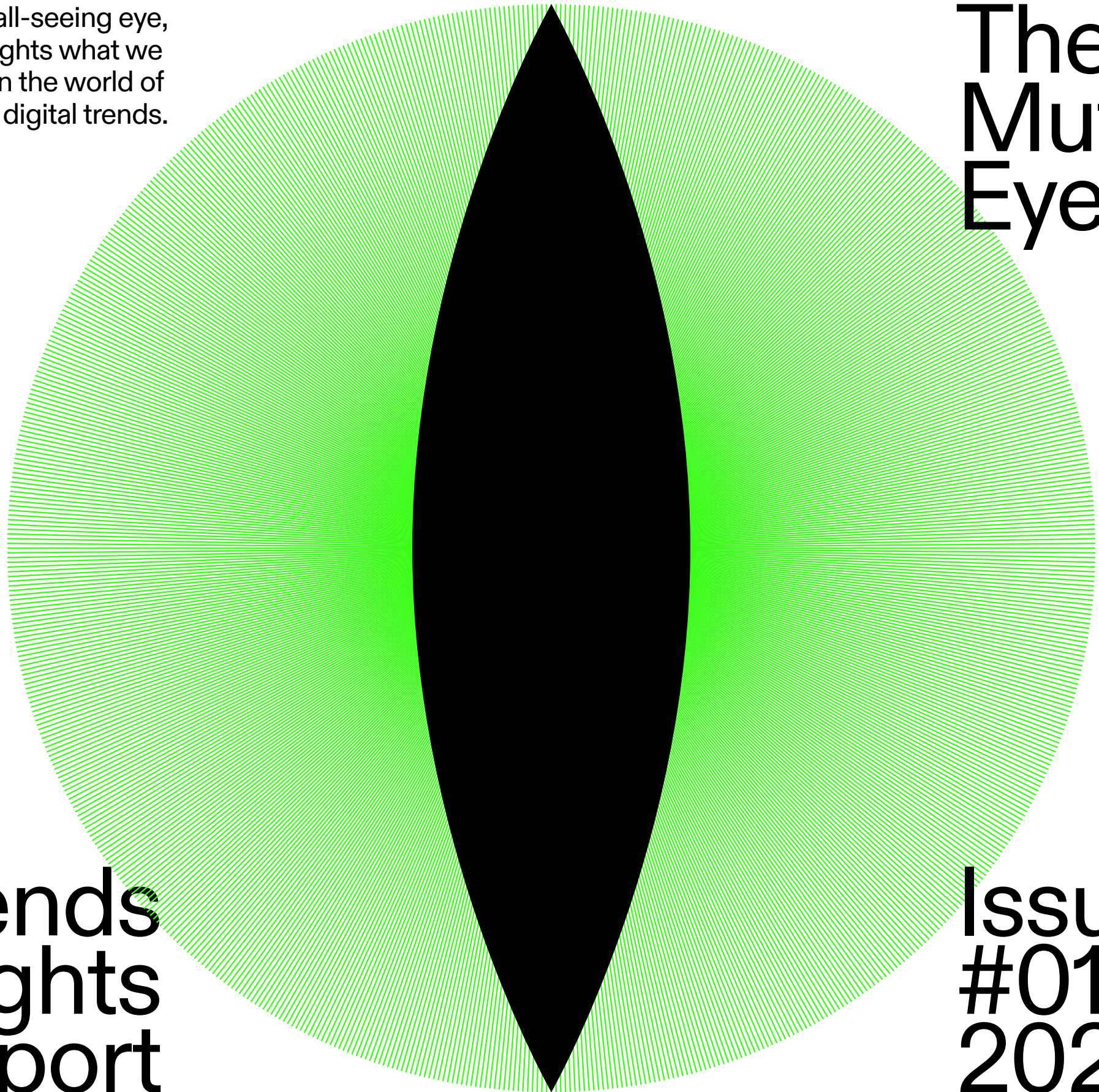


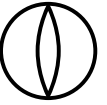
With our all-seeing eye,  
Mutant™ highlights what we  
are noticing in the world of  
culture and digital trends.

# The Mutant™ Eye

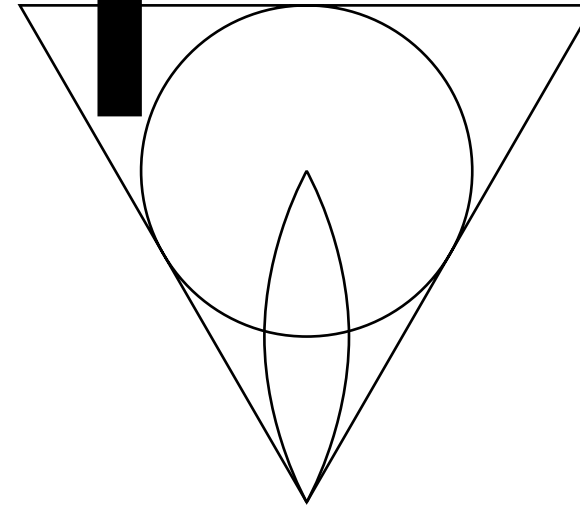


# Trends & Insights Report

# Issue #01 2024

**THE WORLD  
IS RAPIDLY CHANGING  
AROUND US. SO LET  
THE MUTANT™ EYE   
TREND REPORT BE  
YOUR ESSENTIAL GUIDE  
TO NAVIGATING THESE  
CULTURAL SHIFTS.  
LET IT INSPIRE YOU TO  
HARNESS THE POWER  
OF EMERGING TRENDS  
AND ENLIGHTEN YOUR  
PATH TO SUCCESS.**

# TOUCH THE GRASS



THE SOCIOLOGICAL PHENOMENON OF THIRD PLACES IS DESCRIBED AS “LOCATIONS THAT FACILITATE SOCIAL INTERACTION OUTSIDE OF THE PEOPLE YOU LIVE OR WORK WITH AND ENCOURAGE PUBLIC RELAXATION.”

WHILE IT'S EASY TO IMAGINE SUCH INTERACTIONS ONLINE, OUR CYBORG BRAINS ARE STARTING TO CRAVE IRL ADVENTURES. WHEN IT FEELS LIKE OUR BEST YEARS HAVE BEEN LOST TO COVID AND DOOMSCROLLING\* AND OUR LIVES START TO FEEL LIKE THEY REVOLVE AROUND TECHNOLOGY, PHYSICAL THIRD PLACES BECOME A SAFE HAVEN.

IT'S TIME TO UNCHAIN OURSELVES AND TOUCH THE GRASS, AS OFFLINE EXPERIENCES ARE ON THE RISE.

\*EXCESSIVELY AND POINTLESS SCROLLING AND EVENTUALLY FEELING UNWELL FROM IT

# IYKYK

Major cities are overcrowded and oversaturated with events. This has led to the rise of “if you know, you know” style gatherings.

When everything is readily available via a few taps of our thumbs, the slightest bit of mystery allures us. Individuals are craving the feeling that they’re in the know (the in crowd).

With cryptic promotion, IYKYK events create an air of mystery and exclusivity that appeals to a discerning audience.

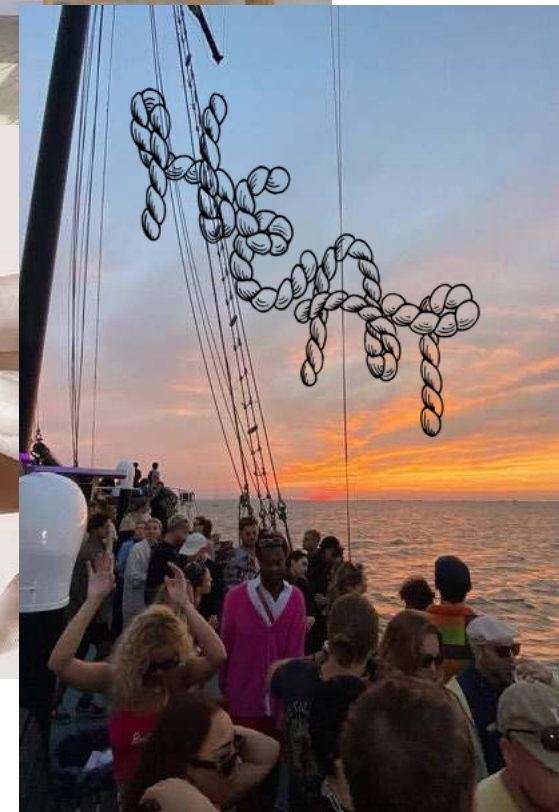
Social media and word of mouth are the most powerful tools for these style of gatherings, as they help build organic buzz and attract like-minded individuals. Cryptic yet sharable flyers further cultivate the community by subtly spreading the word, ensuring the event remains intimate and aligned with its unique ethos.

We are living in an age where the best art gallery in New York is an invite only apartment in the Lower East Side and the hottest party in Amsterdam takes place on an old converted cargo boat.

**BRANDS SHOULDN'T UNDERESTIMATE THE POWER OF INTRIGUE AND BELONGING. WORD OF MOUTH IS ARGUABLY THE MOST EFFECTIVE FORM OF MARKETING, A WAY YOU CAN GET YOUR TARGET AUDIENCE TALKING AND GIVE THEM A SENSE OF BELONGING AND EXCLUSIVITY WITHOUT ALIENATING THEM.**

**ALTERNATIVE AND CRYPTIC WAYS OF PROMOTING EVENTS AND PRODUCTS WILL BE ON THE RISE.**

© Club Rhubarb



© Heat Amsterdam

community

cryptic

you can't sit with us

ethos

alignment

hyper-local

perplexion

genuine

# REIMAGINED SPACES

With public funding for the arts and culture sector at an all time low due to austerity cuts, people are getting creative with what's readily available to them.

A picnic at the cemetery or a rave at the kebab shop, the juxtaposition of fun and mundane makes these events instantly exciting and transforms them into easily shareable content.

**Effortless culture mixers:** Second-generation immigrants have contributed massively to the raise of these reimagined spaces. As third culture individuals (TCIs), they blend their parents' traditions with their own contemporary experiences. Transforming traditional locations into vibrant, multifunctional spaces that reflect their dual identities.

**○ THINK OUTSIDE THE BOX. GOING AGAINST THE GRAIN OF NORMALITY ALLOWS FOR AN ELEMENT OF SURPRISE THAT GENERATES ATTENTION - WHICH PROVIDES GREATER POTENTIAL FOR VIRALITY AND SHAREABILITY.**

**WHEN ORGANIZING PHYSICAL EVENTS AND EXPERIENCES, THINK OF UNEXPECTED CROSSOVERS THAT BRING DIFFERENT PARTS OF YOUR TARGET AUDIENCE TOGETHER.**

Originally a multi-story car park, **Peckham Levels** has been transformed into a creative community space thanks in part to the vision of second-generation immigrants in South London. This space now houses art studios, independent restaurants and event venues. Showcasing the area's rich cultural diversity.

**Bassiani** in Tbilisi, Georgia is a famed nightclub located in the basement of the Dinamo Arena football stadium, that's housed in a repurposed Olympic swimming pool. It's often dubbed the "Berghain of Eastern Europe". Transforming a once-forgotten, utilitarian area into a vibrant epicenter for electronic music and progressive culture that offers a unique platform for freedom and expression in the region.

**Wing On Wo & Co.** is a historic Chinatown porcelain shop in New York City that has been reimagined by a second-generation owner into a dynamic cultural hub. It also houses the W.O.W. Project, a community initiative that aims to preserve Chinatown's cultural heritage through arts, activism, and neighborhood engagement.

**El Bar Bodega Chiqui** has been a neighbourhood family tapas bar since 1959. However during COVID in May 2020, the owners' daughter, Sònia Riasol and her partner Douglas Alves took over the reins and turned the old family tapas bar into one of the best sushi restaurants in Barcelona, while still serving the old offerings of the vermouth tapas bar.



unforeseen

collision

cultural expansion

non-linear space and time

durum &amp; bass

multipurpose

surprise

# THE GREAT OUTDOORS

Bella Hadid ditched the runway to become a proper cowgirl and trail running is more mainstream than ever.

After galloping through ranches and conquering trails, new popular adventure pursuits are just around the corner. It could be archery, caving, birdwatching, surfing, who knows...

Outdoors activations will be a natural fit with this growing consumer demand for open-air excitement.



© Oyster Expedition

- soul
- mobility
- slow-fast
- ancient
- freedom
- mother-nature
- disconnect to reconnect
- dirt
- fuck hay fever



© Gorp Girls

We are seeing the rise of outdoor-focused groups that aim to foster community with IRL meet-ups, and promote inclusivity in nature activities.

**Gorp Girls** is a community of women who are enthusiastic about hiking, camping, and other outdoor adventures, that aim to empower and inspire women to explore the great outdoors.



© Oyster Expedition

**Oyster Expedition** is an initiative that organizes expeditions and outdoor activities, often with a focus on conservation and sustainability, encouraging participants to engage with and protect natural environments.

**Flock Together** is a birdwatching collective that seeks to connect and support people of color in enjoying and appreciating birdwatching and nature.



© Flock Together



Touch the grass



While it seemed like another fashion microtrend to some, **Bella Hadid** decided to fully embody the cowgirl spirit. One of the most prominent fashion models of the decade announced that she will ditch the high-fashion career in favor of a country girl life in Texas. Will the lifestyle change of the ultimate it-girl inspire her cult following to reconnect with nature?

**INVESTING MORE IN OUTDOOR ACTIVATIONS MIGHT SOUND LIKE A RISKY MOVE, BUT IT'S CLEAR THAT PEOPLE ARE CRAVING FREEDOM FROM THEIR SMARTPHONES AND BEING PRESENT IN THE MOMENT. HOWEVER DON'T UNDERESTIMATE OUR ADDICTION TO SOCIAL MEDIA, PEOPLE STILL WANT TO FLEX AND SHARE THEIR EXPERIENCE ONLINE. IF DONE RIGHT, OUTDOOR ADVENTURES PROVIDE AMAZING OPPORTUNITIES FOR GENUINE AND EYE-CATCHING UGC.**

soul

mobility

slow-fast

ancient

freedom

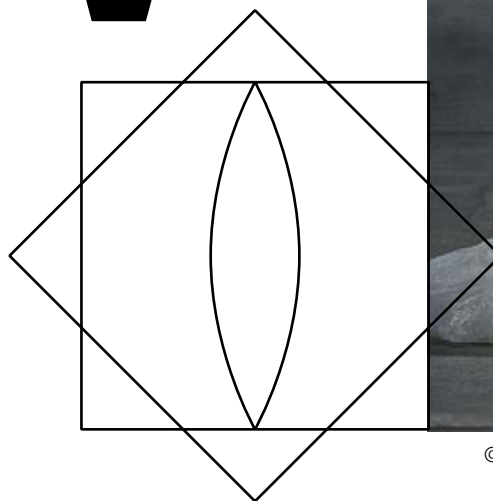
mother-nature

disconnect to reconnect

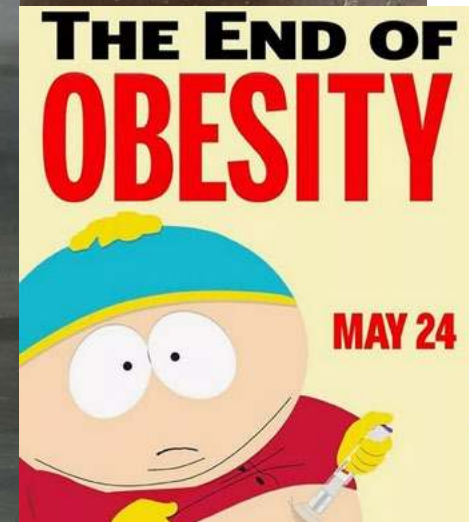
dirt

fuck hay fever

# THE NEW ME



© Namilia SS25



Weight loss craze documented in **South Park**

TIMES MAGAZINE (IN)FAMOUSLY DECLARED: IT'S UNUSUAL FOR A MEDICATION TO BECOME A HOUSEHOLD NAME, AND EVEN MORE RARE FOR IT TO CHANGE NOT JUST THE MEDICAL LANDSCAPE, BUT CULTURE TOO, YET OZEMPIC DID IT ALL.

FROM OPRAH TO LIZZO: CELEBRITIES THAT HAVE BEEN ADVOCATING FOR BODY POSITIVITY FOR YEARS SUDDENLY AND MAGICALLY SLIMMED DOWN AND STARTED ADVOCATING FOR THE ERA OF A "NEW ME".

THE Y2K TREND IS EXITING THE FASHION SCENE AND ENTERING COLLECTIVE PSYCHOLOGY INSTEAD. HUMANS ARE READY TO TURN THEIR BODIES INTO PERFECT MACHINES. BRANDS MIGHT FIND THEMSELVES IN THE DANGEROUS LIMBO OF BEAUTY TRENDS, MENTAL AND PHYSICAL WELL-BEING AND ETHICAL APPROACH TO MEETING SEEMINGLY UNETHICAL CULTURAL DEMANDS.

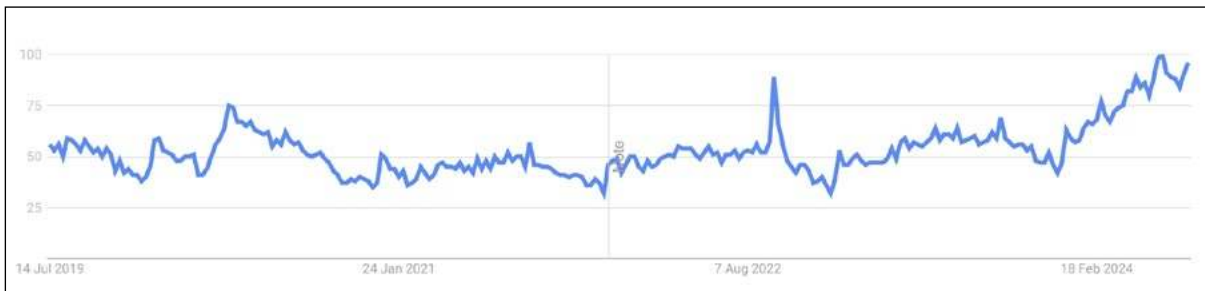
# SUBCULTURAL FITNESS

“Can you wear the band t-shirt if you can’t name 3 songs?” is becoming “can you be a pilates princess without pledging allegiance to Joseph Pilates?”

Subcultures didn’t die, they just became very sporty. The term run club has been steadily growing in Google searches for the past 5 years. Marathons are the new fashion weeks and gyms are the exclusive social hubs. The era of fitness that focuses on belonging to the community rather than chasing your personal best is here. We will see this emphasis on collectiveness rise even more in the upcoming period.



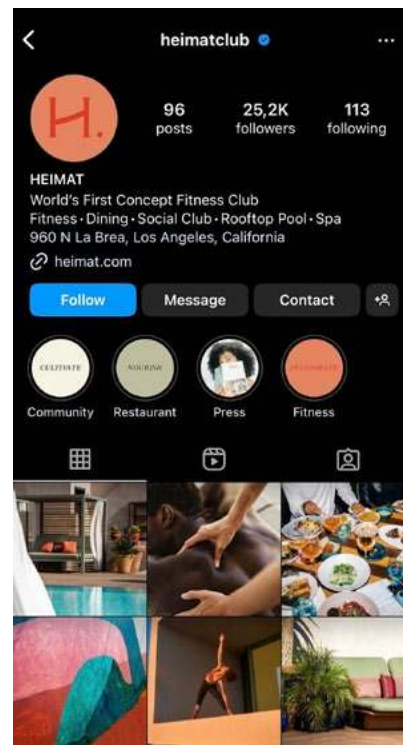
Google Trends line for the worldwide searches of term “run club”.



Rise of exclusivity in the fitness business shows the importance that being a part of the community upholds.



Heimat is the self-proclaimed “first concept fitness club in the world”. To get accepted into the club, you need to fit the profile that matches the community they’re creating. Before you even have a chance to pay for a membership fee you will need to provide your social media account for them to analyze.



**AFTER YEARS OF TRENDY ATHLEISURE, SPORT IS NOT JUST A FASHION ANYMORE. WE'RE MOVING FOR REAL, AND WE'RE DOING IT TOGETHER. SPORTS, FITNESS AND WELLNESS CENTERS ARE SOCIAL HUBS THAT DEVELOP TIGHT-KNIT COMMUNITIES. WE'RE IN THE ERA OF FITNESS THAT DOESN'T FOCUS ON BEING THE BEST, BUT BEING PART OF SOMETHING BIGGER. THERE'S A LOT OF POTENTIAL FOR BRANDS TO ACTIVATE THESE COMMUNITIES IN A WAY THAT FOCUSES ON SOCIAL ASPECTS OF SPORTS AND FITNESS, RATHER THAN PERFORMANCE.**

- sport social
- pilates princess
- fitness concept club
- shakeout run
- team sports
- community

# LOOKSMAXXING

*Gonial angle*, *canthal tilt* and *mewing\** are just some of terms that sound like they should be reserved for an anthropology class, but they've managed to sneak their way into everyday vocabulary used to describe modern beauty standards. Beauty when looked at through the current lens, is highly analytical and science driven.

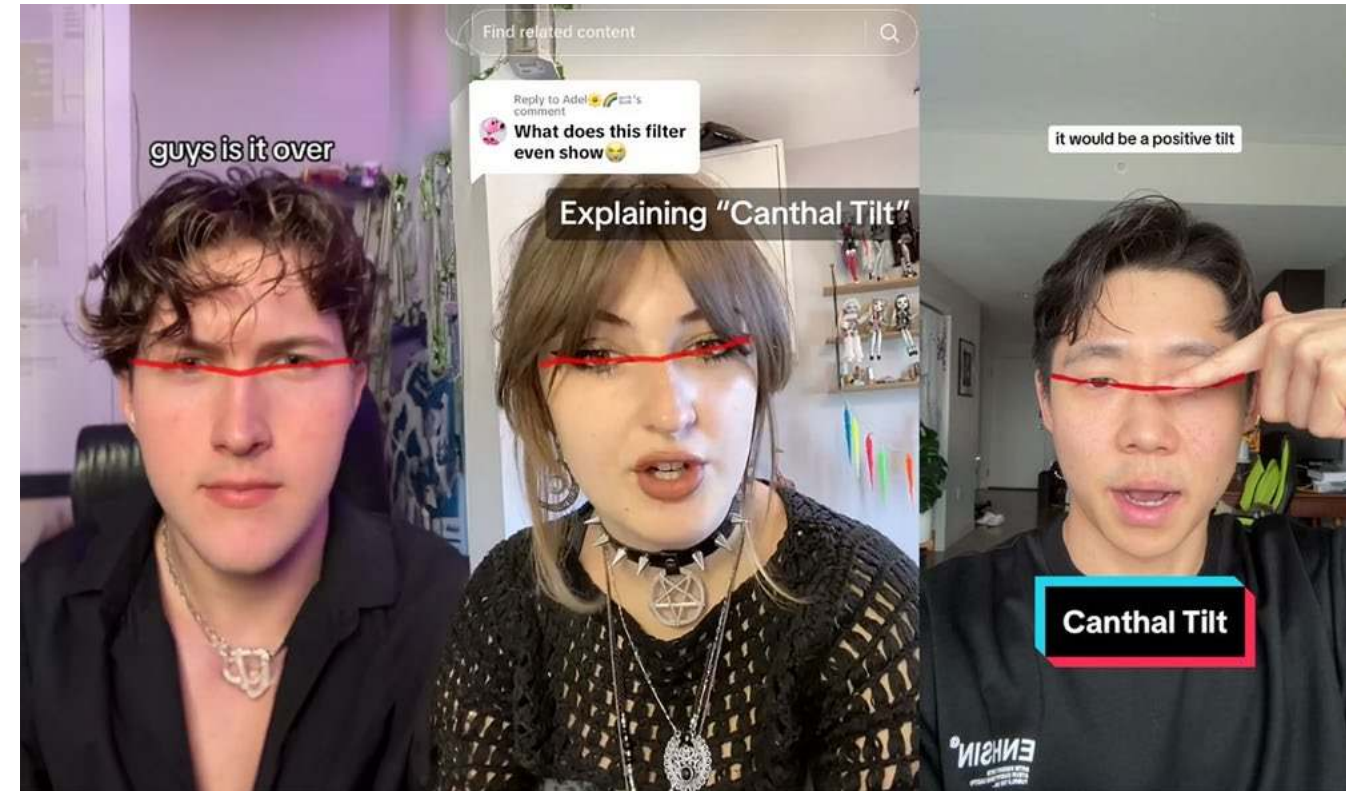
Once reserved for a niche community of insecure teenage boys online, looksmaxxing (maximizing your look to come closer to scientific perfection) is becoming mainstream. Such gamification of the body feels like a big slap in the face to the values of hyper-individualisation, body positivity and inclusive beauty.

This creates a more complex relationship between brands and beauty standards.

**Gonial angle** - also known as the angle of the jaw, is the lowest and most lateral point on the jawline, located approximately halfway between the earlobe and the chin.

**Canthal tilt** - the angle of the eyes if a line were drawn connecting the outer corner of each eye.

**Mewing** - a face-reconstructing technique that involves keeping your tongue on the roof of your mouth to change the shape of the jawline.



Filters that help you categorize your features are all over TikTok, with many people worried that they will trigger insecurities never even heard of before.

THE END OF THE BODY POSITIVITY ERA LOOKS CONCERNING, BUT IT BRINGS US THE OPPORTUNITY TO REEVALUATE OUR APPROACH. SHIFTING THE FOCUS FROM BODY TYPES AND WEIGHT, BRANDS CAN NOW PUT EMPHASIS ON SOMETHING MORE THAN LOOKS. DIVERSITY CAN BE EXPANDED TO MORE THAN OUR BODIES, BY RECOGNIZING THAT WE ARE MORE THAN JUST FLESH. IT MAKES BRANDS THINK TWICE WHEN CASTING TALENT, BUT IT WILL ALSO CALL FOR THE STOP OF PERFORMATIVE ACTIVISM AND SHOWING UP INAUTHENTICALLY JUST TO PLEASE THE MASSES.

symmetrization

mogging

jaw is law

Ozempic nation

hunter eyes

analysis

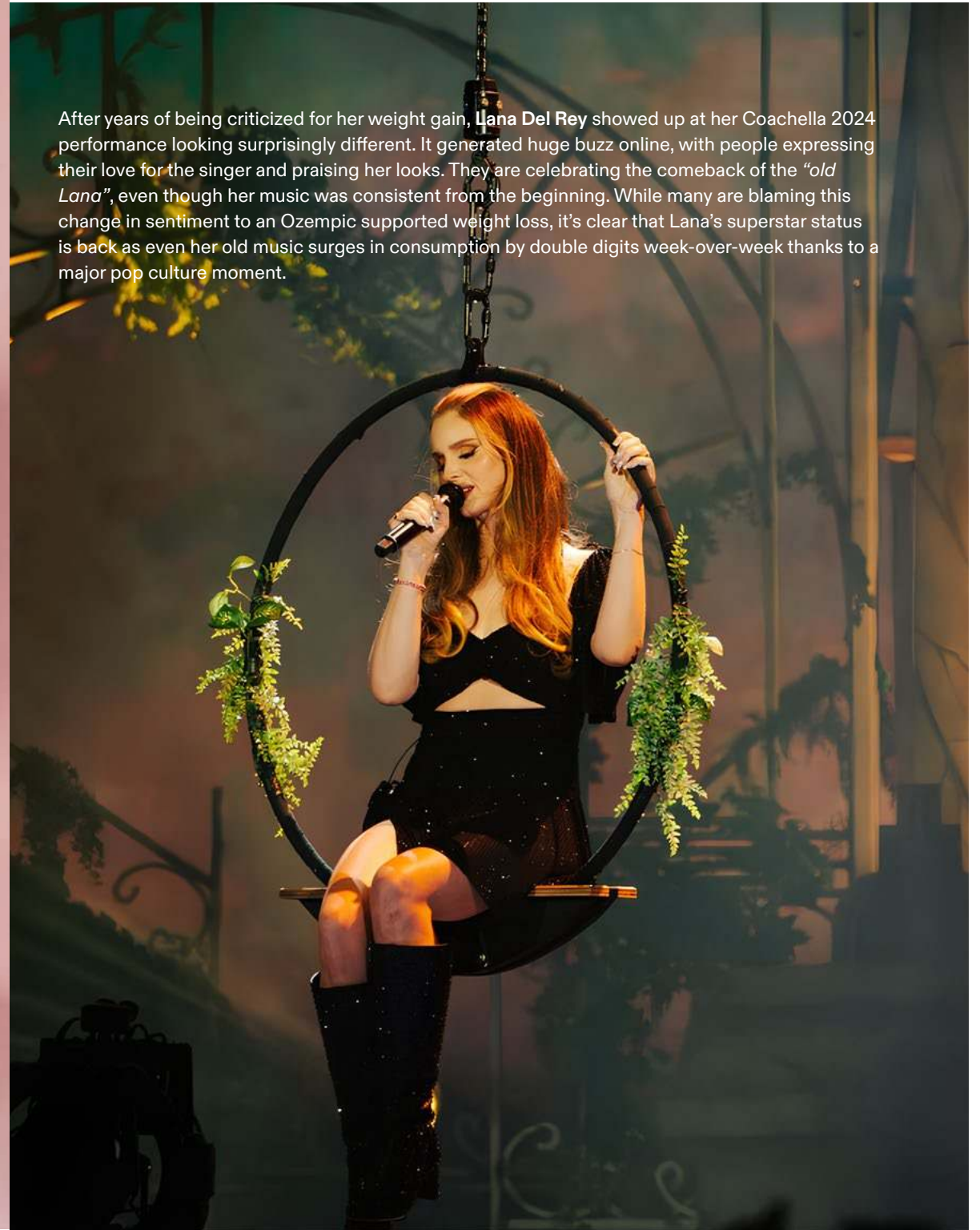
face card never declines

data-driven

After years of complaints about the lack of inclusivity, lingerie giant **Victoria's Secret** was on the verge of bankruptcy: in 2019 they canceled the iconic show and closed a quarter of their stores. Last year they decided to rebrand and bring the show back in a new light, giving people what they wanted. Little did they know that the collective mindset was experiencing a major shift: their new body-positive image was met with criticism that seemed harsher than ever. Following the complete failure of the rebrand, Victoria's Secret will go back to its roots this fall. People online are more excited than ever to see the comeback of the bombshells.



After years of being criticized for her weight gain, **Lana Del Rey** showed up at her Coachella 2024 performance looking surprisingly different. It generated huge buzz online, with people expressing their love for the singer and praising her looks. They are celebrating the comeback of the "old Lana", even though her music was consistent from the beginning. While many are blaming this change in sentiment to an Ozempic supported weight loss, it's clear that Lana's superstar status is back as even her old music surges in consumption by double digits week-over-week thanks to a major pop culture moment.



symmetrization

mogging

jaw is law

Ozempic nation

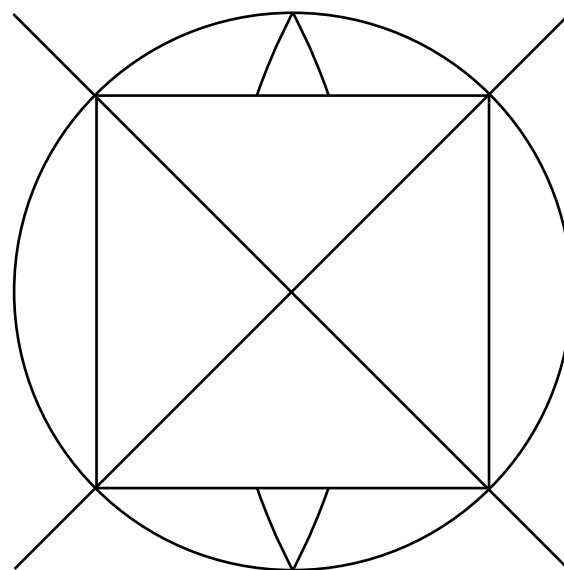
hunter eyes

analysis

face card never declines

data-driv

# IDENTITY SHIELDING



THE INTERNET IS AN INFINITY MIRROR. AN ECHO-CHAMBER OF ENDLESS REFLECTION THAT LOOKS BACK AT US. WE CAN'T ESCAPE OUR OWN GAZE, JUST AS MUCH AS WE CAN'T ESCAPE EVERYONE ELSE'S. AS WE EVOLVE OUR ONLINE LIBRARY WILL KEEP TRACK OF EVERY VERSION OF US ALONG THE WAY.

BUT WHAT HAPPENS IF WE'RE TIRED OF LOOKING AT OUR REFLECTION? WHAT IF WE DON'T WANT OTHERS TO KNOW ABOUT OUR ONLINE ENTITY? CAN WE EVER STOP IT? WILL OUR FOMO EVER ALLOW TRUE ANONYMITY? THE NEED FOR CONTROL OVER OUR PERSONAL INFORMATION AND IMAGE WILL MARK A NEW APPROACH TO THE DIGITAL WORLD.



# DIGITAL FOOTPRINT REDUCTION

The right of privacy is a basic law which includes the right of a person to be free from unwanted publicity, unwarranted appropriation of one's personality and publication of one's private affairs. When your entire childhood is forever engraved on the World Wide Web, did you ever even have that right?

Kids today are born with a digital footprint that they can't control. What kind of future behavior will that lead?

Rarity will always be valuable. For a generation whose life has been plastered online since day 1, privacy won't be taken for granted and extra effort will be put in to reclaim it. Consumers are already becoming increasingly protective over their privacy, and in the future their behavior will be even more cautious.

We all remember the good old saying *"if you're not paying for the product, you are the product"* don't we?

sharenting

identity theft exposure

self-image

human rights

control

scramble suit from 'A Scanner Darkly'

Business / Tech

# Meta accused of 'massive, illegal' data processing by European consumer groups

By Anna Cooban, CNN  
4 minute read · Updated 11:04 AM EST, Thu February 29, 2024



Microsoft-CrowdStrike outage: how a single software update was able to cause IT chaos across the globe

Published: July 21, 2024 10:03pm CEST

BUSINESS

# Massive AT&T data breach exposes 'nearly all' customers – here's what you need to know

By Taylor Herzlich  
Published July 12, 2024, 9:07 a.m. ET

81 Comments



December 7, 2023

# Report: 2.6 billion personal records compromised by data breaches in past two years — underscoring need for end-to-end encryption

An Apple-commissioned study shows that threats to consume data stored in the cloud have grown dramatically since the last report was published in December 2022

**WHILE THE OBJECTIVE OF MANY CAMPAIGNS IS DATA COLLECTION, ONCE PEOPLE REALIZE IT THEY BECOME INCREASINGLY RELUCTANT TO IT. THE INTENSITY OF THESE FEELINGS WILL INCREASE IN THE FUTURE. BRANDS WILL NEED TO ADAPT THEIR TECHNIQUES AND PUT EXTRA EMPHASIS ON TRANSPARENCY. PURSUING SOMEONE TO GIVE YOU THEIR MONEY IS NOT EASY. THE SAME LEVEL OF PERSUASION WILL BE NEEDED TO MOTIVATE THEM TO GIVE AWAY THEIR DATA.**

sharenting

identity theft exposure

self-image

human rights

control

scramble suit from 'A Scanner Darkly'

# RECLAIMED INDIVIDUALITY

We are embarking on a new era of self-sovereignty. Individuals are increasingly betting on themselves and eschewing traditional corporate sponsorship models in favour of independence.

Celebrities and influencers are wising up to the freedom and control that independence affords them which is fundamentally altering their power dynamics with brands. The rise of independent creatives underscores a burgeoning emphasis on authenticity, as consumers grow more discerning about inauthentic brand partnerships.

In this landscape brands need to adapt and authentically engage with influencers who now fully recognize and wield the power of their personal brands.



This year's NBA Champion, Boston Celtic player **Jaylen Brown**, epitomizes this trend by becoming the first Finals MVP in 45 years to forgo a shoe endorsement deal, showcasing the liberating power of self-determination.

**BRANDS TODAY MUST EVOLVE BEYOND SIMPLE MONETARY TRANSACTIONS IN THEIR PARTNERSHIPS WITH INFLUENCERS BY EMBRACING GENUINE VALUE EXCHANGES THAT RESONATE WITH CONSUMERS. AS PEOPLE GROW MORE SKEPTICAL OF INAUTHENTIC COLLABORATIONS, BRANDS NEED TO PRIORITIZE CO-CREATION AND AUTHENTICITY IN THEIR RELATIONSHIPS. THIS SHIFT REQUIRES ALIGNING WITH INFLUENCERS WHO ARE NOT JUST PROMOTERS BUT TRUE THOUGHT PARTNERS, SHARING THE SAME VALUES AND ETHOS. CONSUMERS ARE DRIVING THIS CHANGE BY DEMANDING AUTHENTICITY AND MEANINGFUL CONNECTIONS, MAKING IT ESSENTIAL FOR BRANDS TO FOCUS ON PARTNERSHIPS THAT GENUINELY REFLECT THEIR IDENTITY AND PURPOSE.**

**THERE HAS BEEN A NOTABLE SHIFT IN CONSUMER BEHAVIOR. WITH TRUST INCREASINGLY MIGRATING FROM TRADITIONAL CORPORATIONS TO INDIVIDUALS, PARTICULARLY CELEBRITIES AND INFLUENCERS WHO OFFER A MORE PERSONAL AND RELATABLE CONNECTION.**

DIY

liberation

my barn-my rules

credibility concerns

transparency

value warriors

independence

# INCOGNITO INFLUENCERS

Meme page admins have mastered the oxymoron of the anonymous online fame. With thousands of devoted fans they've managed to build communities around what feels like their own public diary. As the relationships they have with their communities evolve, their memes are becoming less about jokes and more about the absurdity of reality, complexity of emotions, spirituality and sociology.

They anonymously broadcast their inner world online for their numerous followers and they ascend from being individuals to being part of something bigger. They become leaders of a collective psyche. We can expect to see brands increasingly partake in these cryptic corners of social media.

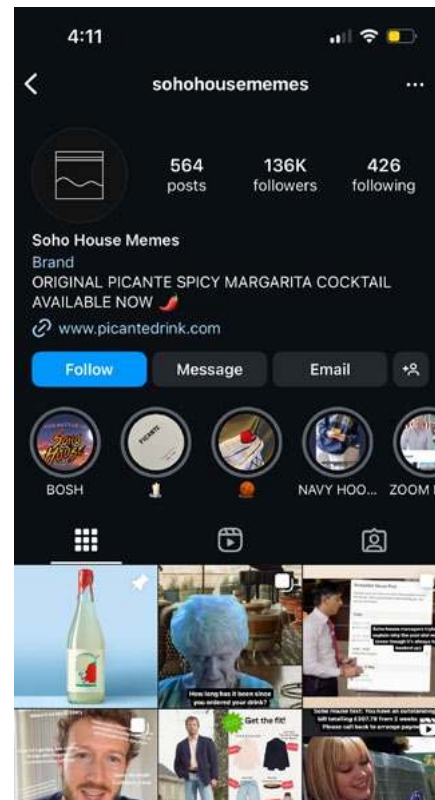
These accounts have different social reach, but they are all able to cultivate a strong sense of community around their ambiguous social media presence. Even though they only reveal themselves through cryptic memes, their personalities shine through and are easily recognizable for their followers.



@affirmations, a meme page with +1M Instagram followers, partnered with Taco Bell.



@northwest\_mcm\_wholesale, a meme account with 315K followers on Instagram.



Soho House owns their own meme account separate from their official socials (without acknowledging it), allowing them to build a community in a way that feels playful, sincere and self-criticizing.



@meltdown\_your\_books  
36,5K followers



@iamthatwitch  
60,4K followers



@3rd.world.elite  
121K followers

**BRANDS SHOULD TAKE INTO ACCOUNT THAT SOME OF THE BEST FITTING INFLUENCERS FOR THEIR PARTNERSHIPS MIGHT NOT BE SHARING THEIR FACES IN FRONT OF THE CAMERA, BUT THAT DOESN'T MEAN THAT THEY DON'T HAVE PROFOUND RELATIONSHIPS WITH THEIR AUDIENCE. PARTNERING WITH THE RIGHT ANONYMOUS CREATOR IS JUST AS EFFECTIVE AS A TRADITIONAL MARKETING STRATEGY.**

girlblogging

divine vision

cathartic

hyper-specificity

connection

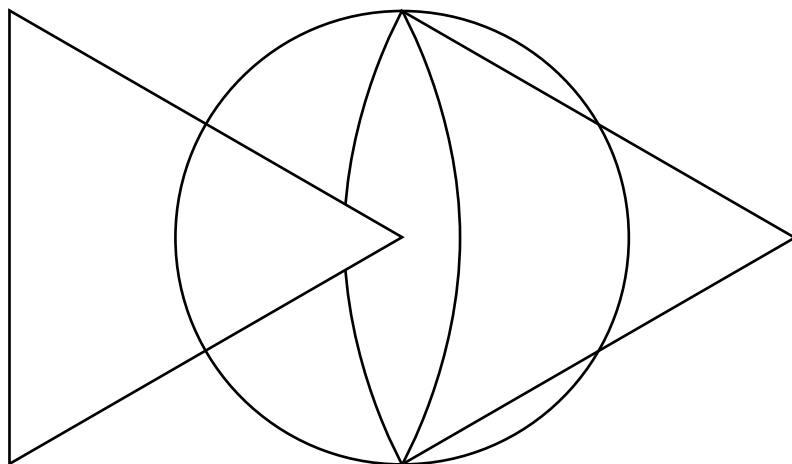
esoteric

shitposting

# THE

# MODERN

# OLD

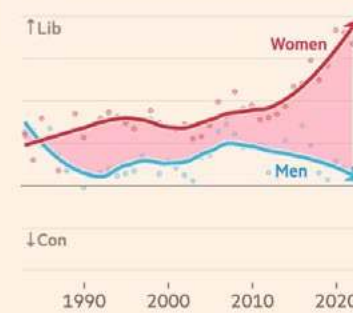


Political ideology of 18-29s (% liberal minus % conservative), by sex

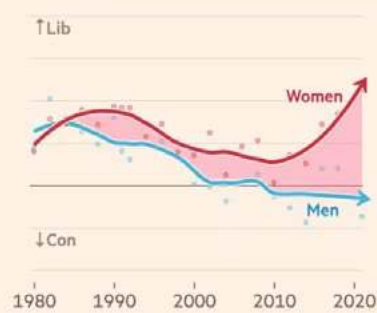
South Korea



US



Germany



UK



THROUGH EXTENSIVE RESEARCH DR. ALICE EVANS DISCOVERED AN UNUSUAL SOCIOLOGICAL PHENOMENON: GENERATIONS MOSTLY MOVE AS ONE IN TERMS OF POLITICAL AND GENERAL IDEOLOGY. BUT, GEN Z SEEMS TO HAVE SUPER PROGRESSIVE VIEWS IN SOME AREAS AND SURPRISINGLY CONSERVATIVE IN OTHERS. SHE FOUND THE EXPLANATION FOR THIS IDEOLOGICAL INCONSISTENCY: A GLOBAL-SCALE GENDER DIVIDE AMONGST YOUNG PEOPLE. WHILE YOUNG WOMEN ARE BECOMING INCREASINGLY LIBERAL, YOUNG MEN ARE REGRESSING MORE AND MORE INTO CONSERVATIVE VALUES.

THE TENSION BETWEEN WOKE AND TRAD WILL BECOME EVEN MORE OBVIOUS AND BRANDS WILL HAVE TO START CATEGORIZING CONSUMERS IN NEW WAYS, AS AGE WILL NO LONGER BE AN INDICATOR OF DISTINCTIVE VALUES. THIS IDEOLOGICAL GAP WILL MAKE INTERPERSONAL RELATIONSHIPS SHIFT AND DEVELOP IN THE WAYS WE'RE NOT USED TO SEEING.

**Gramps** is an influencer with more than 2.5M Instagram followers. He and his grandson bonded over a passion for streetwear and use the platform together to promote the message of ageless style and intergenerational peace.



In a recent report by **MØRNING** it was revealed that less than 1% ranked age as the leading definer of their identity, while 15% stated that it's the least important.

Almost 70% stated that it's NOT true that people of their own generation inspire them the most.

Insight's such as these prove that inspiration and influence transcends generations and segmenting target audience is not as easy as just assuming that their identities are based solely on their age group.

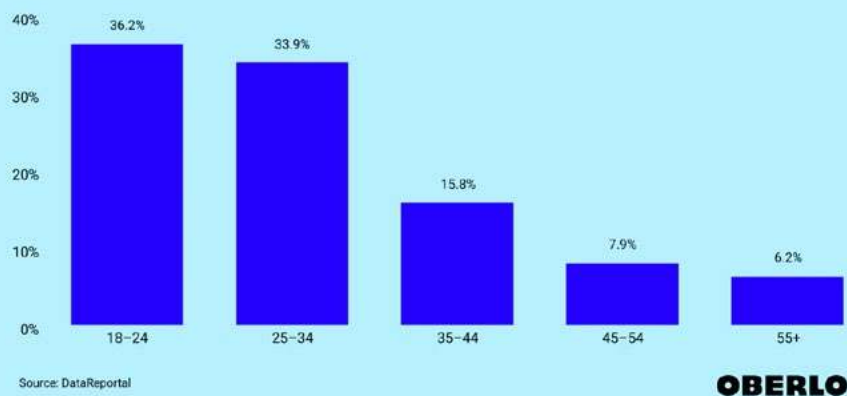
# INTER-GENERATIONAL PEACE

The war between generations seems to be more prevalent than ever. Stereotyping has reached another level. The generational divide became a parody of itself and as we reach the tip of the ageism curve, it's starting to become less and less funny.

Gen Alpha are now becoming involved in these online discussions and as we try to make fun of their distinctive online culture and mannerisms we're in turn becoming self aware and realizing that the division we've enforced isn't as amusing as we thought.

Will the generational war finally come to an end? We are heading towards a revolution against ageism and a rise of different customer segmentation for brands.

TikTok Users by Age (2024)



**TikTok** has a reputation of being a GenZ-only bubble, but while 36.2% of its users are part of GenZ, the other 63,8% is composed of older users and these sections are predicted to keep growing.

**WHILE IT SEEMS LIKE MANY BRANDS KEEP CHASING THE YOUTH AND CENTERING THEIR MARKETING EFFORTS AROUND GENZ AS A WHOLE, SOCIETY IS TRANSCENDING AGEIST RESTRICTIVE LABELS. INSTEAD OF OVERSIMPLIFYING THEIR AUDIENCE AND SEGMENTING THEM IN STEREOTYPICAL WAYS, BRANDS WILL NEED TO EVOLVE AND CHALLENGE THE SENTIMENT THEY HAVE TOWARDS AGING. NEW CUSTOMER SEGMENTS WILL BE INCREASINGLY BASED ON BEHAVIORAL HABITS, VALUES AND INTERESTS.**

post-generational thinking

Skibidi Toilet

prejudice

challenging stereotypes

cognitive reframing

mortality

coping



20 years ago, any woman spotted with a popular football player was turned into a target for the media to pick at, criticize and tear down. WAGs was a derogatory term that traditional media outlets used when putting blame on these women for their partner's poor performance on the field. Today, social media gave us a completely different POV and marked the comeback of the term in a celebratory light. **Tolami Benson**, Bukayo Saka's girlfriend and viral sensation, is a shining example of the Internet's newfound obsession with WAGs.

**Nara Smith**, the absolute queen of the tradwife trend has over 7,6 million TikTok followers at the moment, leaving us with a question: is she really a stay-at-home wife or is she a marketing genius? While making butter, cereal or bubble gum from scratch she continues to inspire not only the next generation of content creators, but also the next generation of consumers hungry for the romanized version of traditional values.

# WAGS OF THE INTERNET

The term WAGs, acronym for wives & girlfriend, was used derogatory for the female partners of football players in the 2000s. This title is making a comeback and it's here to stay: this time in a completely new light.

Traditional relationships have become a massively popular personal brand strategy. Influencers like Nara Smith and Campbell Puckett "Pookie" are just some of the Internet's darlings whose content provokes both rage and desire. These women have built massive followings and wealth through their labor, but an essential part of their work is the performance of a wife/girlfriend.

The rise of content creators who celebrate a life centered around traditional gender roles is reshaping online conversations about femininity, success and fulfillment. Which poses the question, is the collective obsession with women whose lives are shaped by their attachment to men an entertaining fantasy or harmfully regressive? The tension between traditional and modern will continue to tighten and transform.

**BRANDS NEED TO PAY ATTENTION TO THE CURRENT CULTURAL SHIFT OF HOW WE COLLECTIVELY DEFINE FEMALE EMPOWERMENT AND GENDER RULES. THE LANDSCAPE IS POLARIZING. THIS DIVERGENCE NECESSITATES NUANCED MARKETING STRATEGIES THAT CATER TO THESE DISTINCT AUDIENCES. THE CONTENT THAT HIGHLIGHTS TRADITIONAL VALUES WILL KEEP GAINING POPULARITY. BRANDS THAT WANT TO TAP INTO IN NEED TO FIND A WAY TO DO IT FROM A MODERN PERSPECTIVE, KEEPING IN MIND THE UNIQUE GROWING IDEOLOGICAL DIVIDE YOUNG PEOPLE ARE EXPERIENCING.**

hard launch

comfort

making cereal from scratch

love for sale

vintage

post-postmodern feminism

# NOT YOUR DAD'S FOOTBALL

Football jerseys and sneakers have been popular for a while thanks to the ongoing influence of “blokecore”.

Klarna recently ran a survey amongst sports fans and found out 67% of surveyed women have purchased sports kits, while only 49% have ever purchased a ticket for a live sports event. Depop data shows that shoppers often choose a football shirt based on the color and patterns, versus the team itself.

Acne Studios' pink jersey went viral and immediately sold out at the launch in April 2024 and it girls like Bella Hadid, Hayley Bieber, Dua Lipa and Sabrina Carpenter are all seen sporting football inspired looks, driving the obsession with blokecore.

Football became so interlaced with fashion that the typical terrace looks are now far removed from the terrace culture.

While subcultures leaking into the mainstream isn't a new phenomenon, this one stands out as it drives an acceptance and glorification of what was once known as a hooligan look.

Signature masked 'balaclava' look, previously reserved only for the dark side of football ultra culture, is now normalized and trendy. With many high fashion, streetwear and sportswear brands actively engaging with this trend, we're left with a question:

***What consequences will such normalization leave in an already polarizing cultural and political landscape?***



terrace

blokecore

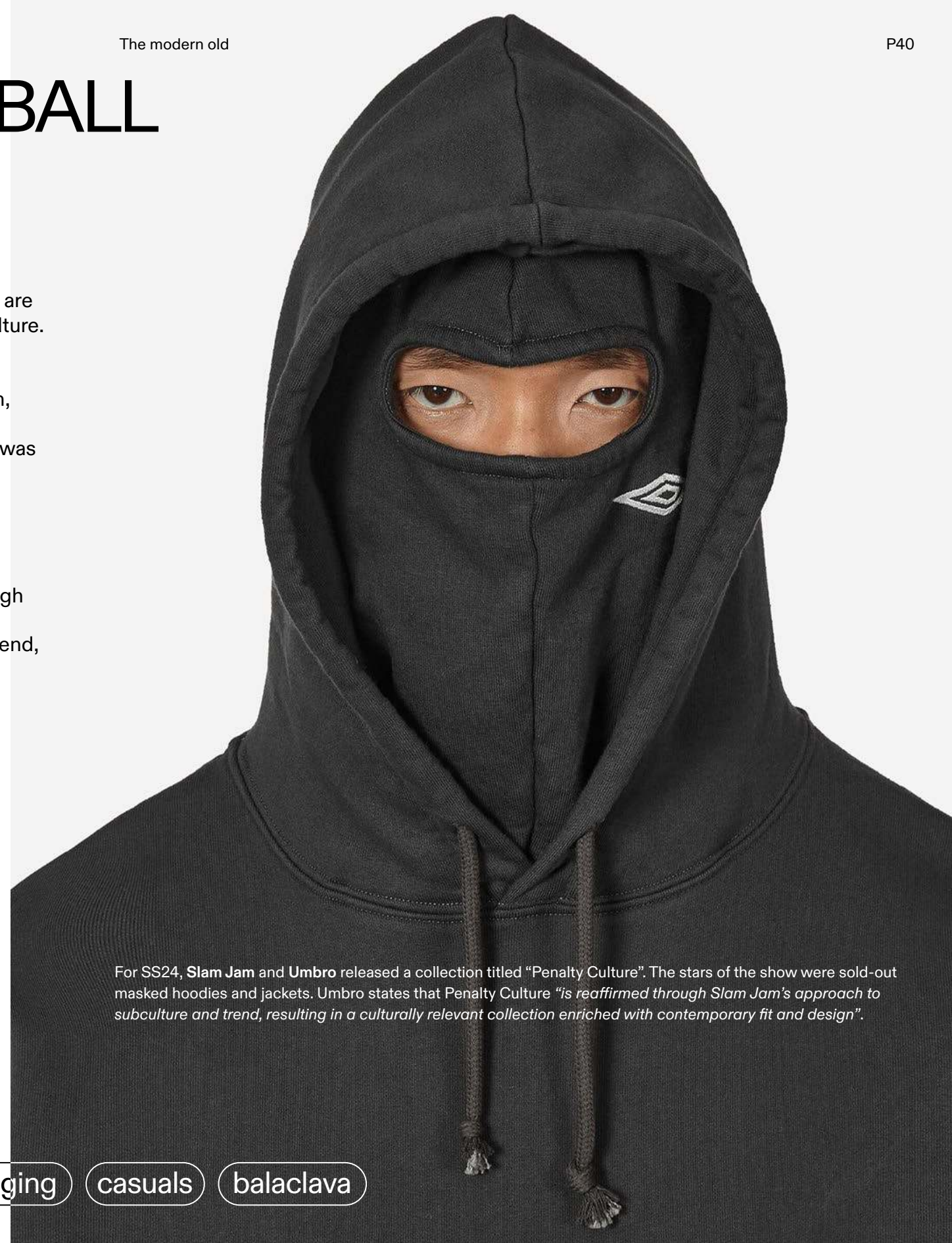
Euros-mania

tribalism

belonging

casuals

balaclava



For SS24, Slam Jam and Umbro released a collection titled “Penalty Culture”. The stars of the show were sold-out masked hoodies and jackets. Umbro states that Penalty Culture “is reaffirmed through Slam Jam’s approach to subculture and trend, resulting in a culturally relevant collection enriched with contemporary fit and design”.

**Hattie Crowther**, designer of **Tolami Benson's** custom corset for Euros final and fashion lecturer, has been subverting football kits since 2019.

She uses her designs to criticize and shift the traditionally closed-off narratives around the game. *“Brands have a significant opportunity and responsibility to engage more deeply with these issues within football,”* she said in an interview for **Vogue Business**.

*“Beyond just participating, they should actively address and raise awareness about broader societal issues such as racism, homophobia and violence that often intersect with football culture. Brands have a platform and influence that can contribute positively to these conversations and promote inclusivity and social change.”*

Her latest collection titled **“Fuck The Fans”** is focused on making football more accessible and significant beyond aesthetic qualities.



**WHEN COMMODIFYING, REPACKAGING AND SELLING THE DARK SIDE OF FOOTBALL, BRANDS SHOULD BE CAREFUL OF MISSING THE MARK OF ITS CULTURAL CONTEXT. IF PEOPLE ARE BUYING INTO SPORTS THROUGH ALTERNATIVE WAYS, IT'S IMPORTANT TO ALSO THINK ABOUT THE POSSIBILITIES TO FURTHER ENGAGE THEM IN THE GAME, CREATE AN INCLUSIVE SPACE AND EVEN TRY TO ENCOURAGE THEM TO TAKE UP THE SPORT THEMSELVES.**

terrace

blokecore

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casuals

balaclava

While scanning the cultural landscape, it's impossible not to notice the thread of connection between these trends: the tension between technology and nature, digital and physical, old-school and modern.

Adapting to cultural shifts, brands will need to **reconsider their audience segments and group them in more advanced and less stereotypical ways**. The rise of IYKYK communication and prioritizing socialization rather than making hyper-individuality are just some of the examples that show us how important it is to **leverage intrigue and sense of belonging**, all while keeping in mind that **offline and real-life human experiences are at a premium**.

Cultural shifts around body image, femininity and diversity will lead us to the era of chasing perfection when it comes to our appearance, which will impact the fitness boom. **Sporty and outdoors events and activations that bring people together will become a more common playground for advertising**.

Brands will be asked to show up even more authentically and **understand the growing privacy concerns**, as consumers grow suspicious and start protecting their data more.

***Want a free LOOKSMAXXING CONSULTANCY or to discuss our INEVITABLE DYSTOPIAN FUTURE if we do not HARNESS THE POWER of a DYSON SPHERE? Let's have a chat!***

**Aeneas Panayiotou**  
Mutant™ Strategic Director

aeneas@mutant.agency  
www.mutant.agency  
@mutant.agency

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