go, maybe to pick something up from the grocer or pop to the park, gear needs to be more adaptable. Being a maker, Taylor has customised his bikes with milk crates as storage boxes for use when running errands and even designed and made a multi-use solution that serves as a bike bag, fanny pack, and child sling.

**For Taylor, living in a 15-minute city doesn't just change your daily routines, it also throws you into new scenarios that make you rethink how your gear should function.**

You could also assume that anyone open to a different urban lifestyle would be more willing to try out new approaches,

whether that's in community projects or innovative gear.

A core aim of the 15-minute city is to reduce driving. To cut car emissions and reliance on cars, cities are designed for easier walking, biking and scooting. In Buenos Aires, Taylor enjoyed the freedom of being car free, relying on public transportation and taxis instead. In Eugene, although they have a car,





his family have embraced cycling as a primary mode of transportation. The catch for Taylor is that Eugene, Oregon is in the geographic region known as the Pacific Northwest, aka the “Wet Coast”, which due to its proximity to the Pacific Ocean and mountain ranges gets a lot of rain. Because of the weather, Taylor’s choices in gear skew toward outdoor-focused brands. Factors like material durability and waterproofing are more than just practical concerns—they’re near-necessities. Additionally, in Eugene, outdoor gear is just a part of the culture. Of course a key consideration for why the 15-minute city exists is sustainability.

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### Sustainability isn’t just a fringe benefit of the 15-minute city; it’s one of its core foundations.

For residents like Taylor, the city’s commitment to environmental responsibility is a significant draw. This commitment to environmental responsibility tends to influence its residents as well. Taylor, for instance, has noticed this having an impact on his daily choices, which go beyond just modes of transportation, such as his subscription to a community supported agriculture program. In Eugene, this aligns well



with the community’s existing values, reinforcing the idea that living in such a city is a collective effort that’s about more than just efficient urban planning.

So, what can brands learn from all this? For starters, if 15-minute cities are the future of urban living, gear needs to adapt to fit the lifestyle that comes with it. Adaptability, durability, and multi-functionality are key. As Taylor demonstrated, there’s room for innovation even in something as simple as a fanny pack. Brands should consider how their products can cater to a more eco-conscious, community-minded

consumer. Whether it’s using sustainable materials or designing for multi-use scenarios, there’s plenty to glean from the needs and habits of residents like Taylor who are embracing this urban shift.

# Insights

## Digital Evolution

In the world of digital marketing, change is the only constant. Social media platforms are grappling with existential issues, and the rise of AI is reshaping online search. But is this the end of a digital marketing era? Apparently not. It's an evolution, and brands need to adapt. We spoke to some friends and colleagues in the industry to get their two cents on navigating the ever evolving digital landscape.

For start-ups with new products, navigating the unpredictable digital landscape can be daunting, but the key lies in focus. According to Christian McLeod, serial entrepreneur, startup advisor, growth hacker, and founder of Ansel and VoyaOS, identifying your target audience and understanding their demographics, interests, and challenges is paramount. Get to know them and once you do, content marketing is your ally. Craft compelling content that engages your audience and builds brand awareness by highlighting your product's unique value. Also, Christian says to be bold with your content. "The foundations still hold true for any brand at every stage. Find large pools of your market, use pattern interrupts to grab that market by the neck and pour incredible

value down their throat. Sounds intense, but most brands, both young and old, are overly sensitive and scared of offending the people that likely didn't care about their brand and offering anyway."

**He feels that "Now more than ever, brands need to be polarising and know what they stand for. Grab attention, drive curiosity and bring the market the goods. Test new platforms with caution, and leverage proven platforms relentlessly".**

According to the pros, paid advertising, through channels like Google Ads and social media, is still working to precisely target your audience in real-time. But remember, building a brand and gaining visibility is a marathon, not a sprint. According to another source with deep knowledge in the field, "For a new business, consistency and patience are essential when it comes to getting discovered. Building a brand and gaining visibility takes time, so it's crucial to stay dedicated to your marketing efforts, and continuously monitor and adjust your

strategies based on the response you receive from your target audience".

A major force in the new digital landscape is AI. Brands now have the opportunity to leverage AI to enhance customer experiences, optimise ad spend, and gain deeper insights into consumer preferences. Our source told us, "There is an opportunity for brands to find new ways to leverage AI to enhance

their customer experience, optimise ad spend, or simply gain a deeper insight into their consumers'/desired consumer preferences". She further added that challenges like privacy concerns and the spread of misinformation are hurdles that must be cleared. According to Christian, the rise of AI will reward those who can adopt new digital tools as they emerge. "The new skill that will get any brand or digital marketer ahead is learning how to







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blend these tools fast and effectively, so that quality is not lost through the application of AI to marketing efforts. We're stepping into an era where creativity is ever more important."

Despite the steady growth of online sales, some have found the challenges, costs, and pitfalls associated with e-commerce and digital marketing to be significant enough to warrant a return to traditional bricks-and-mortar retail. Ned Scholfield, the co-founder of Australian Merino wool brand McIntyre, made the move to the

hybrid model of online and bricks-and-mortar in early 2022 and found it was a game changer. According to Ned the advantage of bricks-and-mortar is that it offers retailers the chance to connect with their customers. You get real-time feedback about the fit or sizing of products, something which is expensive and time consuming online. It's also a more immersive brand experience. Ned's approach is to take the best from both channels, merging digital marketing efforts with physical retail presence, to create a holistic audience growth strategy.



# Insights

## Nu-Nihilism

With the Age of Polycrisis knocking at our doors, with multiple crises ranging from economic, political, ecological and social, it's no surprise that there's a creeping sense of nihilism among younger generations. But it's not all doom and gloom. Far from the nihilists of *The Big Lebowski*, today's new-wave nihilists are reacting to the multiple existential threats in an unexpectedly vibrant way. From social media to consumer behavior and design, nu-nihilists are creating a landscape of rebellious optimism.

Right now, whichever way you look it's hard to not run into an existential crisis. Millennials, for example, are moving into middle age having survived through the 2008 economic crash, COVID-19, and the rise of global warming. For Gen Z, they're coming into adulthood in a world that is coming undone at the seams on all fronts—environmental disasters, political and economic unrest, AI, dwindling resources and a mental health epidemic—all of which will be shouldered by the younger generations. Facing all that, it's no wonder more young people are

questioning meaning, morality, or purpose. We see this reflected in everyday social media accounts like CheerfulNihilism (277K followers) or CasualNihilism (264K followers) and 208K posts for the hashtag Nihilism on Instagram alone.

**What's unexpected is how the widespread sentiment of existential uncertainty is paradoxically responsible for some of the most absurd, wild and happy creations we've ever seen.**

As the title CheerfulNihilism suggests, this new take on nihilism is tending more towards a positive attitude. According to Australian-based writer and researcher, Wendy Syfret, nihilism can be a launchpad for alternative forms of purpose, action and happiness. Two years ago, she authored *The Sunny Nihilist: How a Meaningless Life Can Make You Truly Happy*, which aims to shift the narrative of nihilism and reframe it around the "pleasure of pointlessness". This



will push further the idea of the nu-nihilists, who understand that optimistic nihilism is the flipside to the toxic positivity that so many of us have grown tired of. Similar to the philosophy of hopepunk, optimistic nihilism urges us to re-evaluate the traditional markers of success and embrace a meaningless world, whilst simultaneously developing our own individual path to happiness and purpose free of societal pressures and norms. It is about embracing and

celebrating the spirit of rebellion but caring more, embracing kindness and demanding a better world free from inequality and greed.

Amid this existential backdrop, brands and designers are increasingly tapping into this state of mind with surreal and absurd releases that question reality—like Louis Vuitton's miniature tote, so small it requires a microscope, or JW Anderson's pigeon-shaped clutch.



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This letting go of social norms also allows for people to dress how they feel. Brands like Marshall Columbia have thrived post-COVID by catering to a desire for loud, audacious designs. While this boldness is in part driven by the maximalist fashion movement, it also serves as a statement of personal freedom—a signal that, in a world where nothing matters, it's all about individuality.

Other social norms under scrutiny by younger generations is the polished image of wellness culture, opting instead for a more raw, unfiltered existence. It's not just a reaction against the wellness trend, but a conscious pivot toward a more chaotic, untamed lifestyle. This trend was underscored when "goblin mode" was declared Oxford's 2022 Word of the Year, a term that encapsulates this intentional shift away from societal norms. Defined as "unapologetically self-indulgent, lazy, slovenly, or greedy", it won a landslide 93% of the public vote.

There's an economic reality that underscores this nihilism, which has practical implications. A recent survey by Resolve Strategic revealed that 63% of Australians think the younger generation will never own a home, up from 57% last year. The sentiment is even more pronounced among those aged 18 to 34, with 72% saying they don't see home ownership in their cards. Rather than dwelling on this dim outlook, Gen Z has embraced a "treat yourself" spending philosophy

as a coping mechanism for the stressors of modern life. With the economic climate remaining fraught through 2023 and likely into next year, brands have a responsibility to encourage conscientious spending rather than dangerously encouraging customers to splurge.

In the face of existential chaos, younger generations are looking for change, meaning and optimism. Brands that tap into this landscape of "rebellious optimism" stand to resonate with a generation sick of the same old. But it's not just about novelty. Instead of selling escape or denial, the brands that will make a mark are those that offer something genuinely meaningful.

# Insights

## Transparency Ahead

As nations globally ramp up their commitments to tackle climate change, sustainability regulations are on the horizon for brands in many countries. With green consumer spending on the rise, many of the new regulations are focused on clear and transparent labeling.

**The Australian Competition and Consumer Commission (ACCC) recently tightened its oversight on greenwashing, finding that 57% of surveyed companies made misleading environmental claims.**

Meanwhile, the EU is implementing Digital Product Passports (DPPs), aimed at making the supply chain transparent right from raw material extraction to recycling. This will have sweeping implications for any product sold within the EU, requiring brands to move quickly not only to capture their supply chain information better but also to communicate it to their customers.

Some larger brands are already making headway in this space. Chloé, for example, has initiated a project to

make its products fully traceable, from raw material to finished product. Their smart labels can be scanned to reveal a product's entire lifecycle. For smaller brands who aren't able to develop such a complex system alone, third-party companies such as Fiber Trace are stepping in to offer similar services. Their platform uses blockchain technology to allow brands to trace and verify fibers at each stage of the textile supply chain. For any brand, large or small, getting



on top of transparency is a significant challenge and investment. It's unclear where this change will lead in terms of regulation, but it never hurts to get the basics in place. Start by auditing your supply chain for as much clarity as possible. If you're already making environmental claims, ensure that these can be substantiated with clear data and practices. And as you adopt new fabrics, it might be worth paying a little extra for materials that come with a certified

supply chain. We know regulatory shifts are a mundane topic, but they're significant drivers for change that we find encouraging. Although the impact will be costly in the short term, we expect that as the industry adapts, the cost of transparency will decrease. Hopefully that means a clearer, more honest market for everyone, from brands to consumers, of what products are actually made of and their true origins.



# Design

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# Design Themes

## Brutalism

Growing out of the Humble trend of 2023, Brutalism takes things back another step. With customers looking for authenticity, Brutalism is the ultimate in honesty and austerity by using abrupt shapes and raw, unrefined finishes that echo Brutalist architecture.

- a. *Building Block, Crinkle Cube*
- b. *GR10K, 3L Soil Sack*
- c. *ROA, Bottle Holder*
- d. *Sacai, Aoyama Store*
- e. *Amomento, Padded Shoulder Bag*



a.



b.



c.



d.



e.

## Absurdism

Emerging as a rebellious trend in response to sobering global realities, Absurdism chooses eccentricity as a rejection of bleakness and offers an unconventional escape route. This trend also resonates strongly in marketing, where its crazy ideas cut through. Right now, it appears that no idea is too silly.

- a. MSCHF, Microscopic Handbag
- b. Beta Post X Doublet, Ice Cream Bag
- c. Jimmy Choo, Sailor Moon Collab
- d. Marshall Columbia, Moonflower Bag



a.



b.



c.

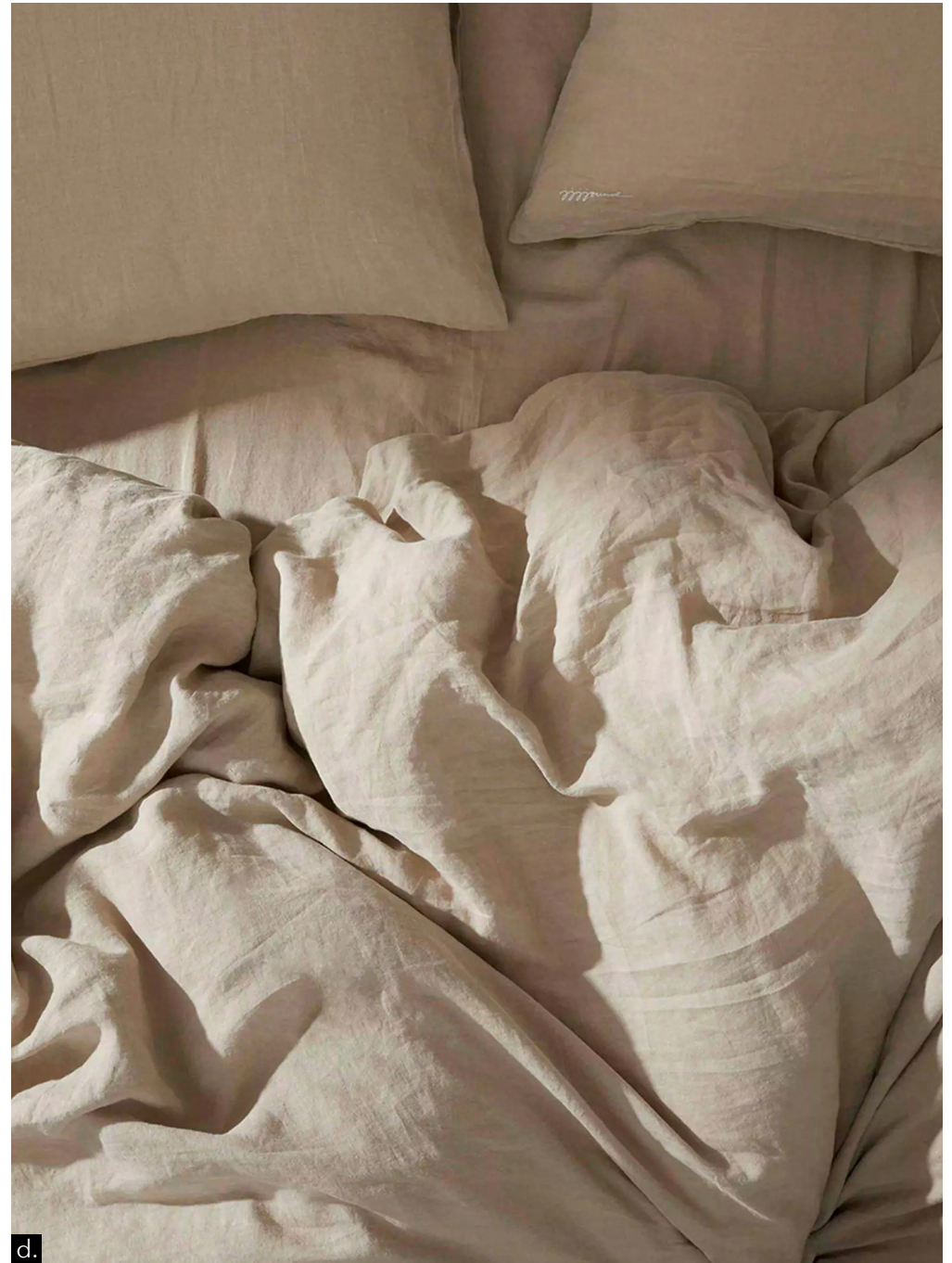
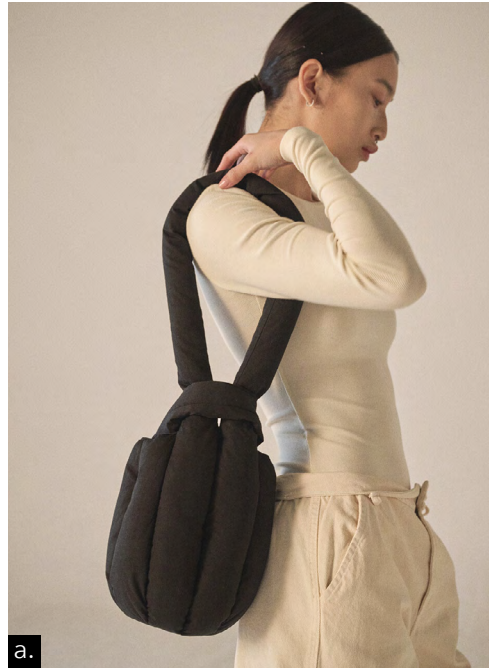


d.

## Soft Life

In a world combating burnout and stress, Soft Life emerged as a call for tranquility and control. This trend places sleep, fitness, and health above mere wealth. Interestingly, even as the movement supposedly is a rejection of hustle culture, it has become a huge driver of the luxury industry. Drawing inspiration from shows like *Succession*, Soft Life redefines aspiration, positioning relaxation as a symbol of real affluence.

- a. Yurt Studio, Fog Fig Black
- b. ACW, Pre Fall 23, Look 18
- c. Fear of God, Wool Hat
- d. JJJJound X Tekla, Bedding

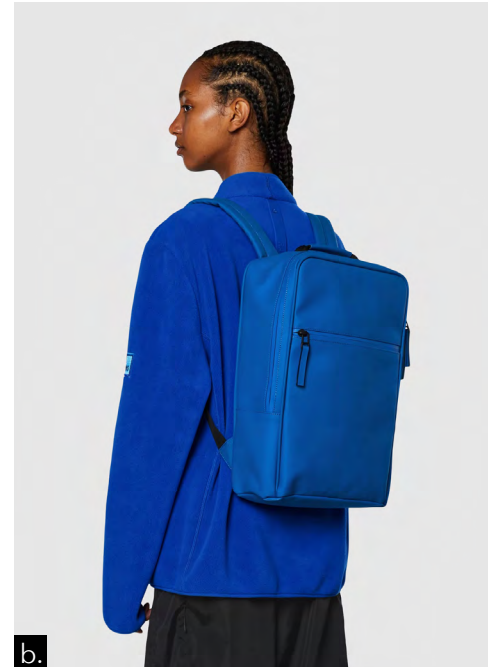






a.

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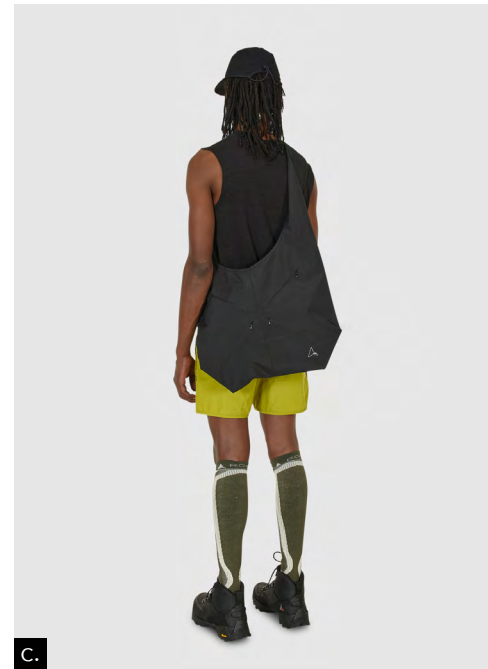


b.

## New Futurism

New Futurism takes a literal stance on escape, projecting forward to imagine a better, brighter world. A strong theme at 2023's Moncler Art of Genius event, this trend sees designers conceptualising optimistic futures, whether terrestrial or lunar. It's a vision of potential, prompting us to consider how products will exist in a post-crisis world.

- a. Mercedes X Moncler Puffer Jacket Car
- b. Rains, Book Backpack
- c. ROA Hiking, Shoulder Bag
- d. ROA Hiking, Shoulder Bag



c.



d.

# Design Styles



a.



b.



c.



d.



e.

## Utility Tote

As gender norms and attitudes continue to evolve, totes are increasingly taking on a more masculine feel. This shift is sparking innovation among brands as they explore the potential of a tote for men, leading to the rise of the Utility Tote, which borrows elements from the everyday backpack, such as extra pockets and practical design features.

- a. Teenage Engineering, Duty Overnight Bag
- b. Cotswold Aquarius, Tool Carry
- c. Eastpak Collab X A-COLD-WALL, Granite Tote
- d. Jil Sander, Resort 24 Questions Menswear Elegance
- e. Ramidus X Carhart, Large Tote

## Carry Systems

Packing cubes are divisive—some swear by their efficiency, while others remain unconvinced. Nevertheless, packing cubes and modular solutions are surprisingly in vogue. Brands and boutiques are jumping on board, even creating full carry system packs such as the Field Accessories from Teenage Engineering. It's hard to tell if it's because enough people are finally getting onboard or if it's a sign that we all crave organisation right now. Either way, as converts, we're glad to see this item taking off.

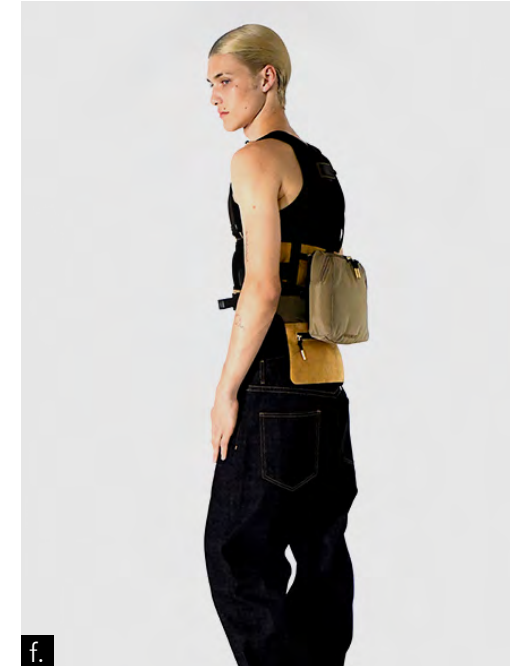
- a. Rimowa, Luggage Harness
- b. Teenage Engineering, Field Series
- c. Rimowa, Packing Cubes



## Holsters & Pockets

The 'Holsters and Pockets' movement is an evolved iteration of the 2021 'Tactical Rigs' trend, transitioning from high fashion into mainstream spaces. Previously a fringe concept, wearable pockets, reminiscent of hidden gun holsters, are now being embraced by a broader range of brands. Unlike Tactical Rigs, these pieces focus on practicality. Less about making a statement and more about smart carry options.

- d. And Wander, Field Vest
- e. ACW, Pre Fall 23, Look 17
- f. Matthew M Williams Givenchy, Spring Summer 24 Look 19



## Gear Bag

Tapping into the laid-back and unstructured essence of the Soft Life mood, the Gear Bag is an unstructured take on the duffel designed to simply dump your gear into. Reminiscent of sailors' duffles from WW2 but without the military overtones, it's all about the carefree attitude. Successful designs tend to use heavy canvas or other natural fibers that provide an attractive drape.

- a. Kapital, Denim Repair Service Bag
- b. Sunnei, Multitasking Grande Bag
- c. Loewe, Spring Summer 24
- d. Auralee, Boston Bag



## Ultralite Hiker

The stripped-back aesthetics of small, innovative brands are setting new standards in what performance outdoor gear looks like. In response, larger companies like Lowe Alpine are following suit, paring their packs back to the bare essentials. It's not necessarily about utilising futuristic materials or achieving ultra-low weight—it's more about embracing a minimalist spirit.

- a. Berghaus, Unisex MTN Guide 45+
- b. Lowe Alpine, AirZone Ultra ND26
- c. North Face, Phantom 38



## Travel Duffel

As we invent and adopt new travel patterns—from remote work to microadventures, to spur-of-the-moment solo trips, the Travel Duffel has become more relevant than ever. It perfectly captures versatility and readiness, adapting to diverse needs. It's not a new concept, but it is a solution that's well suited to our current times.

- d. Patagonia, Black Hole MLC
- e. AWAY, F.A.R. Convertible Backpack
- f. Calpak, Terra Laptop Backpack Duffel



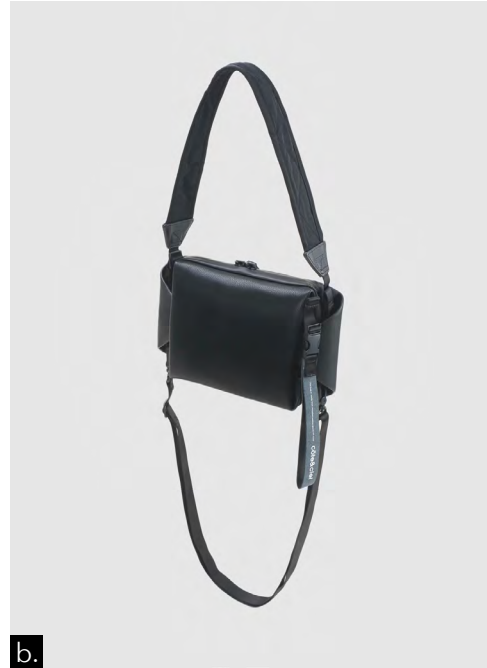


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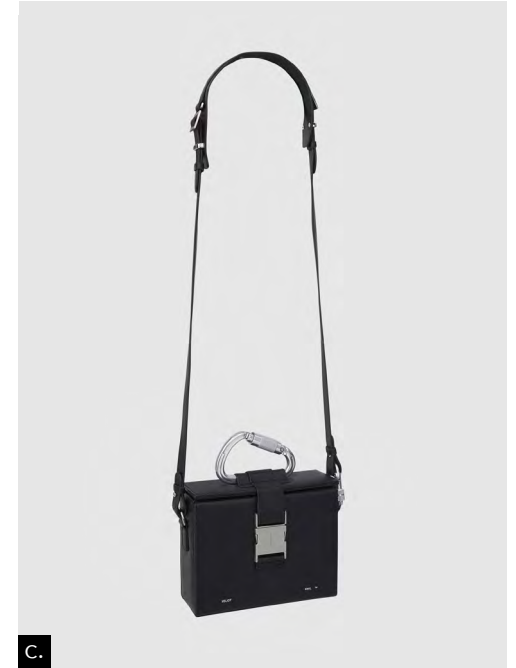
## Boxy Shoulder Bag

This square take on the now ubiquitous rectangular staple has a subtle “so wrong it’s right” feel to it. As brands evolve their offerings, this slight tweak in proportions has an air of intentional awkwardness. It’s not a radical change, but a surprisingly welcome shift.

- a. *Building Block, Brick Bag*
- b. *Côte Ciel, Arno Allura Recycled Leather Bag*
- c. *Heliot Emil, Leather Carabiner Box Bag*
- d. *Jil Sander, Tangle Small*
- e. *This is Never That, DJ Bag*



b.



c.



d.



e.

## Mini Tote

The Mini Tote is comically tiny yet perfectly suited for today's daily cargo. It's like gaining an extra pocket, ideal for those days when all you need is a phone. Far from the impractical micro bags of the past few years, the Mini Tote is a genuinely useful option. It also seems to work across a huge range of materials and markets. It's the right amount of cute, mixed with the right amount of practicality.

- a. Ganni, Mini Beige Tech Tote
- b. Sacai, Skytex Tote Small
- c. Highsnobiety, Not in Paris 5 Mini Canvas Tote
- d. XO GOGO, Black Daisy Mini Tote



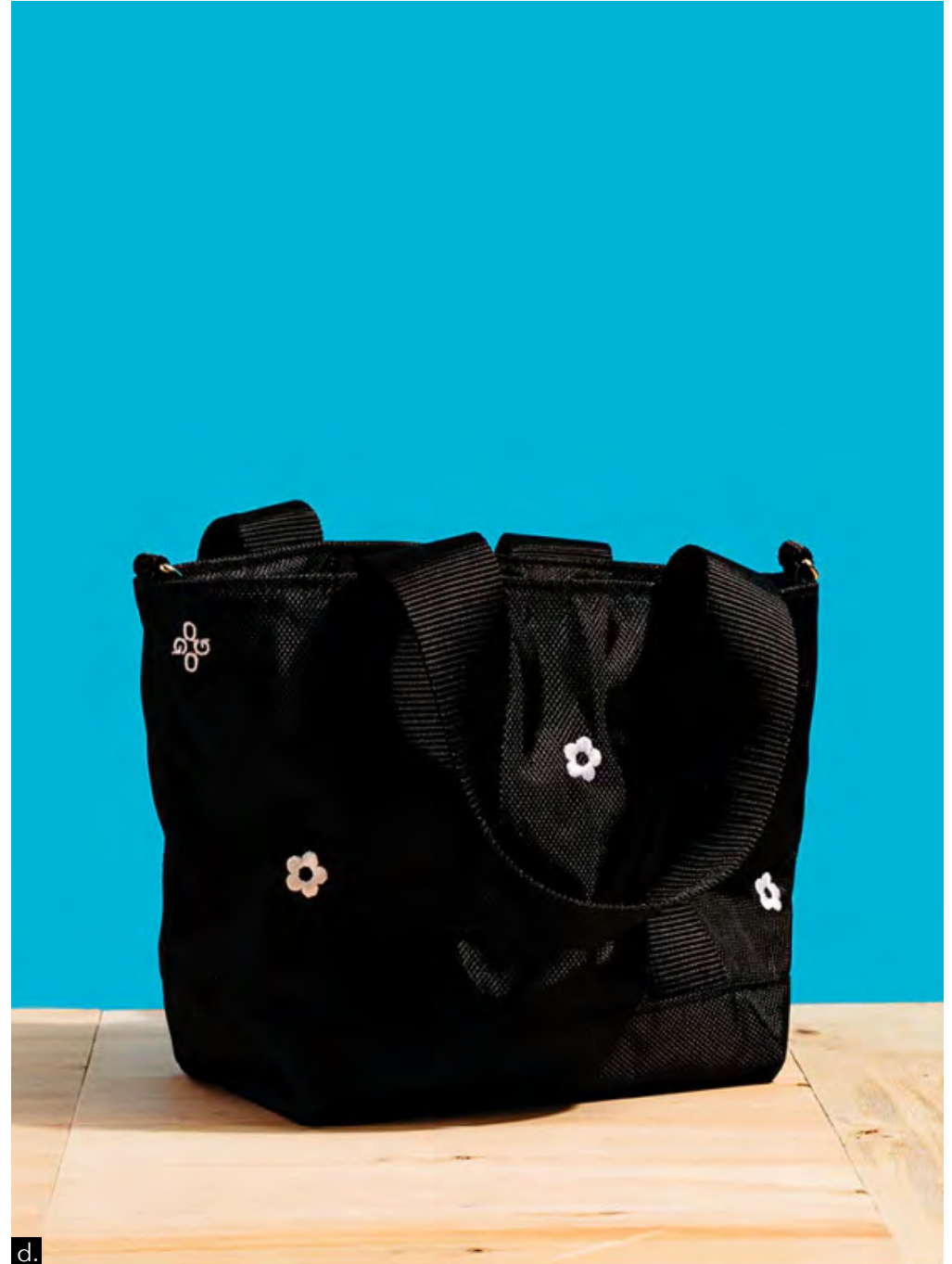
a.



b.



c.



d.

## Crescent

Since its emergence in 2022, the Crescent bag has continued to feature across brands and media. The classic version resembles a buttery croissant, but its popularity has led to divergent styles, from geometric to relaxed sacks. Yet, they all have the signature seamless transition from bag body to handle that defines the Crescent.

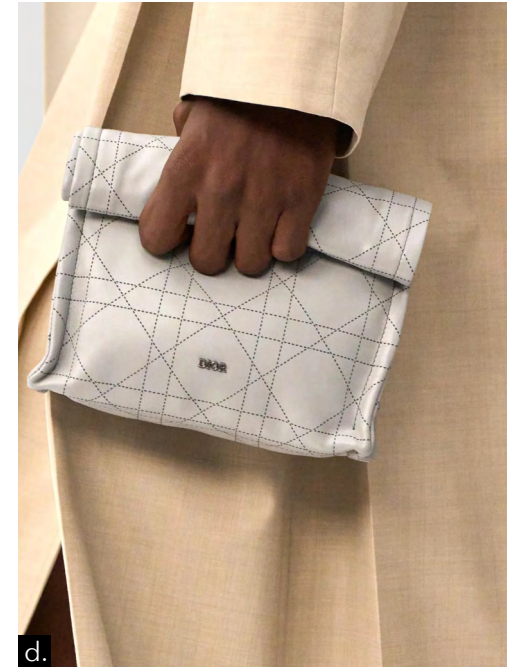
- a. *Master Piece, Neutral Bag*
- b. *Coperni, Ring Swipe Leather Shoulder Bag*
- c. *Lemaire, Small Croissant Bag*



## Basic Clutch

With nods to everyday items like the brown paper lunch bag, the Basic Clutch takes simplicity to its furthest point. The straightforward sack is a prime example of the ongoing humble design and Brutalist trends, and the general shift towards pared-back products. The simplicity of it is also a great vehicle for great fabrics, and works particularly well in hefty natural weaves.

- d. *Dior, Mens Spring 24*
- e. *Too Good X Porter, Grocer Bag*
- f. *Jil Sander, Resort 24 Questions Menswear Elegance*







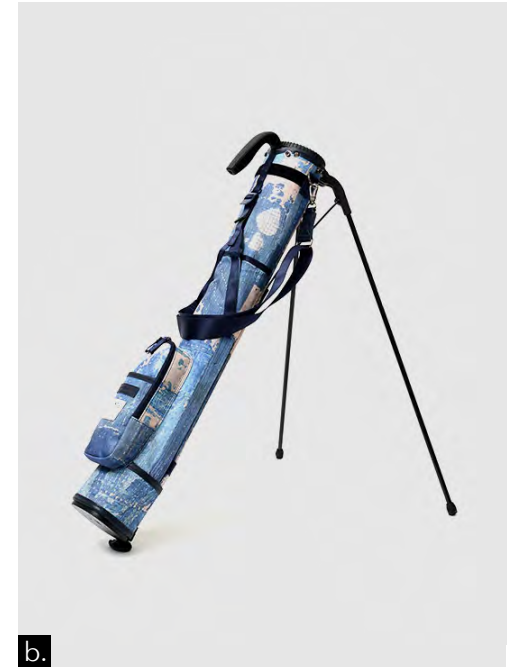
a.

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## Golf

In the aftermath of COVID, golf has experienced a youthful revival. Notably, the sport is attracting an increasing number of players under 40. Thanks to the renewed interest, it's image is shifting from staid toward fashion-forward. Numerous brands are recognising and capitalising on this shift, positioning golf in the same style league as sports like cycling or tennis.

- a. *Random Golf Club, Blank Canvas Carry Bag*
- b. *FDMTL X Master-Piece, Golf Case*  
*Random Golf Club, RGC X Sounder*
- c. *Ear Lap Cap*
- d. *Quiet Golf, Puffer Driver Cover*



b.



c.



d.

## Home Wellness

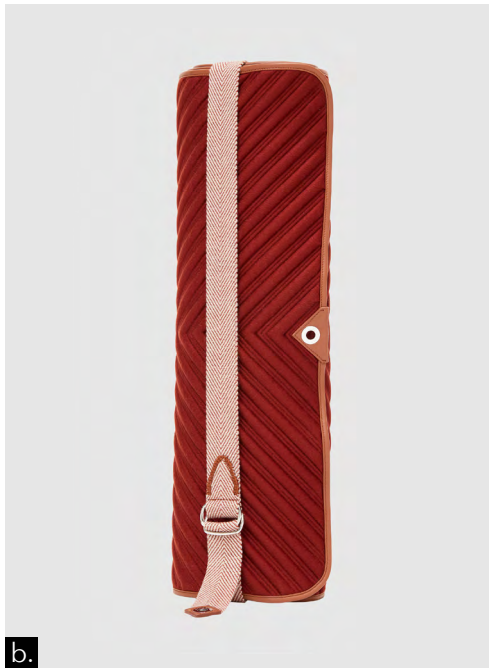
The Home Wellness trend highlights the transformation of wellness equipment into designer homewares, seamlessly integrating wellness rituals into our living spaces. Stemming from the mainstream adoption of wellness practices and the boom in home workouts, this trend encourages us to proudly display our wellness tools.

a. *Efera, Wellness Ball*

b. *Loro Piana, Meditation Carpet*

c. *Loro Piana, Meditation Carpet*

d. *Loro Piana, Meditation Pillow*

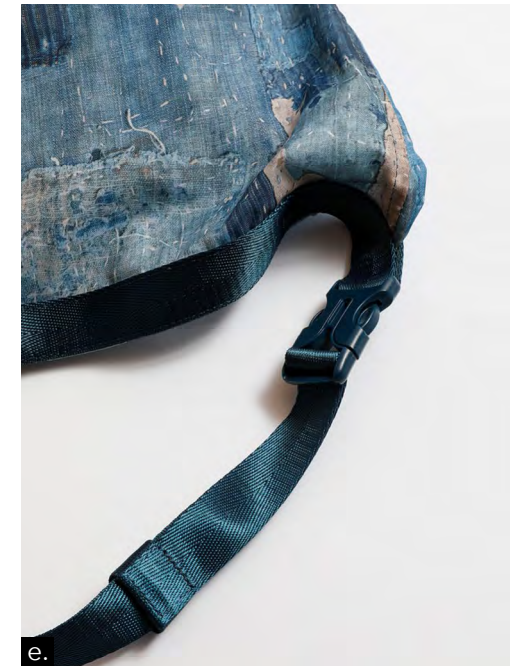


# Design Fabrics

## Deconstructed

Building on 2023's "Raw" trend, the new wave of 'Deconstructed' goes one step further. More than raw - it's intentionally unfinished. As consumers increasingly crave honest products, Deconstruction attempts to show the truth of a product with details such as exposed hems or construction details. This trend is an attempt at a kind of design humility, with unrefined being a badge of honesty and integrity.

- a. *Into Carry, Min Sidebag Snakeskin*
- b. *Nawara, Tote Bag Upcycled*
- c. *Greg Lauren, Canvas Stitchwork Tote*
- d. *FDMTL X Danner Men's Blue Boro Roll Top Bag*
- e. *FDMTL X Danner Men's Blue Boro Roll Top Bag*



## Neutral Canvas

As sustainable fashion gains momentum, we're seeing a renewed appreciation for simple, high-quality canvas. This plain-weave fabric, particularly in its undyed tones, is increasingly prevalent among high-end brands. With its warm, relaxed vibe and inherent honesty, it connects with consumers' growing preference for authenticity and eco-conscious materials.

- a. Kowtow, Single Use Planet Tote
- b. Carhart X Ramidus, Tote Bag Large
- c. Master Piece, Shuttle Tote Bag
- d. Louis Vuitton, Neverfull
- e. R.CARRYALL, Goliath Tote





a.



b.

## Denim

As the 90s revival and cowboy aesthetics influence the fashion world, denim is being co-opted by accessories and soft goods designers. However, they aren't necessarily sticking to the traditional; it's about reinterpreting the familiar with new applications, finishes, and even imitations. It's more about the vibe of denim, rather than the fabric itself.

- d. Greg Lauren, Patchwork Backpack
- e. Want Less Essentials, Upcycled Denim
- f. Balenciaga, Denim Triple S Shoe



d.

## Warm & Fuzzy

In 2024, the public attraction to soft, puffy, and fluffy textures continues unabated. However, the latest iteration of this trend has shifted, sporting more of a homeware aesthetic rather than the previous furry vibe. Think plush carpets, fleecy toys, or corduroy. With their ability to carry both bold and pastel hues, these 'Warm & Fuzzy' fabrics tap into a sense of playful, nostalgic fun.

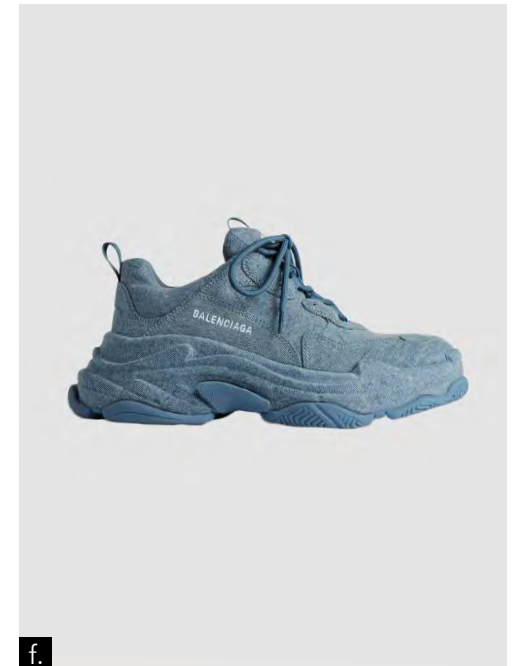
- a. Acne Studios, Terry Tote
- b. PANGAIA X Robert Rabensteiner Beach Tote
- c. Moncler, Renardeau Windbreaker



c.



e.



f.

## Mono-Material

As the collective understanding of sustainable design evolves, the use of a single material in product creation – a trend known as ‘Mono Material’ – is growing increasingly popular. This strategy simplifies products to facilitate recycling and drastically reduces waste, reflecting a commitment to circularity and zero waste in the industry. One example, FREITAG has launched a program to craft products entirely from recyclable polyamide 6, a move away from their upcycling roots.

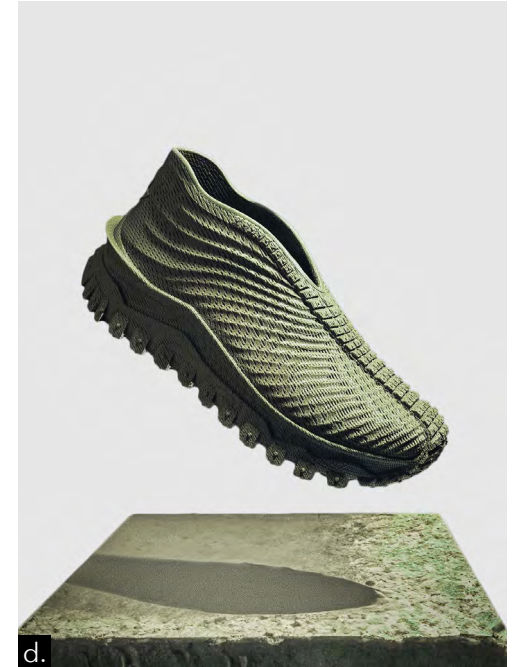
- a. Stone Mason, Crisp Collection
- b. Allbirds, M0.0NSHOT Project
- c. Troubadour, Orbis Circular Collection

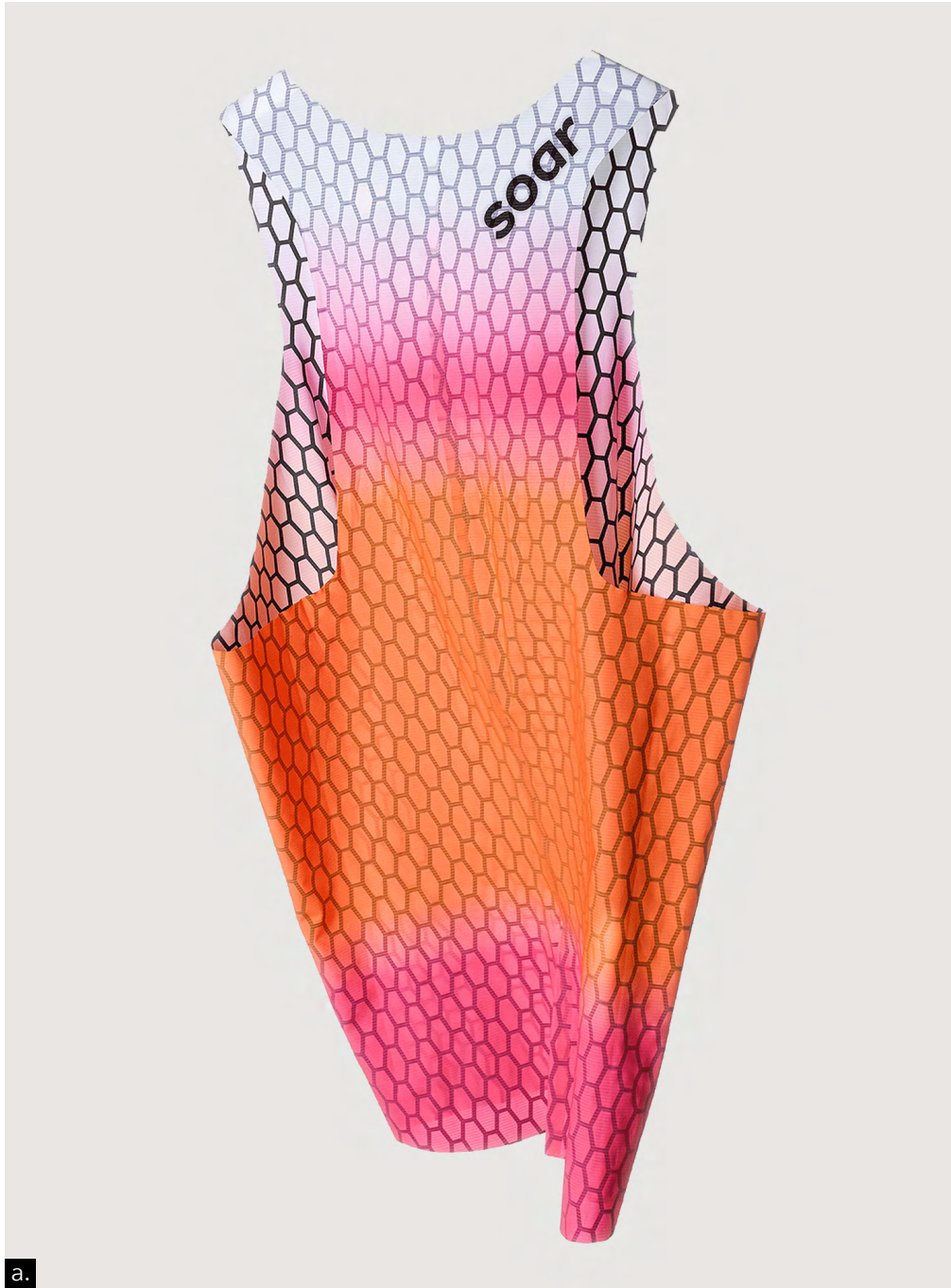


## Additive Printed

Connected to the Mono-Material trend, advancements in additive manufacturing are making waves in the soft goods industry. This process, led by pioneers like Zellerfeld, harnesses the power of 3D printing for footwear and potentially carry goods. The process allows for products that are custom design, machine washable, and most notably, crafted from a single sustainable material. The process also opens up supply chain opportunities, not to mention full recyclability.

- d. Moncler Zellerfeld, 3D Trailgrip
- e. PANGAIA Zellerfeld, Absolute Sneaker
- f. Rains Zellerfeld, Puffer Sneaker





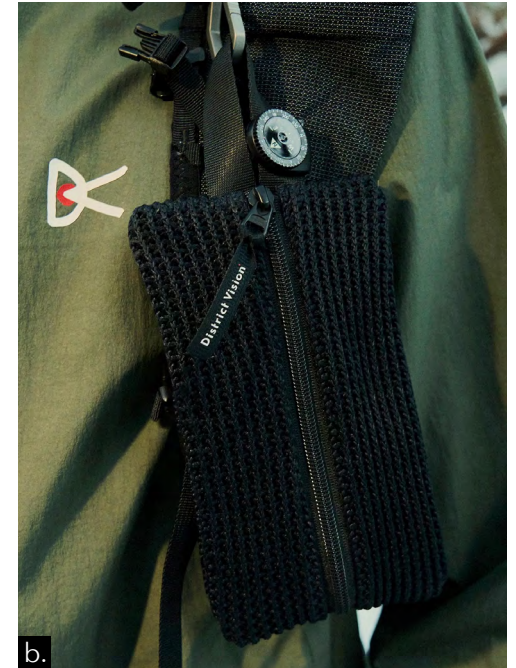
a.

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## Big Weaves

To tap into a relaxed vibe, designers are exploring lattice-like weaves across markets, from interior design to activewear. This technique opens a creative door to playing with colour within the weave itself, or contrasting with trims and prints. Or, if a full weave is a step too far, subtle nods to the lattice are popping up in prints and other material finishes.

- a. Soar, Graphene Vest
- b. District Vision, Suunto Cordura Eyewear Pouch
- c. Cecchi De Rossi, Oliveta Recycle Net Leather Bag
- d. Samsung, Shift Future Sofa



b.



c.



d.



a.



b.



c.

## Featherweight

The Featherweight trend is all about extreme lightness, with brands experimenting with ultra-lightweight fabrics. Whether transparent, recycled, or repurposed, these fabrics are enhanced with high-gloss finishes or screen prints. They're frequently paired with elements like shock cord or tensioning hardware to reinforce the ultralight aesthetic.

- a. *Applied Art Forms, WU1-4 Parachute Bag*
- b. *On Running, Ultra Vest 10L*
- c. *Ramidus X Soccer Shop Kamo*
- d. *Klattermusen, Britta Marakatt Labba Active Backpack*



d.



# Design Trims

## Embellished

Embracing a maximalist, anti-design attitude, the embellished finish is all about excess, loading up on trims to make a statement. The idea can range from a few too many badges, to going all out with branding, badges, embroidery, or even jewels, filling all available space. It's about quantity over subtlety, and making an impact.



a.

## Feature Thread

Embroidery is experiencing a creative revival. Brands are exploring innovative ways to apply the process, using techniques such as contrasting base fabrics with embroidered logos, or creating subtle designs with colour-matched threads.

- a. *Lowve X Howl's Moving Castle, Embellished Coat*
- b. *Bellroy X Karan Singh, Tech Kit*
- c. *Carryology AI Generated Dream Collabs, NASA X North Face*
- d. *Early Majority, Jeremy Dean*
- e. *William Ellery Beachcomber Chair*
- f. *Creative Services, Cap*
- g. *PDF Channel*



d.



e.



b.

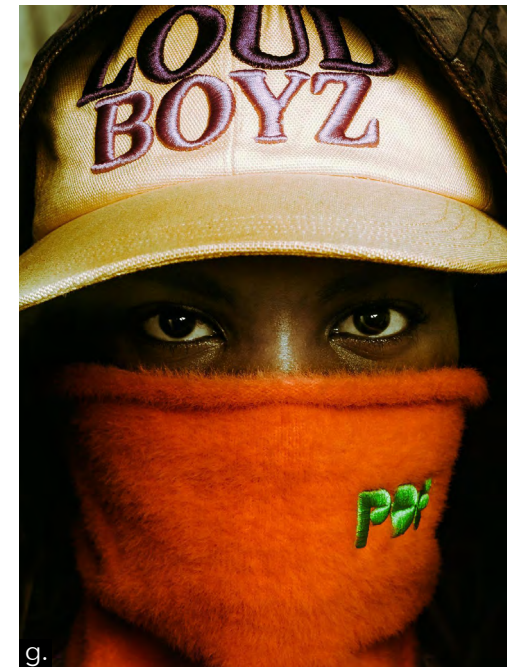
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c.



f.



g.

## Shock Cord

The ubiquitous and then sidelined 90s shock cord has well and truly bounced back. Originally, it was a functional feature on daypacks for ad-hoc storage solutions like jackets or jumpers. Once a hallmark of dorky packs, shock cord is now appearing everywhere from hats to helmets. It's a nice blend of nostalgia and practical design.

- a. PARAPACK, P-CAP
- b. POC, Omne Ultra MIPS
- c. William Ellery, Keepsake Hat
- d. PARAPACK, P-CAP
- e. William Ellery, Beachcomber Bag

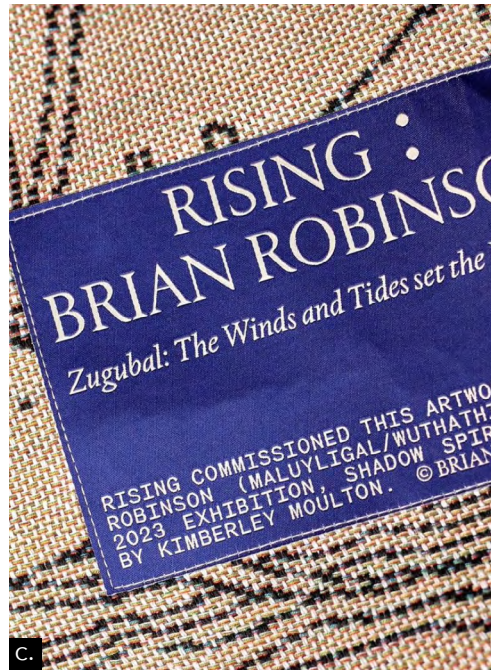




## Infographics / Technical

There's a new take on the commonly used industrial-inspired labels, the ones usually filled with intimidating technical jargon. The Infographic version, while still tech-heavy, has evolved to resemble miniature instruction manuals, complete with detailed diagrams and infographics. It's a subtle shift from intimidating to something more welcoming and valuable.

- a. *Early Majority, The Anti Merchmap*
- b. *Applied Art Forms, AM2-1B*
- c. *Rising: Brian Robinson*
- d. *OBS, Kubo*





a.



b.



c.

## Urban Wayfinding

The influence of outdoor design continues with wayfinding trims—using colour and graphics to highlight function. It could be a pop zip pull for key pockets or standout lining colours. Although primarily used as an intuitive design feature in the outdoors, in urban spaces it's just as much a way to introduce some unexpected colour.

- a. *Feeldom, Performance Block HD 23*
- b. *Rikumo, Tourer Element Backpack*
- c. *Chrome, Mini Kadet Sling Bag*
- d. *Sea to Summit, Hydraulic Pro Dry Pack*



d.

## No Trim

In the pursuit of ultimate minimalism in design, "No Trim" is an attempt to remove all visible trims like labels, clips, and buckles. The idea is simple but can be a challenge to craft functional products with nearly imperceptible details. However, when done well, the result is a serene and clean aesthetic.

- a. MAKR, Canvas and Leather Fold Weekender Tote
- b. Topologie, Flat Sacoche
- c. Côte Ciel, Sormonne Allura Recycled Leather Backpack
- d. Sandqvist, Konrad Backpack
- e. Matador, ReFraction Packable Duffel



a.



b.



c.



d.



e.

# Design Colour



## Global Colour

This season, colour reflects our need for realignment and purpose in a world where rapid shifts in society and technology have left us feeling uncertain. The era of polycrisis is around the corner, so balancing our unease with moments of rest and optimism will be more crucial than ever before.

With the online world continuing to dominate and seduce us, blurring the lines between the real and surreal, we will witness a broader spectrum of colours. This, in turn, will accelerate the popular use of clean and chromatic colours.

A resurgent focus on practicality and restraint will see midtones and neutrals reflecting our changing and evolving lifestyles, centered around rest and balance. They also reflect our increased interest in regenerative and sustainable products and design.

As governments, businesses, and communities become hyper-aware of the need to nurture society, we'll continue to see the proliferation of soft-tinted pastels and playful, warm brights that evoke calm warmth and affection.

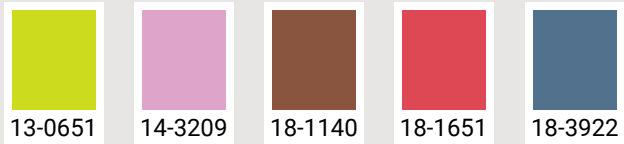
## Key Points to Consider

- Build a long-term colour strategy. Take a comprehensive view of your palette by extending the lifecycle of each color. Think beyond seasons and evaluate how your colors will stand the test of time. Explore shades of key colours that have performed well and layer them.
- Use the striking tension between natural and artificial colours to your advantage. The juxtaposition of cyber lime alongside earthy sand helps bridge the gap between the urgency to save our planet and the need for technological advancement. The two can coexist and help paint a more amicable view of the future.
- Warm, soft-tinted brights and pastels remain key in conveying a sense of caretaking as well as calm and affection. As we prioritise our health, rest, and play over excessive work and unrelenting social calendars, look towards soft, barely-there colours to evoke a sense of calm, gentleness, and comfort.
- Take a natural approach where possible when deriving colour, dye, and pigments to achieve an authentic look that also has the environmental credentials. Invest in low-impact solutions, adopt circular sources, reclaimed materials, and nature-powered solutions to advance your sustainability strategy.

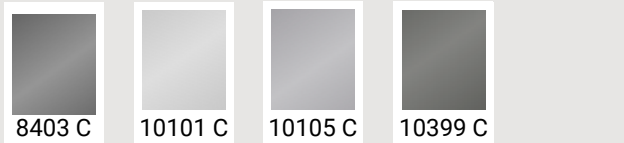
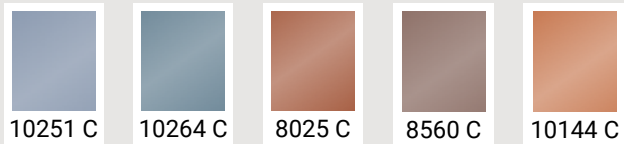
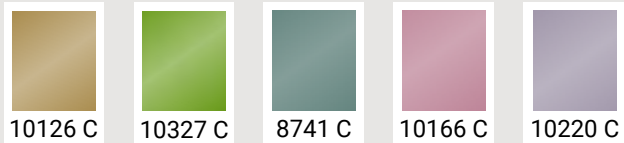
# Swatches

## Colours of 2024

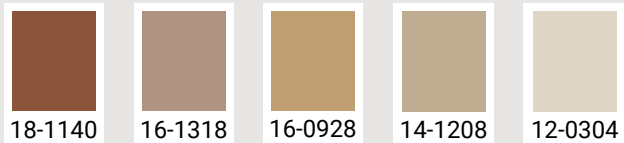
### Global



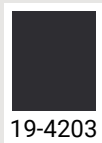
### Metallic



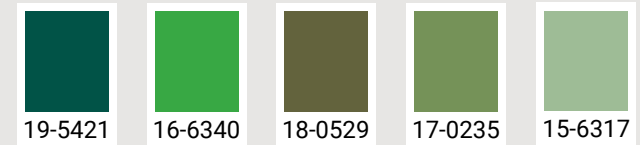
### Brown



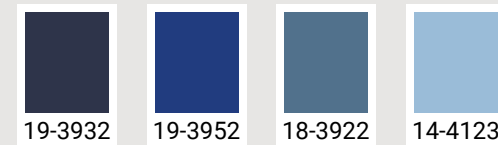
### Grey



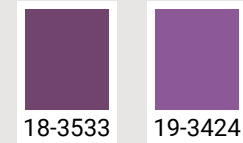
### Green



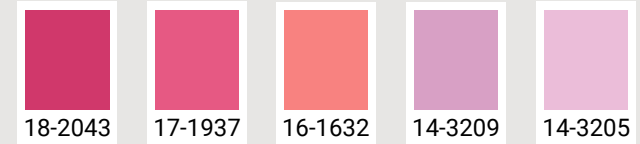
### Blue



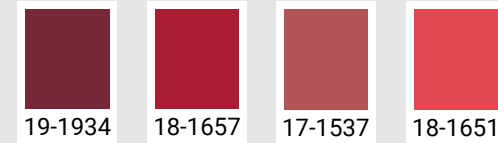
### Purple



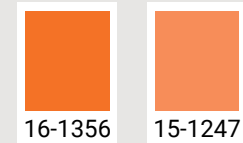
### Pink



### Red

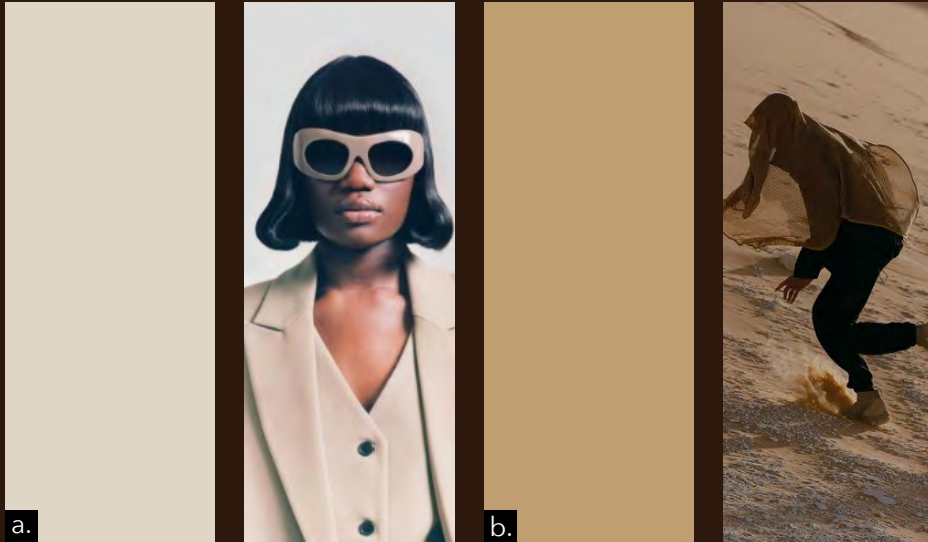


### Orange



### Yellow

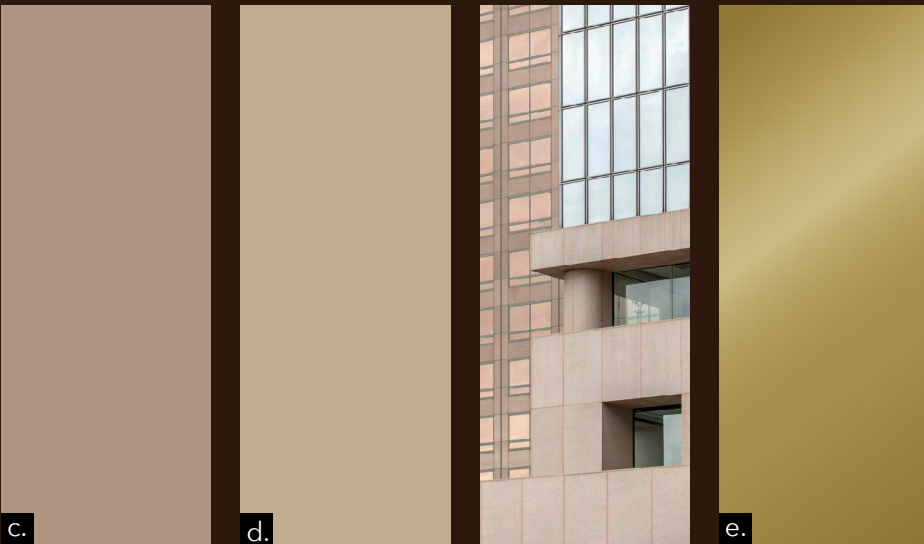




a.

b.

c.



c.

d.

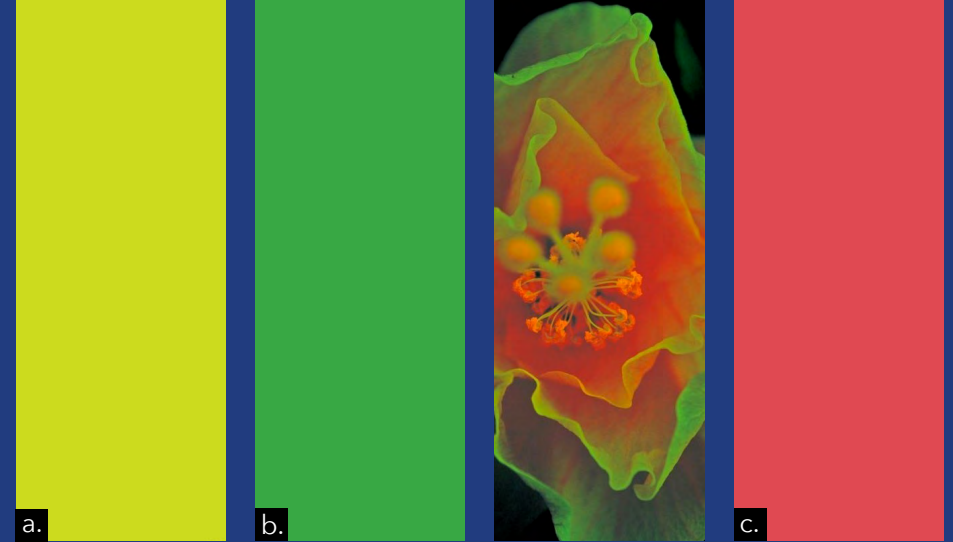
e.

## Desert Dweller

These warm neutrals work as part of a seasonless strategy and lend themselves to natural fibers. They reflect a desert-like landscape that continues to inspire fashion themes. Gold and copper accents add a futuristic edge and elevate the look.

- a. *Pantone 12-0304 TCX*
- b. *Pantone 16-0928 TCX*
- c. *Pantone 16-1318 TCX*
- d. *Pantone 14-1208 TCX*
- e. *Pantone 10126 C*

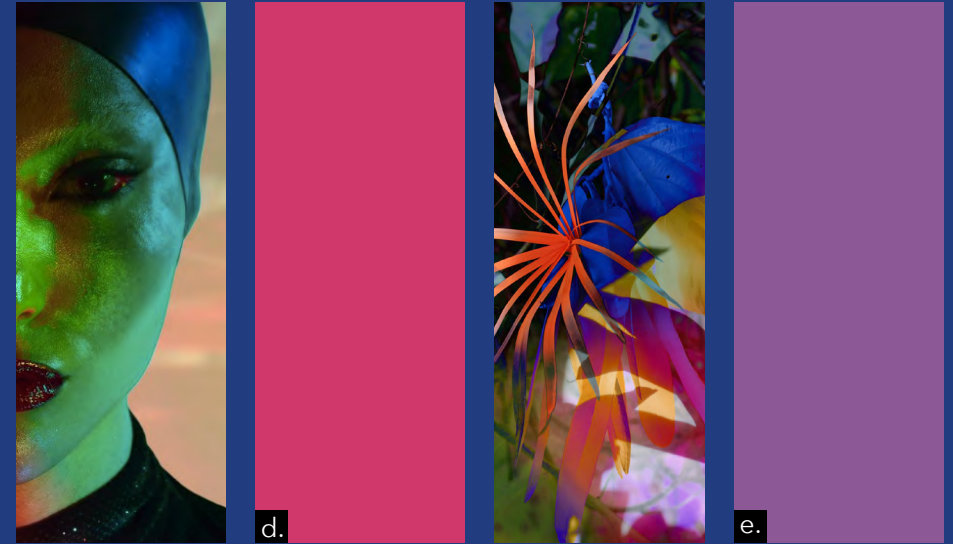
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a.

b.

c.



d.

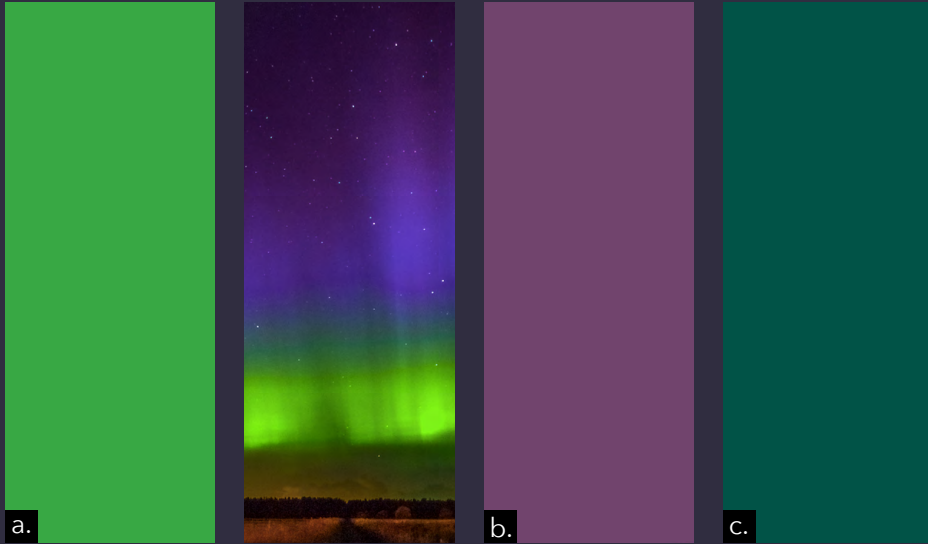
e.

## Digital Rave

The colours here mimic bioluminescence. Bold brights against dark backdrops are inspired by neon city lights and neo-noir qualities, while also drawing inspiration from a seemingly newly tech-enhanced nature.

- a. *Pantone 13-0651 TCX*
- b. *Pantone 16-6340 TCX*
- c. *Pantone 18-1651 TCX*
- d. *Pantone 18-2043 TCX*
- e. *Pantone 18-3533 TCX*

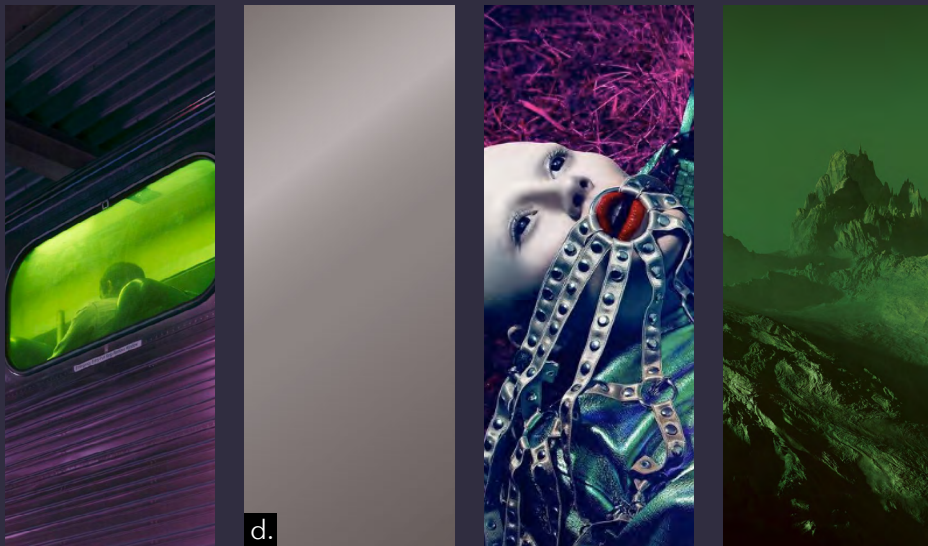




a.

b.

c.



d.

## Northern Lights

This colour mix revolves around that glowing green colour. It has a surreal otherworldly quality, somewhat alien yet alluring. The mix of the green lantern, alongside malachite green, really pops against the deep grape purple.

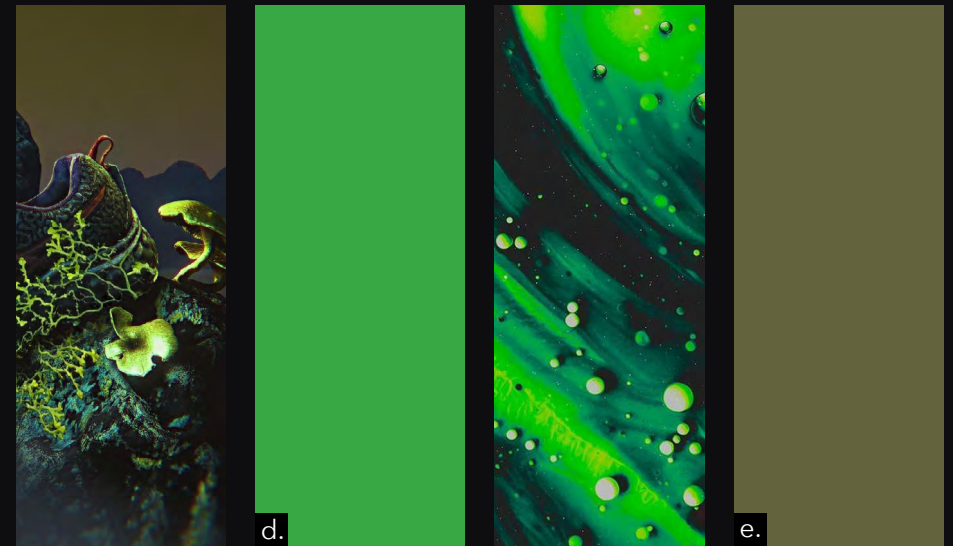
- a. *Pantone 16-6340 TCX*
- b. *Pantone 19-3424 TCX*
- c. *Pantone 19-5421 TCX*
- d. *Pantone 8040 C*



a.

b.

c.



d.

e.

## The Green Lantern

Green will continue to be a strong performer. For 2024, greens will be used to highlight the increasing connection between nature and technology. Combining murky algae-like naturals alongside acidic, yellow-greens and neons will further bring the message home.

- a. *Pantone 17-0235 TCX*
- b. *Pantone 19-5421 TCX*
- c. *Pantone 13-0651 TCX*
- d. *Pantone 16-6340 TCX*
- e. *Pantone 18-0529 TCX*



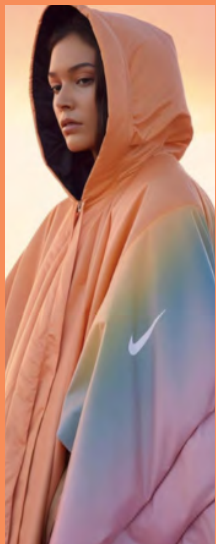
a.



b.



c.



d.



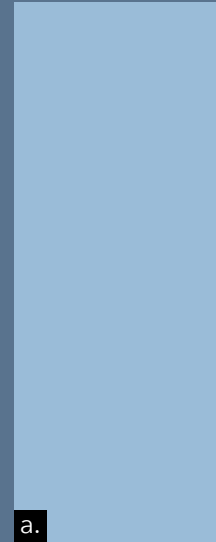
e.

## Tutti Fruity

Energized pastels help move on from 2023, paired with restorative mid-tones and juicy brights that feel infused with a hit of vitamins. Think of a pastel honeydew melon, green teamed with a juicy watermelon hot pink, or soft peachy apricot with zingy mandarin for a more tonal look.

- a. *Pantone 15-6317 TCX*
- b. *Pantone 16-1356 TCX*
- c. *Pantone 16-1632 TCX*
- d. *Pantone 18-3922 TCX*
- e. *Pantone 18-2043 TCX*

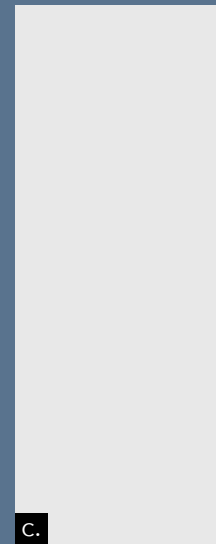
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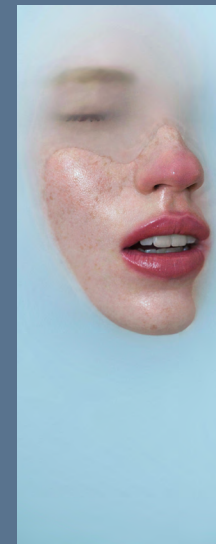
a.



b.



c.

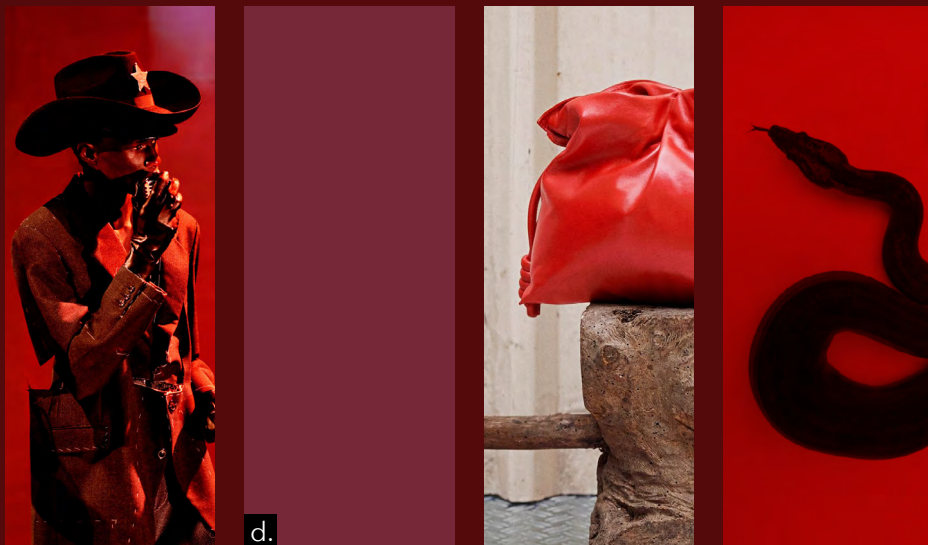
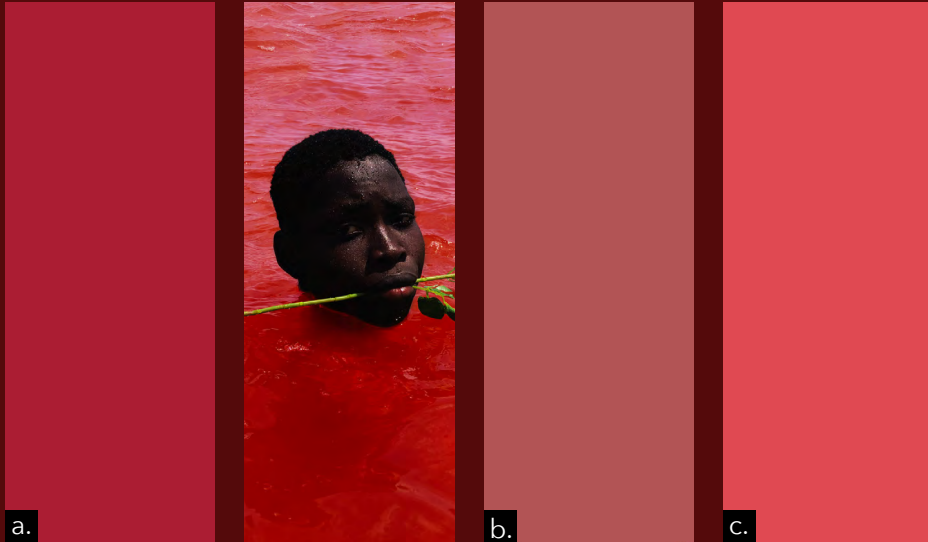


d.

## Industrial Blues

Blues may be worked together to provide colour-blocking opportunities and tonal looks, or used as a standalone statement for the ultimate in practicality. It is also a great option for gender-inclusive ranges or to mix with core neutrals for greater longevity.

- a. *Pantone 14-4123 TCX*
- b. *Pantone 19-3932 TCX*
- c. *Pantone 11-4800 TCX*
- d. *Pantone 14-4501 TCX*

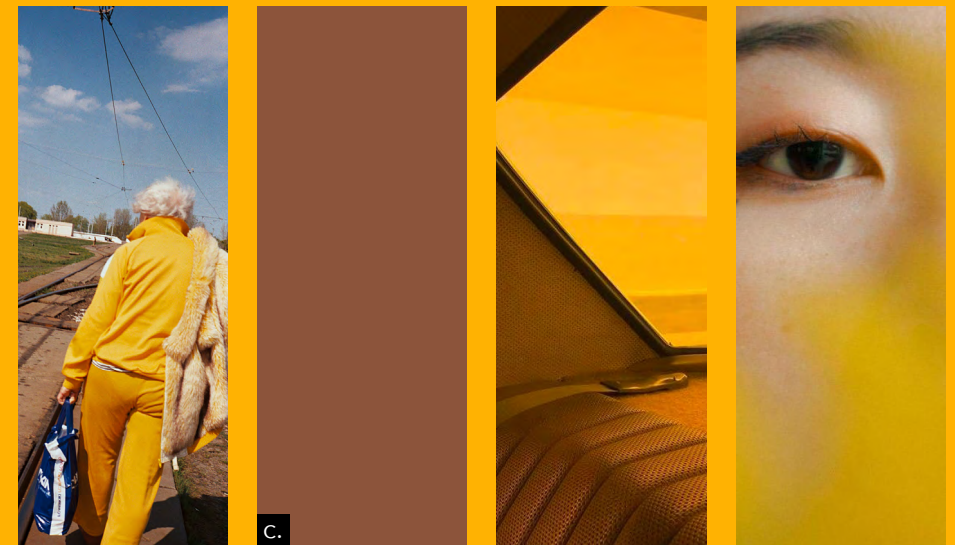


## Radiant Red

The ever-increasing popularity of inclusive, stimulating, and emotionally engaging colours will continue to work well online and in real life. Great for injecting newness into ranges or combining with shades like cranberry and crimson.

- a. *Pantone 18-1657 TCX*
- b. *Pantone 17-1537 TCX*
- c. *Pantone 18-1651 TCX*
- d. *Pantone 19-1934 TCX*

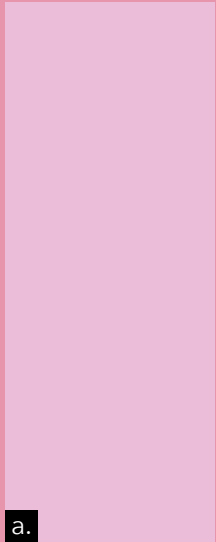
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## Saffron Sunshine

This range of colours is ideal for updating leathers, leather alternatives, and solid materials. Pair Golden Cob with nostalgic nutshell browns or neutrals for transitional deliveries, as well as for standalone drops.

- a. *Pantone 13-0941 TCX*
- b. *Pantone 13-0947 TCX*
- c. *Pantone 18-1140 TCX*



a.



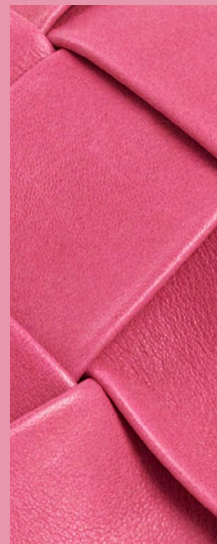
b.



c.



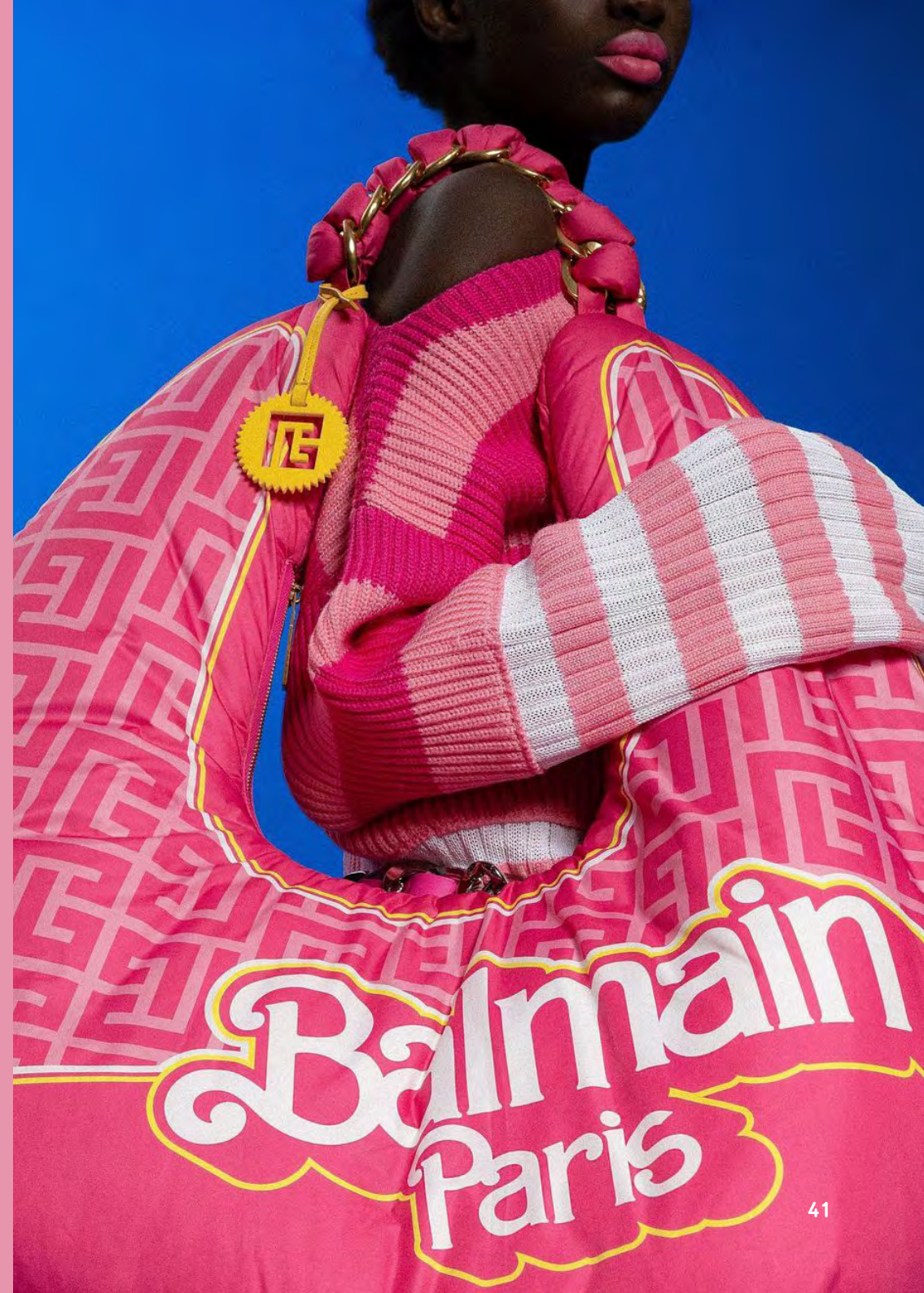
d.



## Think Pink

With a string of successful collections, collaborations, and even a Vegas exhibition celebrating the colour, pink has become a key colour for updating footwear and accessories categories. Thanks Barbie.

- a. Pantone 14-3205 TCX
- b. Pantone 14-3209 TCX
- c. Pantone 17-1937 TCX
- d. Pantone 18-2043 TCX



# Design Brands to Watch



Porter Yoshida Co.  
Japan



RÆBURN  
England



Florence Marine X  
USA



Distance Running  
France



APPLIED ART FORMS  
The Netherlands



Miur  
Spain



Sacai  
Japan



A-Cold-Wall  
England



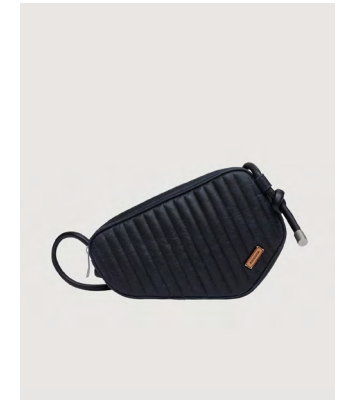
Topologie  
Hong Kong



ROA  
Italy



Teenage Engineering  
Sweden



ADER  
South Korea



# About Us

## SOFT SERVE STUDIO

Soft Serve Studio was founded in 2017 by long-term collaborators Kaine Whiteway, Janis Lacey and John Jaworski. The studio brings together like minded designers, makers and industry professionals under the one roof to provide a world-class resource for businesses to design, develop and manufacture soft goods.

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[softservestudio.com](http://softservestudio.com)

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