

2022

Industry / Insights / Design



FORECAST

Foreword

“The idea that the pandemic has accelerated pre-existing trends is talked about so much that it’s become a cliché. But it’s become a cliché because it’s true”

- Richard Kestenbaum

Forecast 2022

1. Insights

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

2. Design

Emerging details and directions from the world of soft goods.

Presented in partnership with

Carryology

Insights

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Insights

New Routines

Distributed work, work from home, remote work or flexible work - Whatever you call it, until 2020 the concept of moving work out of the office had been relatively experimental. Jump to 2021 and Stanford University report that 42% of the US workforce has experienced working remotely: having proven that the concept was feasible, both businesses and employees are now questioning if it's preferable. According to Jo Bertram, managing director of O2 Business, views are mixed. Their research divides worker segments into three main categories: office cravers, home dwellers, and mixers, who sit in between. The ratios of these three categories vary. A survey of nearly 2000 employees at creative agency R/GA found that the majority of their staff didn't want to go back into the office full time and believed they could satisfy their work commitments in one to three office days per week.

To cater to this demand for adaptable working arrangement, many businesses are incorporating their learnings from the pandemic into new hybrid models of work. These mix benefits of the old and new systems to offer flexibility and even reduce overheads. Global

real estate firm Cushman & Wakefield predict this will permanently change the notion of the office. Instead of a centralised hub, this

The office “will no longer be a single location, but an ecosystem”

Cushman & Wakefield



ecosystem is predicted to comprise of a network of offices, houses, and third places, such as cafes, co-working spaces, and libraries.

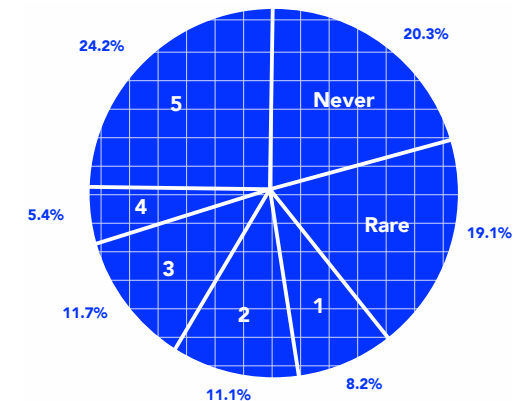
On an individual level, hybrid work models are changing more than just the workplace. The shift is also giving workers the opportunity to re-evaluate the key elements in their lives, like where they chose to live. On a more micro level, the move to hybrid work is upending many of our old priorities and routines. Take for example the briefcase. Since the 1980s, in one form or another, the work satchel has been a staple of white-collar professionals tied to the daily commute to the office. Now, with emerging diversity in work routines, there is a need for greater diversity in design. For some that may mean a more comprehensive portable working solution, that can utilise any available space as a temporary ergonomic work area.

At the opposite end of the spectrum, shrinking technology focused carry options need to be considered for quick trips into the office, cafe meetings, or for creative collaboration.

All of which coincide with new patterns of commuting, including both the rise in tree-changes and the explosion in e-bikes.

The commute is just one example of the many pre-COVID-19 routines being rethought through the lens of flexible work. These same calculations are being made across all sorts of peripheral activities that used to centre around the office, such as exercise, shopping and socialising. And as each of these habits evolve, so too will the design needs of our daily accessories.

Preferred number of days for paid work at home per week after COVID. Stanford University Study 2020.



Insights

Back on the Bike

Bicycling is booming in the age of lockdowns and social distancing. This trend is further driven by indoor gym closures, families exercising together, and commuters avoiding public transport.

During 2020, the social fitness tracking app Strava recorded a growth of two million new users each month, with more than 1.1 billion activities uploaded in the past 12 months - a 33% increase

from the year before. Similarly in France, 13,678 cyclists travelled Paris Rue de Rivoli over a 24-hour period in May - more than double as any comparable day in the previous year.

Fueled by increased online shopping and people having more disposable income, bike stores are reporting record sales and demand is outstripping supply for some manufacturers.

Brompton, the UK folding bike company, has increased its production by 30% after selling over 59,000 bicycles in the last UK financial year, an increase of 10,000 bikes since 2019.

European governments are also investing in the bicycle fueled recovery. Italy is offering their citizens a 70% subsidy for all new bike purchases (capped at 500 euro).

Similarly, France is subsidizing repairs for all residents, as well as funding basic bike training and temporary bike parking.

As many car-commuters continue to work remotely, Cities are finding they can optimise their now sparsely populated streets for the new cycling crowds. Each kilometer of pop-up cycling infrastructure has been estimated to increase cycling in a city by 0.6%.

A study from German climate-change researchers suggests that keeping the temporary "corona cycleways" installed in many European cities would result in health benefits of \$3 billion USD a year.

As new routines of working and commuting emerge, cyclists, are now re-evaluating their carry options. This shift combined with the overall growth in new cyclists presents opportunities for cycling-focused design innovation across fitness, recreation and commuting.



Insights

Biz-Leisure

After a year spent pondering the etiquette of loungewear, tracksuits and Zoom-call attire, it's inevitable that the next topic for debate would always be what to wear to the office post-COVID-19.

While some are keen to dress up and get out of the house, others who have become accustomed to working from the comfort of home feel anxiety about stepping out. To combat these concerns many workplaces are relaxing dress codes to provide a gentler return, which in turn is accelerating the continued casualisation of the workplace.

In response, workwear is adapting. Traditional office staples are being reworked into more comfortable and relaxed pieces in a movement officially dubbed biz-leisure by Harper's Bazaar.

The driving force behind the biz-leisure movement isn't to create an office-friendly tracksuit, it's about creating a wardrobe that's softer, more casual but no less sophisticated. For work accessories, this has meant a move toward styles that can blur the line between work and weekend, such as boxy totes and boston bags.



SOFT SERVE STUDIO

Insights

Hybrid Fitness

Of all industries transformed by the COVID-19 pandemic, the fitness industry is proving to be one of the most effected.

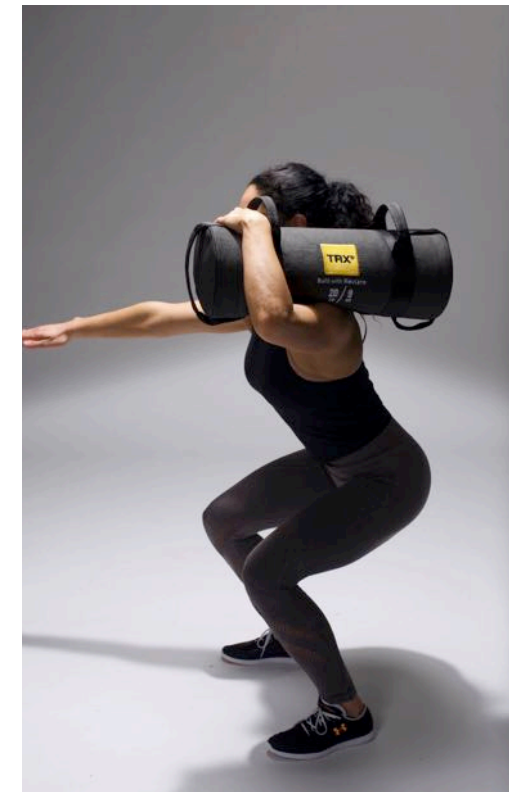
Gyms and fitness centers have been some of the last to reopen their doors after lockdowns, and they are faced with many of their patrons being reluctant to return. According to a 2021 survey by RunRepeat.com:

Nearly half of all gym members globally have said they will not return to their gyms upon reopening (46.67%).

In response to this, many gyms are harnessing the explosion in new digital fitness innovations to build a new hybrid fitness offering.

It might seem that the rise of in-home digital fitness would spell the end of the traditional gym, however the opposite might be true. Digital solutions like live streams and on-demand fitness are reportedly growing gym participation numbers.

According to Phillip Mills, executive director of on-demand gym Les Mills, by taking the club experience into people's homes, operators have the chance to reach huge swathes of the population who wouldn't typically visit a club and help them start their fitness journey.



Insights

The Golden Age of Outdoors

While digital fitness provides convenience, there is a social and motivational aspect of a gym community that is missed. Hybrid fitness combines online classes with in-class experience to combine the best of both worlds while leveraging the boom in wearables, apps and new in-home fitness innovations.



SOFT SERVE STUDIO

As the world emerges from lockdown the explosion of public interest in all things outdoors is rippling through the outdoor industry. Without international travel, the industry has been supercharged, with a transition from overseas escapes to domestic adventures. In 2020, the market for camping and caravanning was almost \$40 billion USD and is predicted to rise 13% to just over \$45 billion USD this year. Hiking equipment alone is due to reach a \$7.4 billion market size and growth is poised to continue.

As much of the growth is being driven by newcomers, a number of businesses have sprung up to help navigate the steep learning curve of many outdoor activities. Services such as Hipcamp, a platform to rent out private campsites, and Camplify, the caravan and motorhome sharing app have seen a huge jump in business as restrictions ease.

Outdoor subscription services have also boomed, allowing consumers to be on the forefront of adventure trends. Companies such as Wild Woman Box,

Nomadik and Mystery Tackle Box offer monthly themed boxes, filled with the newest products of industry leading brands, delivered to your doorstep.

“Fishing can be an intimidating category, even for people who grew up doing it like me,” says Ross Gordon, Mystery Tackle CEO. “You can walk into a tackle shop and there are lures in every shape and size. We wanted to simplify this and curate content to make it easier.” In 2020 the company experienced year-over-year revenue growth of close to 100% and the demand for its tackle boxes is estimated to grow to more than three million shipped this year.

Conversely, the broader public interest in all things outdoors is having an enormous influence on everyday apparel. “Gorpcore” is now mainstream. The term was coined by New York Magazine in 2017 to refer to a growing fashion movement that incorporated technical adventure elements. Instagram accounts such as @114.Index and @Organiclab.zip act as visual encyclopedias of the movement.



Amassing over 200,000 followers combined, these accounts share dream-like vistas spliced with covetable gear – often found through archival catalogs and magazines.

Brands with long established roots in the history of mountaineering such as The North Face, Patagonia and Solomon are key drivers of the trend – alongside hard-to-find Japanese adventurewear brands (And Wander, Snow Peak, Montbell etc.)

While we can't always be on the trails, mixing style, utility and freedom of movement has spilled over into the urban environment.

“People are choosing to take part in the outdoors more and mixing the outdoor product into their personal style,”

Evie Moe, VP of Design at Cotopaxi.

As outdoor gear cements its place in the streetwear wardrobe, luxury fashion houses are increasingly taking influence from the movement. Although technical material and function have always existed in the luxury world – the focus has shifted specifically to the outdoors. The foremost example being Gucci's collaboration with The North Face. Gucci creative director, Alessandro Michele notes,

“I don't differentiate between beauty and functionality...I find it very comfortable to be beautiful and I find it very beautiful to be comfortable.”

Alessandro Michele

Other noteworthy examples include Moncler Genius' line of collaborations – most recently with Alyx and Givenchy's Matthew Williams. Also 75-year-old French brand Salomon and Comme des Garçons have partnered up to create Contragrip featured platform sneakers.

As focusing on ending and moving beyond the COVID-19 pandemic has significantly altered our needs, wants and values, our perception of luxury is being recalculated. Arguably, spending time in nature and breathing fresh air has become one of the biggest luxuries of all.



Insights

Survivalism

Survivalist expert Dr Bradley Garrett, from University College Dublin, believes many western countries are in the midst of a “doom boom”. Compared with five to ten years ago, being a “prepper” is no longer just for those on the edges of society. Today the average western professional working nine to five has embraced the preparedness industry with open arms. According to Garret, the number of Americans “preparing” for disaster has more than tripled. This is a trend seen particularly in countries with thin social safety nets and low trust in government – a scenario that is growing across the globe. As a result, the rapidly growing survivalism market is now a multi-billion dollar industry.

With the aid of superstar influences and light-hearted marketing, new brands, such as JUDY, have popped up to cater for this new consumer group. Sold online and through select retailers, such as Bloomingdales, JUDY manufactures disaster preparedness kits in eye-catching fluoro orange tubs – 30,000 of which have been sold since launching in 2019. The \$250 USD JUDY Safe, even secured a spot on Oprah Winfrey’s 2020 “Favourite Things” list.

The general public is learning to expect the unexpected – peace of mind and resilience for whatever lies ahead are key. Dubbed “the bunker mentality”, Dr Garrett argues “anyone who’s spending a lot of time thinking about going off-grid, digging their own well, going onto septic and disconnecting from infrastructure so that they can become more self-sufficient – that is completely a bunker mentality”.

As the vaccine is rolled out across the world, themes of preparedness look to spread beyond the needs of survival. Emergency Contact, a new podcast from JUDY founder Simon Huck, focuses on being prepared across all aspects of life’s ups and down. By sharing preparedness with new audiences, the ‘prepper’ world looks to grow even larger.



Insights

Design for Digital

From a rise in virtual communities and forums where everything and anything is discussed, to an increase in gaming, live streaming of gigs, shopping events and experiences, online consultative services and telehealth, it’s arguable the online world and all it has to offer is today just as important as IRL. And for brands it may be even more important. In the UK the Office of National Statistics reported a 46% increase in online shopping over 2020. As more consumers move online it’s more important than ever to think digital when designing.

Show and Tell: Make sure to think about how customers are going to discover product details online. Key features need to be easy to understand through photos, video or copy as customers won’t be able to rummage around IRL.

First Impressions: The millions of unboxing videos are testament to the importance of first impressions. Aside from making a great unboxing experience, it’s also the best time to educate the customer on features, materials and any additional services.

Stats: Online shopping allows customers to easily compare different products’ core metrics like weight, size and price. Make sure to survey the market to ensure the stats stack up.

Size Matters: For bags, sizing is often the driving purchasing force. That means both what fits in the bag and how the bag fits on the body. Providing clear guides for sizing goes a long way toward building customer confidence.

Delivery: Postage can be costly. It can also be rough. Smart product and packaging design can help ensure products are affordably delivered in shop condition as well as help to reduce the carbon footprint.

There are too many brands doing a great job online to mention them all, but Moment, Bellroy and Roam are a few worth checking out.



Insights

Making & Mending

Of all the phenomenon to emerge from the pandemic, one of the more unexpected has been a boom in sewing, especially amongst two unlikely demographics – younger people and men. As mask-wearing laws rolled out across various countries, they were followed by surges in sales of sewing machines and supplies. In April 2020 Google searches for 'sewing machines' jumped by 400 % in the US. At one

point Walmart reported that their 100-day supply of sewing machines had been reduced to a five-day supply in just a 24 hour period. While the short-lived spike in demand for mask-making supplies might be fairly predictable, it has surprisingly spawned a sewing movement among the younger generations and men.

For younger people, sewing clothes to wear ties into an increasing concern for how objects are made, a concern that's linked to both value and sustainability. Campaigns such as #whomademyclothes have driven a shift in awareness about the questionable labour practices, carbon footprints and landfill issues associated with fast fashion. Sewing for yourself, whether mending clothes or sewing new items

from scratch, has become an antidote to these problems. Where homemade clothes would have been looked down upon a generation earlier, self-sufficiency is now aspirational. The "craft core" trend has seen items such as DIY patchwork jeans and hand-knitted totes take hold across social media.

At its simplest, the men's sewing movement is about men rediscovering, and becoming comfortable in a space traditionally seen as a women's domain. "Sew bros" is a term coined by Esquire during the pandemic to describe the new wave of men publicly sharing their sewing. For some, such as George Clooney, it was about feeling comfortable enough to share a hobby that they'd been keeping secret. For others, the act of sewing is political. In the "Craftivists" vein, sewing was a gentle protest against issues of sexism and racism. Whilst the movement is still very much a niche, it is subtly changing perceptions of sewing.

Across the board, the surge in home crafts represents a further deepening in the public interest in understanding how products are made. Ten years ago brands such as Amendi and Everlane pioneered a new level of manufacturing transparency. Now brands are taking the opportunity to go one step further and include customers in the creation, maintenance and repair of the product.

In 2020, designer Reese Cooper launched a DIY version of his Chore Coate. For a fraction of the price of the original coat, customers could purchase the pattern and a sewing kit to create their own. At the lighter end there have been a slew of brands releasing products that allow customer to DIY tie-dye and print, such as the Goodsmith silk screen kit. As the willingness of customers to get hands-on with the product increases, it opens the door for brands to engage, tapping into the growing need to mend and reuse the things we buy.



SOFT SERVE STUDIO



Insights

Going Carbon Neutral

Of the multitude of environmental challenges facing brands, tackling carbon emissions is emerging as the key focus across the industry. While recently we've seen major countries such as the UK and France legislate to reach net-zero emissions by 2050, major brands have also announced their own carbon focused pledges. Unilever, who controls over 400 brands worldwide, and L'Oréal began initiating plans for carbon-specific product labelling in 2021. And other big brands have similar plans, with more sure to follow.

But while the growing unity in addressing carbon emissions is overall positive, there is a lack of consensus on exactly how to do it. In the absence of an industry-standard approach to carbon reduction, a range of strategies have emerged from different brands and organisations. Many larger companies are choosing to go it alone, such as Logitech, the Swiss-American manufacturer of computer peripherals. It has developed its own self-administered program of product lifecycle analysis and carbon product labelling. The labelling and data to be independently certificated by third parties.

According to CEO Bracken Darrell:

“Like calories on a food package, we’re going to have carbon on our package”.

Because such programs aren't affordable for smaller brands, a number of organisations have emerged aimed at helping SMEs achieve carbon neutrality, such as the nonprofit organisation Climate Neutral, which launched in 2019. Broadly speaking, each of these approaches is a step in the right direction; however, the level of diversity has issues. To begin with, the lack of clarity regarding which path will have a genuine impact is a barrier to entry for organisations wanting to become carbon neutral.



This ambiguity also opens the door to greenwashing or even just the perception of greenwashing.

Perhaps most importantly, this lack of consistency makes it difficult for consumers to navigate the issue, and

leads to dilution of both consumer recognition and understanding. Ideally, as more major consumer brands and government organisations become involved in carbon-neutral product labelling, we will see the emergence of a standardised approach.



Insights

Managing Supply Chain Risk

It has been widely recognised, that the COVID-19 pandemic has not only accelerated trends but also highlighted structural weaknesses. One of the many instances of this has been international trade. Under the pressure of restricted international movement, many supply chains cracked. A 2020 Mckinsey survey of global supply chain managers found that:

“100% of respondents had experienced production and distribution problems, and 91% had problems with suppliers”.

In response, risk mitigation has come sharply into focus with 60% of the survey respondents putting supply chain resilience as a top priority. But finding safety in a system built on efficiency at all costs is not quick or easy.

One popular response to the challenge has been to look local. This is reflected in the 38% of Mckinsey survey respondents reporting regionalisation of their

supply chains. And it's easy to see why, given there are a number of factors besides risk mitigation that make local manufacturing enticing.

Firstly, the pandemic has spurred consumer demand for shopping locally and buying locally-made products – a trend that will likely persist. Local manufacturing also presents environmental benefits, both real and perceived, such as reduced greenhouse gases through reduced transportation. And for Western businesses the rising costs of labour in developing countries is making the purchasing calculations of local makers more feasible.

China has seen a 72% increase in wage growth since 2007, an increase seen in a number of Asian economies. However, despite all of the above, for the large majority of soft-goods, the switch to local manufacturing is still probably a long shot.

In Australia, like in many countries, the shift to predominantly Asian manufacturing over the last 40 years

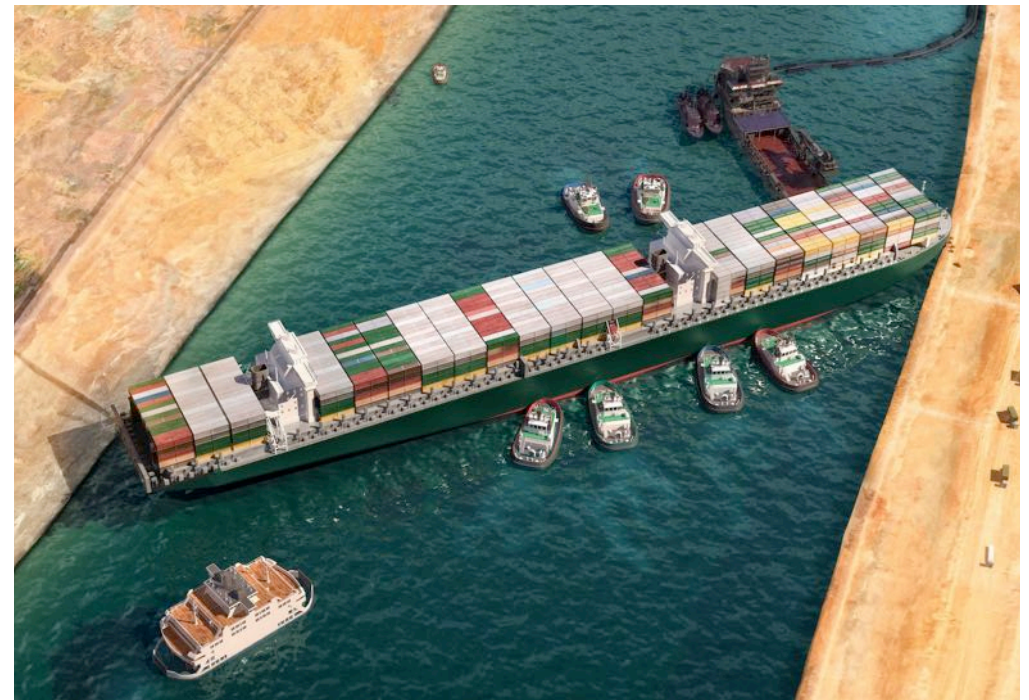
has led to the de-establishment of the textiles industry.

Since 1990, the number of people working in the Australian textile industry dropped from over 100,000 to less than 30,000.

So, despite renewed demand, there isn't a community of manufacturers or suppliers to meet it. Ultimately, the lack of skills and available materials mean that in most cases price, quality and

quantity become impossible barriers to overcome.

Despite the challenges a tiny number of brands are making it work, such as State of Escape. At this stage it's too early to tell if this will be the start of a new wave of manufacturing. Even if it is, it's going to be slow. In the short term, risk mitigation will be about diversity and creating stability through a broad base.



Design

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Design Styles

Slouch Backpack

A wider, boxier silhouette combined with a lack of structure creates a relaxed take on a classic. These shapes have an intentionally naive feel, often with slightly awkward pockets and details to match. Material selection is particularly important to create a slouchy but not sloppy pack.



a. Makavelic, Tech Daypack
b. Raeburn, Anti-G Backpack
c. Cal O Line, Backpack

d. Nanamica X North Face
Purple Label, Book Ruck Pack
e. Tembea, Daily Pack



b.



c.



d.



e.



a.

All Access Pack

For at least ten years, innovative tri-zip packs from brands such as Camelback and Mystery Ranch have been mainstay styles in the military community. Over that time the smart load carrying and all-access abilities of these packs has built them a cult following and is now beginning to inspire a new wave of urban everyday pack designs.

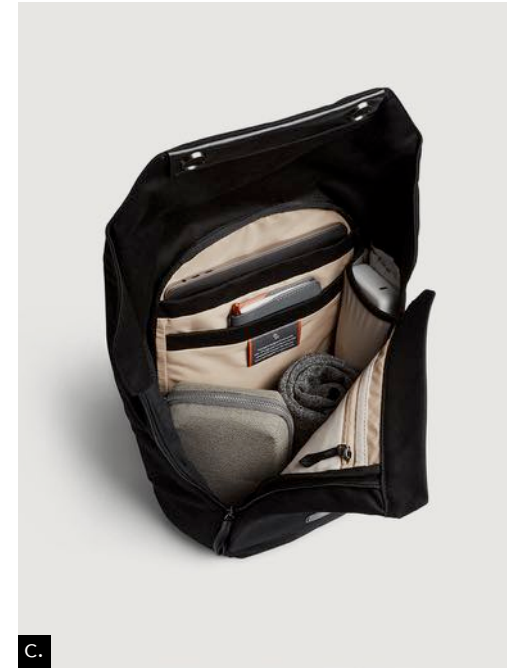
a. Camelback, Snoblast

b. Rehosé, Buddy 22

c. Bellroy, Melbourne Pack

d. Huckberry X Mystery Ranch, Urban Assault

e. Huckberry X Mystery Ranch, Urban Assault



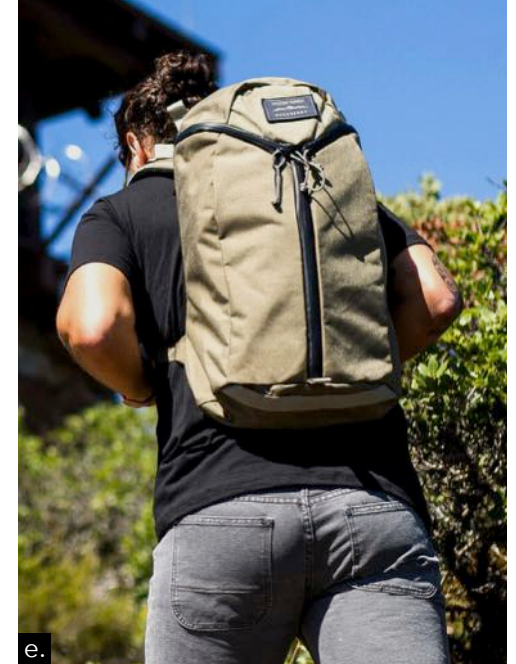
c.



b.



d.



e.

Classic Messenger

Both luxury and street brands have a renewed interest in this classic and versatile style. Conventionally there are two distinct messenger directions. A military influenced square cut and a longer, curvier 90's style synonymous with the bike messenger.

The revival of this comfortable and inherently waterproof style coincides nicely with the recent surge in cycle commuting.

- a. Deluxe X Ramidus, Messenger
- b. Engineered Garments, Shoulder Pouch in Olive
- c. Loewe, Canvas Messenger
- d. Ally Capellino, Travis Cycle Satchel



a.



b.



c.



d.

Boxy Sling

The latest evolution of the sling bag has become cleaner, deeper and perfectly rectangular. These super minimal shapes work well in structured materials like leather. Keeping external details to a minimum also helps to emphasise the simplicity of the shape.

- a. Mlouye, Pleated Tool Bag
- b. Sunnei, Shoulder Bag
- c. Jacquemus, Le Baneto



Fabric Sling

In a similar vein to the slouch backpack, the fabric sling is all about creating a relaxed drape. With hidden openings and unconventional patterns, these styles have an ambiguous feel, often looking more like a jacket thrown over the shoulder than a bag.

- d. Transience, Hammock
- e. COS, Tote
- f. Kapital, Canvas Snufkin Bag





a.



b.

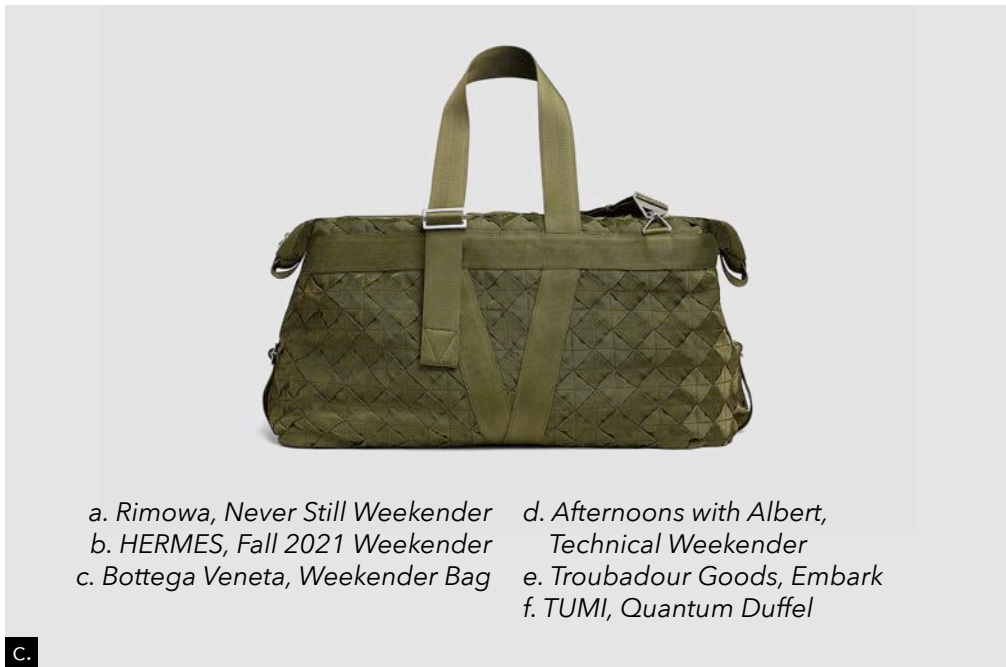
Boston Bag

According to early descriptions the Boston Bag is "something of the quality of a valise and something of the quality of a portfolio"; meaning a combination of work bag and weekender. Around the start of the 20th century it was noted that women from New York carried small hand bags while women from Boston carried a bag that resembled a small duffel.

The larger bag was used for almost any trip, work, shopping or travel. These days the style's versatility has seen its popularity grow beyond the realms of Boston.



e.



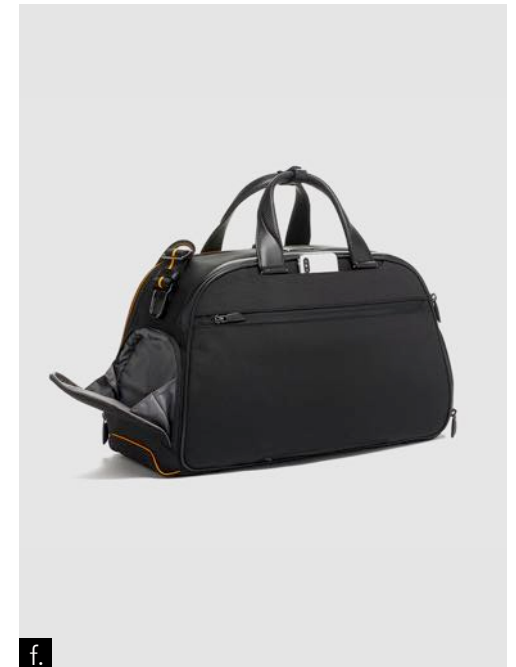
c.

a. Rimowa, Never Still Weekender
b. HERMES, Fall 2021 Weekender
c. Bottega Veneta, Weekender Bag

d. Afternoons with Albert, Technical Weekender
e. Troubadour Goods, Embark
f. TUMI, Quantum Duffel



d.



f.

Storage

First Yeti elevated the humble cooler bag; now basic storage of all kinds is getting the premium make-over. While you might think a fabric box is a modest and unassuming item, it has actually become an area for brands to innovate. An example of this is RUX, which combines soft and rigid elements as well as seam welding to create a gear case that's collapsible, compressible and weatherproof.

a. RUX, 70L

b. Neighborhood, P Folding Container

c. Snow Peak, Pack Bucket

d. Mismo

e. 686, Storage Gear Bag

f. Nike, Shoe Box Bag



a.



b.



c.



d.



e.



f.

Refined Knapsack

For as long as backpacks have been a work staple there has been a struggle between form and function. The knapsack is one style that has shown to achieve a good balance, incorporating all the organisational needs in a clean design. The slightly ambiguous shape also lends itself to a wide range of carry styles, making it easily versatile.

- a. Todd's, Timeless Backpack
- b. Strathberry, Soft Backpack
- c. Senreve, Maestra Bag



a.



b.



c.

SOFT SERVE STUDIO

Mini Bag

Ever since the mini bag started to appear, which was as early as 2015, it has been mostly thought of as a short lived fad.

Jump to today and the phenomenon is still strong and possibly growing stronger. Now a staple of luxury brands it's even appearing in ranges from premium and streetwear brands.

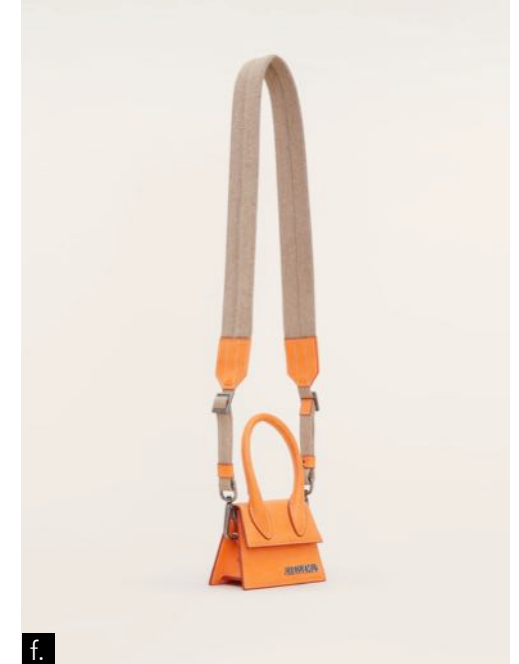
- d. Acne Studios, Mini Canvas Tote Bag
- e. Mlouye, Naomi Mini Wallet Gummy
- f. Jacquemus, Le Chiquito Homme



d.



e.



f.

Half Moon

Playful straps and handles combined with a bold geometry that harks back to Art Deco designs of the 20s and 30s make the Half Moon a style that's both modern and vintage. Paired back designs here the slightly absurd shape to create a sense of relaxed luxury.

- a. Burberry, Olympia Belt Bag
- b. A.P.C., Demi-lune Belt Bag
- c. Yuzefi, Dolores Tote Bag

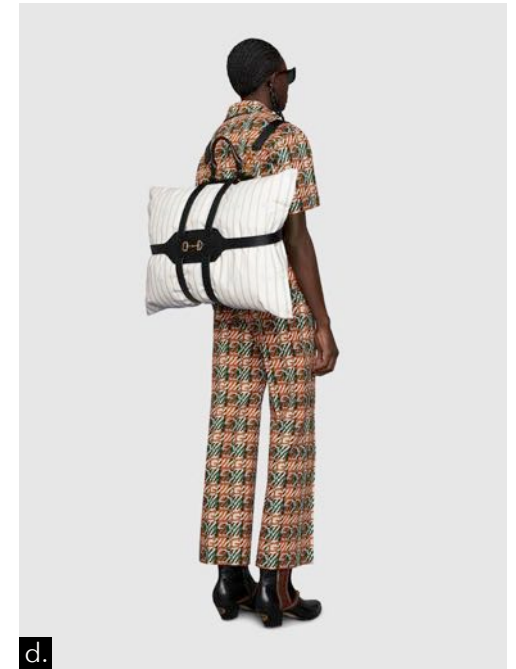


a.

Pillows

It's natural to wonder why pillows have become a personal accessory. Is it about carrying a little home comfort to battle the anxieties of leaving the house? Is it that homewares are the new fashion accessory? Or is it as simple as the fact that pillows are cute and cuddly? Whatever it is, brands are coming on board.

- d. Gucci, Backpack Pillow Holder
- e. Girls Don't Cry X Isetan Shinjuku, Pillow
- f. Jacquemus, Le Coussin Cotton Canvas Tote



d.



b.



c.



e.



f.

Book Tote

Casual but no less sophisticated. The square, structured form combined with the casual weekend feel of a tote makes the book tote a perfect biz-leisure style. It's simplicity also makes it work in almost any material, from canvas to leather and even neoprene.

- a. *Want Les Essentials, Miller*
- b. *Monocle X Rue-de-Verneuil, Large Tote*
- c. *Troubadour, Carrier Tote*
- d. *Dior X Sacai, Spring 2022*

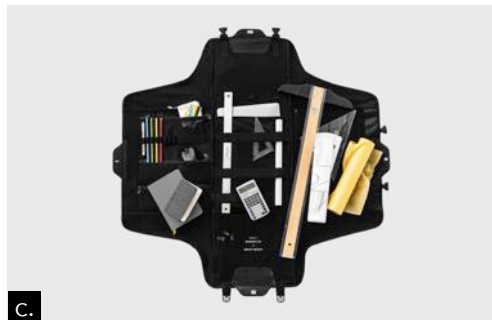


Design Themes

Transforming

Transformation has long been a theme explored by designers heavily interested in the conceptual, such as Outlier and Issey Miyaki. Fabric naturally lends itself to shape shift through clever folding, clipping and zipping. This spirit of experimentation is beginning to ripple out to a broader audience. Compared with the avant-garde interests of Issey Miyaki, transformation for the mainstream is all about maximising functionality, such as the Helinox Origami tote which converts from a tote to a picnic rug.

- a. Helinox, Origami Tote
- b. Outlier, Experiment 256
- c & d. OSUZA, Canvas
- e. Issey Miyake, Convertible
- f. M.A + Origami Bag
(on following page)





f.

SOFT SERVE STUDIO

Work Zen

As hybrid work makes the single desk workspace a thing of the past there is a boom in demand for great mobile working accessories. At a core functional level these accessories need to do the heavy lifting of organisation, efficiency and ergonomics. Equally important though is the need to create a comfortable space. Turning any kitchen table into a workspace that's calm, peaceful, and productive.

- a. Orbitkey, Desk Mat Medium
- b. Poppin, Dont Look At Me, Portable Space Divider
- c. Bellroy, Standing Pouch
- d. KUARTO, Veg Tan Leather Valet Tray



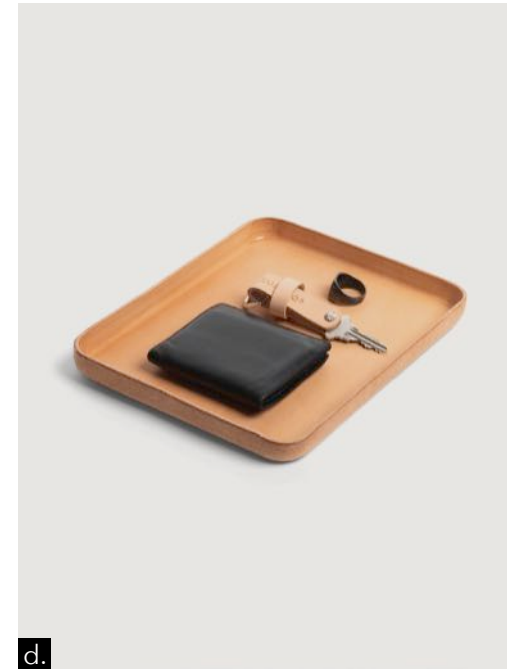
a.



b.



c.



d.



a. Balenciaga, Lunch Box

b. Carhartt, Lunch Cooler Box

c. Black + Blum X Prada, Lunch Set

d. Rad Union, Shopping Trolley

e. Susan Bijl, Nylon Shopping Bag

f. Topodesigns X Fat Tire, Coolerbag



b.



c.



d.



e.



f.

Food

From the renewed interest in getting outdoors to the move away from single plastics, there are a range of big social forces at play right now that are increasing interest in how we carry food. Aside from the tech revolution that's fueling the cooler bag evolution, sustainability is at the core of this movement. The comparison against single-use plastic alternatives makes life-cycle analysis of a product particularly important in this space. As well as maintaining a strong understanding of the changing viewpoint of the sustainable consumer.

Adaptation

Ever since the runaway success of tote-backpack mashups such as The Kanken, designers have been increasingly experimenting with cross over styles. On paper hybrid styles make a lot of sense, providing two or even three carry options in one. But blending designs is easier said than done, particularly when constrained by a traditional silhouette. Adaptable designs are putting aside traditional shapes and allowing form to follow function.

- a. Crumpler, Echo
- b. côte&ciel, Tycho
- c. Nanamica, 2 Way Shoulder Bag
- d. Code Of Bell, X Tote
- e. Alyx, Baby X Backpack
- f. North Face Purple Label, Lumber Pack
- g. Sublime, Wrap Bag



a.



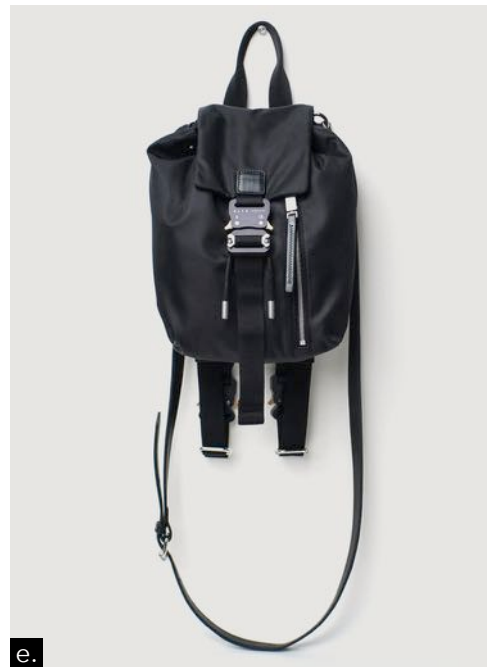
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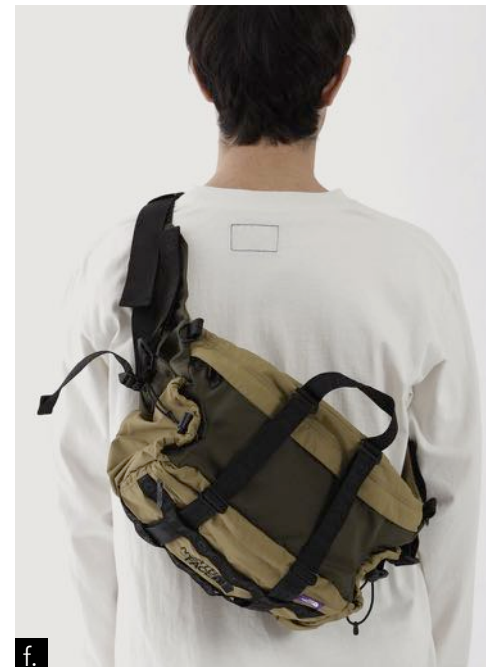
c.



d.



e.



f.



g.

Design Fabrics

Lightweight Casual

It's been on the horizon for a while, but all of a sudden the technical fabrics of the ultralight backpacking scene are crossing over into the mainstream. To make the leap, mills are increasingly releasing subtler variation, led by the two major players x-pac and dyneema.



a. Ghostly x RPMFG,
DyneemaBackpack
b. Mission Workshop X After
School Projects, Pouch
c. DSPTCH, Ridge Pack

d. Code Of Bell, Annex CARRIER
e. Snow Peak, Xpac Tote
f. Converse, White Tyvek Chuck
Taylor 70 Sneaker

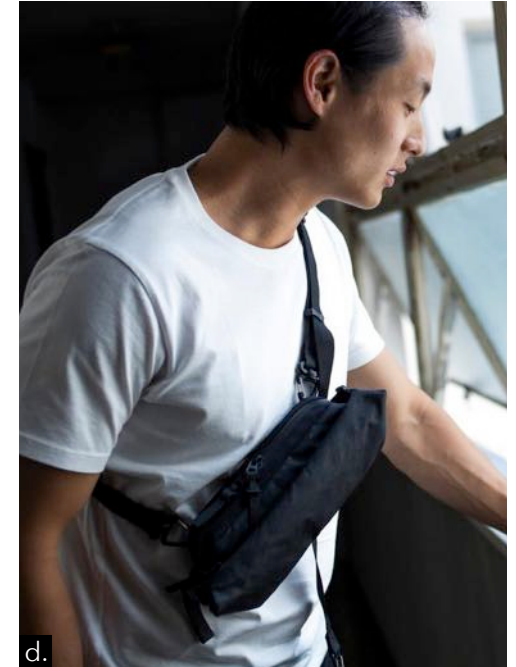
a.



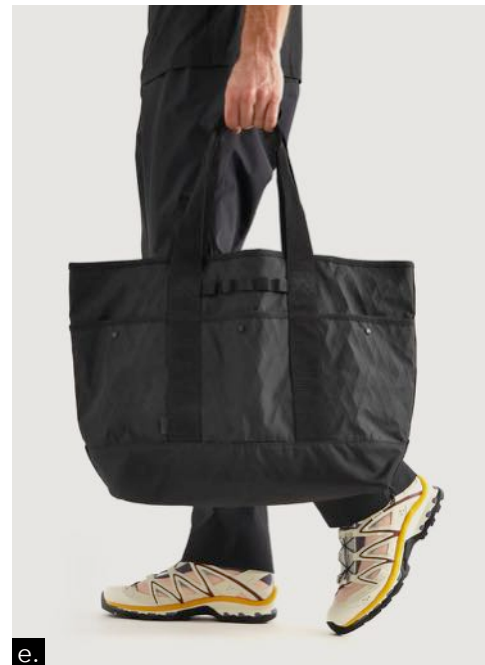
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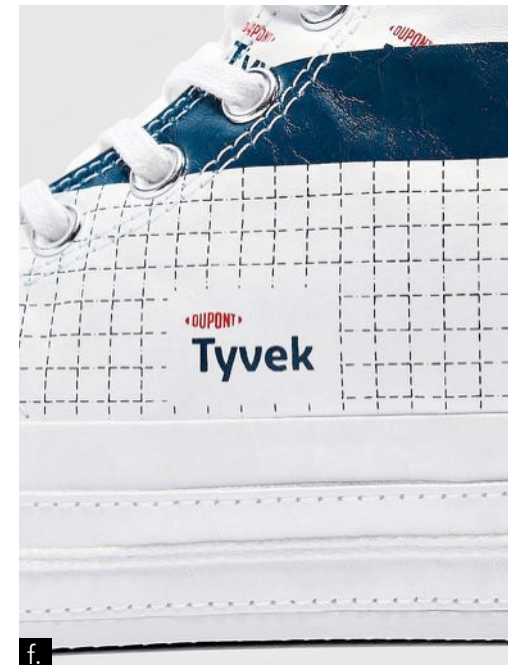
c.



d.



e.



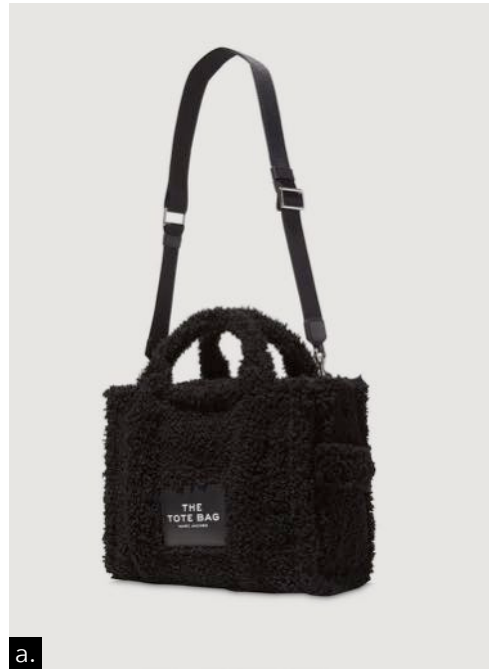
f.

Fur Free Fur

Despite the fact that for decades real fur has been on the nose, its intrinsic appeal has remained strong, particularly in the fashion and luxury markets. Now as luxury brands are increasingly taking cues from the technical outdoors industry it's only natural that synthetic fleece is the new fur. There's no attempt to mimic natural fur here. The flat uniformity of technical fleece has more of a muppet feel.



b.



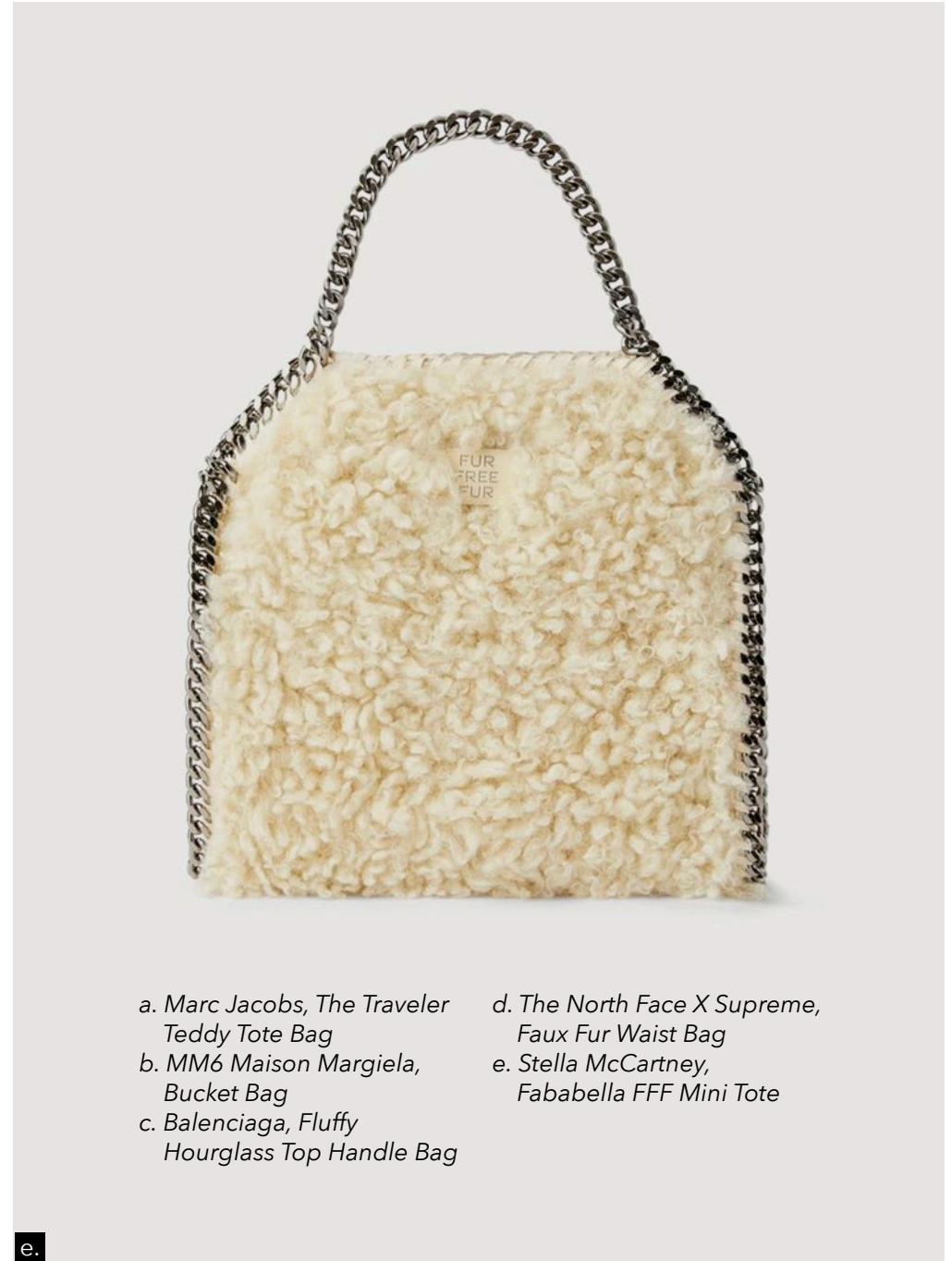
a.



c.



d.



e.

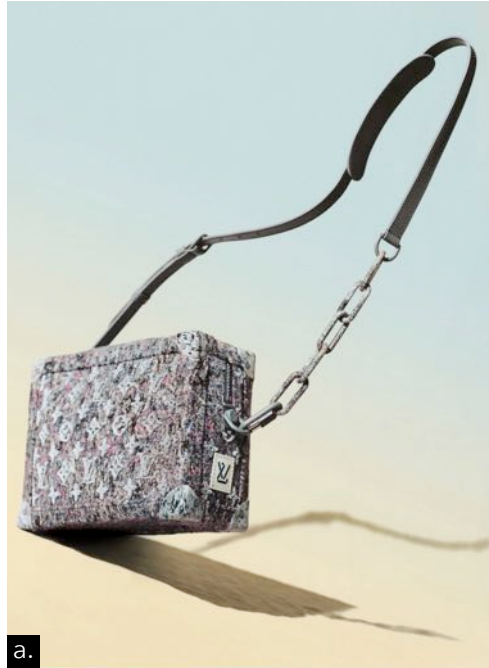
- a. Marc Jacobs, The Traveler Teddy Tote Bag
- b. MM6 Maison Margiela, Bucket Bag
- c. Balenciaga, Fluffy Hourglass Top Handle Bag

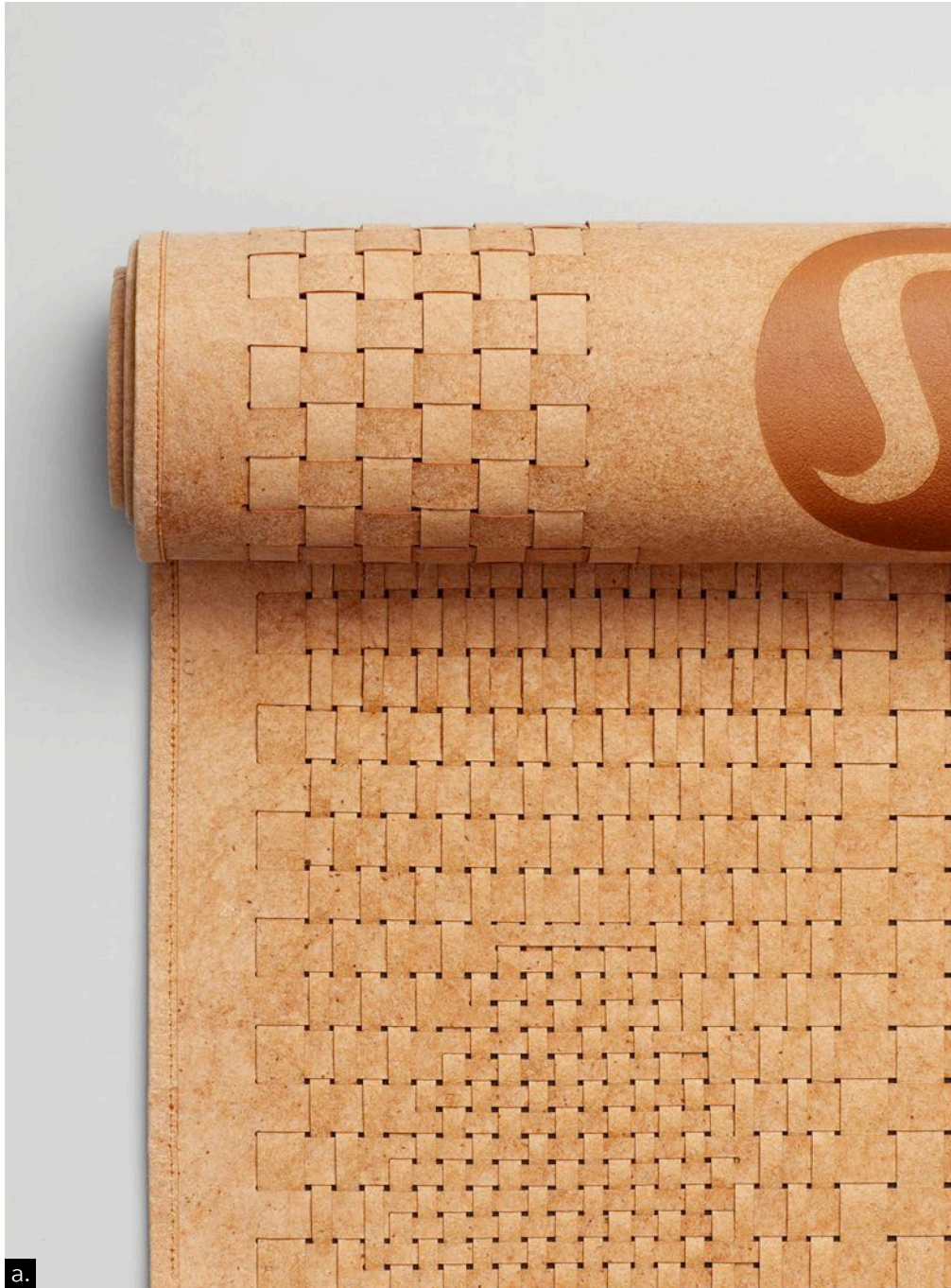
- d. The North Face X Supreme, Faux Fur Waist Bag
- e. Stella McCartney, Fababella FFF Mini Tote

Reconstituted

As consumers increasingly look for sustainable and recycled fabrics, it begs the question—what does a recycled fabric look like? One of the great strengths of reconstituted materials such as felt is that they look how many people imagine a recycled fabric should.

- a. Louis Vuitton, Eco Felt
- b. Shred, iPhone Case
- c. Bellroy, Mirum Plant Based Leather
- d. Nike, AirMax 90G
- e. Converse, Renew Chuck 70



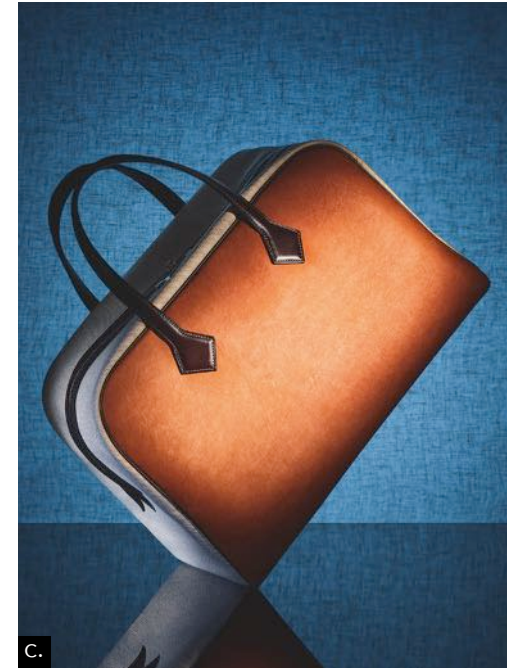


a.

Luxe Vegan Leathers

In the race to replace leather, inventors and entrepreneurs are looking to plants. In the past year there has been an explosion in offerings, each with different processes and feed stocks, from pineapples and mangoes to cactuses and mushrooms. Although there have been some high profile releases from brands such as Stella McCartney and Adidas, there is still no clear leader in terms of both technology and sustainability.

- a. Lu lu Lemon, Mylo Yoga Mat
- b. Orbitkey, Cactus Key Organiser
- c. Hermes & My Coworks, Victoria Bag
- d. Frida Rome, Weekend Crossbody



c.



b.



d.



a.



b.



c.



d.

Woven Stripes

Unlike a print, which is applied to a fabric, here stripes are created by using coloured thread during the weaving process. Custom woven fabrics tend to have an inherent value to them, similar to a selva denim. How these stripes are incorporated into the design can further enhance this quality. Considering the strip of a fabric during the pattern making process makes their placement more deliberate and refined than a standard repeat print.

- a. Ramidus X Fragment, Tote M
- b. Marni, Market Tote
- c. Haulier, Utility Tote
- d. Paul Smith, Recycled Canvas Tote
- e. Bellroy, Staple Tote



e.



a.

Liquid Metal

Bold chrome and silver fabric finishes blur the line between technical and luxury. The faux metal effect can border on the surreal or even add a nice hint of irony. To go the whole hog, opt for colour matched straps and buckles.

- a. Reebok, Premier Road Modern
- b. Freitag, Bob Tote Silver
- c. Ucon Acrobatics, Jasper Backpack
- d. Alyx, Anna Shoulder Bag
- e. Bottega Veneta, The Pouch Small



e.



b.



c.



d.

Custom Cushioning

For both brands and consumers the love of soft, pilowy finishes continues to grow. To find new cozie frontiers, designers are experimenting with scale and finish, from intricate quilting to jumbo puffer details.

- a. Kassl Editions, Oil Bag
- b. North Face, Thermoball Traction Muler
- c. Moncler, Seashell Bag
- d. COS, Quilted Oversized Shoulder Bag



Design Trims

Lo-Fi

Following on from the zip-lock-tie branding of Off-White, there is a distinctly tongue-in-cheek or even contrary attitude to the trend toward super low-fi graphic applications. For some, the utilitarian branding contrasts the premium product. For others, like the Gucci Fake/Not collection, simple graphics are used more as a protest statement.



a.



b.



c.



d.



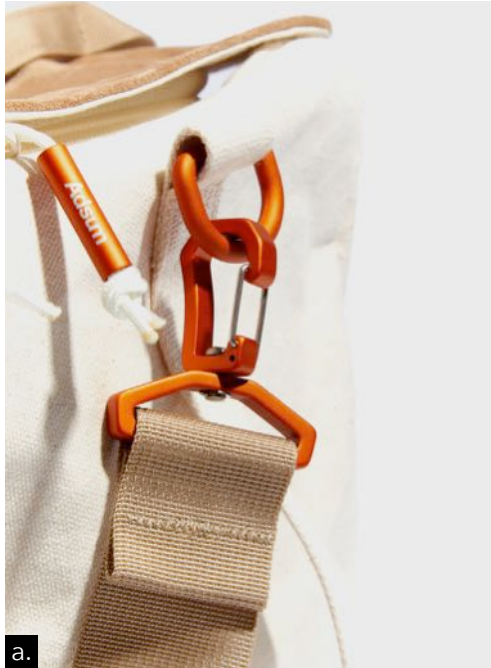
e.



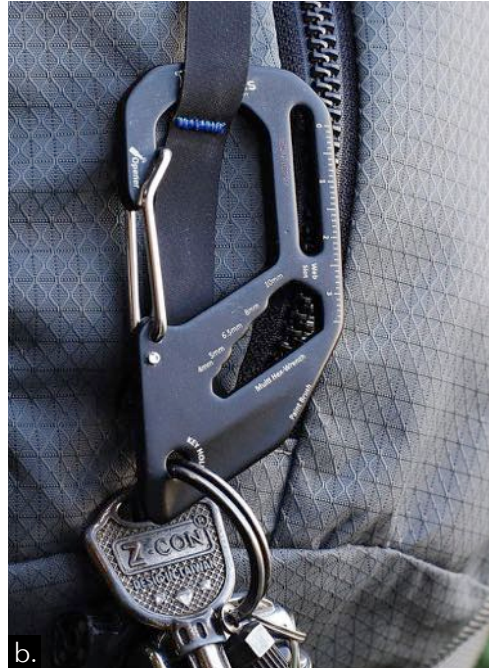
f.

a. Junya Watanabe,
Man Print Roll Top Tote
b. Louis Vuitton, FW21
c. Gucci, Fake Not Bum Bag

d. Isabel Marant, Soap
e. Hay, Tote
f. Think of Things



a.

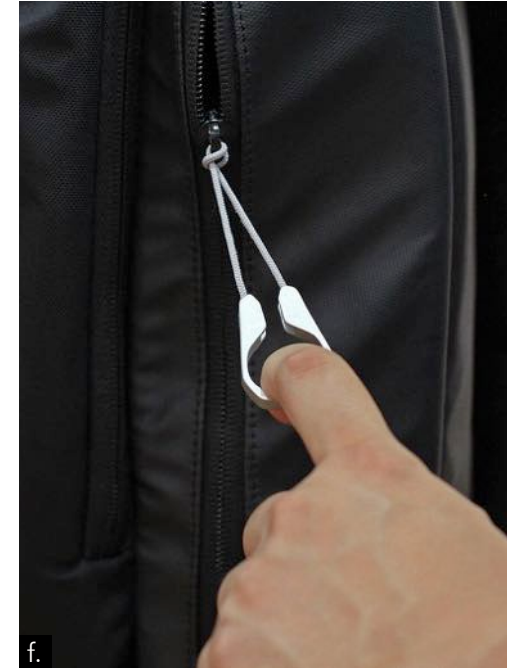


b.

Tactical Hardware

To add an extra level of detail and functionality to their offering, hardware designers and manufacturers are looking to the EDC universe for inspiration. Aside from the obvious addition of features, the EDC influence also means a greater attention to weight and finish.

- a. We Tool, Igloo Swivel
- b. Trimmers, Multi Tool Carabiner
- c. Ghost Outdoors
- d. Adsum x 1733, Suede Strap
- e. Ambush X Gentle Monster, Carabiner 2 BLC2
- f. Trimmers, U Puller



f.



c.



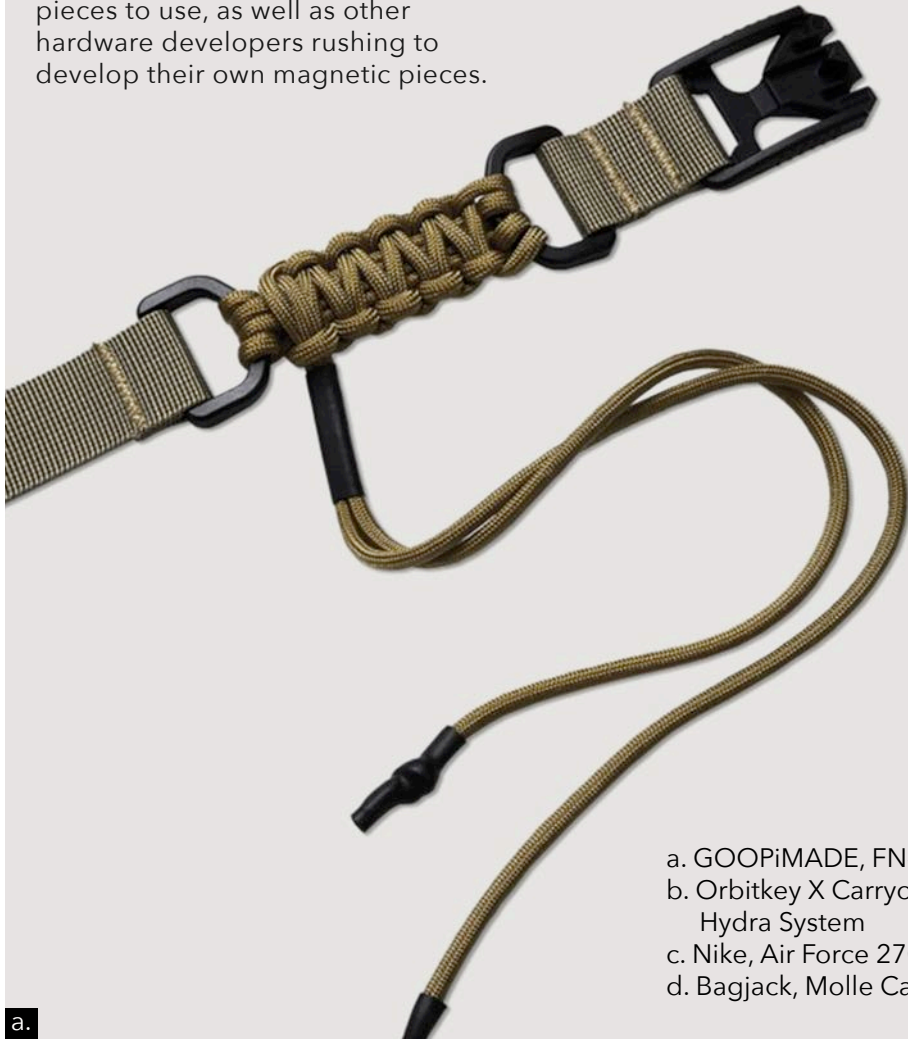
d.



e.

Quick Snap

The steady stream of new releases from Fidlock has seen the German magnetic hardware developer ammas an impressively diverse range. It's got designers exploring how to best put these fast snapping pieces to use, as well as other hardware developers rushing to develop their own magnetic pieces.



a. GOOPiMADE, FN-D4



b.



c.



d.

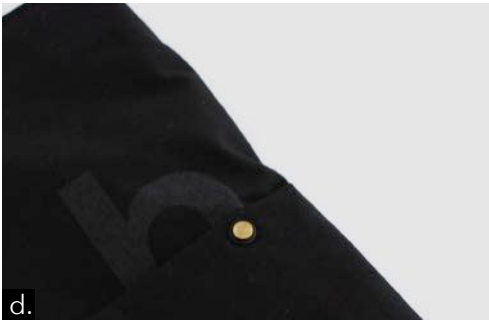


Worksite Details

First fashion designers reappropriated the tool belt. Now the pockets and loops you'd normally see on tradie gear are working their way into everyday accessories. As well as being functional, worksite detail is also tough. Think twin needle stitching and reinforcing rivets.



- a. Brown B 2-Tacs, DCP Pants
- b. Brown B 2-Tacs, DCP Bag
- c. Porter, Heat Type-C Waist Bag
- d. Texnh, Signature Tote in Black
- e. Texnh, Signature Tote in White
- f. Gordon Miller, Cordura Seat Back Pocket





a.

Tortoise Shell

Tortoise shell (commonly made from coloured resin) is a classic, used in everything from sunglasses to hair clips, buttons and jewellery. It's natural, earthy feel is having a revival; mostly as a custom trim, but even as a body material, such as the Cult Gai shoulder Bag.

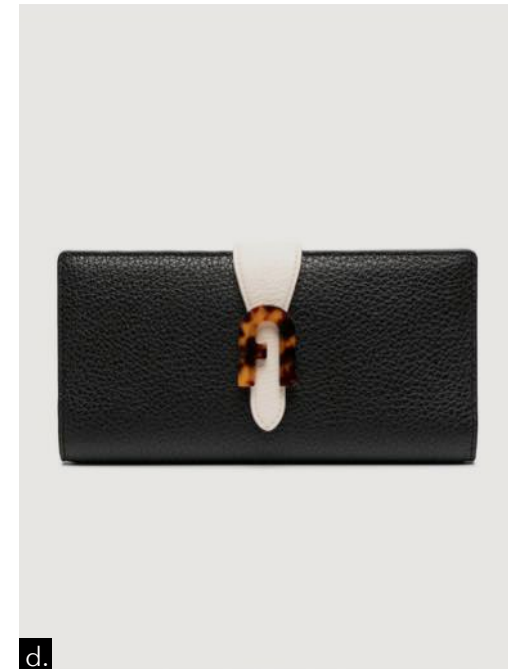
- a. Cult Gai, Sylva Caged Tortoise Shell Shoulder Bag
- b. Fendi, Moonlight Bag
- c. Marni, Calfskin Pannier Bag
- d. Furla, Tortoise Applique Wallet



c.



b.



d.



Frames

Partly fueled by the developments in soft storage, unique rigid elements are being incorporated into soft goods in new and experimental ways. While integrating hard and soft has its challenges, frames can create volume and structure as well as a stable point to carry.

- a. Ally Capellino, Roxie
- b. Helinox, Tactical Field Office
- c. The Atelier YUL, Carre
- d. MAN-TLE, R10-B4
- e. MAN-TLE, R10-B4



Design Colour



Global Colour

As the pandemic continues the world the one thing that is definite is the sentiment of uncertainty and the need to feel safe and uplifted.

Emerging from this period are consumers that are cautious about their spend, seeking products that serve a purpose, are practical, have longevity in quality and looks, and soothe and lift their spirits through colour. So, optimism and a fun sense of frivolity are important when using brights. Our continued love affair with all things nature, plants and the great outdoors coupled with our eco-anxiety sees a shift from natural, organic, vegetal inspired colours into wellness-orientated, restorative colours that aim to calm the highly-anxious consumer.

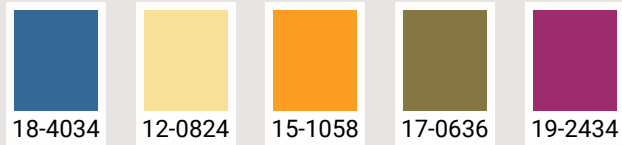
Key Points to Consider

- **Choose colours with long-term appeal.** People are trending/moving toward buying less and seeking products with familiarity or nostalgia. Colours need to seamlessly integrate from one season into the next so they can become classics, favourites or even heirlooms made to be passed on to others thanks to their gender neutral and classic appeal.
- **Think of colours that evoke calm.** Colours are reminiscent of day spas, healing herbs and spices, and a meditative state of mind. Do not underestimate the therapeutic appeal of gentle cool pastels.
- **Embrace joy and fun.** In these challenging times we need to delight people with unexpected, uplifting colour combinations from product through to packaging.
- **Think Local.** As consumers begin to favour local brands, as well as locally sourced and made in some cases, try to work with colours that relate to your immediate market.

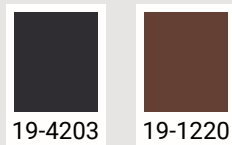
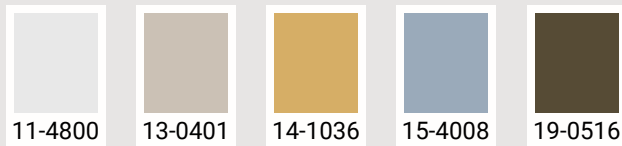
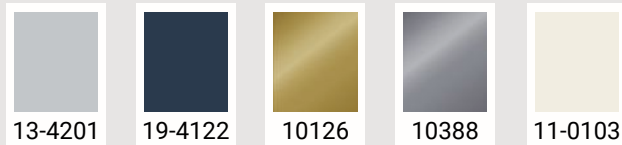
Swatches

Colours of 2022

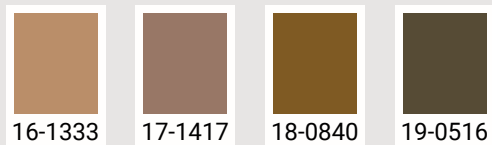
Global



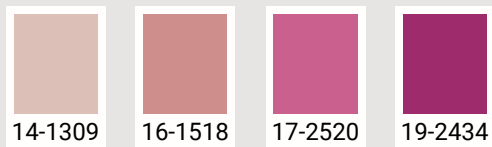
Core



Brown



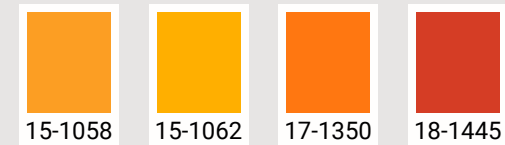
Pink



Red



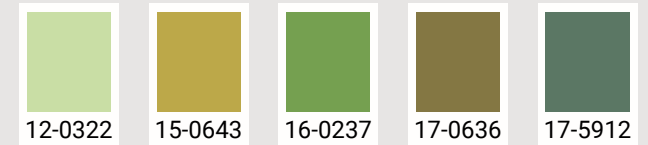
Orange



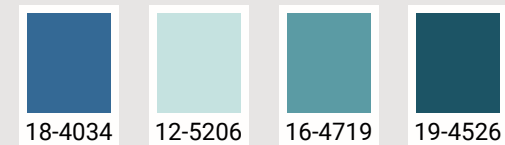
Yellow



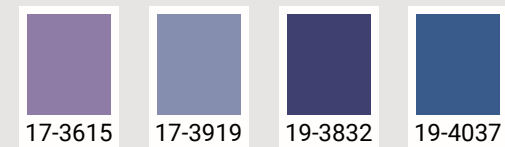
Green

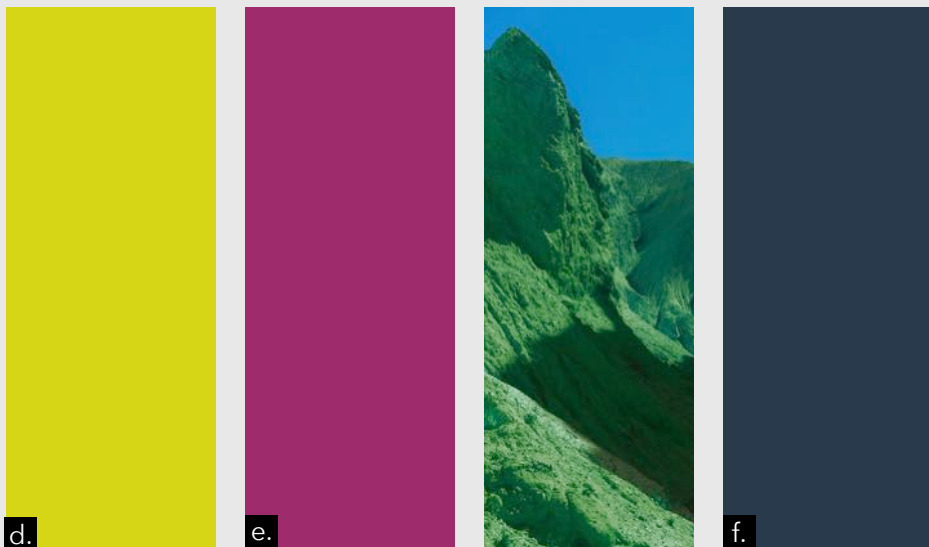
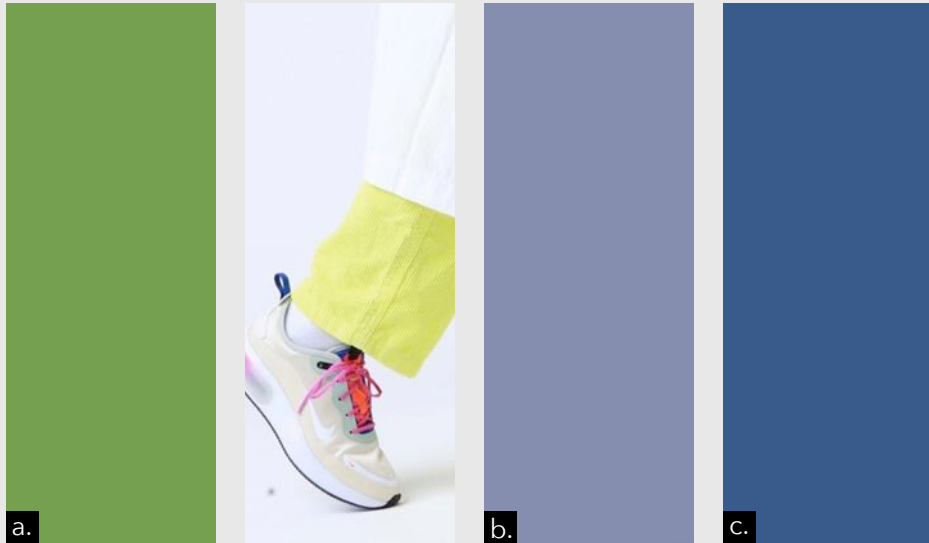


Blue



Purple

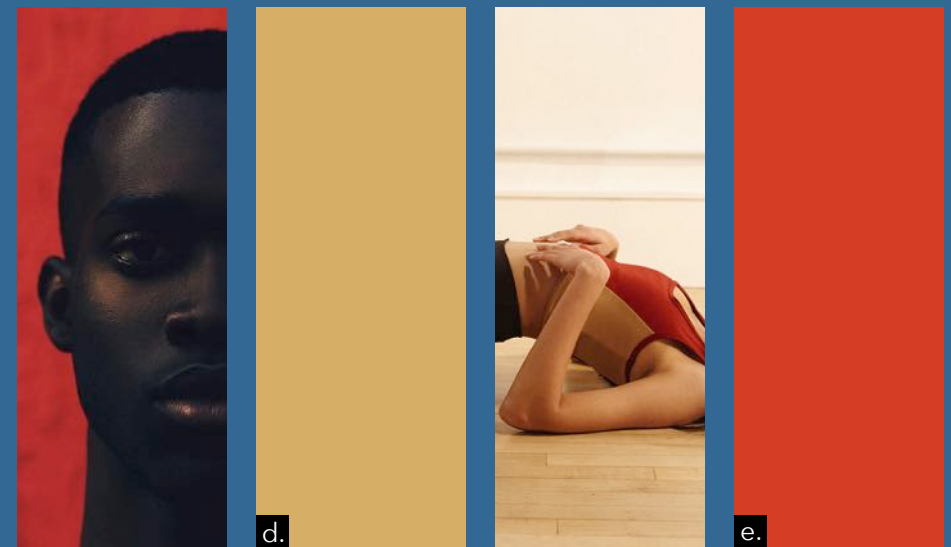
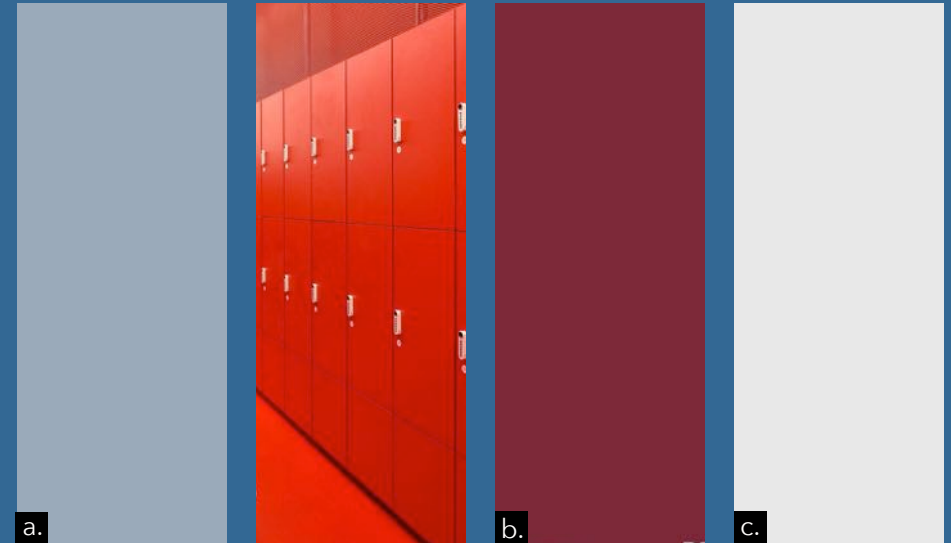




Acid Youth

The key colour in this story is the acidic yellow. It helps to lift from the darkness of the blue and magenta/pink, green and navy, which can be a bit heavy alone. The acidic yellow also has sporty and youthful connotations, tying it in perfectly with Gen Z sentiments.

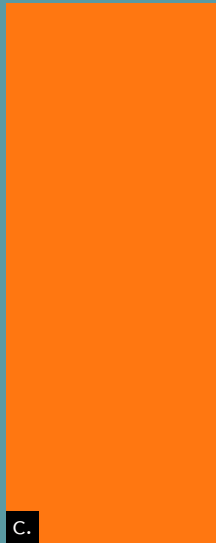
- a. Pantone 16-0237 TCX
- b. Pantone 17-3919 TCX
- c. Pantone 19-4037 TCX
- d. Pantone 13-0650 TCX
- e. Pantone 19-2434 TCX
- f. Pantone 19-4122 TCX



Apocalypse Now

The colours here are easy to use and carry over from last season, tapping into the familiar. This scorching-hot combination of reds and oranges paired back with grey for a gender neutral-approach to sportier combos.

- a. Pantone 15-4008 TCX
- b. Pantone 19-1652 TCX
- c. Pantone 11-4800 TCX
- d. Pantone 14-1036 TCX
- e. Pantone 18-1445 TCX

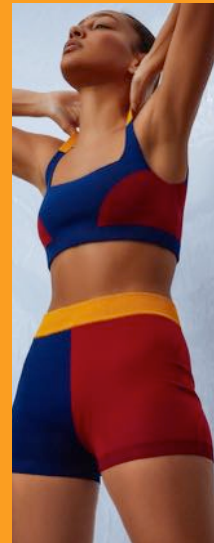


Beetroot Magma

A truly versatile colour mix that taps into youth, trans-seasonality. This colour mix has an intensity that makes it perfect for streetwear inspired pieces or high-summer. Mixing reds and oranges alongside purples allows them to appear even brighter.

- a. Pantone 11-4800 TCX
- b. Pantone 19-4037 TCX
- c. Pantone 17-1350 TCX
- d. Pantone 17-3615 TCX
- e. Pantone 18-1445 TCX
- f. Pantone 19-2315 TCX

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Bright Burst

Balance the citric brights that uplift and energise with deep blue and, navy and add maroon to anchor things a little. This works really well as a colour palette for summer and nods to great outdoor brands like patagonia and kathmandu.

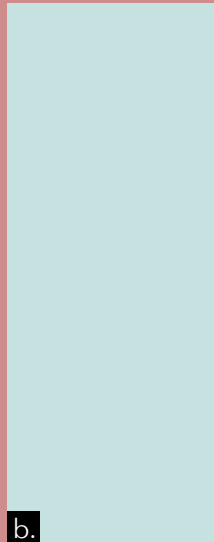
- a. Pantone 19-1652 TCX
- b. Pantone 19-4122 TCX
- c. Pantone 15-1062 TCX
- d. Pantone 17-1350 TCX
- e. Pantone 16-4719 TCX



a.



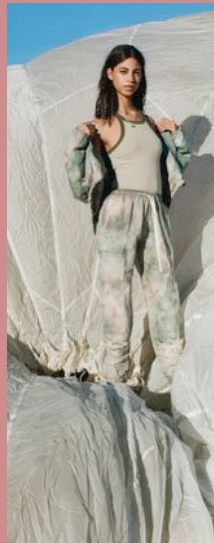
b.



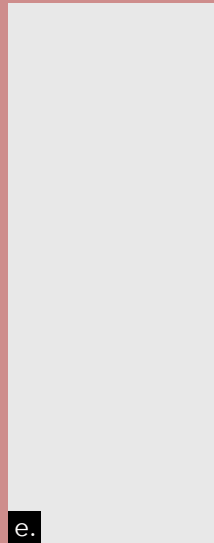
c.



d.



e.



Colour Me Well / Tranquillo

Amethyst pink, matcha green and lilac come together alongside various shades of grey to create a cool, calm palette that speaks to healthy living and wellness. These dusty, barely there colours are best suited to natural, soft and sueded fabrics for full effect.

- a. Pantone 12-0322 TCX
- b. Pantone 12-5206 TCX
- c. Pantone 16-1333 TCX
- d. Pantone 13-4201 TCX
- e. Pantone 11-4800 TCX

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a.



b.



c.



d.



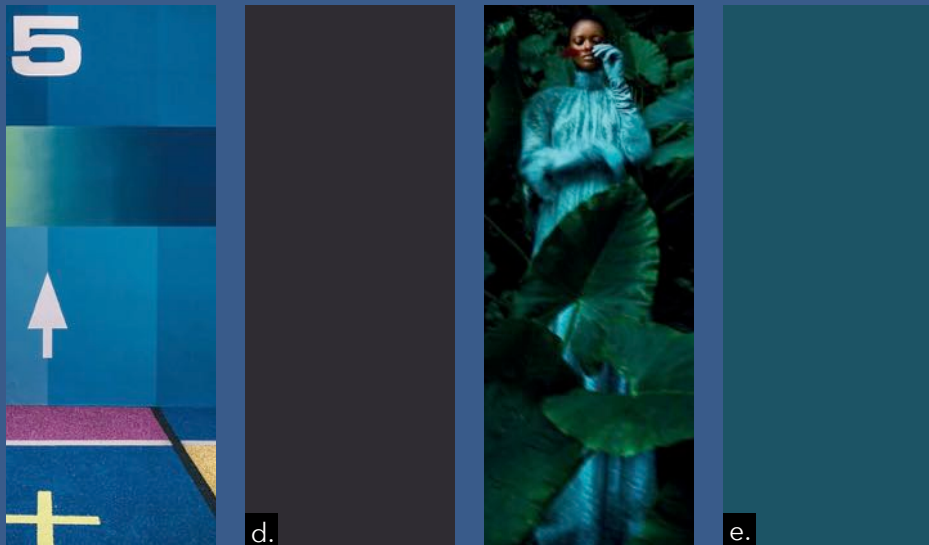
e.



Cool School

These colours tap into digital aesthetics as well as a restorative mood. Cool silvered greys and metallic silver alongside pinks and lavenders give off a serene feel with a touch of sci-fi whilst the blues and soft lilac add much needed warmth.

- a. Pantone 13-4201 TCX
- b. Pantone 14-1309 TCX
- c. Pantone 17-3615 TCX
- d. Pantone 17-3919 TCX
- e. Pantone 10388 C

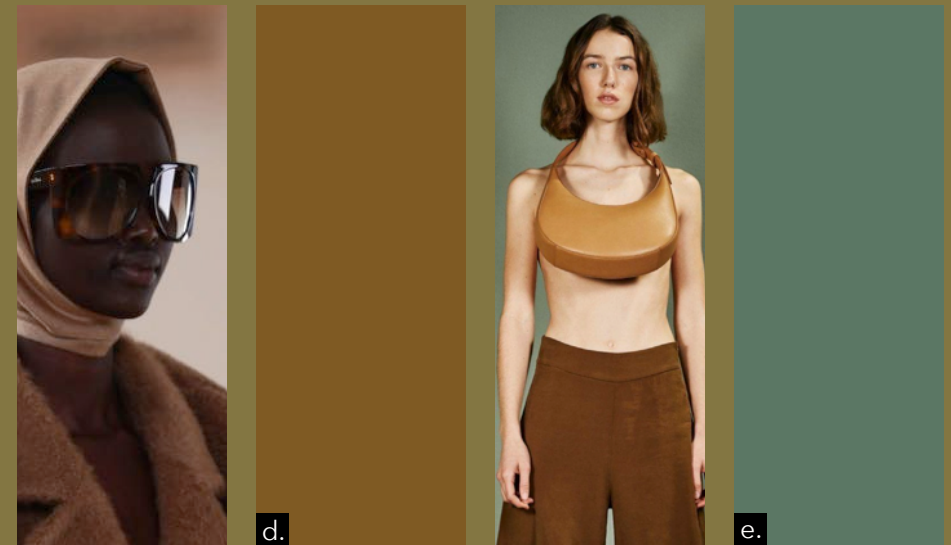


Digital Dystopia

Digital Dystopia offers a sense of mystery, intrigue and escapism. It's dark and moody but contains elements found in both nature and the tech world. Trims and details with a slight metallic sheen or liquidity to them will translate perfectly.

- a. Pantone 17-3615 TCX
- b. Pantone 16-4719 TCX
- c. Pantone 19-2434 TCX
- d. Pantone 19-4203 TCX
- e. Pantone 19-4526 TCX

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Plant Slant

Plant Slant represents nature in all its glory. With traditional deep forest greens, bark, sap and sunny yellow to lift, this palette urges us to connect with nature. Olive is key here, lending itself to menswear, womenswear and accessories. A great segue into cooler months.

- a. Pantone 12-0824 TCX
- b. Pantone 13-0746 TCX
- c. Pantone 15-0643 TCX
- d. Pantone 18-0840 TCX
- e. Pantone 17-5912 TCX

Design Brands to Watch



Project Kin
Denmark



DSPTCH
USA



Gramicci
USA



ITA Leisure
USA



CAYL
South Korea



Mlouye
Istanbul



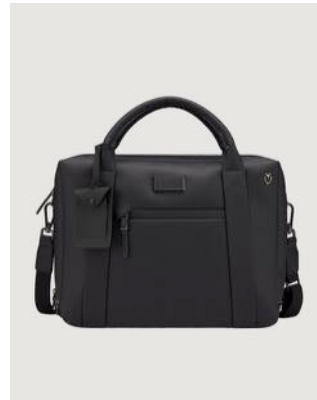
Daiwa Pier 39
Japan



Helinox
South Korea



Bottega Veneta
Italy



Vessel
USA



Pioneer
USA



Baggu
USA



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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