

FUTURE IN SIGHT

Unknowns 2026

Introduction

AI-Enabled Foresight

Our proprietary AI pinpoints **innovators** and **early adopters** on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream.

93% Accuracy of Prediction

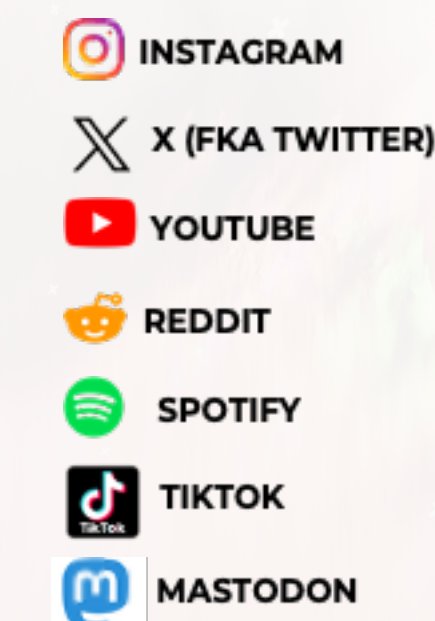
1.6M Tracked Tags

300K Early Adopters

+2.5M New Posts Analysed Weekly

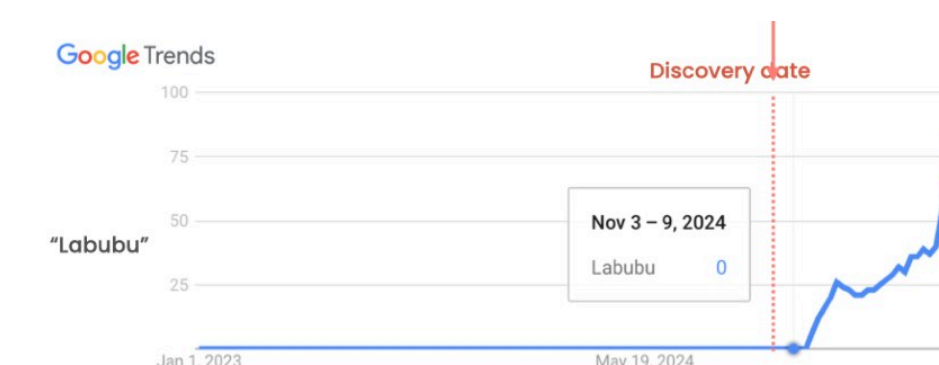
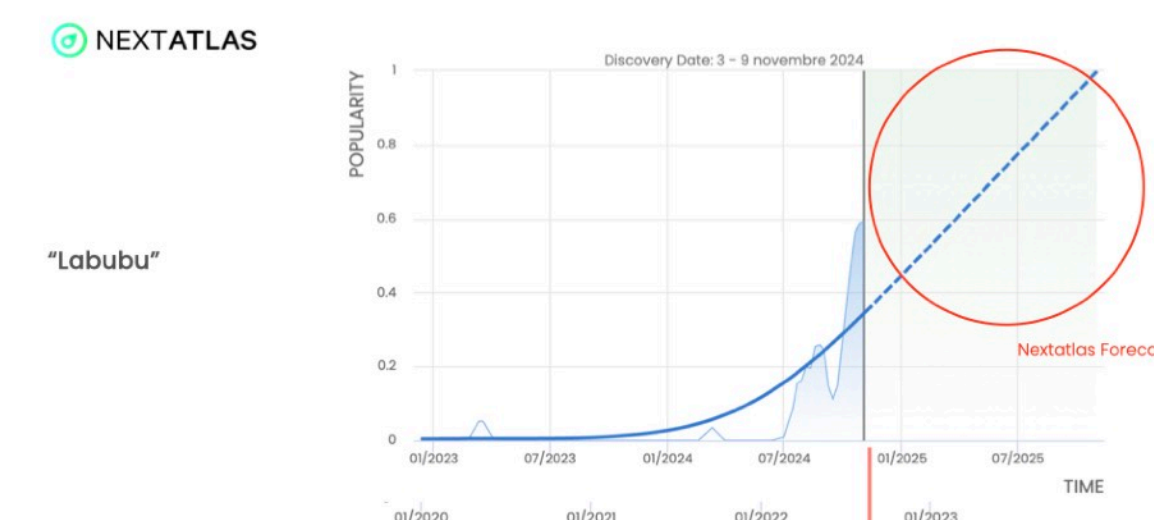
Discovering Weak Signals Before They Go Mainstream

We identify 'weak' signals of major market shifts to **uncover** untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies **to enrich research outputs.**



Prediction Confirmation #Labubu

Nextatlas identified this phenomenon months before it first peaked in public debate, according to Google Trends data.



Unknown Unknowns 2026

Methodology

Our **2026 Foresight Framework** is driven by a proprietary **LLM-based discovery architecture** built to move beyond mapping what's known towards uncovering what's not yet named. It integrates **large language models**, the **Nextatlas cultural knowledge graph**, and **multi-source temporal analytics** to systematically detect early signals of cultural emergence — the **Unknown Unknowns**.

While conventional AI trend systems reward closeness to existing discourse, our model reverses that logic, measuring the distance between a signal and the linguistic center of gravity of its category. The **Unknown Unknowns Model** pinpoints entities that sit at the intersection of **early growth** and **semantic unfamiliarity**.

By venturing beyond what already has a name, we **identify signals early enough to test, prototype, and turn into strategic advantage** before they harden into consensus. For 2026, we chose the unfamiliar as both our compass and our edge.

puttering

interoception

phantasmagoric

yūgen

worlding

unword

breakcore

writhe

future heirloom

organic intelligence

link rot

SUMMARY

Unknowns 2026

01 Somatic Intelligence

Precognitive Engagement
Body-Centric Design
Nonverbal Truths

02 Subtext Literacy

Curated Ambiguity
Poetic Engagement
Culture Infusions

03 Chrono Cultures

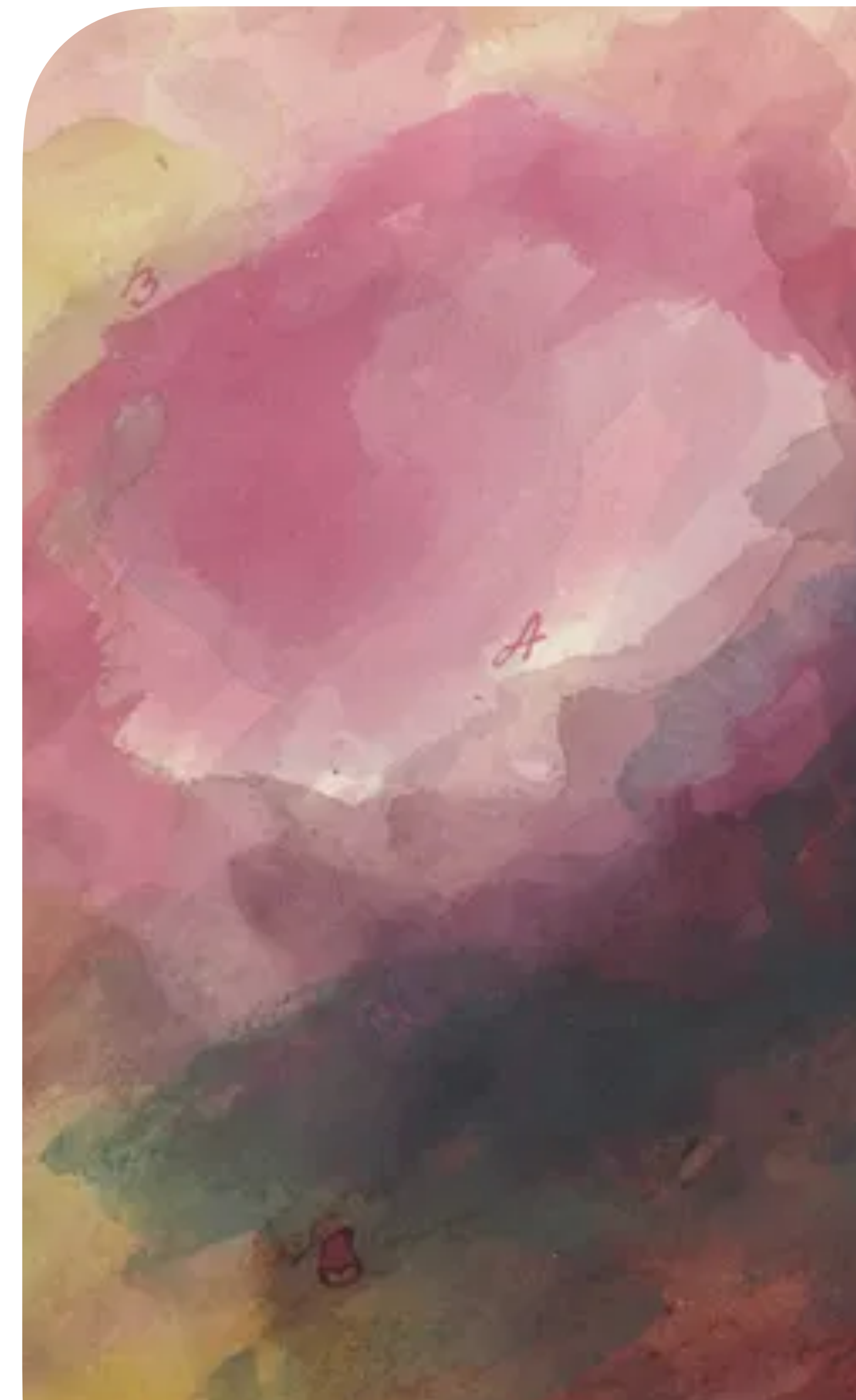
Lifetimes Layering
Temporal Cognition
Post Effort Ethos

D1

Somatic Intelligence

With AI becoming increasingly sophisticated at mimicking human language, culture is reasserting the irreplaceable value of the body – not just as presence, but as proof.

With AI granting machines fluent and immediate speech, truth is no longer found in what is said, but in what is viscerally felt. That is why the human body is reasserting itself as the most reliable medium: one that values products and experiences for their direct, visceral impact. In this scenario, a turn towards somatic intelligence emerges as a collective coping strategy that is set to shape what consumers will feel, value, and buy.

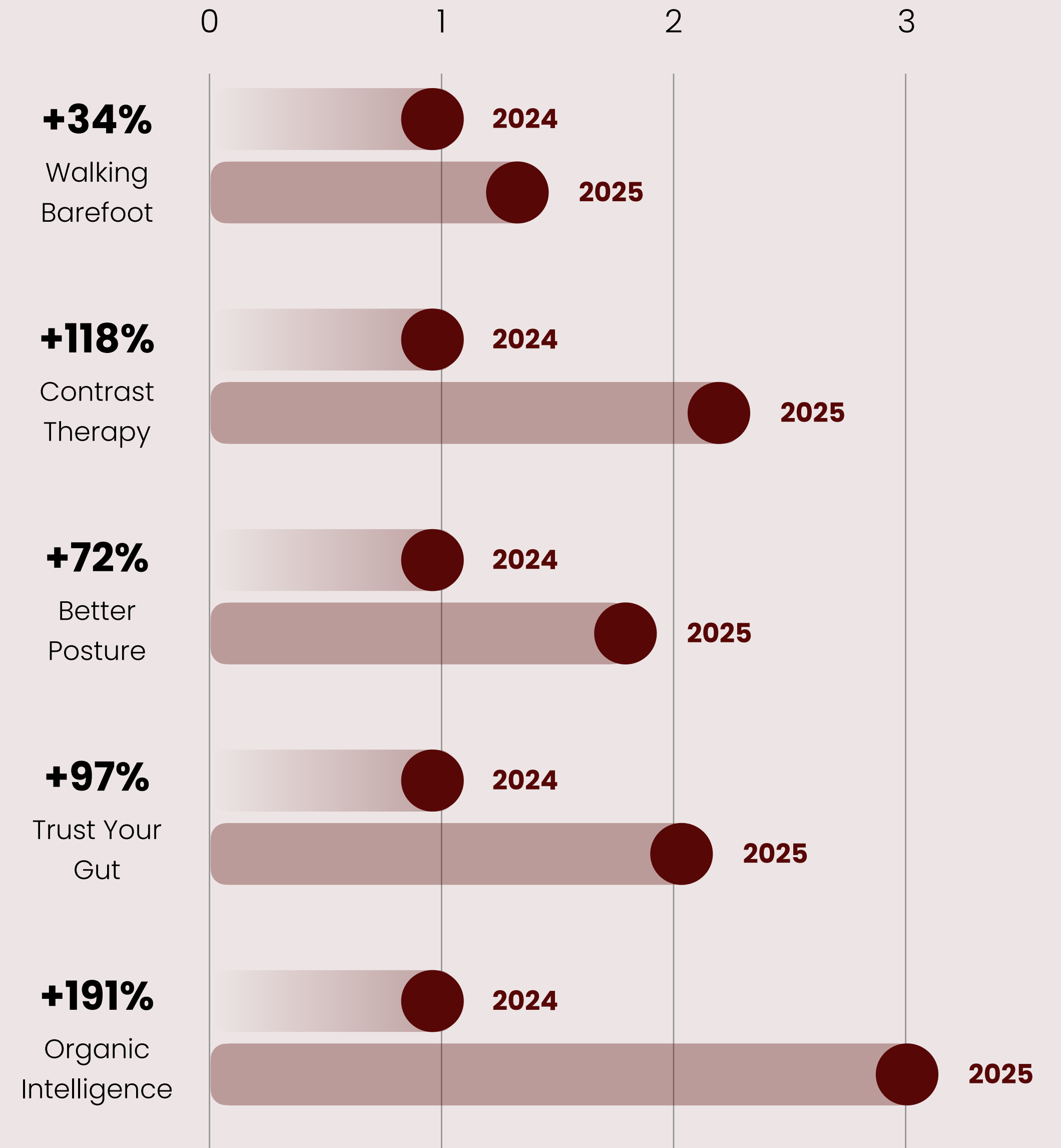


What is changing?

As artificial intelligence masters logic, language, and emotion, humans are reclaiming another kind of wisdom — the one that lives in the body. Across culture, **a new literacy is emerging: somatic intelligence, where meaning is not processed but felt.**

Practices such as *walking barefoot*, *contrast therapy*, and renewed attention to posture reflect this shift. **Wellness is moving beyond comfort or perfection towards the body's innate capacity to sense, adapt, and guide.**

Trust is migrating from the analytical mind to the intelligent body. This new literacy — somatic intelligence — is less about logic and more about resonance: a form of knowing that begins beneath thought, where sensation becomes sense-making.



Somatic Intelligence



31%

OF PREDICTED GROWTH NEXT 12 MONTHS

Somatic Intelligence: The Data Behind

01

Somatic Intelligence is a trend that particularly resonates with Gen Z, followed by the Millennial and Gen X audience.

02

Somatic Intelligence influences consumption broadly and is manifesting across various domains. Industries such as Food & Beverage, Food & Beverage and Fashion & Accessories should take particular note.

03

Concepts emerging in consumer conversations reveal a growing trust in intuition, a recognition that the body often decides before the mind explains.

CONCEPTS & TAGS

Body Knows

Precognition

Immediacy

Instinctive

Decisions

TOP INDUSTRIES

Advertising & Branding

Fashion &
Accessories

Food & Beverage

DEMOGRAPHICS

Gen Z

Millennials

Gen X

Seniors

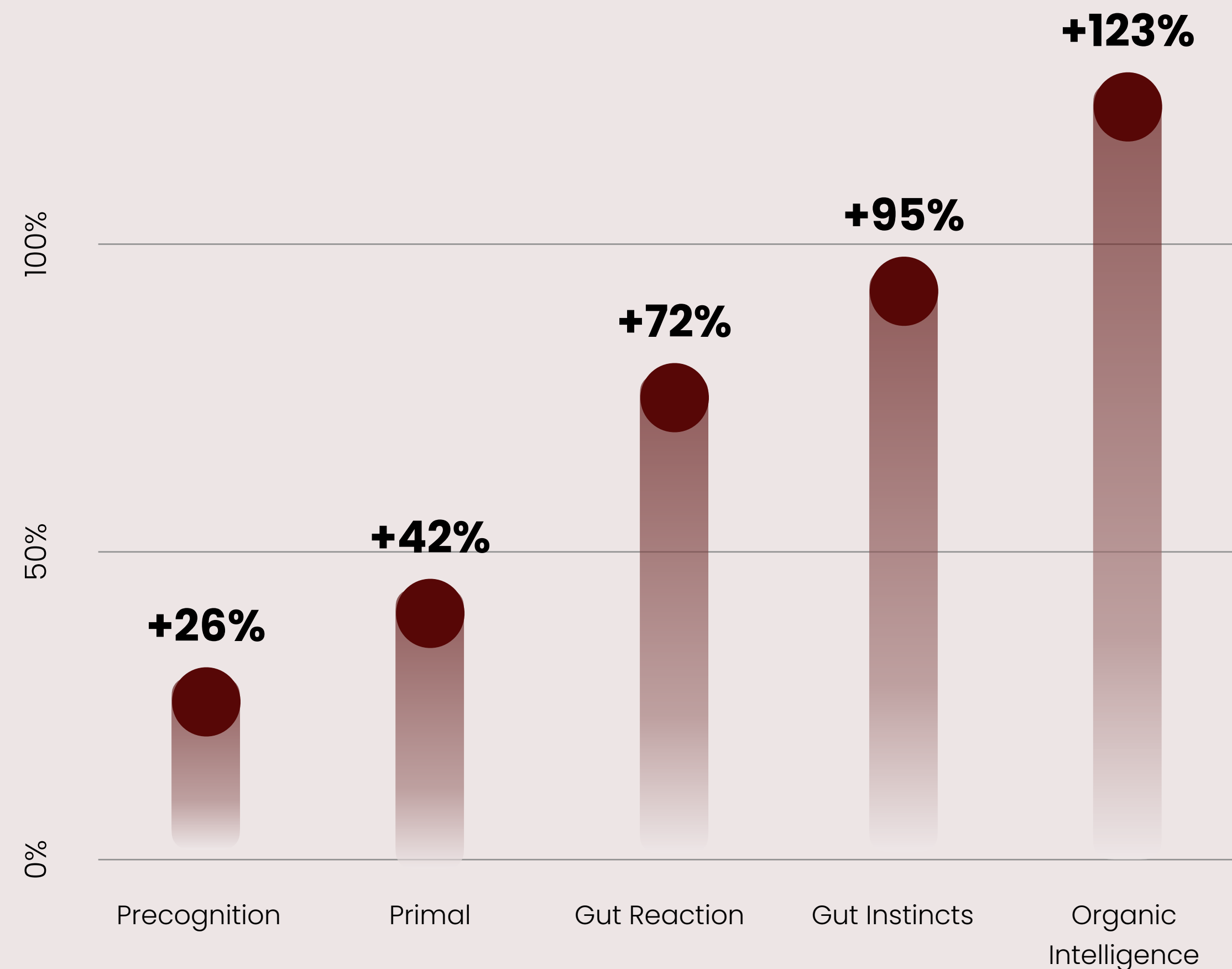


Somatic Intelligence: Precognitive Engagement

In a context of mental overload, consumers' **attention and decision-making are shifting to a pre-cognitive level, where intuition, touch, and physical sensation determine what feels worthy of focus.**

Consumers are no longer asking what makes sense, but what feels right — beyond the rational.

For brands, this means designing products and experiences that are not only seen or understood, but physically registered. The future of connection lies in the immediate, the tactile, the felt — where intelligence begins not in the mind, but beneath the skin.





Credits: World Brand Design



PRECOGNITIVE ENGAGEMENT

Guay Sauces: packaging design

Guay is a Spanish sauce brand rewriting the rules of food packaging. **In a category overflowing with generic products, the brand has created label-free, sculptural packaging that expresses the product's flavour in a visual and haptic way.** The spicy sauce is served in a spiked and jagged bottle, while the tangy-flavoured one is in a twisted bottle that mirrors the reaction a face makes to its sour punch. This is an example of packaging designed for the body, allowing the consumer to instantly engage with the product on an instinctive, pre-cognitive level.



Credits: Brand News

PRECOGNITIVE ENGAGEMENT

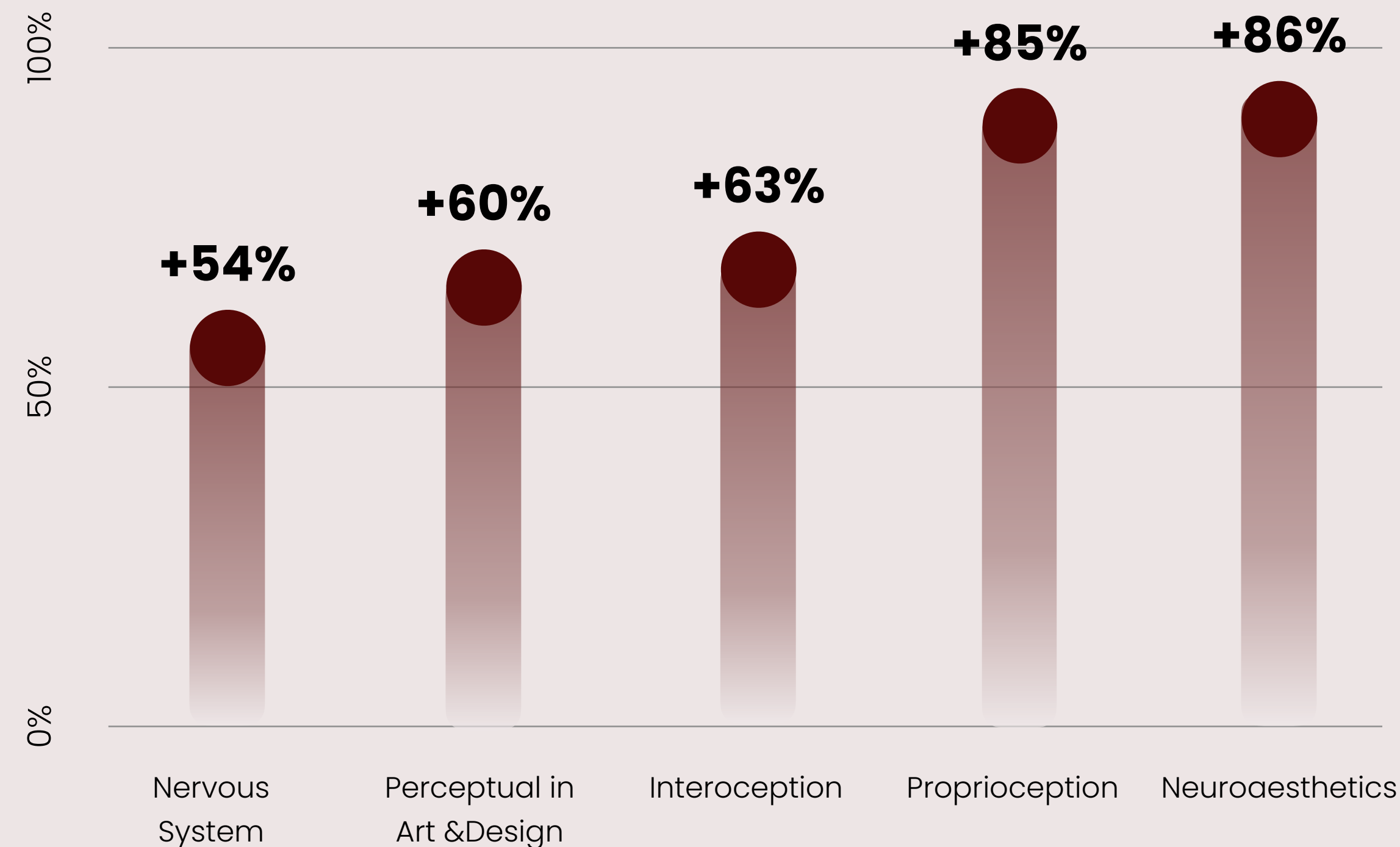
Sammontana: “Authentic Obsession”

Italian ice cream brand Sammontana is relaunching its iconic Gruvi stick ice cream with a new advertising initiative that promises – literally – to remain imprinted on the mind. **The novelty of the brand’s recent OOH campaign was the use of retinal persistence, an optical phenomenon by which an image remains visible on the retina even after disappearing.** In the OOH billboards, people are portrayed in negative while savouring the famous stick ice cream. Viewers are invited to stare at a dot in the center of the image for thirty seconds: once they look away or close their eyes, the image reappears, this time in colour.

Somatic Intelligence: Body-Centric Design

Design is evolving from a human-centric approach — built around usability, empathy, and comfort — to a body-centric one that engages physiology itself.

In this new landscape, the physical qualities of objects are no longer decorative; they function as neurological tools, shaping how we experience and respond to the world. **Design is evolving from shaping what we see to shaping what we sense** — towards a future where the body becomes both blueprint and compass for innovation.





Credits: Deisgnboom

BODY CENTRIC DESIGN

HAK Studio: UMA tableware

HAK Studio's *UMA* collection was developed through research in gastrophysics — the study of how sensory stimuli shape taste. The project explores how colour, texture, and form can heighten flavour perception. Created for individuals with reduced taste sensitivity, such as older adults or those recovering from COVID-19, *UMA* uses tactile and visual cues to stimulate the brain's taste expectations for sweet and savory dishes. A swirling, high-gloss dessert plate enhances sweetness through its confectionery-inspired patterns and fluid shine, while a rough, unglazed bowl evokes salt through its crystallised surface and earthy tactility.



Credits: Hypebae



BODY CENTRIC DESIGN

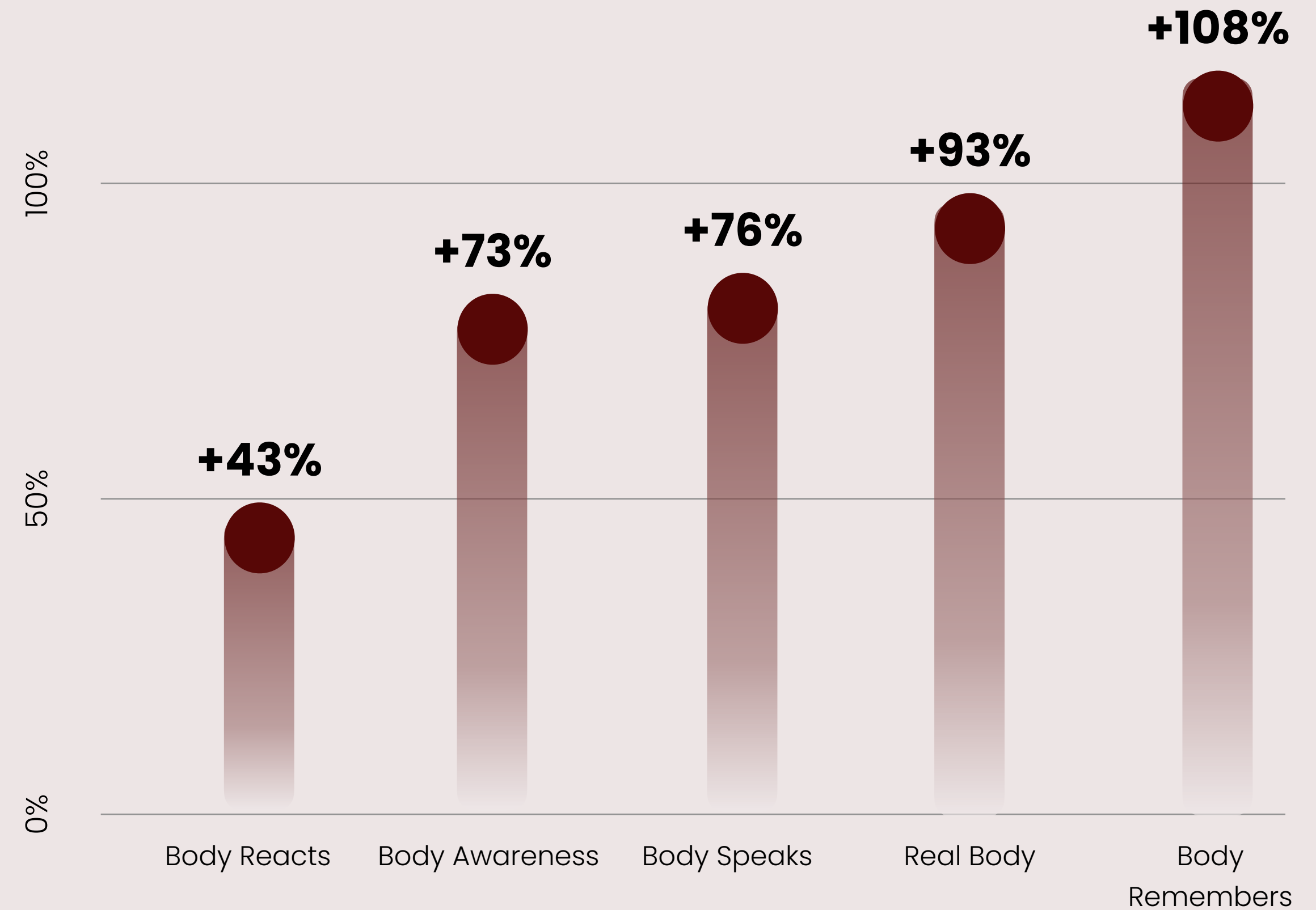
Coperni: C+ Capsule

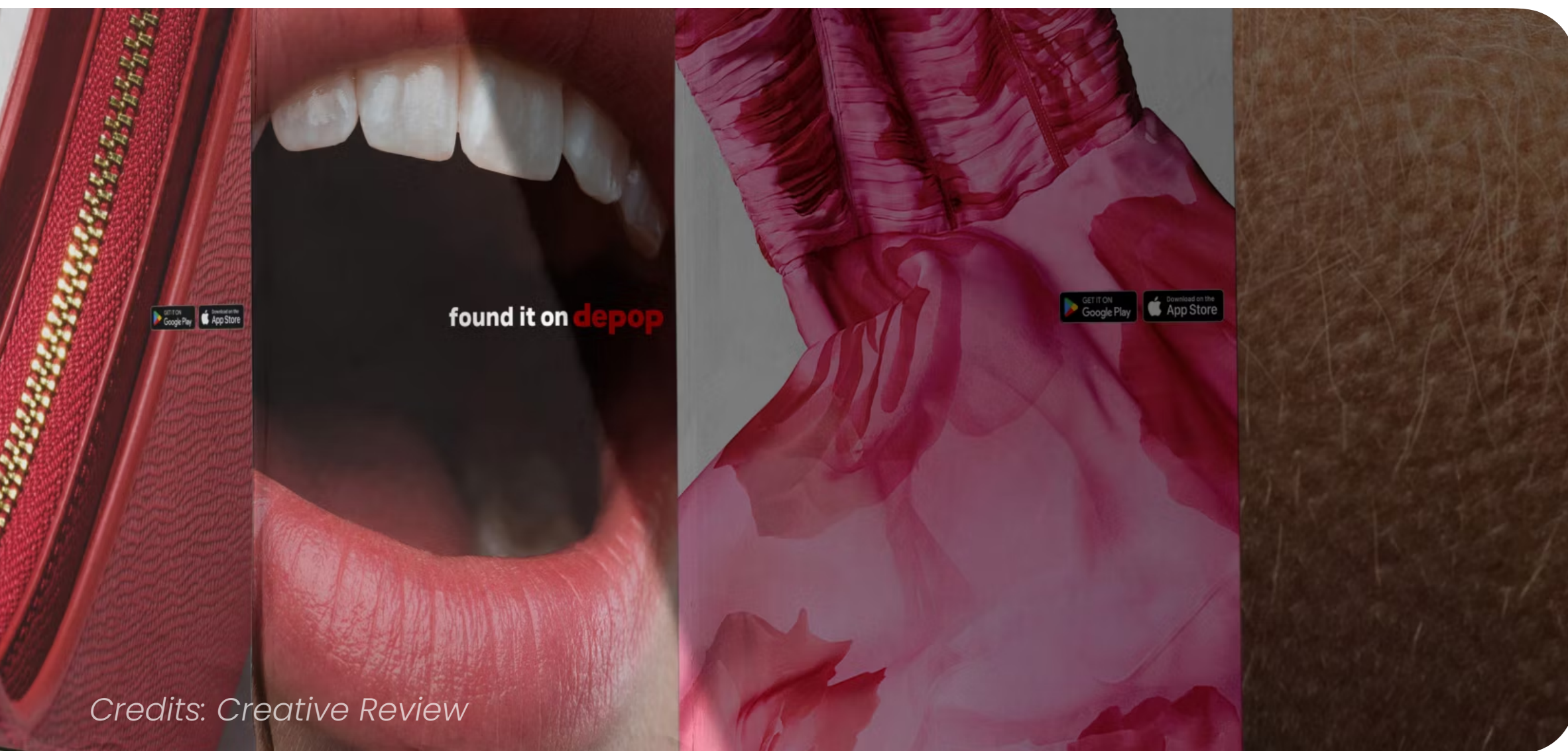
The Coperni brand's innovative C+ line just made its runway debut. **While other brands expand into the beauty category, Coperni is blurring the lines between fashion and skincare with its new C+ line of "Carewear" clothing.** "We are rethinking the connection between clothing and the body. Beyond covering, protecting or expressing, garments can now care for, nourish, and support the body where it feels most alive. That vision gave birth to carewear: a new category of clothing with a new role to play," designers Arnaud Vaillant and Sébastien Meyer say in a press release. Infused with probiotics and prebiotics, the garments release beneficial bacteria through heat and motion, helping to balance the skin's microbiome and enhance skin natural glow.

Somatic Intelligence: Nonverbal Truths

As digital voices multiply, the human body has reclaimed its role as the ultimate source of authenticity. Once used to project desire or perfection, it now illustrates truth — raw, emotional, and real. Skin, breath, and movement have become new narrative tools, conveying what words can't.

Across culture and communication, the body speaks a language beyond language: it reacts, remembers, and reveals. Brands and creators are learning to tell stories not through slogans, but through gestures, proximity, and emotions made visible.





Credits: Creative Review

NONVERBAL TRUTHS

Depop: Found it on Depop

The latest campaign from the community-powered circular fashion app introduces the concept of 'Depopamine', a term intended to encapsulate the rush of euphoria that comes with finding the perfect item on Depop. The campaign is built around a series of visceral images — appearing as billboards, fly posters, or painted on shopfront shutters — **depicting extreme close-ups of human reactions to various pieces of clothing. A wide, excited eye, a goosebumped arm, and a mouth frozen mid-gasp sit alongside shots of a red leather handbag.** The minimalist strapline 'found it on Depop' floats subtly in each ad, letting the visuals do most of the talking.



Credits: Design Taxi

NONVERBAL TRUTHS

IKEA: Wherever Life Goes

IKEA's new *Wherever Life Goes* campaign in Sweden captures those unpredictable turns — breakups, makeups, babies, hobbies — anchoring the little moments that make abodes feel lived-in. The campaign positions the humble price tag as a kind of narrator, witnessing life's transitions from the mundane to the momentous. **Instead of glossy product shots, the campaign's imagery leans into emotion and body realism: a close-up of tears, a kiss, or an ultrasound image of a baby is enough to contextualise what life might bring next.**

Somatic Intelligence: Insights to Action

01

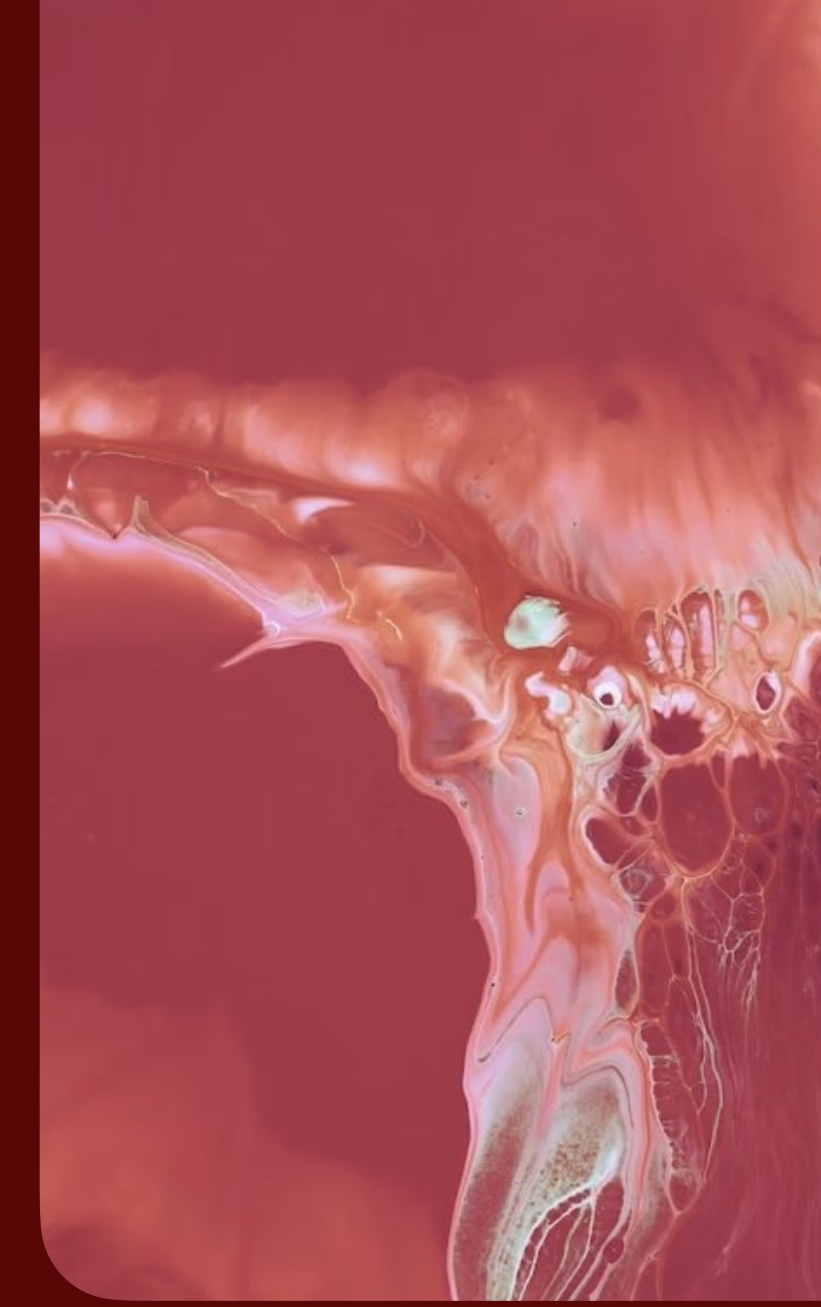
As the skin, the nerves, and the gut are reclaiming authority over what feels authentic, **brands need to replace overproduced storytelling with somatic cues** – warmth, movement, rhythm, proximity – that transmit truth faster than language.

02

Brands must recognise the cultural shift from human-centric design – built around usability, empathy, and comfort – to a body-centric paradigm, where the goal is to help people feel themselves again and quite literally re-inhabit their bodies.

03

As cognitive trust erodes in the age of AI, the body becomes the new decision-maker. **Products and experiences will need to speak to physiology as much as psychology** – designed for an instinctive, primal response before they ever reach the rational mind.





Somatic Intelligence

Actionable Insights per Industry

FASHION & ACCESSORIES

Fashion is evolving from surface to substance and from self-expression to self-regulation. It's no longer just about how clothes look, but about how they affect the body on a physiological level.

BRANDING & ADVERTISING

Campaigns should reach audiences beneath conscious thought — through rhythm, tactility, and visual persistence that imprint on the senses rather than rely on logical persuasion.

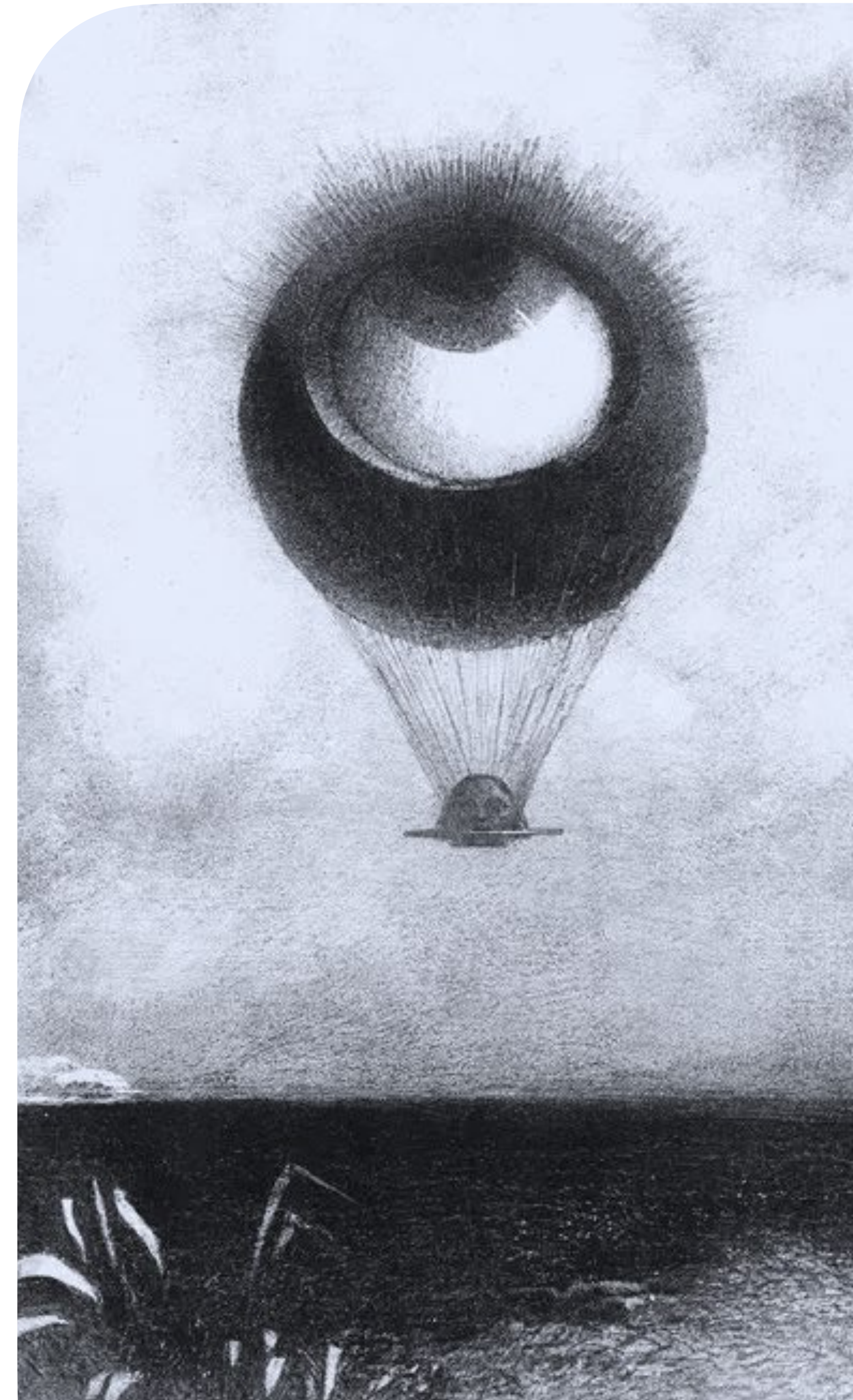
FOOD & BEVERAGE

The next frontier of flavour is sensory orchestration, where texture, temperature, and tactility matter as much as ingredients. From packaging to plating, **brands must design for how food feels — recognising that taste now begins long before it reaches the tongue.**

02

Subtext Literacy

In an environment of total algorithmic optimisation and instant answers, consumers are afflicted by meaning fatigue – the exhaustion that comes when every question is immediately resolved. As frictionless messaging turns into a commodity, attention drifts towards ambiguity: cryptic aesthetics, non-linear systems, unfinished narratives. The goal is no longer finding the answer, but feeling the effort of unlocking it. In this new paradigm of attention, focus shifts from ease to nuance, and the richest signal is what stays unsaid and demands interpretation.

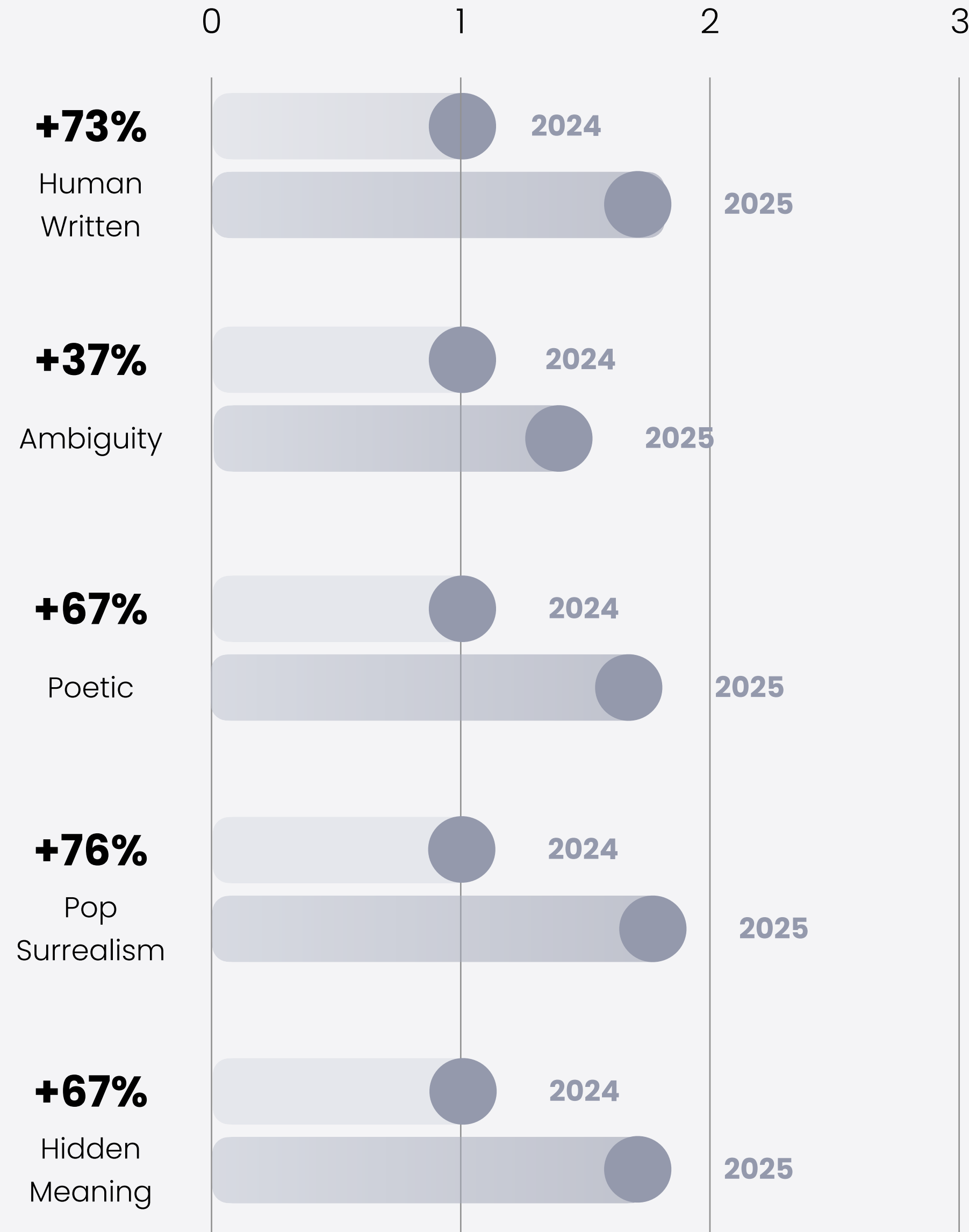


What is changing?

As artificial intelligence gets better at producing clarity, efficiency, and literalness, **humans are instinctively retreating into what algorithms still can't replicate**: emotion, ambiguity, intuition, and contradiction.

From poetic aesthetics and pop surrealism to hidden meaning, **consumers are gravitating toward experiences that feel layered, human, and open to interpretation.**

Across visual culture, language, and design, **the poetic and the surreal are replacing the literal.** The focus is shifting from explaining to evoking, turning storytelling into a space for interpretation rather than instruction.



Subtext Literacy



32%

OF PREDICTED GROWTH NEXT 12 MONTHS

2023

2024

2025

2026

Subtext Literacy

The Data Behind

01

Subtext Literacy resonates across age groups, with Gen Z driving the highest levels of engagement.

02

This trend will be seen across many industries, with the top three in particular being Art & Design, Packaging & Graphics and Architecture & Spaces.

03

From hidden meanings and shifting visuals to poetic and melancholic tones, consumers are gravitating towards expressions that resist instant comprehension. Beauty now lies in ambiguity and in the quiet satisfaction of discovering the depth beneath the surface.

CONCEPTS & TAGS

Hidden Meaning Behind

Lenticular

Poetic Forms

Hauntingly Beautiful

TOP INDUSTRIES

Art & Design

Packaging &
Graphics

Architecture & Spaces

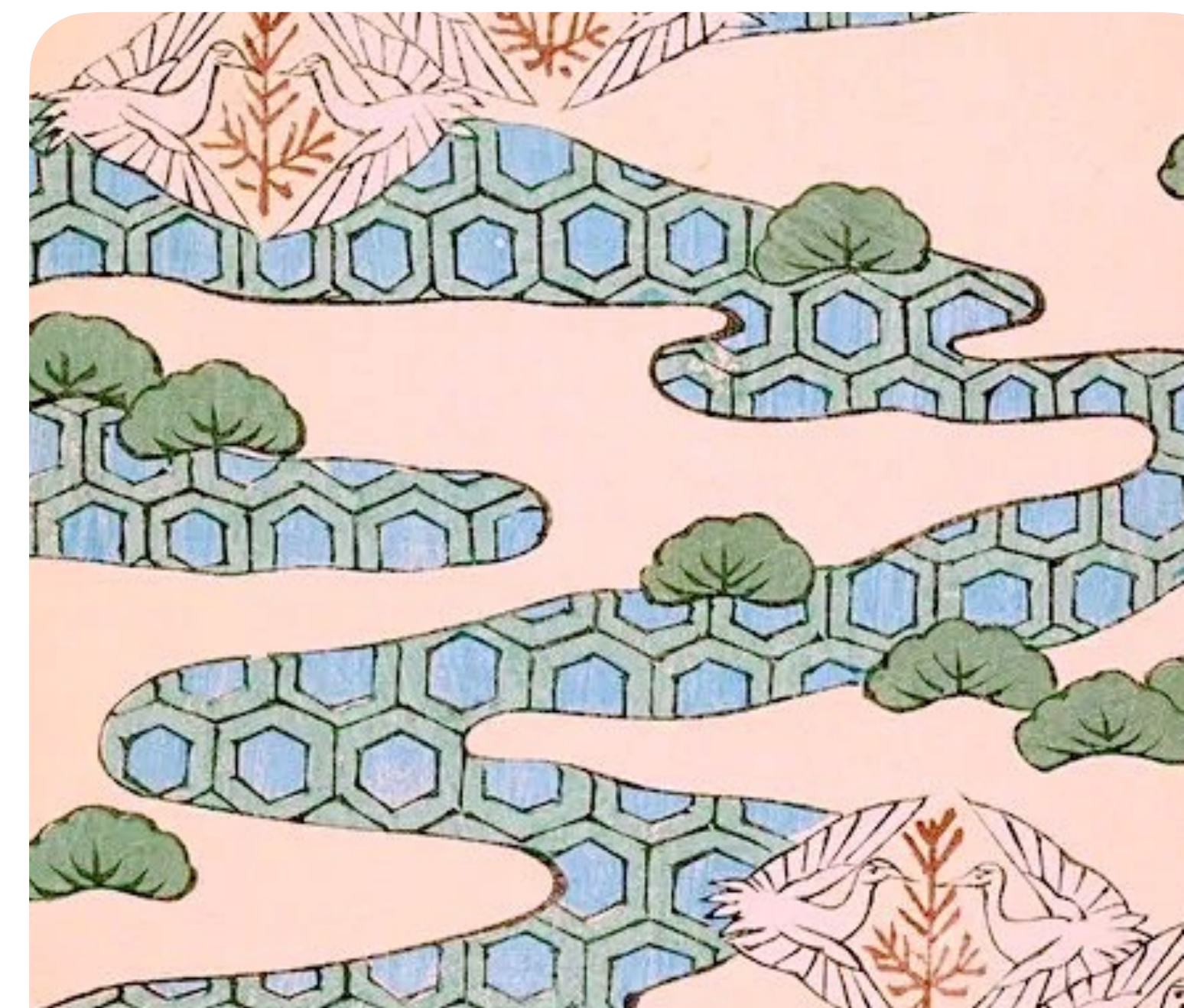
DEMOGRAPHICS

Gen Z

Millennials

Gen X

Seniors

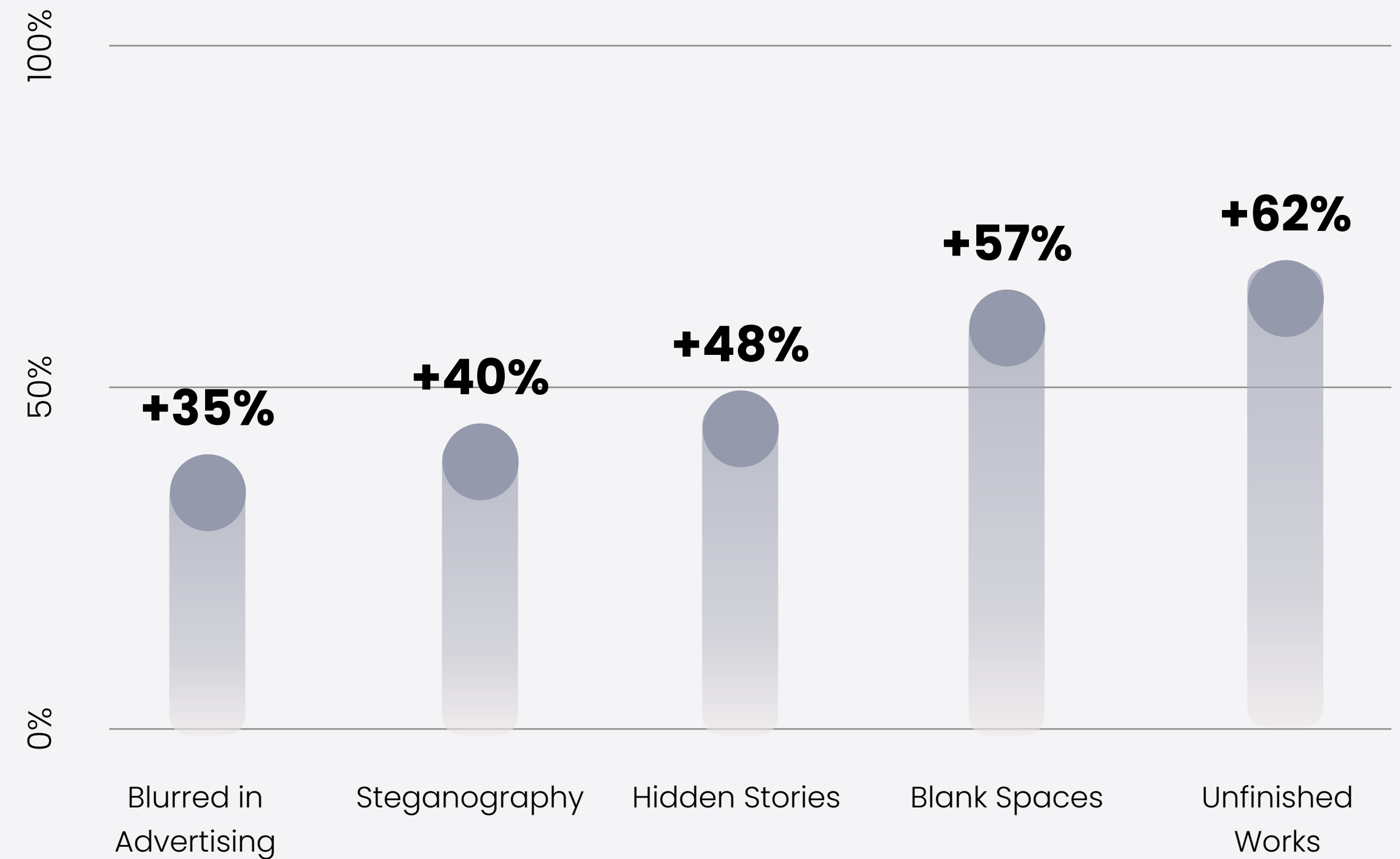


Subtext Literacy:

Curated Ambiguity

As communication becomes frictionless and hyper-optimised, our attention drifts towards that which resists immediate understanding. This **return to ambiguity — the appetite for coded aesthetics, minimal messaging, unfinished narratives** — is a rebellion against algorithmic predictability.

In this scenario, ambiguity becomes gratifying and meaning shifts from being delivered to being discovered. The new premium lies in nuance: **the satisfaction of reading between the lines where the unsaid becomes the ultimate form of engagement.**





Credits: Marketing Dive

CURATED AMBIGUITY

Unilever x Emily Zugay

Axe released a can designed with Emily Zugay, the TikTok-viral graphic designer known for deadpan humor and absurdist logo redesigns. The collaboration yielded a limited-edition can: stark white, marked only by a single clip-art-style axe. There's almost no copy — just the image — so the signal is the gap: is it parody, premium minimalism, or both? **By combining minimum-message packaging with a meme-to-merch pipeline and a tiny visual cue, Axe lets consumers finish the meaning and feel ownership of it.** The brand deliberately renounces text, treats the logo as a standalone cue, and leans into playfulness, turning the packaging into a wink rather than a lecture.



Credits: Superfuture

CURATED AMBIGUITY

Donut of Curiosity

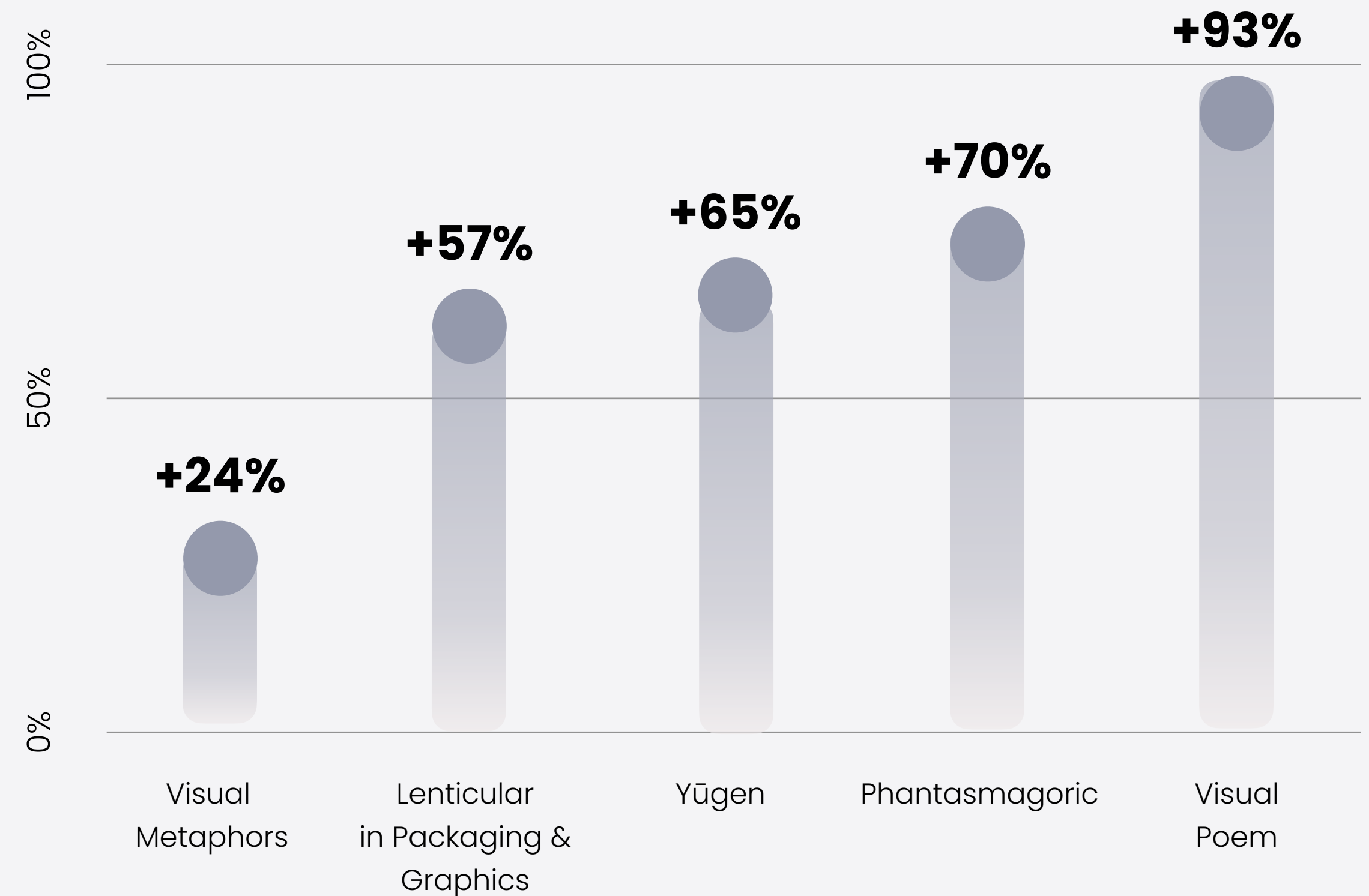
Donut of Curiosity is an artisanal doughnut shop recently opened in Jakarta. The interior design is anchored by a striking oversized kneaded dough form in concrete, which not only beckons donut aficionados but also signals the store's out-of-the-box approach. By removing all signage and text, the space invites interpretation rather than instruction. **The sculptural "dough" becomes both the logo and interface, asking visitors to decode how to interact with it. Even the menu is sculptural;** doughnut options are presented as small objects on the central form, and ordering happens through a single porthole in the structure.

Subtext Literacy:

Poetic Engagement

As AI and algorithms cultivate ever greater clarity, nuance and emotion are emerging as the new frontier of differentiation — and poetry is becoming a strategy for human engagement. Consumers are turning away from linear narratives and prescriptive taglines towards atmospheres, moods, and sensory cues — and brands are following suit.

In this landscape, consumers are beginning to value **emotional interpretation over information**. For brands, this means mastering the subtle interplay between what is said and what is sensed.





Credits: Designmilk

POETIC ENGAGEMENT

Poetry Camera

The Poetry Camera has a lens, and a shutter button, and it prints out stuff — but unlike a Polaroid that prints pictures out on film, **the Poetry Camera captures a scene, identifies its elements, and then uses AI to make a beautiful poem based on what the camera clicked.**

Instead of composing powerful visuals by framing your shot perfectly the way a photographer does, you're invited to click photos of subjects that make for great poetry. Rather than framing the perfect photograph, users are invited to frame emotion and meaning. A candid moment with a friend, a squirrel holding an acorn, a child in a bright hat — each becomes a brief verse instead of a snapshot. The result is a machine that transforms visual capture into literary reflection, trading instant imagery for instant introspection.



Credits: Outpump

POETIC ENGAGEMENT

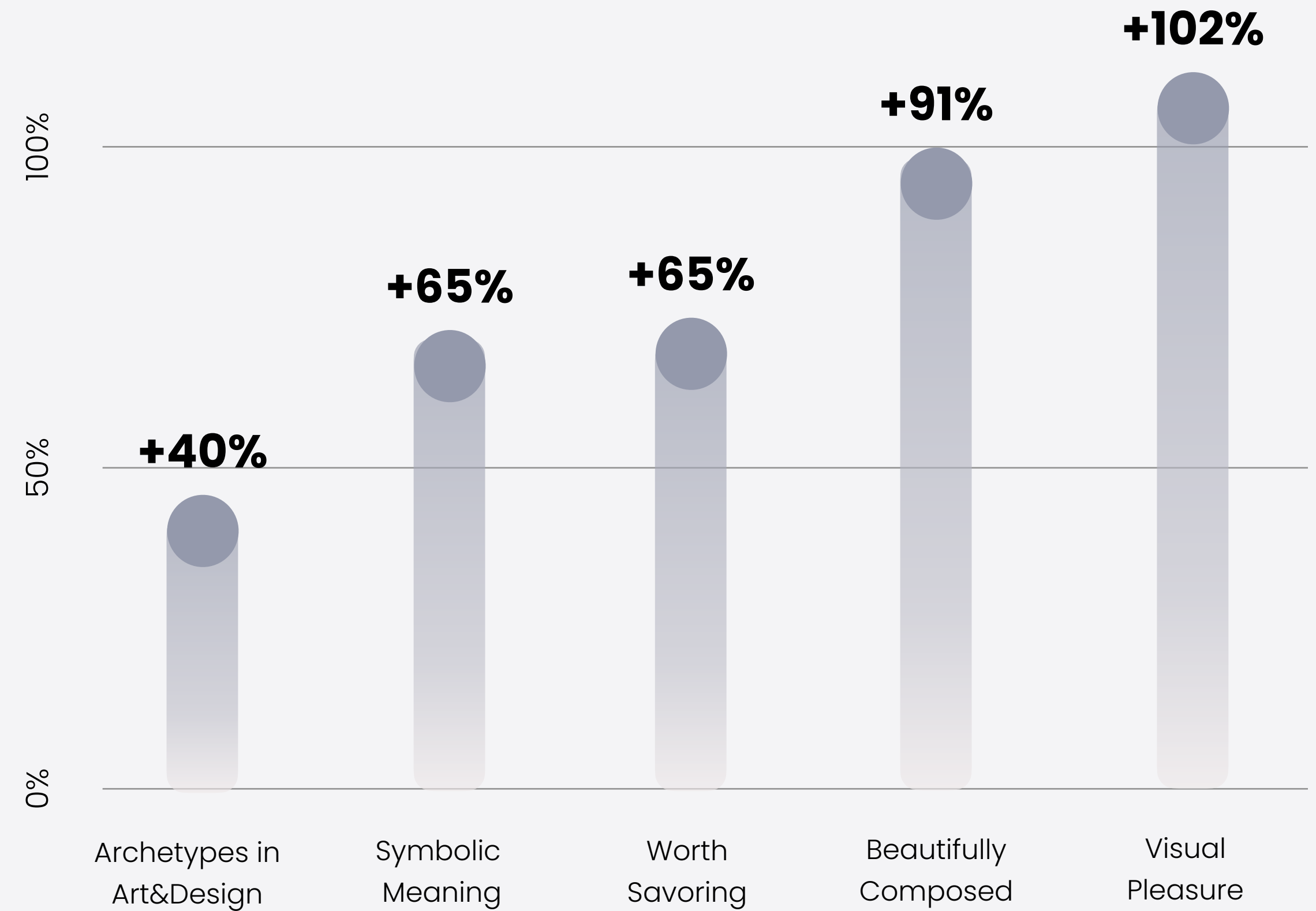
Nike: Air Force 1 Low LX

Nike's reinterpretation of the Air Force 1 Low LX turns design into poetry in motion. The sneaker features a removable outer layer that mimics the look and texture of autumn leaves, gradually revealing new tones beneath as it peels away — a tactile reflection on change, impermanence, and renewal. This transformation elevates the shoe from a performance object to a narrative one — less about speed or status, and more about feeling time. **The design invites wearers to participate in a slow, evolving story, where material becomes metaphor.** It's a subtle yet powerful example of poetic engagement: a product that doesn't just symbolise transition, but lets you experience it.

Subtext Literacy: Culture Infusions

In a world constantly refined for speed, **depth has become the new disruption**. As immediacy saturates the marketplace, consumers are rediscovering the slow burn of good culture. **Literature, art, and design — once confined to galleries and bookshelves — are quietly infiltrating everyday consumption.**

In this scenario, the challenge is no longer to win attention but to sustain it — to create work that invites reflection rather than reaction. By drawing on poetry, philosophy, and narrative depth, brands can infuse their products with a lasting emotional and cultural resonance.





Credits: Dieline

CULTURE INFUSIONS

Beak Brewery x Faber & Faber

In a product category built for quick consumption, Beak Brewery introduces an unexpected act of depth. Founded by food and drink writer Daniel Tapper in Lewes, East Sussex, the brewery has partnered with legendary publisher Faber & Faber to create a beer that reads as much as it drinks. Their latest collaboration features author Lally MacBeth and her book *The Lost Folk*. **The beer packaging includes not only imagery inspired by MacBeth's folkloric storytelling but also a full 1,000-word excerpt printed directly on the can – transforming a disposable object into a tactile literary encounter.**



Credits: Grazia Magazine

CULTURE INFUSIONS

Miu Miu x Steven Meisel

In an era dominated by glossy hyperrealism and logo-saturated imagery, Miu Miu's S/S 2025 leather goods campaign offers a quiet counterpoint — a study in restraint and artistry. Starring Gigi Hadid and photographed by Steven Meisel, **the campaign blurs the line between fashion photography and fine art, evoking the soft brushwork and compositional poise of early 20th-century portraiture.** Each image presents Hadid with a painterly texture that transforms the Wander and Arcadie suede handbags from accessories into living still lifes. The portraits, digitally hand-painted to mimic classical oil techniques, prove that in the age of automation and excess, depth has become the new form of power.

Subtext Literacy: Insights to Action

01

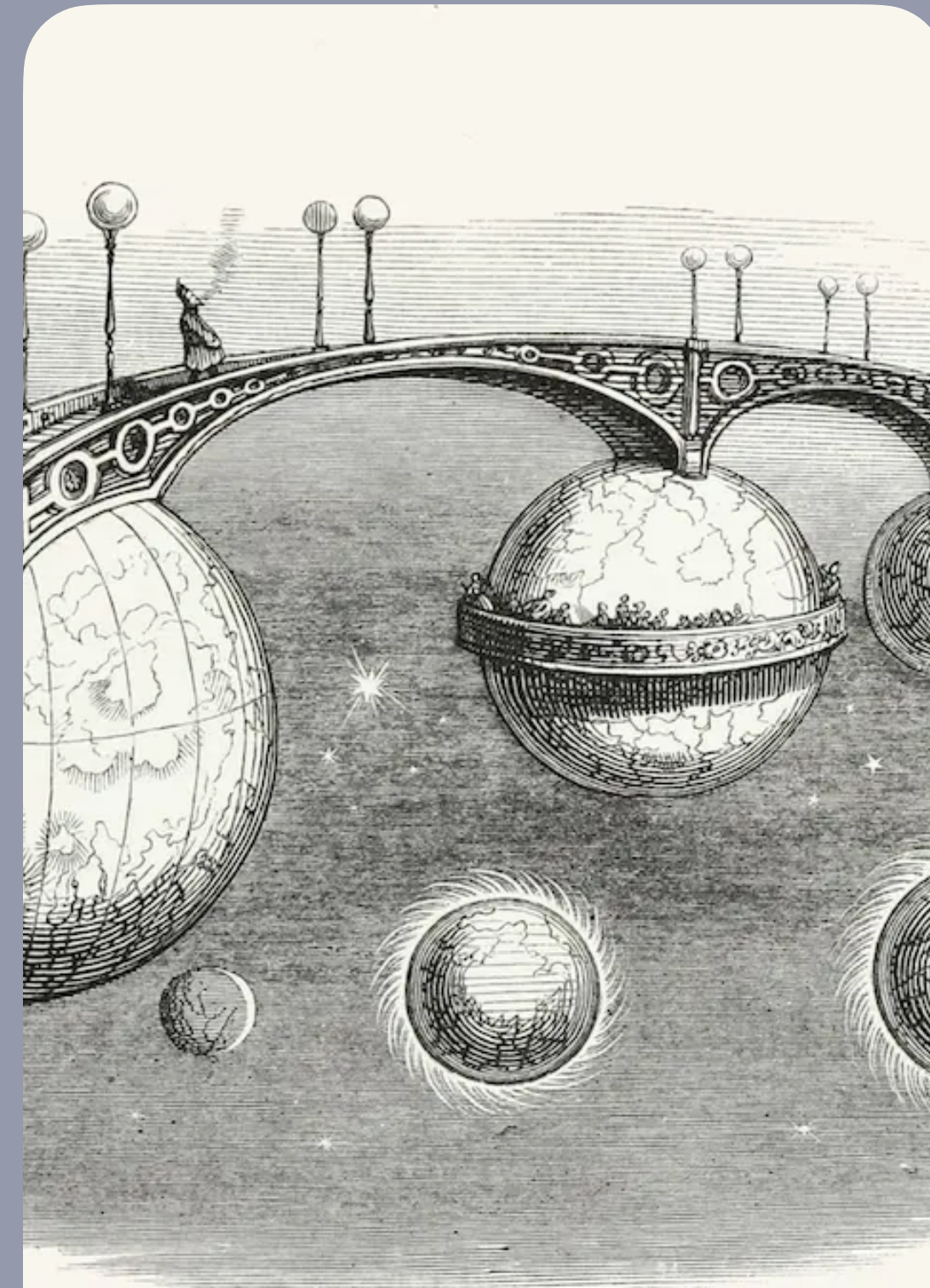
Consumers' gratification now comes from piecing things together, decoding signals, and feeling the satisfaction of personal discovery — **where understanding isn't given, but earned.**

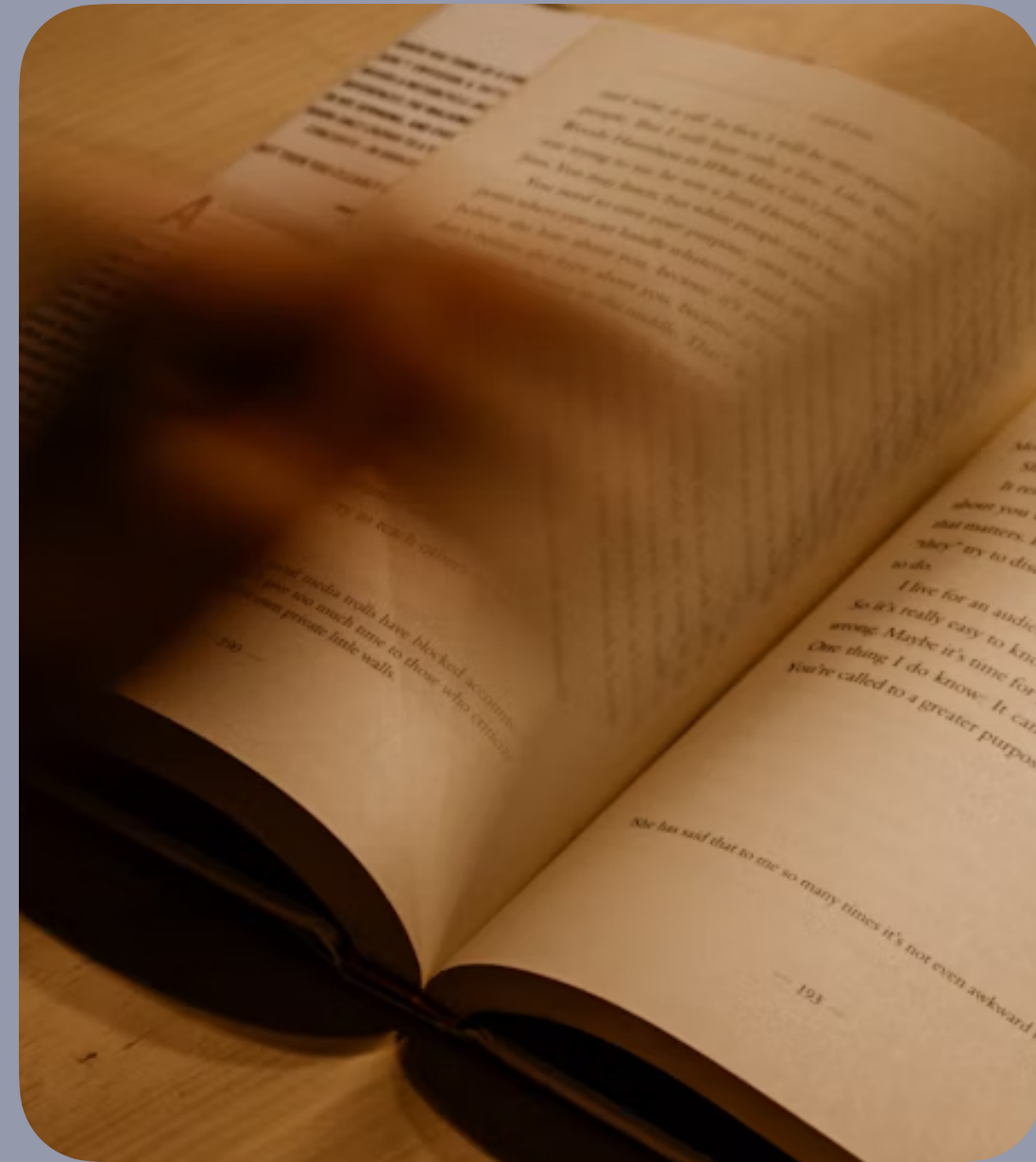
02

Rational communication is giving way to poetic thinking, where emotion, texture, and atmosphere carry more meaning than words themselves.

03

Consumers are curating depth as an antidote to immediacy. By weaving in poetry and symbolism, they are self-regulating — choosing products, aesthetics, and experiences that invite reflection rather than reaction.





Subtext Literacy

Actionable Insights per Industry

ART & DESIGN

The goal is no longer instant recognition but sustained engagement — crafting pieces that invite audiences to linger, interpret, and complete the narrative themselves.

PACKAGING & GRAPHICS

Instead of crowding the space with big claims or colour noise, brands are experimenting with reduction — hidden cues, minimal messaging, poetic copy, or deliberate blankness that invites interpretation.

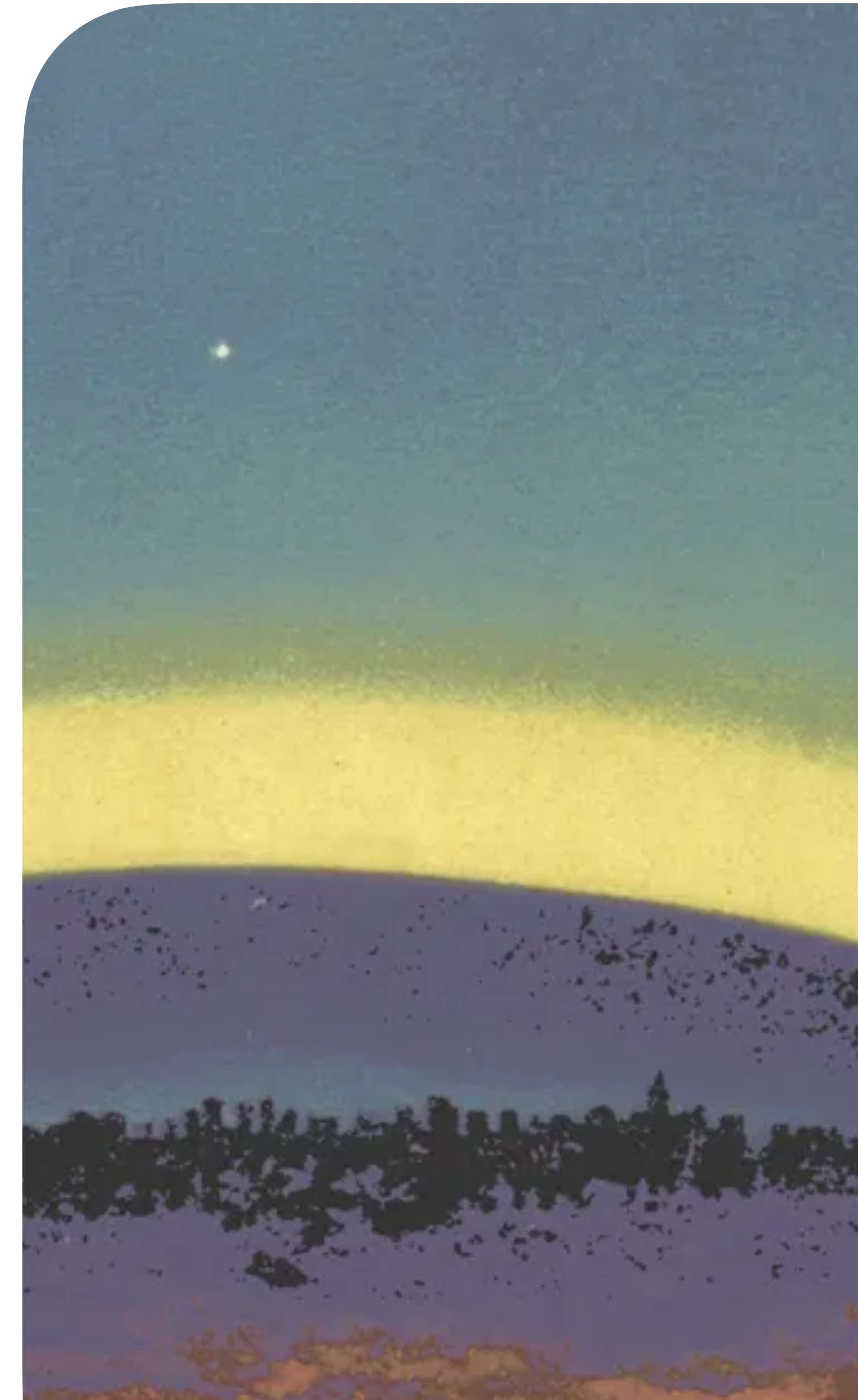
ARCHITECTURE & SPACES

Designers are embracing ambiguity, symbolism, and narrative cues to create environments that invite curiosity. In this paradigm, a space's success is measured less by efficiency and more by how long it holds attention, how deeply it's interpreted.

03

Chrono Cultures

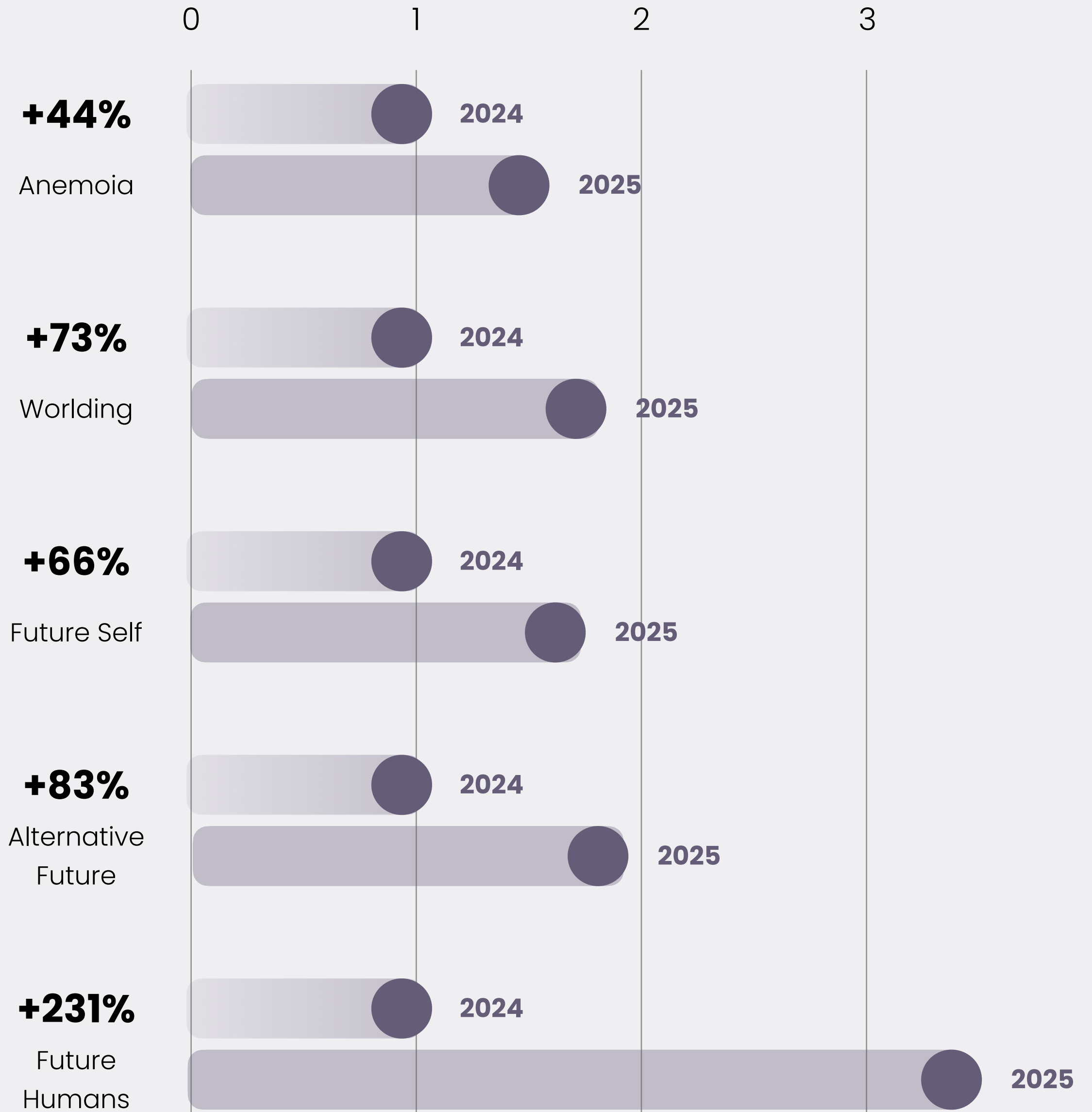
In response to global volatility, consumers are rehearsing alternative pasts, inhabiting imagined futures, and treating products as temporal investments that anchor them across decades. Time is no longer viewed as a scarce resource to be optimised for convenience, but as a narrative material – a design space for identity, legacy, and emotional resistance. This means the value of an experience or object shifts entirely to its time horizon: it is not about what you own or buy now, but how an item embeds itself in the cycles of past and future.



What is changing?

Consumers are cultivating a new kind of imagination – one that operates through time. **They move fluidly across eras, nostalgic for moments they never lived and rehearsing futures that have not yet arrived.** The past, present, and future no longer exist as separate stages but as interchangeable materials for constructing identity.

At the same time, the future has become a space of identity experimentation – a place to project, prototype, and rehearse new versions of the self. This **expansion of temporal consciousness signals a shift from time as sequence to time as texture.** Consumers are no longer simply moving forward; they are layering, remixing, and looping through moments to construct meaning.



Chrono Cultures



19%

OF PREDICTED GROWTH NEXT 12 MONTHS

2023

2024

2025

2026

Chrono Cultures

The Data Behind

01

The Chrono Cultures trend shows that Gen Z and Millennials are driving the highest levels of engagement.

02

This trend will be seen across many industries, with the top three in particular being Financial, Beauty & Cosmetics and Media & Entertainment.

03

Consumers speak of preserving moments, passing meaning forward, and reclaiming a sense of true time in an accelerated world. The tone is nostalgic yet inventive — treating memory as material and the future as something to be crafted.

CONCEPTS & TAGS

Time Capsules

True Time

Future Heirlooms

Time Travels

TOP INDUSTRIES

Financial

Beauty &
Cosmetics

Media & Entertainment

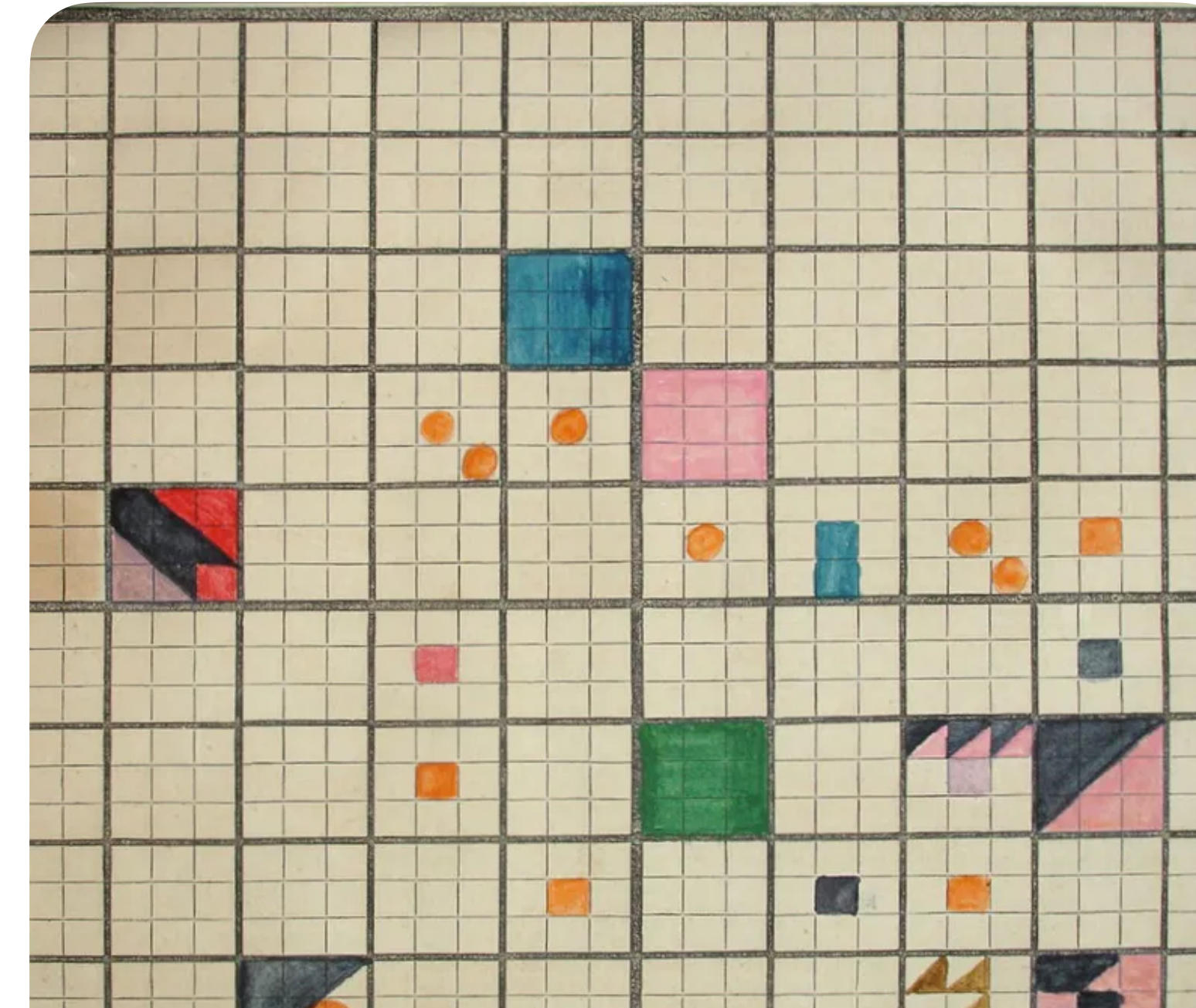
DEMOGRAPHICS

Gen Z

Millennials

Gen X

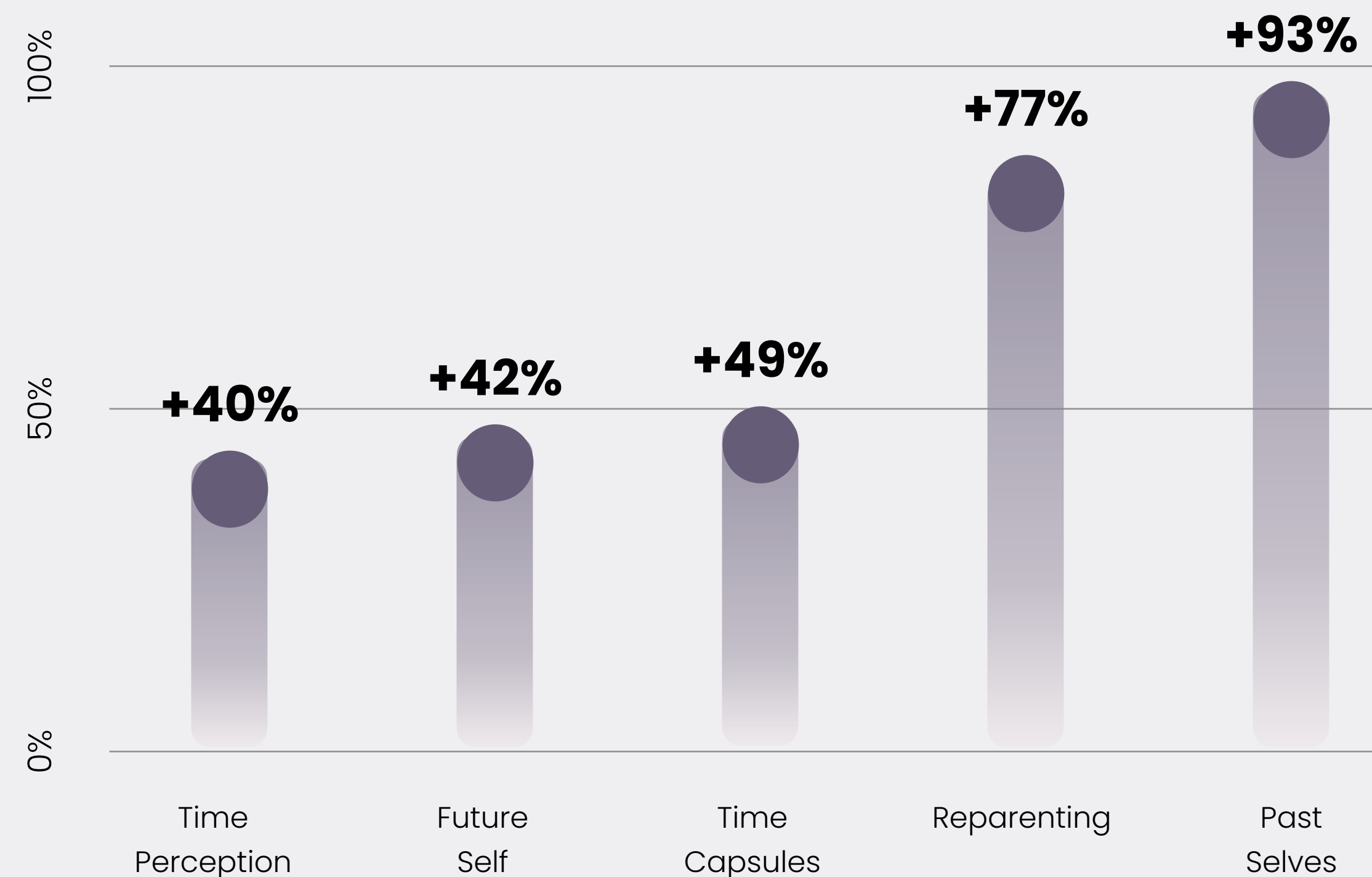
Seniors



Chrono Cultures: Lifetimes Layering

Consumers are no longer moving linearly through time. Instead of treating past, present, and future as fixed stages, they're curating them — revisiting, remixing, and rehearsing them as part of identity work. **From reparenting movements to future-building, identity is no longer a straight line but a layered timeline that is constantly being rewritten.**

For brands, this means abandoning linear storytelling — the old arc from heritage to innovation — and learning to speak in temporal simultaneity. They must **become fluent in helping consumers anchor, reconcile, and reimagine across multiple selves: the one they were, the one they are, and the one they're becoming.**





Credits: Lbbonline

LIFETIMES LAYERING

Monzo: The Book Nook

The Book Nook is Monzo's first-ever physical space — a pop-up bookshop in Soho created by the mobile banking brand. New research by Monzo revealed that over **half of Brits wish they had been taught more about managing money earlier in life. For many, the root cause of financial anxiety lies in never having been taught the basics of money in a way that feels relevant or achievable.** To tackle that anxiety, Monzo has launched a jargon-free ***The Book of Money* with 8,000 personalised and unique covers available in-store — each one reflecting a different consumer relationship with money.** By turning finance into storytelling, Monzo transforms money from something to manage into something to understand across time — past lessons, present habits, and future goals.



Credits: Midwest Radio

LIFETIMES LAYERING

An Post: Letter to my Future Self

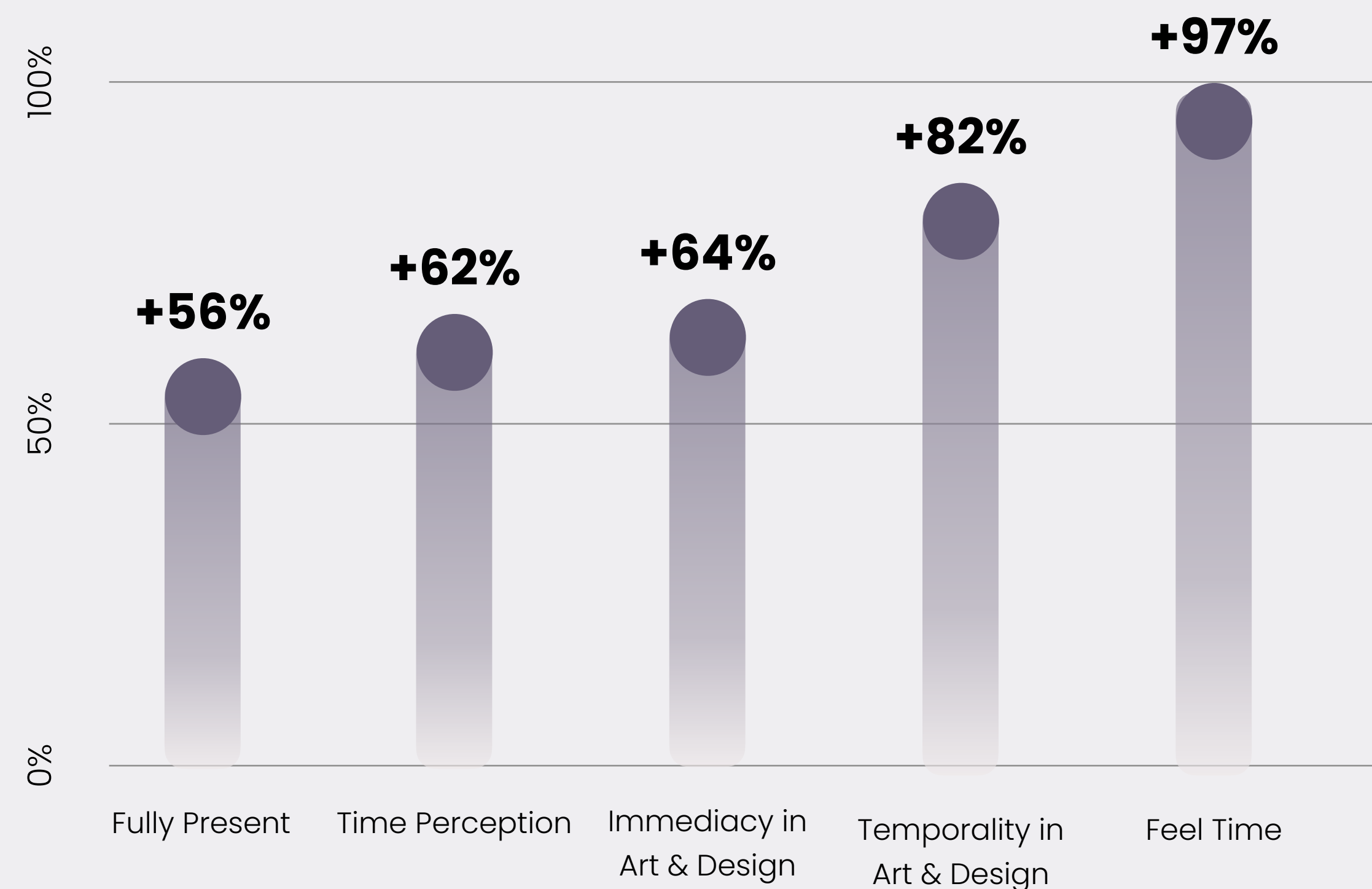
In April 2025, Irish postal service provider An Post invited people across Ireland to step briefly outside the present. Through its *Letter to My Future Self* campaign, anyone could write a letter capturing their hopes, doubts, and plans for the year ahead – and in May 2026, An Post will deliver those same letters back to their authors, free of charge. The initiative transforms a simple act of correspondence into a moment of temporal reflection – making time tangible and personal again, in an age of instant everything.

Chrono Cultures:

Temporal Cognition

As culture moves past the obsession with speed, a new curiosity emerges — not about how much time we have, but how we feel it. **Consumers are experimenting with ways to alter, stretch, and reframe their perception of duration.**

This shift reframes time as an experiential material — something to be bent or deepened through sensory design. It's no longer about saving minutes but transforming how a minute feels. For brands, the opportunity lies in shaping temporal cognition itself: **designing experiences that alter rhythm, anticipation, and awareness, turning the perception of time into an emotional experience.**





Credits: Globetrender

TEMPORAL COGNITION

Koyia: Forest Store

Swedish scent company Koyia has opened a fully automated store deep in a forest accessible only by GPS coordinates. The unmanned space operates on an unusual payment system where "time is the only currency", with visitors spending 599 seconds inside rather than using money. Customers scan their phone to start a countdown, and when the time elapses, the system automatically provides access to a scent oil. Products that normally cost 599 Swedish kronor online instead cost roughly 10 minutes of presence, creating a direct time-to-money exchange rate. The company frames the project as a "prototype for the store of the new age," testing whether retail spaces can create value through presence and experience rather than immediate transaction.



Credits: Design Taxi

TEMPORAL COGNITION

Disney+ EDGEØFYØR Seat

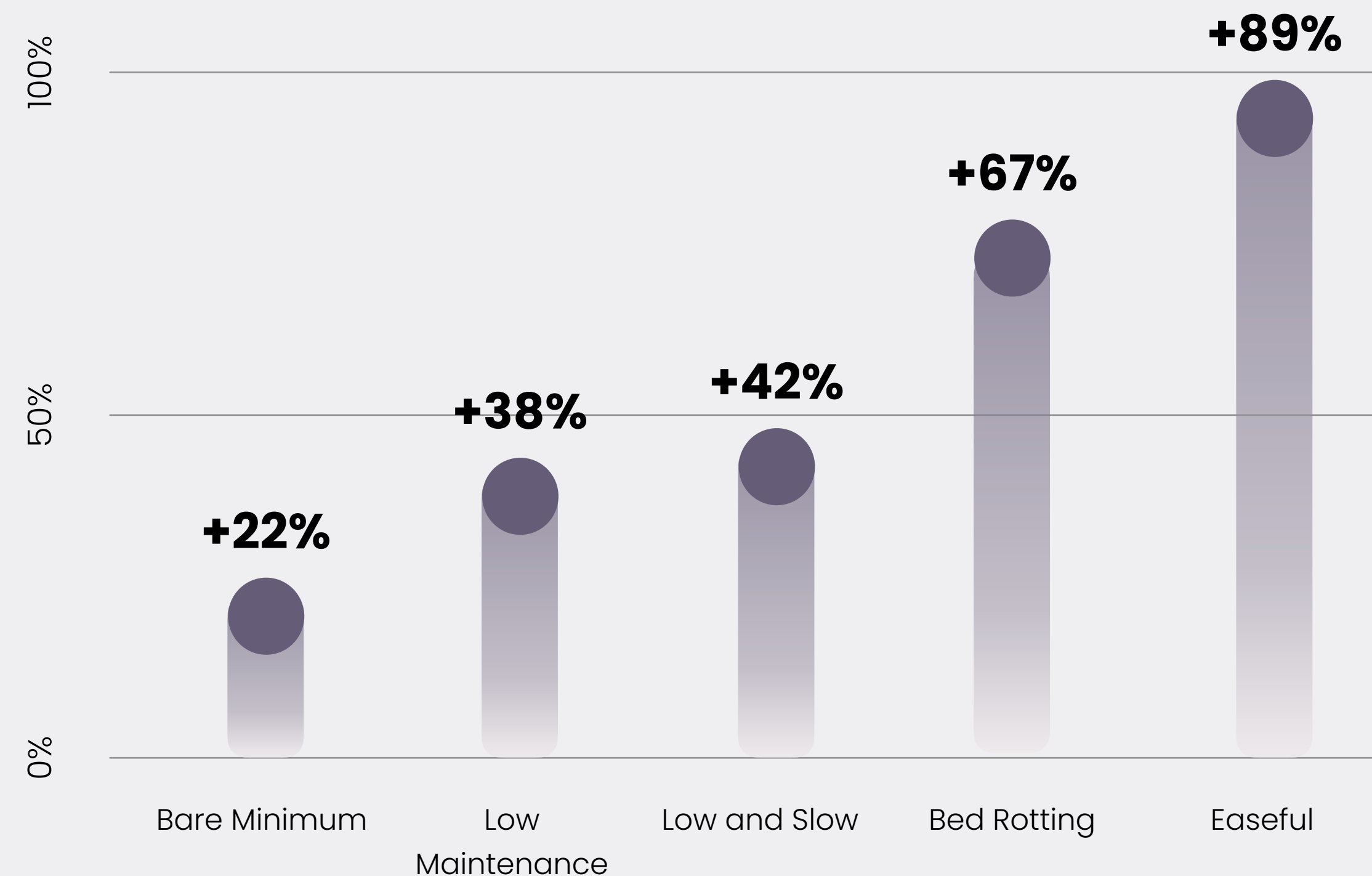
Disney+'s EDGEØFYØR Seat is designed to use physical discomfort as a tool to manipulate psychological tension. The mutilated chair – with 80% of its seat removed – forces users to perch on the edge, becoming an embodied metaphor for the thrill of suspense. Here, discomfort stretches time, amplifying anticipation and focus. By turning unease into engagement, Disney+ transforms passive watching into an active state of heightened temporal awareness – an experiment in how physical experience can reshape narrative time.

Chrono Cultures:

Post Effort Ethos

After years of glorifying hustle and optimisation, effort has lost its moral status. Consumers no longer want to prove their devotion to self-improvement; instead, they're drawn to new markers of success — ease and low-maintenance. In the old paradigm, time was a means to an end — something to be maximised, spent, or traded for achievement. **Now, time itself has become the end goal: something to be protected, savoured, or even joyfully wasted. As consumers feel free to waste their time, time becomes truly their own.**

To stay relevant in this scenario, brands will need to unlearn the old logic of time trading and instead design for time freedom: products, experiences, and narratives that create emotional spaciousness rather than just efficiency or convenience.





Credits: Hypebae



POST EFFORT ETHOS

Lazy Skincare

Lazy Skincare is the new skincare brand that breaks with conventional skincare marketing language based on effort and consistency. **In a category built on discipline and multi-step routines, the brand rejects the cult of consistency and celebrates the art of doing less.** Its message — *“At Lazy, science stays busy, so you can stay lazy”* — flips the logic of self-optimisation, turning laziness into a new form of sophistication. **The disruption goes beyond product claims. Visually, Lazy Skincare breaks the polished codes of beauty: models lounge in half-buttoned shirts, rooms are messy, poses are unposed.** It speaks to consumers who no longer see convenience as a shortcut to doing more, but as a quiet permission to do nothing at all.



Credits: Gizmochina

POST EFFORT ETHOS

Haier: Three-Tub Washing Machine

Chinese home appliance brand Haier has launched what it calls “the world’s first washing machine designed specifically for lazy customers” – the Leader Three-Tub Washing Machine. Its standout feature is a unique three-tub design that allows users to wash different types of clothes simultaneously. The main drum handles standard laundry, while two smaller, laundromat-style tubs are meant for socks, underwear, and other small items. **What could have been framed as pure efficiency becomes something subtler – a design that removes friction and guilt from domestic labor.** By collapsing multiple tasks into one effortless cycle, Haier positions “doing less” not as neglect but as a form of intelligence. A full load in 22 minutes becomes a statement of time liberation rather than optimisation.



Chrono Cultures: Insights to Action

01
Brand relevance now depends on understanding the consumer not as a static target, but as a continuum — someone shaped by their past experiences, present choices, and imagined futures.

02
With time becoming an emotional material, innovation lies in altering perception — not acceleration. By modulating rhythm, anticipation, and presence, brands can craft experiences that make consumers feel time differently.

03
Effort is losing its moral weight. Once defined by discipline and control, categories from beauty to home appliances are now **redefining innovation as liberation — not a tool for doing more, but a way to feel free doing less.**





Chrono Cultures

Actionable Insights per Industry

FINANCIAL

Financial products that **connect past lessons, present habits, and future aspirations will resonate with consumers' sense of temporal imagination**, transforming finance into an act of self-continuity rather than control.

BEAUTY & COSMETICS

Beauty no longer rewards discipline but celebrates release. Designing products that promise freedom from upkeep — where innovation works so consumers don't have to — will be key.

MEDIA & ENTERTAINMENT

Entertainment is evolving from time-filler to time-shaper. The next creative frontier of entertainment brands will belong to those able choreograph time itself as an emotional experience.

See your future strategy

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Speak with our team!



ACKNOWLEDGEMENTS:

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