



MACROTRENDS
SS26
FORECAST
CONSUMER
SHIFTS



LIVETREND

Powershifts.

As we navigate towards 2026, our global context is still marked by profound challenges that threaten the balance of our societies and our planet. And our daily life becomes increasingly difficult amid environmental degradation, socio-economic instability, and rapid technological changes, embodying a cultural erosion of certainties.

In this turbulent landscape, confronting critical issues is becoming not only necessary but essential. In 2026, we are invited to redefine our difficulties as opportunities to push back limits. These challenges will become a source of hope and meaning by revealing contrasts that are needed to appreciate the beautiful aspects of life. A shift in perspective transforms challenges into a fundamental virtue, allowing us to take both small and significant steps towards a better future.

Because challenge means change, things begin to shift. The new season comes with an evolutionary nature, emphasizing soft resistance and sensitive transformation as a response to this uncertain period. New transitions re-prioritize what truly matters: family, meaningful relationships, physical health, and inner well-being. Sobriety, which has long been valued as a necessity, is now enriched by human emotion and profound connection. These enduring values are coming to the forefront, highlighting the significance of lasting, meaningful aspects of life over fleeting concerns.

The SS26 Powershifts encourages a transformative journey towards a more balanced, emotionally enriched, and purpose-driven existence, leveraging discomfort and change to achieve true well-being.

The Livetrend Team



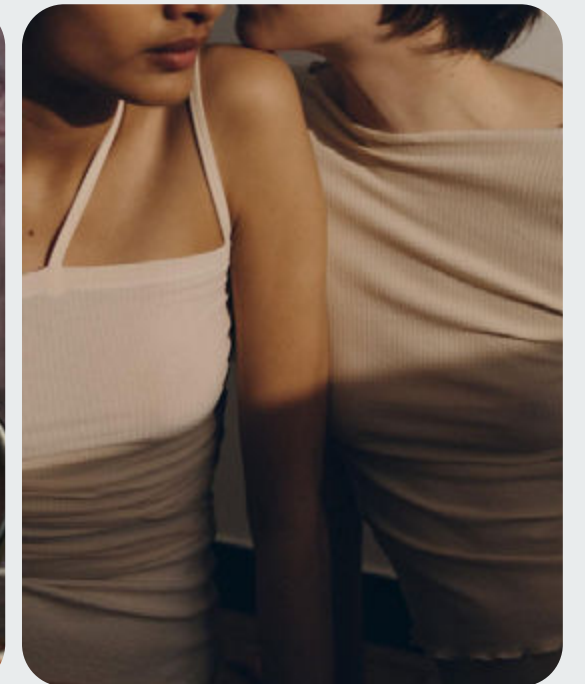
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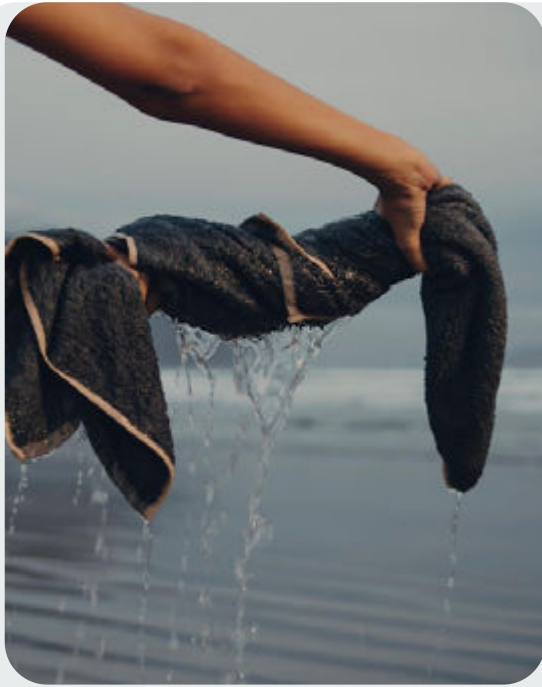
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„Embracing Sensitive Transformation“

The consumer shifts in response to this sensitive transformation are notable and are divided into four different profiles:

The Hopeward

is focused on restoring a balance between nature, tech and man through tangible forms of conscious progress, shifting from disruptive approaches to more symbiotic and holistic solutions.

The Analog

is committed to better daily life by choosing a more humble existence and slow productivity over superficial status symbols, enhancing introspection and inspiration.

The Profound

seeks deeper meaning and purpose, redefining fulfillment and worth by rejecting a flat and disconnected life and by reprioritising heritage and craft.

The Whimsical

is encouraging identity by embracing uniqueness and moving away from homogeneity, celebrating eclectic individuality and creative expression.

OVERVIEW CONSUMER SHIFTS



THE HOPEWARD

THE ANALOG

THE PROFOUND

THE WHIMSICAL

CONSCIOUS
INNOVATION

ABANDON
BELIEFS

SEARCH FOR
MEANING

UPLIFT
IDENTITY



CONSUMER PROFILE **THE HOPEWARD**



TRIGGER:
**EXISTENTIAL
THREATS**



DESTABILIZATION
DECAYING PLANET

FAST EVOLVING TECH
FEAR ABOUT FUTURE

DOOMERISM
SOBRIETY & TIRED EYES



DRIVER:
**CONSCIOUS
INNOVATION**



HOLISTIC STABILITY
PERMANENT SOLUTIONS

HUMAN-TECH SYMBIOSIS
SUPERFORMANCE

ABUNDANCE THINKING
NATURAL INTELLIGENCE

**INNOVATION
& BALANCE**

KEY DRIVER THE HOPEWARD



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@marcokd4.png



@strikeart (2).jpg



auralee

„A Path of Symbiotic Restoration“

TRIGGERS

In 2026, the Hopeward Consumer rises as a guiding light through the shadows of ongoing existential threats. Triggered by the destabilization of the environmental crises, a decaying planet, and escalating living costs, these consumers confront a world of uncertainty and doomerism. And the rapid evolution of technology is also coupled to a pervasive fear for the future. Such an emotional state of fatigue from ongoing periods of crisis and restraint, propels them towards a more hopeful and abundant path to transform and better the state of the planet.

DRIVERS

Guided by conscious progress, the Hopeward Consumer embraces a bio-humanist approach, seeking regenerative solutions that harmonize with nature. They favor a human-tech symbiosis that achieves „superformance“ through more thoughtful and regenerative methods, ensuring that technology enhances rather than disrupts natural processes. Driven by abundance thinking, they imagine a future where innovation and elemental wisdom coexist, fostering renewal and sustainability for both humanity and the planet.

CHARACTERISTICS THE HOPEWARD



sheena.miyake_2.png

IMAGINATIVE
BIO-HUMANISM
INVENTIVE
BALANCED
RESTORATIVE
CO-EXISTANCE



@chengwei.jpg



lampoonmagazine1.png



@vincentgapaillard.jpg

CHARACTERISTICS

Their behavior is characterized by a restorative and imaginative spirit, coupled with a visionary outlook. The Hopeward longs to regain the powers of Earth, restoring and enhancing them through conscious progress. Answering to the need for co-existence, the Hopeward consumer lingers between two dimensions, being projected on synergized futures while longing for earthly grounding. Here, nature and man form a holistic symbiosis driven by a sense of hope and awe. The Hopeward is seeking balance and calm, along an intentional bio-tech vision. Embracing serenity and plentitude, they practice a form of active zen, finding beauty and balance in new natures. Their approach is metamorphic, transforming challenges into opportunities for growth and new power.

MEDITATIVE OUTDOORS



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auralee.jpg



@marcokd3.png



@modaoperandi11.png



Chiara Zoncad.jpg



RADICAL SIMPLICITY
CALL OF NATURE
POETIC EXPLORER
TECH-TURE
WEIGHTLESS

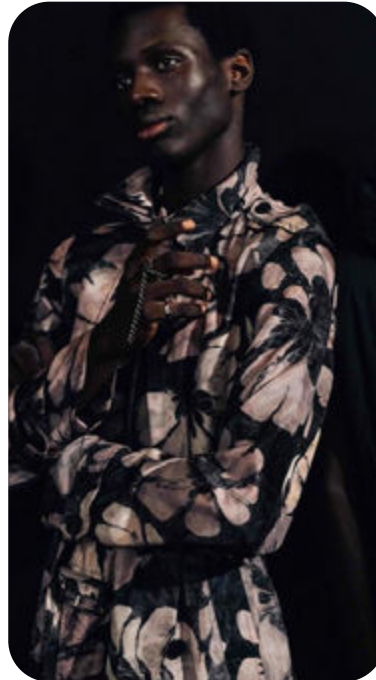
Soft Restoration. This trend envisions a harmonious balance between human progress and a purer, more sustainable future. It embraces a low-tech approach, where conscious innovation aligns with the ethereal call of nature. Rooted in poetic exploration, it seeks beauty between progress and natural poetry, valuing outdoor experiences that gently connect humanity with the environment. This utopian aesthetic appears air-spun, symbolizing how regenerative progress can restore a sense of calm and abundance. Through natural intelligence and intentional innovation, this tech-scipism offers as a more serene way of living in a rapidly evolving world.



PLANTCESTRAL



@amberlauderphoto.jpg



@driesvannoten10.png



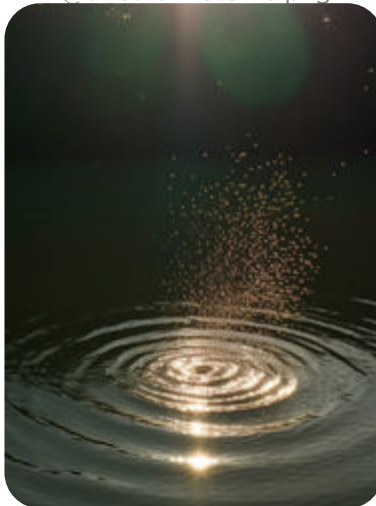
**CHANGE OF STATE
GRUNGE NOUVEAU
NATURE REIMAGINED
SYMBIOSIS
MYSTICAL TECH**



@mariustroy-9.png



@5elevnmag.jpg



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Tech-scapism. This trend reawakens a profound connection to nature through the transformative lenses of mystical tech, blending the organic with the virtual. It interacts with wilderness by honoring elemental forces—botanic, wind, and sea. By reimagining the biosphere as a symbiotic relationship with humans, it redefines biomimicry to inspire abundant, conscious progress. The aesthetic draws on natural imaginations in their ever-changing states, evoking a dynamic world that exists between nature and virtual realms. Infused with fairy core's nouveau nature, it embodies a mythical undertone that enriches the trend with an ethereal nature.



CONSUMER PROFILE **THE ANALOG**



TRIGGER:
**CULTURAL
EXPECTATIONS**



PRODUCTIVITY TRAP
PRESSURE TO KEEP UP

LACK OF AUTHENTICITY
MIMETIC DESIRE

CRISIS OF DISINFORMATION
CHALLENGE INSTITUTIONS



**LOW-KEY
& PERSONAL**



DRIVER:
**ABANDON
BELIEFS**

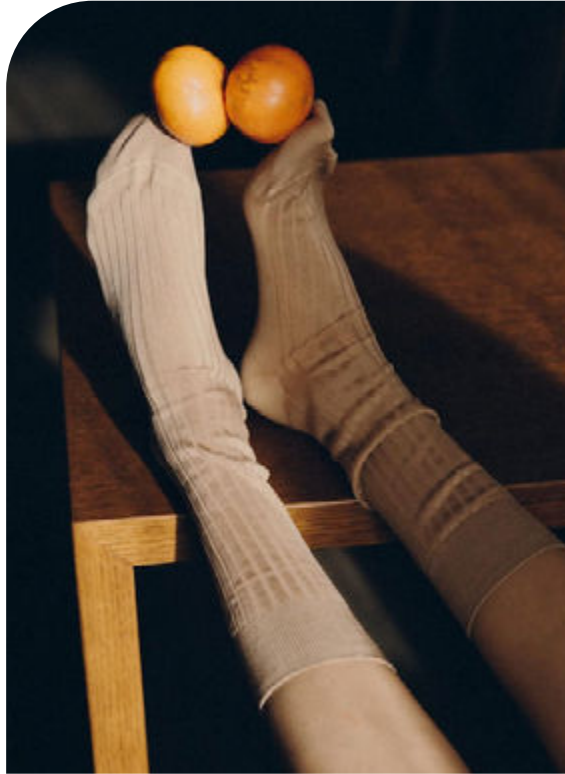


SLOW PRODUCTIVITY
SELF-COMPASSION

INTROSPECTION
QUESTION MAIN-STREAM

DAYDREAMING
IMAGINATIVE NOSTALGIA

KEY DRIVER THE ANALOG



@charlotttelalapus-14.png



@spotlighttime6.jpg



auralee



sarahespeute5.png

„Rediscovering Beauty in Simplicity“

TRIGGERS

In 2026, the Analog Consumer represents a quiet rebellion against the overwhelming pressures of modern life and the weight of cultural expectations. Trapped in a productivity cycle, these consumers grapple with hustle culture that demands constant output and pushes them into a relentless fight-or-flight mode. Driven by mimetic desires and unrealistic standards that lack true authenticity, this lifestyle makes them feel hollow. Adding to this questioning of society, is a crisis of disinformation that challenges institutions and undermines trust in the narratives that shape their world.

DRIVERS

The Analog Consumer questions mainstream values and daydreams about escaping society into a more personal and humble existence. Increasingly drawn to suburban and rural settings, a quieter, more grounded lifestyle allows them to connect with blue-collar influences and escape the frenzied pace of urban life. This shift reflects a broader trend towards introspection and melancholia. In their quest for authenticity, the Analog Consumer embraces slow productivity—choosing work that is meaningful and fulfilling rather than merely visible busyness. They value idleness as a means to unlock creativity, rejecting the pressures to constantly perform for moments of stillness that foster genuine inspiration. Their desire to gently subvert the norms of social culture, they are making space for imaginative nostalgia to tone down the burden of reality.

CHARACTERISTICS THE ANALOG



@bisquebistro.jpg

SOFT SUBVERSION
INTROSPECTED
DREAM-STATE
HUMBLE
HOMESPUN
ANEMOIA
TIME SUSPENSION



@2moodstore14.png



@pepeherrerros.jpg



@marcokd10.png

CHARACTERISTICS

Their behavior is marked by selectivity and introspection, often leading them to solitary moments of reflection. Their complementative attitude is leading them into a state of time suspension. Drawn to a humble countryside lifestyle and comforted by nostalgia, they often experience a sense of anemoia - a yearning for a past they've never lived. Their wide-eyed dreaming allows them to create a more personal narrative that is both familiar and unique. The Analog seeks to live in the moment and not to perform for social media or big corporations. By opting-out, he is softly subverting the norms of capitalism and seeking to transform his daily life into a more wholesome and slowed-down experience.

RETRO SURREALISM



@admagine4.png



Amiri 22.jpg



prada.jpeg



@vprojectmodels33.png



@lucadistano3.jpg



**WIDE-EYED
FUN NAIVITY
TIME SUSPENDED
QUAINT RESORT
TIMELESS EASE**

Simple Pleasures. This trend embraces idleness as a path to creativity, rejecting constant performance pressures in favor of stillness that sparks true inspiration. It evokes anemoia, a longing for a past that was never lived, blending the quiet, luxurious retro aesthetic of the 1950s and ,60s with surrealism for a dreamlike state. Time feels suspended, allowing the imagination to roam freely. A quaint, laid-back summer spirit brings us to vintage postcard scenes of seaside resorts, evoking a safe, splendid past where the mind can wander. This timeless seaside resort aesthetic captures a serene escape into nostalgia.

BLUE SUMMER



sheena.miyake_16.png



@aitorlaspiur1.png



SUMMERTIME SADNESS
COUNTRYSIDE
HUMBLE NOSTALGIA
HOMESPUN
MELANCHOLIA



@vincentgapaillard2.jpg



@kinfolk1.png



@hagel.jpg

Homespun Countryside. This trend captures a sense of homesickness for simpler, rural living, evoking memories of lazy summer afternoons spent under the shade of an old oak tree. It reflects a quieter, more grounded lifestyle, where life moves at a slower pace, unhurried and peaceful. There's a longing for the tranquility of bygone summer days, a warm nostalgia for the homespun traditions of our grandparents. The soft hum of cicadas, the smell of fresh linen, and the tender innocence of childhood daydreams fill the air, weaving together a melancholic but soothing tapestry of summertime reverie.



CONSUMER PROFILE **THE PROFOUND**



TRIGGER:
**LACK OF
CONNECTION**



DISCONNECTED EXISTENCE
AMNESTIC FUTURE

ATTENTION RECESSION
NOT LIVING THE MOMENT

IMPACT OF TOUCHSCREENS
FLAT AI-AESTHETICS



DRIVER:
**SEARCH FOR
MEANING**



RETRIVING HERITAGE
INTERGENERATIONAL WISDOM

REDEFINE FULFILLMENT
CELEBRATE MICROJOYS

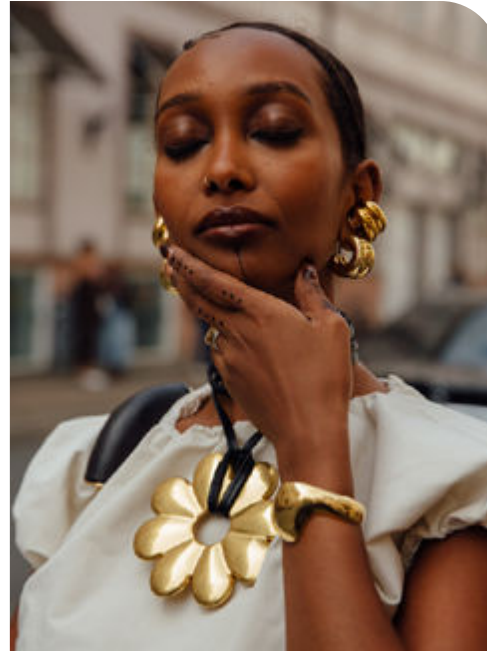
HUMAN CRAFT
REASSURING MEMORY

**GENUINE
& SOULFUL**

KEY DRIVER THE PROFOUND



@ombredansleau8.png



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Cara Marie Piazza1.png



auralee

„Seeking Depth in an Era of Surface“

TRIGGERS

In 2026, the Profound Consumer emerges as the counterbalance to a society marked by an evermore disconnected existence, battling the prospects of an amnesic future. The relentless demands of the attention economy have caused a concentration recession, keeping people from living in the moment. Triggered by the impact of AI and by a pervasive sense of detachment, they push back against a tech-driven world, voicing concerns about the impersonality of technology that strips away human depth and skill. As AI flattens sensory experiences and re-shapes reality, the Profound Consumer begins to question the authenticity and legitimacy of a rapidly digitizing world, seeking tangible connections and products.

DRIVERS

On his quest for meaning, the Profound Consumer focuses on retrieving heritage and cherishing the handmade, seeking answers in intergenerational forms of wisdom from a variety of sources. He aims to redefine the core of fulfillment by celebrating micro-joys and reclaiming the happiness of everyday moments. The pursuit for meaning and honesty is also expressed through the rediscovery of human craft, where a reassuring memory of meditative artistry provides a sense of raw power and enduring value.

CHARACTERISTICS **THE PROFOUND**



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NEO-SPIRITUALISM
EARTH EROTIC
MEDITATIVE ARTISAN
SACRED FLOW
RAW ELEMENTS
ETERNALISM
MODERN BOHEMIAN



@angelineilmast3.png



sheena.miyake_7.png



@norseprojects.jpg

CHARACTERISTICS

The Profound consumer is characterized by an eternalist sense of care and a transcendent need to nurture and restore both themselves and their surroundings. They care deeply about the impact of their actions, seeking comfort in practices that reconnect them with the cosmo and with the sensorial tactility of craftsmanship. This consumer discovers forms of traditional innovation, transforming heritage and reclaiming spiritual essence. The Profound finds comfort and emotional resonance in the handmade, valuing the depth and history embedded in each creation. And as a truth-seeker, he is approaching life by going beneath the surface of reality, where an artful psyche finds solace in the tangible and the spiritual world.

SLOW CRAFT



@thepreciousnothingcatalog -9.png



@vespervoyage 1.png



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@paulinoechardin23.png



**NEO-PRIMAL
SACRED TREASURES
TRUTH SEEKER
SPIRITUAL ARTISAN
ANCIENT FLOW**

Profound Heritage. This trend embraces a return to heritage and celebrates the beauty of handmade craftsmanship. It reflects a re-discovery of human creativity, where the soothing practice of meditative artistry is cherished. Melding raw power with spiritual renewal, it blends the unrefined and the polished, creating a modern boho aesthetic. There's a deep sense of purpose, where each piece holds profound meaning. Neo-spiritualism plays a key role, grounding this movement in both tradition and modernity. It's a celebration of authenticity that connect us to a richer, more thoughtful way of living. A crafted and ethereal fusion of past and present.



MOONBATH



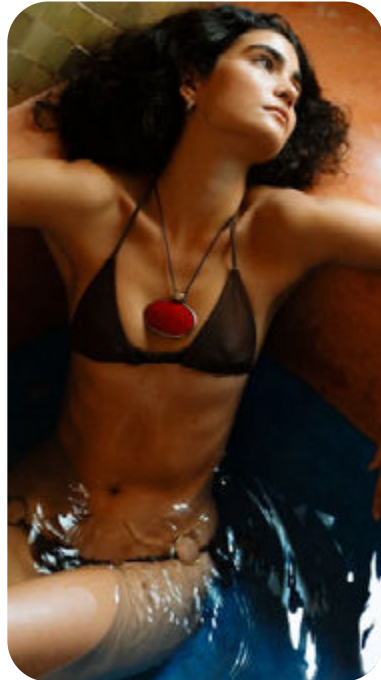
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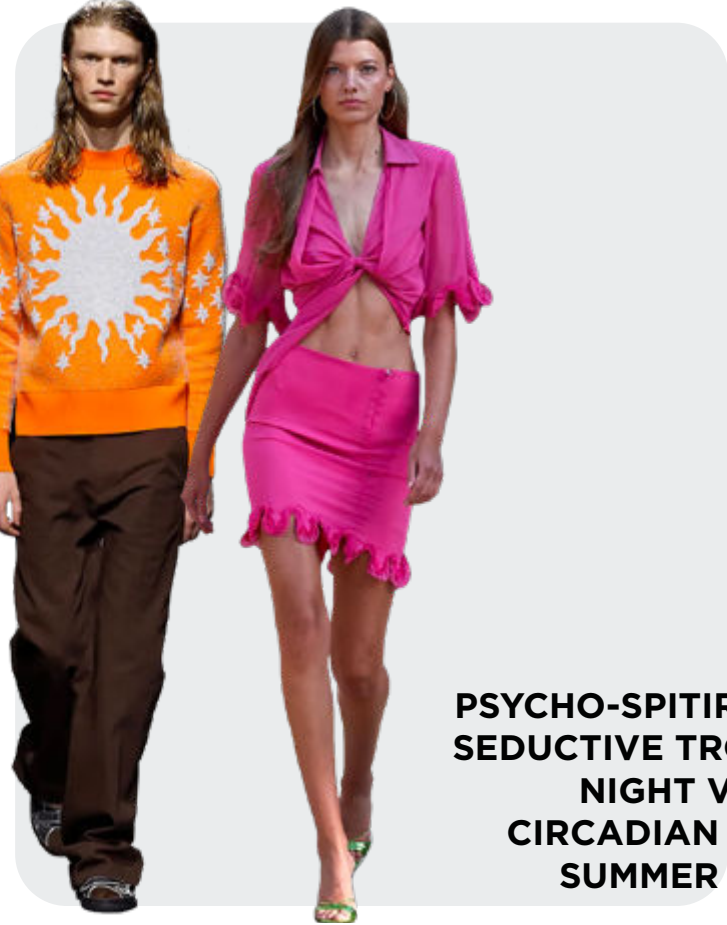
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**PSYCHO-SPITIRTUAL
SEDUCTIVE TROPICS
NIGHT VISION
CIRCADIAN SHIFT
SUMMER SPICE**

Glooming Tropics. This trend redefines fulfillment by celebrating micro-joys and reclaiming the happiness found in everyday moments. Following a circadian shift, it invites one to sunbathe at night to escape the heat, or embrace a world without the sun entirely. Escaping into the nocturnal, it is captivated by an earthy, sensual aesthetic, indulging in a dark tropical imaginary. The mood is infused with the allure of summer spices and a psycho-spiritual essence that resonates with truth seekers. It draws on the mystery of night, blending introspection with an enchanting, almost primal, desire to connect deeply with both self and the natural world.

CONSUMER PROFILE **THE WHIMSICAL**



TRIGGER:
**HOMOGENE
CULTURE**



LONELINESS
SOCIALIZING ISSUES

NORMATIVE CULTURE
SELF-IMPROVEMENT MANIA

FEELING NUMB
TOXIC POSITVITY



DRIVER:
**UPLIFT
IDENTITY**



NEW SUBCULTURES
INCLUSIVE EXCLUSIVITY

UNIQUENESS
EXQUISITE OTHERNESS

EMODIVERSITY
JOY OF SUFFERING

**AUTHENTIC
& STIMULATING**

KEY DRIVER THE WHIMSICAL



@stormmodels.jpg



@lejardinrobo.jpg



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auralee

„Uniqueness in a Homogenized World“

TRIGGERS

In 2026, the Whimsical Consumer emerges as a beacon of individuality in a world increasingly shaped by homogeneity. Triggered by the pervasive loneliness and the struggle to reconnect socially after prolonged detachment, they face the challenges of a culture dominated by toxic beliefs and the distancing effects of social media. The easy accessibility of trends, coupled with a self-improvement mania, has led to a loss of uniqueness, leaving many feeling numb and disconnected from themselves and from each other. Amidst this, the Whimsical Consumer experiences toxic positivity, where real emotions are suppressed, leading to a mixed and repressed feelings that continue to turmoil us on the inside.

DRIVERS

In response to these triggers, the Whimsical Consumer is driven by a deep desire to uplift and redefine his true identity. He seeks to form new subcultures based on inclusive exclusivity and new common grounds. He seeks to create spaces where uniqueness becomes a virtue to be celebrated and where „otherness“ is embraced and celebrated. This consumer type values emodiversity, recognizing that only through experiencing negative emotions can the true depth of positive experiences be fully appreciated.

CHARACTERISTICS THE WHIMSICAL



@allminimal_15.png

SELF-EXPRESSION
KIDULT
BIZZARE BEAUTY
FLUID IDENTITY
UNIQUENESS
EMODIVERSITY
ECLECTIC AMBIGUITY



gazelle custom.jpeg



@harvest.jpg



@mareether4.jpg

CHARACTERISTICS

The Whimsical Consumer is marked by a strong sense of individuality that is connected to an understanding of his emotional depth through hyper-sensitivity and coupled with intimacy in his interactions. The Whimsical Consumer is eclectic and stimulating, embracing the ever-fluid state of his identity. They are characterized by emotional diversity, that is allowing him to acknowledge the odd and bizarre as beautiful. This consumer successfully integrates an unbothered kidult spirit into his exploration of self-expression. They navigate life by taking side roads, exploring the self through eclectic ambiguity in ways that are wonderfully strange, refreshingly unique.

ROMANTIC MISCHIEF



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@jwhorner2.jpg



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@ikiberd3.png



DISRUPTIVE CHIC
MINIMAL/MAXIMAL
URBAN ROMANCE
SENSUALITY
INDIE SLEAZE

Emotional Shift. This trend emphasizes emodiversity, recognizing that both positive and negative emotions are essential to truly appreciating the richness of life. It values contrasts like minimal vs maximal and restraint vs eccentricity, creating a dynamic interplay between opposites. Influences from indie sleaze and subcultures bring an edge, rebellious attitude, while an urban romantic aesthetic adds a sense of yearning and raw emotion. Fueled by desire and the exploration of emotions, this trend reflects a new sensuality that embraces imperfection, celebrating the messy, beautiful complexity of human experiences.

OUT OF OFFICE



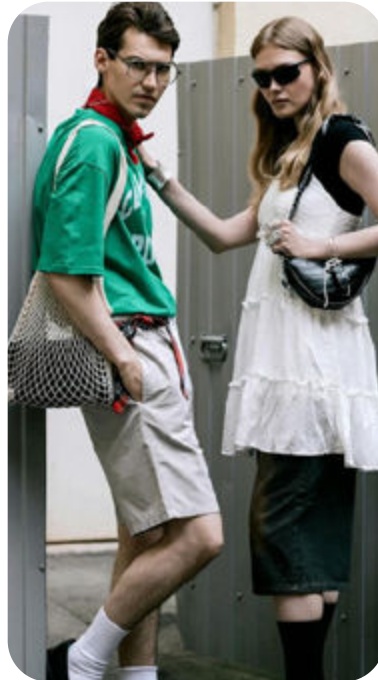
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**KIDULT
BLOKE CORE
MASC/FEM BLEND
CLASH&COLLIDE
2010S**

Exclusive Individuality. In this trend, uniqueness becomes exquisite and „otherness“ is fully embraced. Subcultural influences clash and collide, creating a vibrant fusion of styles. Bloke-core, a sporty casual aesthetic, merges with mass culture and feminine codes, blurring traditional boundaries. Self-irony plays a key role, injecting humor and personality into the mix. There’s a strong leisure focus, appealing to a youth-driven audience. Inspired by the 2010s, this trend reimagines past styles with a contemporary twist, making bold statements while celebrating individuality and unconventional fashion choices.





DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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