

2021

Industry / Insights / Design



# FORECAST



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# Foreword

When we began our forward planning in late 2019 it was climate change that had the greatest influence on our thinking. And despite months of research and hours spent analysing the future of our industry, we never once considered the possibility of a pandemic. From lockdown, with everything flipped upside down, we questioned whether a report like this would still be relevant given the massive upheaval and uncertainty the world faced. However, after reading our early draft there were two key reasons we persisted.

Firstly, many of the ways in which the pandemic was changing our lives coincided with changes that were already taking place. People were already choosing to spend more time at home, decentralised work was on the rise, and our digital life was blurring into our "real" life. There was also an undercurrent of ongoing subtle themes such as the want for comfort, protection and to connect with nature.

Secondly, planning and designing for 2021 gave us a sense of optimism that we wanted to share. And while there is a large question mark regarding how the COVID-19 crisis will change the way the world responds to the climate crisis, it is encouraging that many brands and designers are using this enforced downtime to make positive changes. It is our hope that the immediate pandemic crisis can somehow help us prepare to address the long-term environmental crisis.

The team @ Soft Serve Studio

# Forecast 2021

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# Insights

*Insights: The things, ideas and people that are influencing customers, brands and products.*

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# Insights Sustainability

## Introduction

In September 2019, Helen Clarkson, CEO of The Climate Group, predicted that “halving global emissions is going to be the story of the next 10 years”. At the time there was a wave of sustainability initiatives making news across the apparel industry and a sense that change was in the air.

Whilst COVID-19 has disrupted that momentum, the majority of the industry is still prioritising sustainability. McKinsey & Company surveyed 116 sourcing executives during April 2020 and found that more than 60% still believed that sustainable materials would become mainstream. A further 76% believed the COVID-19 crisis would create flexibility and accelerate change.



a.

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However, this positive attitude contrasts with consumer sentiment. According to a 2019 study by Nosto, only a third of consumers surveyed said they would be willing to pay more for a sustainable product, despite more than half believing that companies should act more sustainably. Given that sustainable supply chains will continue to cost more for the foreseeable future, and with the pandemic placing financial pressure on consumers, the challenge for brands is to get customers to see the value in sustainability.

## Circular Initiatives

If the past year is any indication, sustainability efforts from brands will increasingly be aimed at the development of a circular supply chain.

### 1. Econyl

Prada, Burberry and Gucci are among the many brands to partner with Italian based yarn supplier Econyl over the past year. The Econyl process of chemically recycling plastics into high-quality “re-nylon” promises to provide the ability to endlessly breakdown and reassemble fibres into whatever specifications a brand wants.

a. *Space Hippie by Nike*  
Designed as an ultimate expression of circular design using today's technologies.

### 2. Jeans Redesign

2020 will see the release of the first-ever pair of circular jeans, thanks to the Ellen MacArthur Foundation’s Jeans Redesign project. The project worked with thirty major brands, manufacturers and fabric mills to develop a set of guidelines tackling issues such as waste, pollution, and the use of harmful practices.

### 3. Nike

In 2019 Nike published their “Circularity Workbook: Guiding the Future Of Design”. This free to download PDF guides product designers and manufacturers through 10 “principals” of circularity.

### 4. Bergans

After partnering with fabric company Spinnova to develop a circular yarn made from natural fibres, Bergans launched their collection through a subscription model. Instead of buying a bag, customers buy a subscription to use a bag.

### 5. Arc'teryx

Following the success of Patagonia’s Worn Wear, in 2019 Arc'teryx evolved their repair business into a full resale service dubbed Rock Solid. Gear sold back to Arc'teryx is either refurbished by partner company Trove or returned to Arc'teryx for more intensive repairs, before being resold.

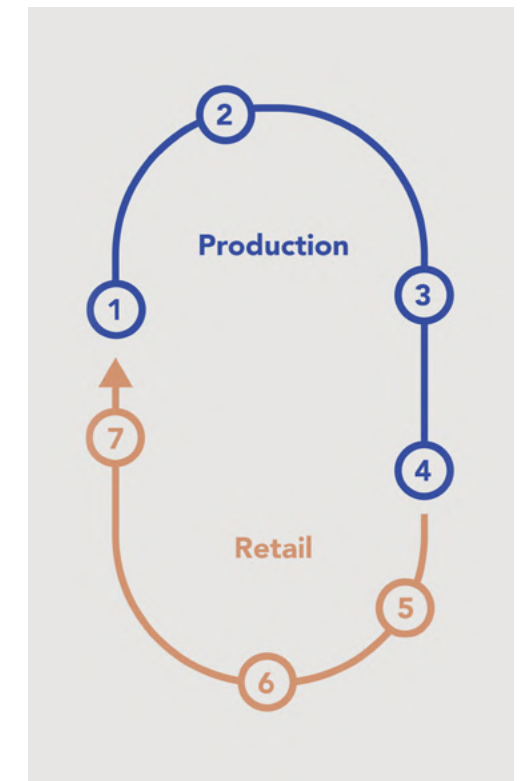
### 6. ReBag

In 2019 luxury handbag resale company Rebag launched Rebag Infinity. The service allows shoppers who buy

handbags from the company to return their items up to six months later and automatically get a 70% credit to buy a new bag, essentially turning their purchase into a long-term rental.

### 7. Stuffstr

In 2019 both Adidas UK and John Lewis partnered with the social enterprise Stuffstr to introduce a buyback system into their e-commerce platform. Stuffstr allows customers to sell their unwanted garments back to the brand in exchange for store credit. Stuffstr estimates that the “re-commerce” market will double over the next five years.



# Insights Travel

## Safe Travel

The travel industry has shared a more unfortunate relationship with the global pandemic than any other industry. First, it inadvertently aided the global spread, then it became one of the hardest hit economically. The U.S. Travel Association predicted an April loss of \$910 billion in travel-related economic output in the US alone. Predictions on when international travel might resume range from ten months to two years. In the short term, international borders will remain closed long after social distancing measures are eased meaning a surge in domestic holidays.

While it is expected that lock-down cabin fever will spur an explosion of travel, the COVID-19 pandemic has also created a



growing interest in “safe” travel. People are looking for destinations that are closer to home, remote or feel secure. Google trends saw a huge spike in searches for safe travel destinations at the start of 2020, a trend that is set to continue into 2021. It is foreseeable that this shift toward car-based travel options as well as camping and hiking will bring an increased demand for non-wheeled luggage, outdoor carry goods and that perfect weekend duffel.



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## Ethical Travel

2019 brought us the term *flygskam* (or flight shame in English). In part thanks to the work of Greta Thunberg but also due to an ongoing ethical and ecological trend to reduce our carbon impact when travelling. A 2018 Nature Climate Change study showed that holiday travellers contribute 8% of total aviation global emissions.



Now a growing number of travellers are responding to that message. *The Guardian* recently reported the emergence of eco-travel campaigns, such as “flight free”, which encourage people to pledge to stop flying for 12 months or more.

The growth of the ethical travel sector coincides with the emergence of slow-mo and thoughtful travel. Slow travel is about enjoying the relaxed pace of low carbon transport options. This includes cruises (up 9% despite COVID-19 impacts), overnight sleeper trains (up 10% across Europe) and self-drive trips in car-loving countries such as Australia and the US.

As both the means and the mentality of travellers change, so do their travel gear needs. Just as rolling hard case luggage was perfectly suited for the smooth surfaces of airports and overhead luggage restrictions, other types of luggage is more suited to the requirements of car, train and ship travel. Then there is the ethics of the luggage itself. Recycled and sustainable materials become part of the travel story because it lessens the overall travel footprint.

## Solo/FOMO Travel

Social media has had significant impacts on travel culture. By providing the ability for people to instantly scroll through endless images of idyllic, exotic locations, social media is encouraging a FOMO travel culture that is inspiring travellers to explore parts of the world previously considered off the travel map.

Posting solo adventures is now the ultimate expression of FOMO travel, and women are major drivers of this travel trend. Pinterest recently reported a 350% increase in women pinning articles about "solo female travel".

Documenting and sharing solo travel relies on travelling with an array of devices. The need to carry technology combined with the need to stay nimble further feeds into the ongoing one-bag travel and modular luggage trends.



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**Melissa Findley**  
@melissafindley - 100K + followers on Instagram

An Australian travel influencer with regular corporate sponsored posts for Northern Territory tourism, boutique accommodation providers and the WWF.



**Alexandra Taylor**  
@alliemtaylor - 600K+ followers on Instagram

A travel blogger with a fanbase that includes brands such as Poler Stuff and Ace Hotel.

## Bleisure Travel

Living in a 24 hour connected world means being "always on". As business and leisure blend in our daily life it also changes how we travel. Bleisure travel is about combining some vacation time into a business trip, or vice versa, and it is becoming increasingly popular. Forbes magazine reported that

"employees are more willing to travel for business if they are given the opportunity to experience the destination they are traveling to". Also, Expedia travel group found that two to three days of personal travel is added to 60% of their customers' business trips.



# Insights Work

## Workplace vs Workspace

As a new generation of talent moves into the workforce, the 'office' is shifting from being simply a place to work, into a vessel for collaboration. Business leaders are updating the workplace with new types of workspaces that allow employees to choose their surrounding based on task, schedule or convenience.

New environments are now tailored to accomplish specific tasks, such as sound-proof phone booths, informal meeting rooms and quiet pods.

And with no fixed workstation there is greater emphasis on portable organisation solutions for office hardware and accessories that allow employees to best make use of these spaces.

**"We're moving towards activity-based workspaces which offer employees the freedom and flexibility to choose between different workspaces, each designed for a specific activity."**

*Lily Stanger, Design Lead at Mindspace.*

As the workplace evolves, so do management tools. Sensors and tracking technology, such as Euclid, as used by WeWork, help analyse how workers utilise each space - so they can be adjusted for efficiency.



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## The Third Space

A new professional setting is emerging within workplaces for tasks that require focus with creative energy. Where the traditional office ends and social spaces begin, the emerging third space breaks down the "business only" mentality to promote engaging casual conversation and a communal feel in order to spark new ideas.

Current external third spaces, such as coffee-shops, co-working spaces, communal tables and libraries, offer areas to break the daily routine but often fall short of providing the connectivity, semi-privacy and accessibility needed. The new type of third space aims to recreate the essence of these external spaces within the office itself. Effective designs mimic what you would expect from high-end hotels and bars - luxurious materials, warm ambient lighting, and amenities

such as food and drinks. The shift towards more relaxed spaces will naturally be reflected in the wardrobes and accessories of employees. Furthering the need for carry solutions that bridge the divide between professional and casual.

## Ethical Demands

By 2025, Millennials will represent approximately 75% of all US employees, causing a significant shift in the mentality of the workforce. PwC found over half of Millennials would avoid particular industries due to their negative image. Unsurprisingly Oil and Gas is the most unappealing sector. At the opposite end of the spectrum, Patagonia emphasises both environmental and social sustainability as brand DNA - and is currently the number one employer recognised for corporate social responsibility.



## Portfolio Careers

In a world that feels increasingly unpredictable, curating a collection of projects and side hustles can provide a sense of career control. This juggling of multiple roles is becoming a more common path to professional fulfilment. Deputy head of research at IPSE, Chloe Jepps, notes that for many people, a portfolio career is a choice and not a necessity.

**“It’s to pursue a passion, try something new and get some extra income while doing something they love.”**

According to the 2019 Deloitte Millennial Survey, although only 6% of Millennials have chosen this avenue instead of full-time work, 50% would consider it. And the majority of those surveyed (61%) would take additional external work to supplement their current employment.

The advent of portfolio careers has implications for businesses across contracts, intellectual property and technology. Employees in the gig economy are more likely to require their own laptop, tablets and technology, usually provided by their employer. This shift has created the need for portable workstation solutions.



## Mobile First

As organisations aim to attract the best talent, the popularity of remote work will continue to grow, becoming less of a perk and more of an expectation. Certainly, this seems to be one of the major topics of discussion in Australia and elsewhere emerging from the COVID-19 lockdown. The benefits of remote work, both personal and professional, are sound. A recent Indeed survey highlighted the benefits of a mobile workforce - results included: more productive employees (67%), improved morale (64%), reduced absenteeism and employee turnover (57%) and operational cost savings (51%).

Thanks to the ever-expanding market of mobile-first platforms, such as Slack, Trello and Basecamp, the digital workplace has pivoted to a mobile-first position, removing the emphasis on a physical office even further. It is estimated by Indeed that the majority of Australian companies (68%) have set up a remote-work policy. The COVID-19 pandemic has placed even greater pressure on those businesses without a mobile working solution.

While this trend is evolving it is also influencing the mindset of the new generation of workers. As Cile Montgomery, a senior consultant with Dell Technologies Unified Workspace, notes:

**“As work becomes less of a place you go and more of a task you perform, employees expect to be able to work whenever they want, wherever they want.”**





# Insights Culture

## Inclusivity

By its very nature, the frontier for brands to address inclusivity is perpetually being pushed forward. Much of the focus in recent years has been on race and body shape. As the broader community becomes more socially aware, there is increased opportunity for brands to cast the net of inclusivity even wider. Designing products for often neglected markets, such as older generations, the disadvantaged or people with disabilities, not only reflects well on brands, but can also open up markets that are large and under-served.

Baby boomers, for example, are becoming more technologically and digitally savvy, and increasingly have an active presence on social platforms and online retail. They are also taking a more proactive approach to health and wellness, utilising Fitbits and other wearables. A study by Statista in 2018 found that 77% of Australian smartphone owners were over the age of 55.



In 2019, Nike created the laceless “Air Zoom Pulse” sneakers to help doctors and nurses get through 12-hour shifts. Design considerations included, easy wipe down, extra grip rubber sole and elasticated fit.

Slazenger in collaboration with Sportsbanger (Johnny Banger) released an Instagram campaign promoting the shoes universal inclusivity by using the slogan “29.99 for the many, not the few”.



## At Home Culture

Even before the COVID-19 lockdown, at home culture had been steadily evolving. In 2018, 56% of global companies encouraged working from home. Whether to save money on petrol, reduce daily anxieties or improve productivity, there are many reasons people prefer to spend more time at home.

Food delivery services, the rise of streaming sites like Netflix, improved shopping deliveries and even home dating are helping to make “home” the new hang-out hub. Now brands are looking to launch products that further enhance the at-home experience.

Loungewear is becoming more presentable, designed to take you from your living room to the online business meeting. New luxurious spa treatments can be self applied in your own bathroom and even home workouts are becoming more sophisticated. For example the \$1,500 Mirror LCD screen that connects to a range of classes, from barre to yoga, brings live-streamed fitness classes into the home.



# Insights Active

## Fitness Hacking

Maintaining a healthy work-life balance is an ongoing battle. According to the latest Household, Income and Labour Dynamics in Australia survey, there has been an increase in time spent working, both at work and at home, as well as a 23% increase in time spent commuting over the last 15 years. It is no surprise, then, that many people struggle to find the time to stay active.

While many of us have less time to get active, there is simultaneously a growing awareness of the importance of exercise. Both the steady growth in sales of fitness trackers over the past five years and the 8.7% growth in the Health and Fitness industry in 2018 are proof of increased motivation for fitness globally.

Fitness hacking is about finding new ways to fit a workout into a busy schedule. Traditional solutions like cycling to work or joining a lunchtime running club are growing in popularity, and there is a new wave of fitness hacking innovations, such as the treadmill desk.

Whether traditional or innovative, these new routines are creating new daily carry needs. Take, for example, the Transforma X. This feature-heavy gym bag integrates self-sanitising technology, heating and cooling zones and charging capacity into a daily office use design.



## Growing Sense of Wellness

According to Ophelia Yeung at the Global Wellness Summit in 2018:

“Wellness has become a dominant lifestyle value that is profoundly changing consumer behaviour and changing the markets.”

Or, more simply put, the values that would have been considered part of the wellness lifestyle are increasingly blending into the mainstream. As *wellness* is such an all-encompassing term, its influence is broad.

So what are the signs that wellness is now firmly established as part of the mainstream? Lululemon, which

began as a yoga brand in 1998 has maintained an average annual growth rate of 17% since 2015 and has over 450 stores across the globe. In 2019 McDonald’s and KFC were amongst the many fast-food chains to introduce Vegan alternatives into traditionally meat meals. Rapper/producer RZA has teamed up with Tea company TAZO to release an LP of guided mindfulness sessions to help people “tap into their limitless creativity”. And reusable water bottles and coffee cups are now a fashion accessory. The recently released Chanel water bottle with quilted carry bag has a price tag of £4,410.



## Finding the Limits

In recent years the growing fascination with human endurance has manifested itself in events like the Indian Pacific Wheel Race and other ultra-long distance running and cycling races.

Naturally this interest has shifted towards exploring the limits of human endurance and human ability. Now the people exploring these limits are capturing the public's imagination. Alex Honnold's free solo climb of El Capitan in 2018 turned him into a household name, and Eliud Kipchoge breaking the two-hour marathon barrier made headline news across the world.

Alongside the exploration of physical limits, brands have also found a renewed interest in exploring the limits of materials and products. Or, in the case of the sub-two-hour marathon, the physical achievements were directly coupled with new innovation. Nikes Vaporfly shoe worn by Kipchoge reportedly improves metabolic efficiency by 4%.



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I.S.T Corporation, presented the new high-tech polyimide fiber IMIDETEX to the sport market at the Ispo Munich 2020 - a super-fibre made of polyimide resin, widely used in outer space.

HeiQ Smart Temp is an intelligent thermoregulation technology. Cooling is activated by rising body temperature and deactivated once cooling is complete.

## Health Tech

The COVID-19 contact tracing apps launched by Apple and Google in April this year are the latest steps in their evolution from sports into healthcare. Previously Apple had announced three new healthcare studies as well as an ECG feature on their latest watch.

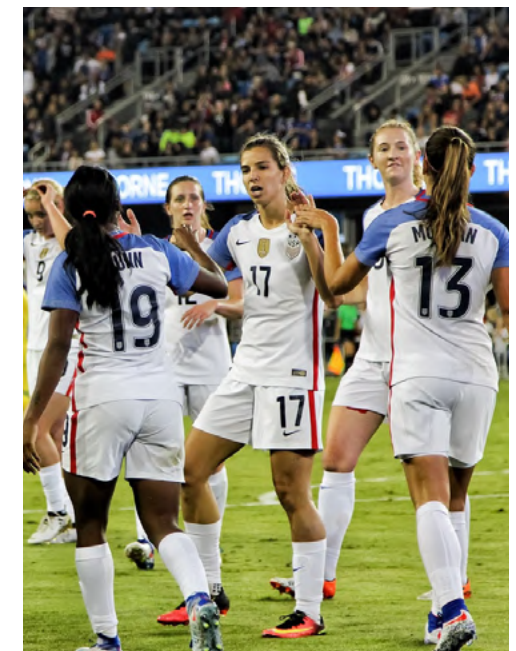
With tech companies positioning themselves as the conduit between patients and medical care, expect the objects we wear to become more capable of collecting our health data in new ways. For example, the start-up asensei uses the latest generation of motion sensors that can be woven into fabrics to create smart apparel. This allows for athletes to be tracked and then coached using the captured data.



## Design for Women

2019 marked a new era for women's professional sport. Over 1.1 billion people watched the FIFA Women's World Cup, the Women's T20 World Cup cricket match drew the 2nd highest ever crowd for a women's sports event and Nike dubbed 2019 their year for women.

This new era of women's sport brings with it a new era of women's active gear. "Shrink and pink" is long gone. Innovation for female specific designs now means investing in performance research across biomechanics and physiology to tailor gear to how women move.



# Insights Digital

As the line between real and digital life becomes increasingly blurred, brands are reinventing products and the retail experience to further blend the two realms.

## Digital Retail

**Adidas'** new London flagship store showcases a range of digitally-enhanced capabilities, merging the Adidas app with in-person shopping. Over 100 digital touchpoints powered by green energy help customers to engage with the retailer. For example, the "Bring It To Me" feature allows shoppers to scan products, check stock, request their size and then purchase on the spot. RFID-enabled smart fitting rooms shift environments depending on what the customer is trying on. For example, a football jersey transports them onto the pitch at Arsenal stadium via a mixture of videos and moving imagery.

**A Hot Second** was the worlds first circular economy concept store in which customers traded a physical product

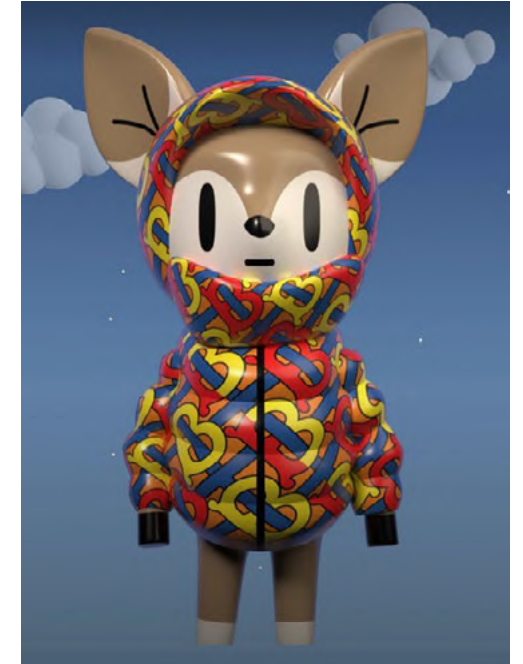
in exchange for a digital one. Guests donated an 'unloved' garment to the Love Not Landfill installation, which then gave them access to a futuristic pod. In the pod, a tailor unveiled a mixed-reality magic mirror created by Holition. Visitors could then try on a number of different digital fashion garments, from couture to streetwear.



## Gaming

**Nike's** SNKRS app partnered with video game NBA 2K20 to create a new play mode called MyPLAYER Nation which allows players to unlock limited edition sneakers. By reaching milestones in the game, players can redeem virtual versions of these exclusive products called "Gamer Exclusives", as well as buy them physically. Ten different Gamer Exclusives are available in the first season.

**Burberry** launched a gamified retail concept on its website called B Bounce alongside its new monogrammed puffer jackets. Players aim for a high score to compete for a chance to win a free jacket and other prizes.



**Fortnite** is one of the most profitable video games of all time. In 2018 alone, aesthetic in-game purchases, such as skins and “emotes” (dance moves), reportedly generated \$2.4 billion for creators Epic Games. The 2019 in-game concert by American DJ Marshmello was attended by 10 million players – making full use of the dance moves that the game is so well-known for.



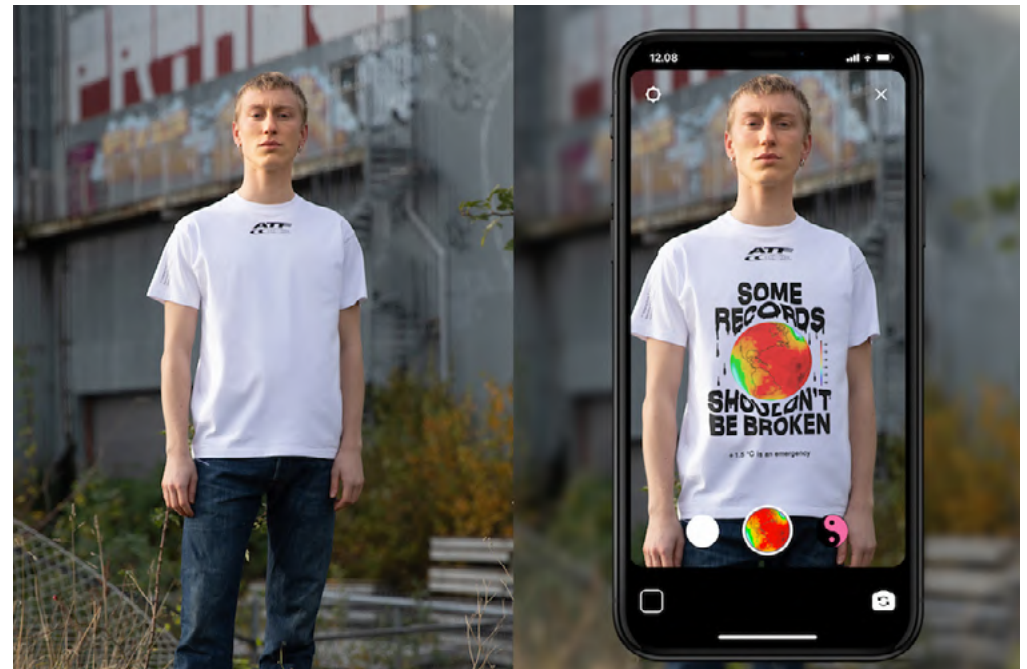
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## Augmented Reality

Berlin-based duo Trashy Muse held the world’s first virtual avatar fashion show at Paris SS20, featuring exclusively digital models and clothes.

Held at gallery EP7, the show featured the work of around 100 creatives from Trashy Muse’s online network.

**Carlings**, the company responsible for the world’s first digital-only collection, has launched a T-shirt whose logo triggers designs to appear via augmented reality filters on Instagram when detected. The Last Statement T-shirt allows the user to share images of themselves on social media wearing new designs without having to actually buy a new garment.



# Design

**DESIGN:** *The detailed directions of how soft goods are changing.*

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# Design Backpacks

## Crossover Packs

Crossover styles blend outdoor functionality with an urban aesthetic, and is a style recently popularised by newcomers Evergoods. Designs are moving from very minimal darted constructions toward more intricate designs involving sharp geometric patterns. Zips and functionality are blended into the pattern to create a clean facade.



a.



b.



c.



d.



e.



f.



g.

a. The North Face, Access O2 Backpack  
b. Peak Design, Everyday Backpack Zip  
c. Evergoods, Mountain Panel Loader  
d. Millet, Avance

e. Urban Research, URD Backpack  
f. Gregory, Aspect Series  
g. Arcido, Aro Folding Backpack



a.

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b.

## Drawstring

The ultimate comfortable minimalist piece. Taking its inspiration from the classic sports style, reinvented in premium materials, such as soft buttery leather.

- a. Lacoste, Drawstring Backpack
- b. Hypebeast X Calvin Klein, 1968 Oversized Drawstring Pouch
- c. Timbuk2, Sidekick
- d. Saint Laurent, Teddy Drawstring Bag



c.



d.



## Technical Lux

Luxury backpacks have for a long time taken vintage outdoor references. Now luxury brands are taking modern/technical outdoor inspiration. Think exotic high-tech fabrics and lightweight features such as SR clips and shock cord.

- a. Givenchy, Downtown Nylon Backpack
- b. Engineered Garments, UL Backpack
- c. Burberry, Mini Mixed Media Backpack
- d. And Wander, 40L Backpack
- e. Givenchy, Bond Backpack
- f. Fragment X Moncler, Neoprene Pack



## Square Packs

Abrupt rectangular designs, often with perfect symmetrical silhouettes, are taking sharp, minimalism to the extreme.

The versatile shape works across categories, from work to outdoor.



a.

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b.

- a. Herchel X WTAPS Backpack
- b. Master-Piece, 25th Anniversary Backpack
- c. Macole, Square Cordura
- d. Beruf, Urban Explorer Backpack
- e. côte&ciel, Sormonne
- f. SOPH X Ace, Camouflage Fronpac



c.



d.



e.



f.

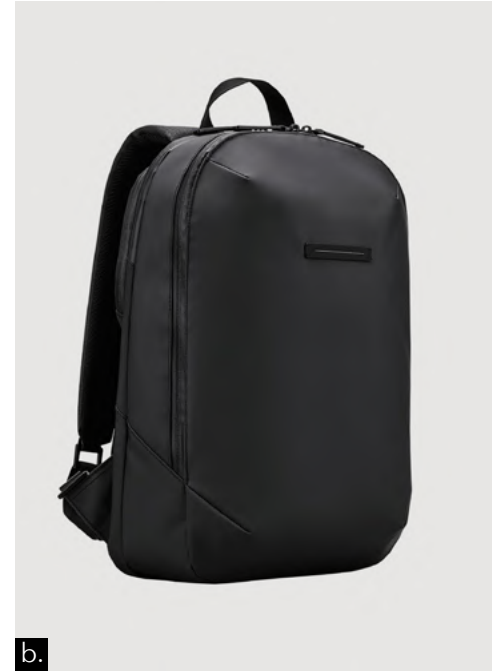
## Tombstone Revisited

There is a renewed interest in what is probably the most iconic backpack style. New iterations on the tombstone pack utilise creative construction techniques and materials to modernise and elevate the design.



a.

a. Ramidus, Type Day Pack  
b. Horzn Studio, Gion Backpack  
c. Killspencer, Special Ops Backpack 3.0



b.



c.



d.

d. Bellroy, Classic Backpack Premium  
e. Troubador Goods, Adventure Slipstream



e.

## Flyers Helmet Backpack

The classic Flyers helmet bag is a shoulder bag developed by the US Air Force in the 1950s. The two pocketed rectangular bag with a flat top-zip design works perfectly as a tote-backpack crossover.

- a. Bagjack X Overriver
- b. Porter X Marni, Men's Backpack
- c. Oliver Bonas, Baden Backpack



# Design Shoulder Bags

## Clean Folding Sling

As the popularity of sling styles expands from streetwear into more sophisticated settings, the bum bag is being reinvented with sharp lines and clean details.

The small size of the style allows for creativity in pattern making, and brands are using this to explore origami influenced shapes, hidden access points and smart compression.

Many folding designs also adapt to different carry styles, which adds an extra level of versatility.

- a. Bellroy, Sling
- b. Code of Bell, Tourer
- c. côte&ciel, Isarau
- d. côte&ciel, Tara L
- e. Thispaper, Transfer Bag



a.



b.



c.



d.



e.

## Messenger Briefcase

In a similar vein to crossover backpacks, messenger briefcases bring an element of rugged utility to the office setting.

The flapped main opening adds waterproofing, which if combined with a substantial shoulder strap makes for a bike-friendly commute option.

A combination of premium materials and chunky buckles helps to accentuate the contrast between outdoors and office.



f.

- f. Killspencer, Esquire Briefcase
- g. Fuller Foundary, Briefcase
- h. Sandqvist, Solveig
- i. Sandqvist, Vilda
- j. Sunnei, Messenger
- k. Want Les Essentiels, Durham Messenger



g.



h.



i.



j.



k.

## Big Sacoche

The popularity of this simple shape has mostly been driven by the Japanese market for the past couple of years.

These larger iterations of the saccoche have a broader appeal with a Western audience due to the more familiar feel being closer in size and shape to a classic messenger bag.

- a. Code of Bell, Annex Line
- b. Bagjack X Eliminator
- c. Gramicci, Big Shopper
- d. MEI, Sacoche Large
- e. The North Face, Shoulder Bag
- f. Karrimor, Mars Shoulder Bag



## Soft Briefcase

As the office becomes more casual so does the briefcase. Unstructured assembly combined with lightweight fabrics creates a more relaxed version of the typically formal style.

Material choice is important in achieving a design that's both casual and office-appropriate. Fine-weave nylons and canvas like fabrics are two options that fit the bill.

- a. The North Face, Limonta 3way
- b. MEI, Tripper Extra Package
- c. Patagonia, Stand Up Bag
- d. Harvest Label, Bullet Line Brief
- e. Porter, Tanker Briefcase



b.



c.



d.



a.



e.

## Heritage Shopper

This style is earthy and echoes the straw hats and summer references of the catwalk.

Fabric that has genuine pedigree such as traditional heavy cottons or basket weaves is key to the execution. This juxtaposition of old-world fabrics with contemporary branding details creates a sense of modernity.

a. Pendleton Tote

b. Celine, Large Basket in Raffia

c. Ramidus, Chester Tote Bag

d. Dragon Diffusion, Kumari Basket Bag



b.



a.



c.



d.





a.

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b.



c.



d.

## The Broad Tote

With utility themes becoming more dominant, the tote gets more practical and broader too.

Heavy-duty nylons or waterproof cottons combined with contrast trimmings and details elevate this simple but versatile style.

- a. Bottega Veneta, Pre-Fall 2019
- b. Engineered Garments, Weekend bag
- c. Tembea, Ultra Heavy Tote
- d. Snow Peak, Jumbo Tote Bag
- e. Fragment Design X Ramidus, Tote Bag



e.

# Design Small Bags

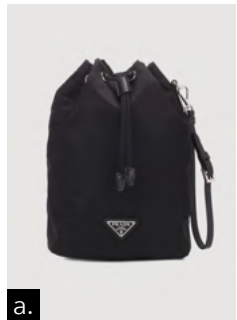
## Draw String Pouch

Since around 2018 luxury and fashion brands have been releasing variations on the drawstring pouch, mostly in heritage canvas or leather. Now streetwear and outdoor brands are finding an interest in this humble style, updating it with technical fabrics, shock cords and plastic details.

- a. Prada, Nylon Pouch
- b. Tembea, Game Pouch
- c & d. Grater Goods, Si de Bag
- e. Burberry, Drawstring Pouch
- f. Wacco Wacco, Barbour



e.



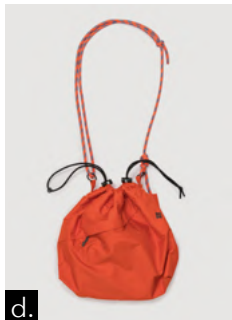
a.



b.



c.



d.



f.

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## Lanyard

The bags we use are a reflection of the small practical details of our lives. Efficient technologies such as cashless payment and keyless door locks now mean that for many, a phone is all they need to leave the house.

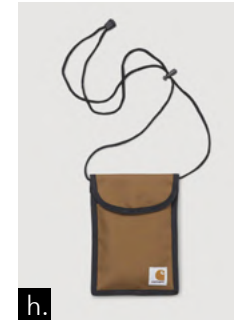
- g. Balenciaga, Explorer Crossbody Pouch
- h. Carhartt, Collins Neck Pouch
- i. Anonym Craftsman Design, M3 Organizer
- j. Beams X Ziploc
- k. White Mountaineering, Mesh Shoulder Bag
- l. WTAPS, Reconnaissance Pouch
- m. N.Hollywood X Outdoor Products



j.



g.



h.



k.



l.



i.



m.

## Tactical Rigs

Chest rigs and modular pouch set-ups first grew to prominence with festival goers and are now expanding into different realms due to their practicality.

A perfect vehicle for experimenting with contrasting fabrics or colour-blocking. Multi-functional pockets, tape strapping and Velcro fastenings all add to this survivalist streetwear item.

- a. ACW, Utility Holster
- b. Orbitgear, Sunbeam Cobra
- c. 1017 Alyx 9sm, Harness Chest Bag
- d. N.Hollywood X Outdoor Products, Vest Bag
- e. Eastpack X Raf Simmons, Pocketbag Loop
- f. Off-White, Combinable Fanny Pack



## Hardside Pouch

The success of minimal, hardside luggage is encouraging brands to experiment with how to adapt that technology to other forms of carry.

The rigid fabrication gives small accessories, such as slings and pouches, a sense of protection and utility. Cleverly designed internal organisation is key to creating a great user experience.

- g. Crash Baggage, Mini Icon Case
- h. Dior X Rimowa, Personal Clutch
- i. Orbitkey, Nest
- j. Away, The Mini



# Design Travel

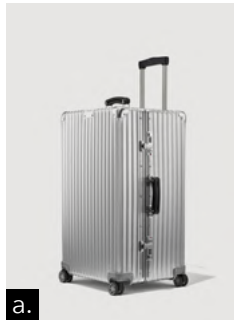
## Aluminium

Minimalist hardside luggage is elevated to a premium level in a raw aluminium construction. The material references the mid-century era that is influencing so much of current luggage design. It is also a move away from plastic and its negative environmental impacts. Expect to see further exploration of alternative materials for hardside luggage.

- a. Rimowa, Classic Trunk
- b. Away, Aluminium
- c. Halliburton, Geo Aluminium
- d. Tumi, Aluminium
- e. FPM, Aluminium Spinner



d.



a.



b.



c.



e.

## Custom Luggage

Unique details add a personal touch to otherwise starkly minimal luggage. Personalisation builds an emotive connection between the case and its owner as well as an easy way to identify it on the carousel.

Brands are developing competing customisation technologies, from graphic applications to coloured hardware to the Moncler X Rimowa LED screen which is controlled by a phone app that allows you to program the stock ticker text.

- f. Floyd, Cabin
- g. Roam, The Journey
- h. Samsonite, TOIIS Luggage
- i. July, Inked
- j. Moncler X Rimowa, "Reflection"



i.



f.



g.



h.



j.

## Modular Travel

A groundswell of efficient luggage systems is being spurred on by converging work-life shifts, such as digital nomad culture and bleisure travel. This evolution of the “one-bag travel” notion is focused on improving the versatility of luggage to adapt to different tasks and destinations.

- a. Kosan, Travel Pack
- b. Gravel, Bag System
- c. Boundary Supply, Arris
- d. ODA, Travel System



a.



b.



d.

# Design Fabrics

## Recycled Synthetic

As consumer demand for sustainable products increases so will businesses' need to be able to offer environmentally friendly solutions. Consideration should be given to the entire material supply chain and the different aspects of environmental protection beyond the recycled content. For example, the Ecoalf X Ana Gimeno collaboration was made from 100% recycled products, through Ecoalf's Upcycling the Oceans initiative, which cleans oceans by recovering marine debris.

Pre-consumer recycled material is made from existing waste streams from factories, such as excess wastage, additional pallets and overruns. This recycling process is not only great for local communities because it keeps jobs local, it also allows for easier production of higher-quality materials.

Post-consumer waste, such as PET bottles or cotton from discarded clothing, is also able to be collected from the environment and turned into fabric. Although this material is often more expensive, it comes with a great story if the chain of supply is transparent.

## Natural Cycles

Natural fibres are making a comeback in the market. These are not the usual suspects like cotton and linen but more ecologically sound materials, such as bamboo and hemp. These materials are often grown close to the manufacturing source and are less water-intensive than cotton.

Brands such as Bergans and Qwstion have gone one step further by developing their own performance yarns using completely new techniques. Qwstions Bananatex is made from the fibres of an ecologically beneficial banana palm. Bergans collaboration with Spinnova has produced a cellulose-based fabric that they claim is fully circular.

As fabrics become more sustainable, the methods for finishing them do to. From dry dyeing to closed-loop water systems, manufacturers are developing more ecologically sound methods for achieving eye-catching colour.



a.



b.



c.



d.



e.



f.



g.

## Re-purposing

Factory offcuts and deadstock lead the way with this sustainable concept. The clever use of otherwise unused fabric both diverts materials from waste streams and reduces the need for virgin materials.

Patagonia's Recrafted programme and Sottes' designs provide plenty of inspiration in this regard. And Japanese store Recouture is a perfect example of repurposed footwear and accessories.

- a. Post Consumer Waste, Fishing Nets
- b. Hemp
- c. Bergans X Spinnova backpack
- d. Bananatex
- e. Sottes bucket hat
- f. Christopher Raeburn recycled tote
- g. Ecoalf 2019-2020 Menswear

## Soft and Quilted

Tying in with the themes of comfort and protection, padded, quilted and jumbo puffer details bring relaxed everyday comfort.



a.



b.



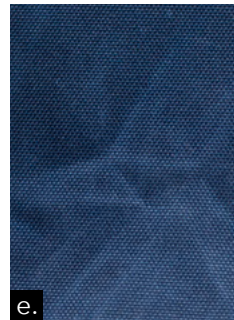
c.

## Surface Treatment

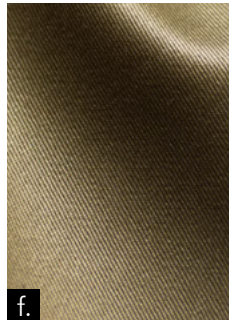
Proprietary fabrics are being created by exploring surface treatments and coatings at the mill stage. An example of this is Bellroy's Baida nylon. By heat treating the yarn, they have achieved a crinkled texture while retaining water and wear resistance.



d.



e.



f.

## Cut Outs and Cages

From Alexander Wang to Nike, protective caging acknowledges the need for protective layers and encasing as well as style. Whether it be lattice effects, basket weave or cut-outs, these semi-transparent layers reveal contrasting materials and colours.



g.

- a. Lululemon City Adventurer Backpack Mini
- b. côte&ciel, Orco Tote
- c. Ecoalf
- d. Bellroy, Classic Backpack
- e. 300D Poly w/ Waxed PU
- f. 32\*32 Refined Twill w/ S-PU
- g. Armani
- h. Prada
- i. Fendi



h.



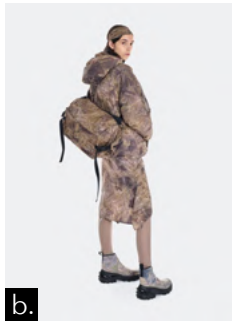
i.

## Camo Canvas

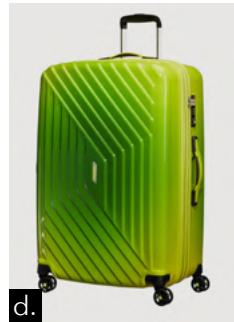
As consumer awareness of environmental issues grows, so does the appetite for gear with survivalist themes. Canvas, a material tied to military and utilitarian uses, is ideally situated to express this style and its earthy woodland palette, which references the outdoors. Modern camo prints are subtle, distorted, and more abstract than military-like, with a painterly or pixilated effect.



a.



b.



d.



e.



c.



f.

## Ombre Fades

Bolder and more extreme renditions of ombre add a 90s rave vibe with hints of sportiness. The focus is on single-colour gradations rather than multicolours, with unfinished effects for a one-off look. Fades are also used to add depth and reference themes of gaming and futurism.

a. Alyx, Minimal Chest Rig

b. Alyx

c. White Mountaineering, Eastpak, Vest Bag

d. American Tourister, Air Force 1 Spinner

e. Hype, Sunset Fade Backpack

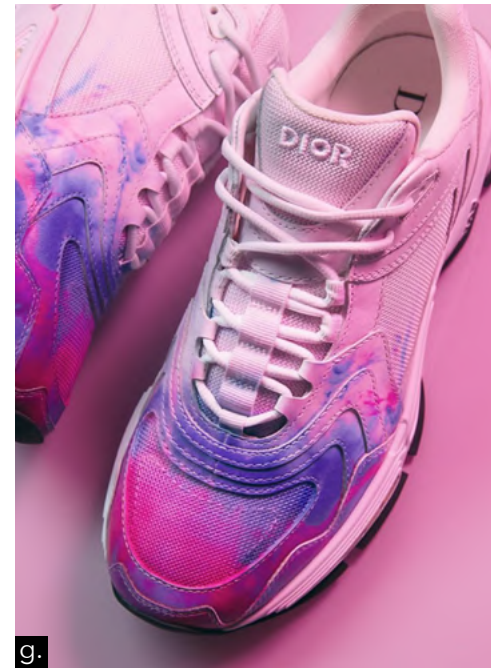
f. High Above, Dyneema Mai Tai

g. Dior, CD1 Sneakers Tie-Dye Print

h. Loewe, Puzzle Backpack

i. Marni, Color Block Belt Bag

j. Puma Sneakers



g.

## Colour-Blocking

Commercial colour-blocking is a clean, simplified way to convey a minimalist approach while utilising a multicolour range of retro or outdoor mid-tones. This style provides the perfect opportunity to make use of wastage by piecing together offcuts of contrasting materials.



h.



i.



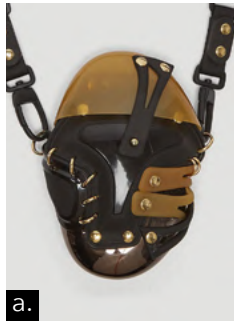
j.



# Design Trims and Hardware

## Tab Details

Tabs are strips of contrasting material used to hold or fasten elements. This emerging concept is gaining traction among high-end brands like Ellery in the luxury market. These simple detail elements draw attention to threaded straps on bags and laces on footwear and bring a minimalist take on closures.



a.



b.



d.



e.



c.



f.



g.



h.



i.



j.

## Grab Handles

Enhancing the look and feel of the points that customers most interact with a product is a subtle way to reinforce brand values.

Rubberised and moulded grip areas cater to consumer outdoor and adventure needs, while leather and fabrics introduce a softer element to plastic and metallic items. Handles can be used to offer customisation options, which is a technique effectively utilised by Rimowa to allow customers to add distinguishing features to their classic case range.

## Custom Closure

Custom hardware has moved past simply adding a logo. The opportunity to create a collection defining hardware has never been easier. All materials and processes are being utilised, with CNC and water-jet cut alloys leading the pack.

Existing styles can be given a second life with new functionality as well as seasonal treatments on the hardware itself.

- a. Innerraum, Egg Belt Bag
- b. Marni, drawstring pouch
- c. Jordan 3 Retro Explorer Lite
- d. Pelican Dayventure, Backpack Cooler
- e. ACUNEO x UNCAR COMPOUNDED
- f. Rimowa, Classic
- g. Louis Vuitton, AW20
- h. Christian Dior
- i. MAN-TLE
- j. Spinnova x Bergans

## Refined Rubber

The rubber patch has made its way to the luxury world. Brands such as Alyx and Louis Vuitton have reinterpreted the humble patch to bring a youthful naivety to their high-end leather goods. Brands are experimenting with single colour, scale and the interaction of the patch with additional elements.



a.

## Appointed Reflective

The introduction of colour, reflectivity and repetition to reflective elements can help to maintain visibility and safety in all conditions. There is a trend toward smaller reflective detailing with high contrast to easily define the wearer's size and shape.



b.



c.



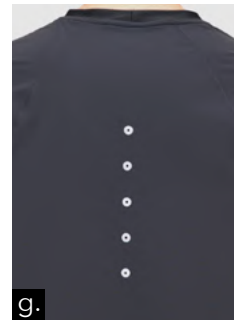
e.



d.



f.



g.



h.



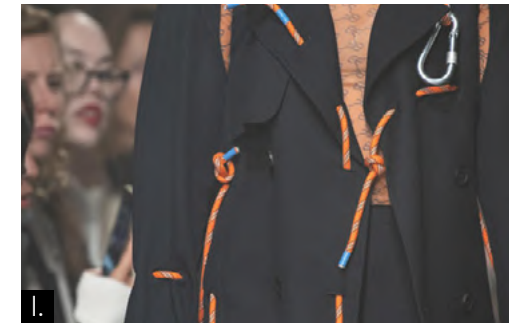
i.



j.



k.



l.

- a. Halite
- b. Off-White
- c. Louis Vuitton
- d. Louis Vuitton
- e. Apidura, Racing Series
- f. Salomon, Reflective Cap
- g. ASICS x Reigning Champ
- h. Louis Vuitton
- i. Givenchy Bond Bag
- j. Asics X Reigning Champ
- k. ITTI x Uncut Bound
- l. Rokh S/S 20
- m. Iceberg Sandal

## Hiking and Shock Cord

The popularity of utility and survivalist themes has seen a huge increase in the use of hiking and shock cord. Brands are experimenting with a multitude of colours, weaves and widths. It is being knotted, wrapped and threaded in contrasting colours or paired with same-tone materials for a cleaner more sophisticated look.

Cord offers the possibility of allowing customers to re-thread and update colours, adding to the longevity of the product.



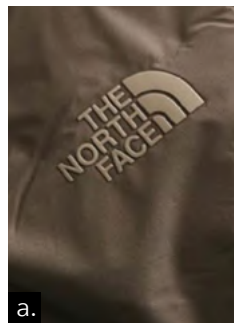
m.

## Raised and Recessed

Visual depth is being explored through processes such as microinjection and blind stamping. This is particularly effective for highlighting branding in smaller areas and items. Natural fibres can also be mixed and matched with synthetics to create a rich palette.

## Print on Anything

Clean graphical printing on boldly coloured bases, featuring text-only prints and mono-tone clip-art is being used as both as the main label or in a graphical descriptive execution on accessories. Exotic materials, such as herringbone webbing, Hypalon and reflective patches, can be used to effectively frame the print.



a.



b.



d.



g.



j.



c.



e.



f.



h.



k.



l.

## Embroidered Logo

Embroidery is back and bolder than ever. Scale and brand motifs are being used to introduce a laid-back aesthetic, steeped with heritage. Location, fabrics and material combinations are being experimented with to create unique looks.



i.

- a. The North Face
- b. Mountain Smith, Jacket
- c. The North Face
- d. Fenty
- e. Neighborhood
- f. Louis Vuitton
- g. Brain Dead
- h. George
- i. Adidas X Pharrell Williams
- j. Nanamica
- k. Gramicci
- l. Moncler

# Design Colour



## Colours of 2021

For 2021, we see a contradiction in colour, that will seem jarring yet somehow comes together to create newness and harmony.

As our world increasingly becomes more immersed in the digital we see this reflected in the bright, bold colours of 2021. These will not be the usual flat brights that we have now become accustomed to, they will be fresher and more acidic.

At the same time the natural inclination to connect with nature and our natural environment will see the use of vegetal and natural dye inspired colours. These will provide calmness and much-needed relief from the bright and sometimes loud digital hues.

These two ranges of colours can be used together to create interesting clashing yet appealing combinations. More commercial approaches might

use tonal combinations for maximum impact and quiet sophistication, such as blue on blue on blue.

To maximise the longevity of products, colours can be used that will withstand the test of time and are gender neutral/diverse.

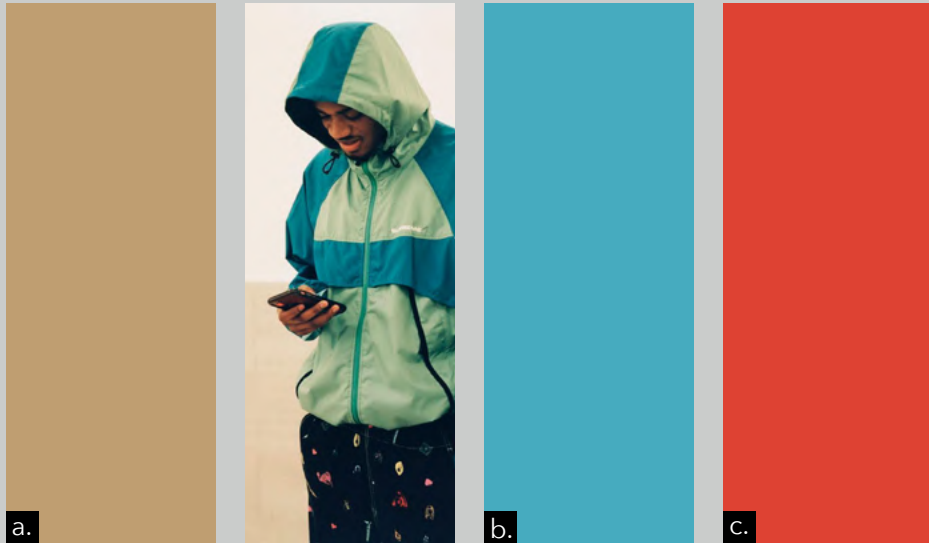
### Key Points To Consider

- Colour can have psychological impacts and can determine and reflect a person's mood.
- Neutrals can be used to project an air of luxury.
- Off-beat brights can be embraced to include some fun.
- Use, emulate and be inspired by vegetal dyes.

# Swatches

Colours of 2021

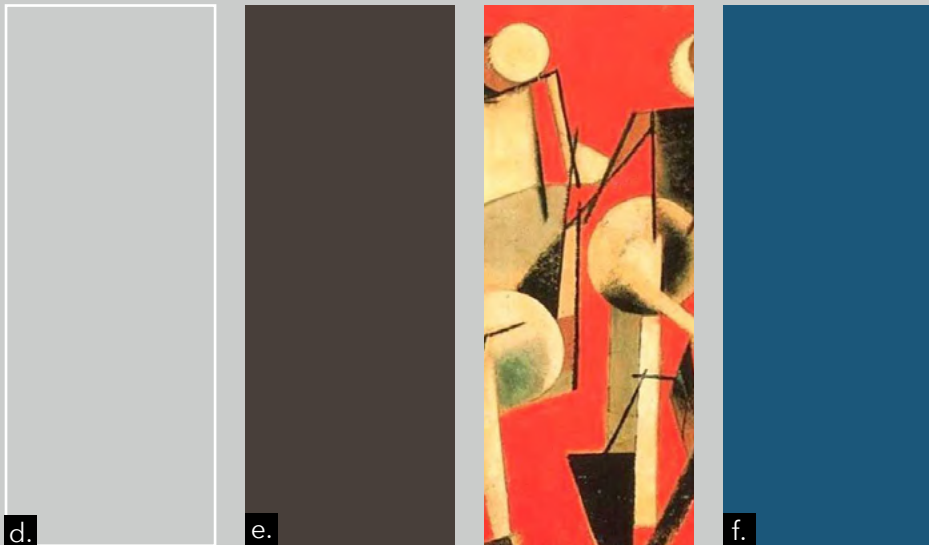
Core	 19-4004	 11-0701	 14-6305	 16-0928	 19-0608
	 19-0622	 13-0746			
Grey	 13-4105	 15-4008	 13-4303		
Blue	 19-4052	 18-4231	 16-4725		
Red	 18-1764	 17-1564	 19-1656		
Yellow	 12-0646	 13-0746	 12-0737		
Green	 14-0452	 15-6123	 18-0426	 18-6024	 19-6311



a.

b.

c.



d.

e.

f.

## Elemental

A combination of blues and grey give a cool, youthful, sporty feel to an otherwise very retro combination of browns and red.

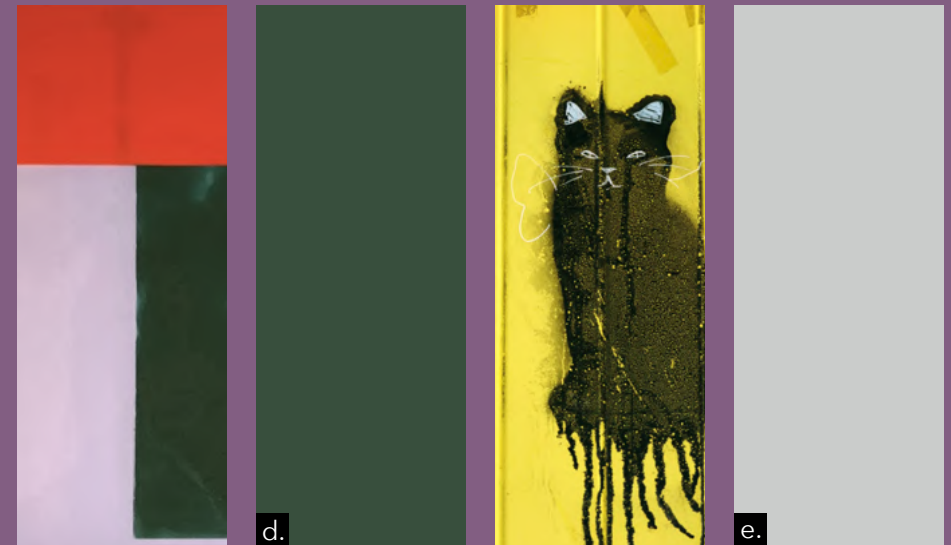
- a. Pantone 16-0928 TCX
- b. Pantone 16-4725 TCX
- c. Pantone 17-1564 TCX
- d. Pantone 13-4303 TCX
- e. Pantone 19-0608 TCX
- f. Pantone 18-4231 TCX



a.

b.

c.



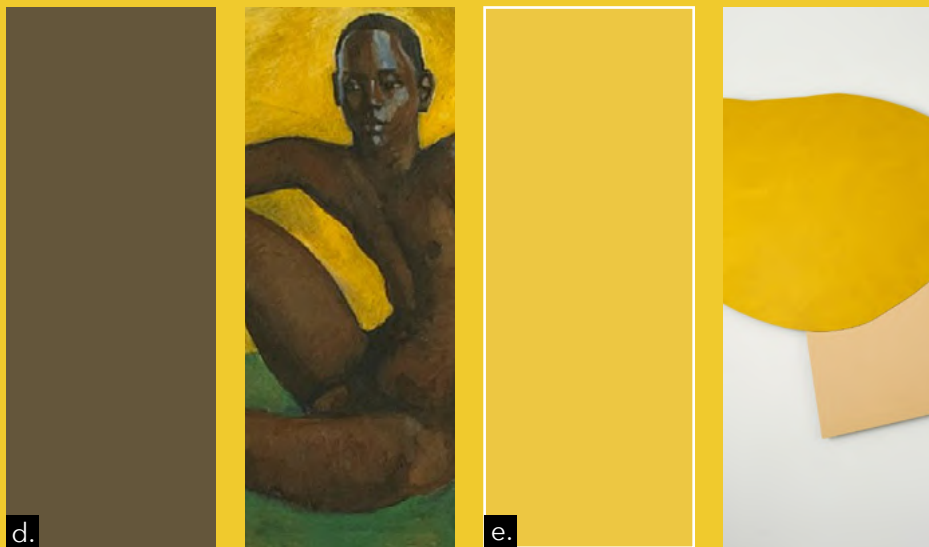
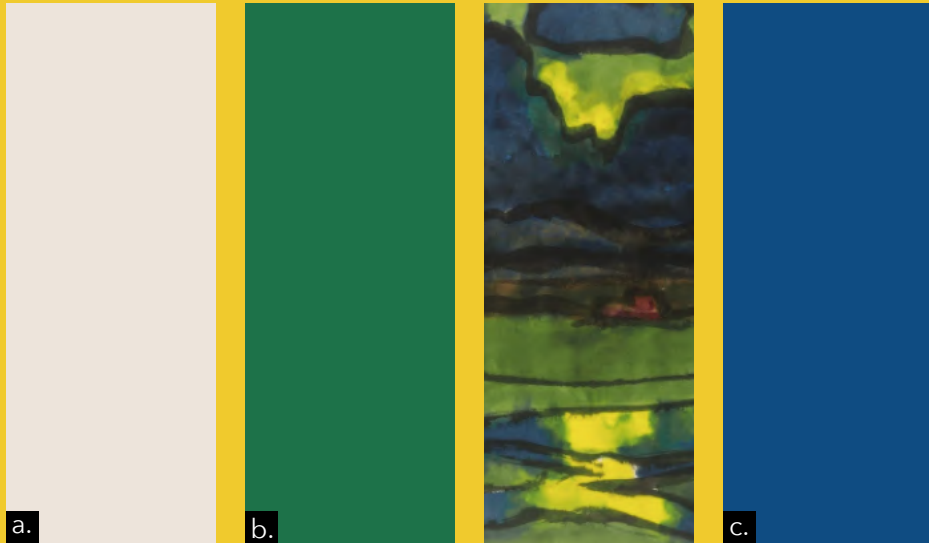
d.

e.

## Digital Pop

With a modernist approach to colour, lilac and Post-it yellow come together as hero colours alongside tried and tested reds, greens, grey and black.

- a. Pantone 18-3418 TCX
- b. Pantone 17-1564 TCX
- c. Pantone 12-0737 TCX
- d. Pantone 19-6311 TCX
- e. Pantone 13-4303 TCX

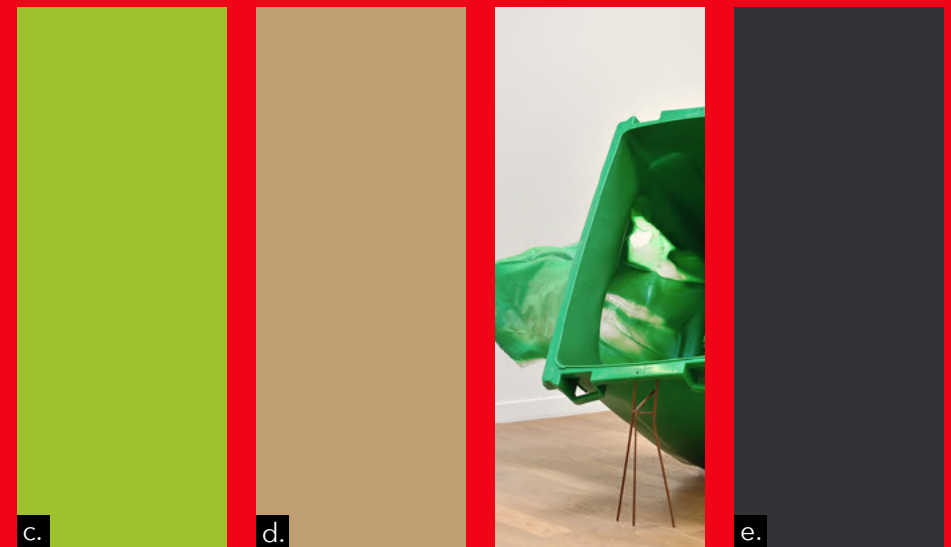


## Golden Hour

Grass green, sky blue and sunshine yellow work harmoniously alongside the deeper browns and are lifted by chalky white to create a colour mix that is both primary and playful, bringing to mind Mondrian.

- a. Pantone 11-0701 TCX
- b. Pantone 18-6024 TCX
- c. Pantone 19-4052 TCX
- d. Pantone 19-0622 TCX
- e. Pantone 13-0746 TCX

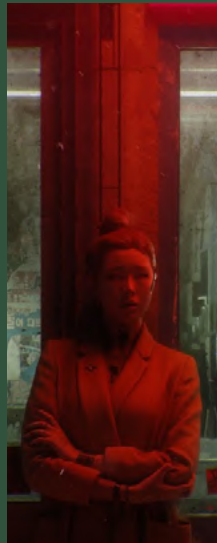
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## WHY2K

Mostly a natural palette consisting of cocoa and camel, this combination is given youthful exuberance through its stark yet jarring accents of tomato red and slime green. That slime green is particularly important as it elevates an otherwise frequently used combination of colours.

- a. Pantone 17-1564 TCX
- b. Pantone 19-0608 TCX
- c. Pantone 14-0452 TCX
- d. Pantone 16-0928 TCX
- e. Pantone 19-4004 TCX



a.

b.



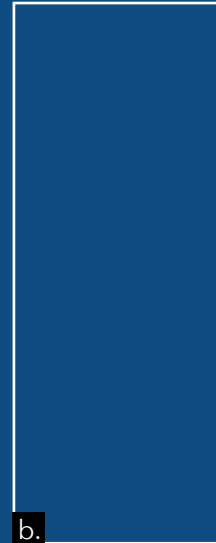
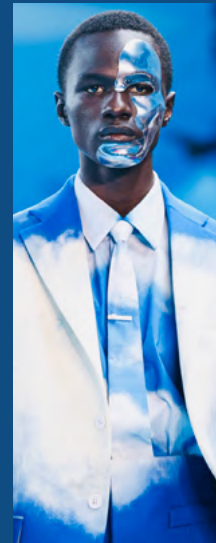
c.

d.

## Marshlands

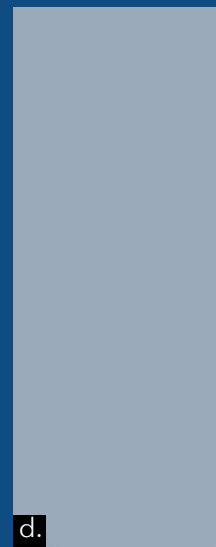
Accented by a rich red velvet colour and a beautiful classic blue, this is a subdued colour mix that works best on matte surfaces. Although, powdery at times, it is still commercial enough to be suited to a variety of ages and genders.

- a. Pantone 18-0426 TCX
- b. Pantone 19-1656 TCX
- c. Pantone 19-6311 TCX
- d. Pantone 19-4052 TCX



a.

b.



c.

d.

## Oceania

Cool and icy in all its colours, this mix has an undeniable high summer appeal. Combining blues and greys together for maximum impact with hints of yellow or minty green also give it a minimalist take.

- a. Pantone 12-0646 TCX
- b. Pantone 19-4052 TCX
- c. Pantone 15-6123 TCX
- d. Pantone 14-4008 TCX



# Design Brands to Watch



A-Cold-Wall  
UK



Aer  
USA



Alyx  
USA



And Wander  
Japan



Rimowa  
Germany



Sunnei  
Italy



Thispaper  
Poland



Thule  
Sweden



Bellroy  
Australia



Evergoods  
USA



Picture  
France



Ramidus  
Japan



Troubadour Goods  
UK



Patagonia  
USA



Ucon Acrobatics  
Germany



Want Les Essentials  
Canada



# 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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