



MACROTRENDS
FW26/27
FORECAST
CONSUMER
SHIFTS



LIVETREND

Primal Renaissance

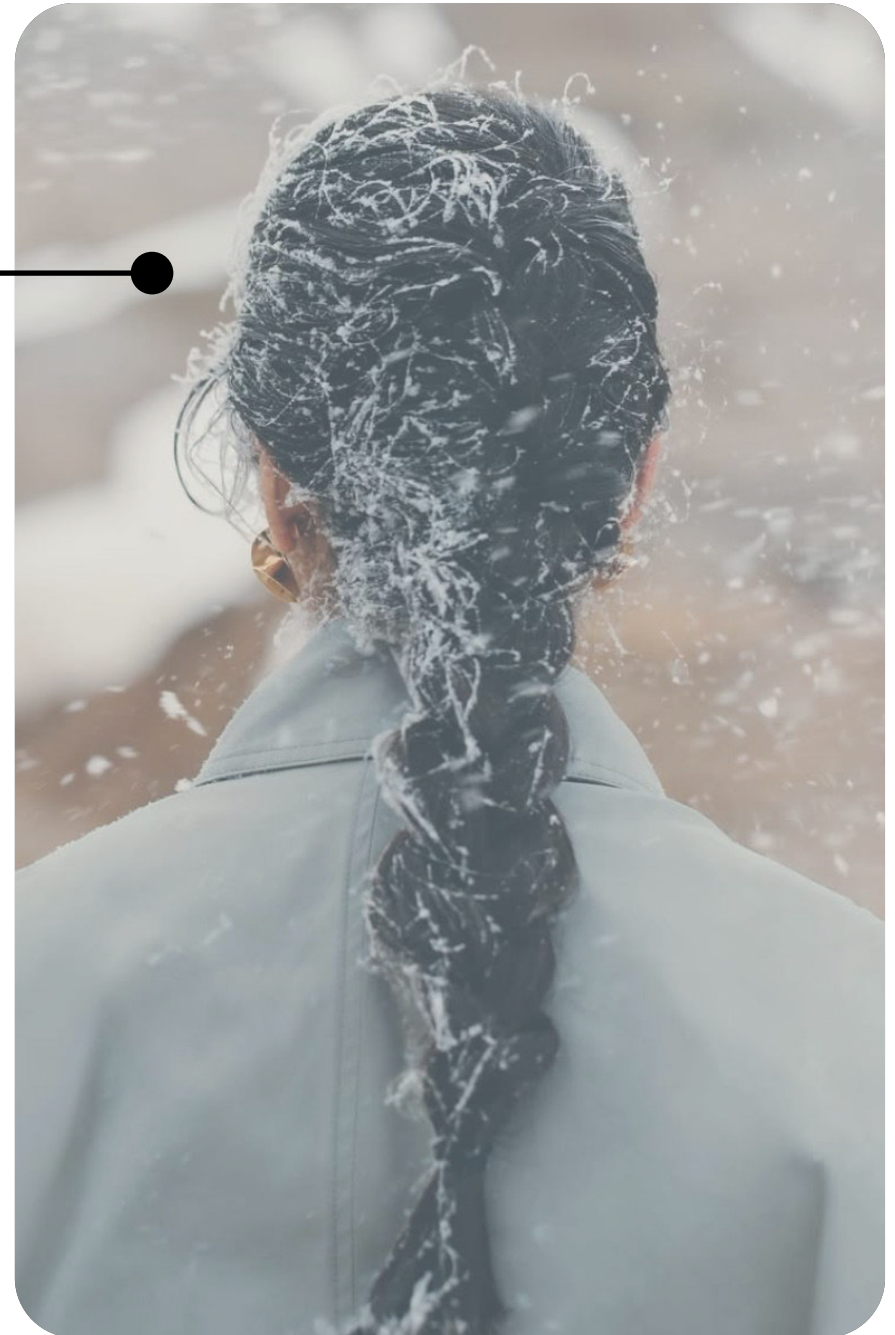
FALL/WINTER 26/27

2026 is a year defined by the tension between chaos and renewal—a time when humanity both rediscovers its raw essence while embracing a future of deep interconnectedness. As the world grapples with overlapping crises, people seek grounding, turning toward simpler, more intentional lifestyles, heritage, and sensory indulgence as a means of reconnecting with their core selves. At the heart of it all lies an insatiable yearning for authenticity, a hunger for primal emotion—something that makes us feel truly, unmistakably human.

This collective pull toward what feels real, tangible, and visceral is about surrendering to humanity. It is about letting go of the rigid structures of polished perfections of our capitalist culture and about rediscovering the raw, unfiltered nature of being alive. This season unfolds as a Primal Renaissance, where ancient instincts converge with modern creativity, and where myth and history are not just remembered but rewritten. Nostalgia serves as a source of comfort, yet it does not bind; instead, it fuels a bold reimagining of the future, infused with untamed energy and deep emotional resonance.

Indulgence is no longer a luxury but a necessity—self-care takes on a primal dimension, embracing the full spectrum of sensation and emotion. Suppression gives way to expression; restraint dissolves into the freedom to feel deeply and exist unapologetically. Whether in fashion, culture, or daily life, this shift is evident—people are no longer content with surface-level existence. They crave texture, depth, and meaning. They are drawn to the fusion of past and present, the interplay of rawness and refinement, the embrace of both instinct and intellect.

The Livetrend Team



OVERVIEW CONSUMER SHIFTS



THE HERMIT

REASSURING
TRADITION

THE MULTILOCAL

COLLABORATIVE
COMMUNITY

THE STIMULATOR

SENSORIAL
SELF-LOVE

THE CODE-BREAKER

RESILIENT
ENGAGEMENT



boysbygirls7.png



@charlotte_lapalus 11.png



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THE HERMIT

CONSUMER SHIFT

Rooted in solitude and tradition, the Hermit withdraws from modern excess, embracing the wisdom of slow living and a life attuned to nature's rhythms. In a world of constant stimulation, they find strength in simplicity, self-sufficiency, and crafting an existence shaped by local knowledge and humble traditions. A hyper-local approach defines their way of life—one that honors folk heritage, analog craftsmanship, and the quiet beauty of slowness. Rejecting unnecessary technology, they turn to low-tech and ethical solutions that align with the natural world. Boredom is embraced as a path to creativity, and silence becomes a space for reflection. With balance and purpose, they move beyond fleeting trends, choosing serenity, humility, and the quiet endurance of a deeply intentional life.

UNHURRIED & UNPROCESSED

ANALOG LEISURE

ECOLOGICAL RYTHMS

RESTORATIVE SOLITUDE

THE HERMIT CONSUMER SHIFT



TRIGGER:
**EXHAUSTION AND
SPEED FATIGUE**



CLIMATE ANXIETY
LACK OF PERSPECTIVES

TIME DEPRIVATION
FAST-PACED EXISTANCE

TECH-OVERSTIMULATION
DIGITAL BACKLASH



DRIVER:
**STABILITY AND
SLOW LIVING**

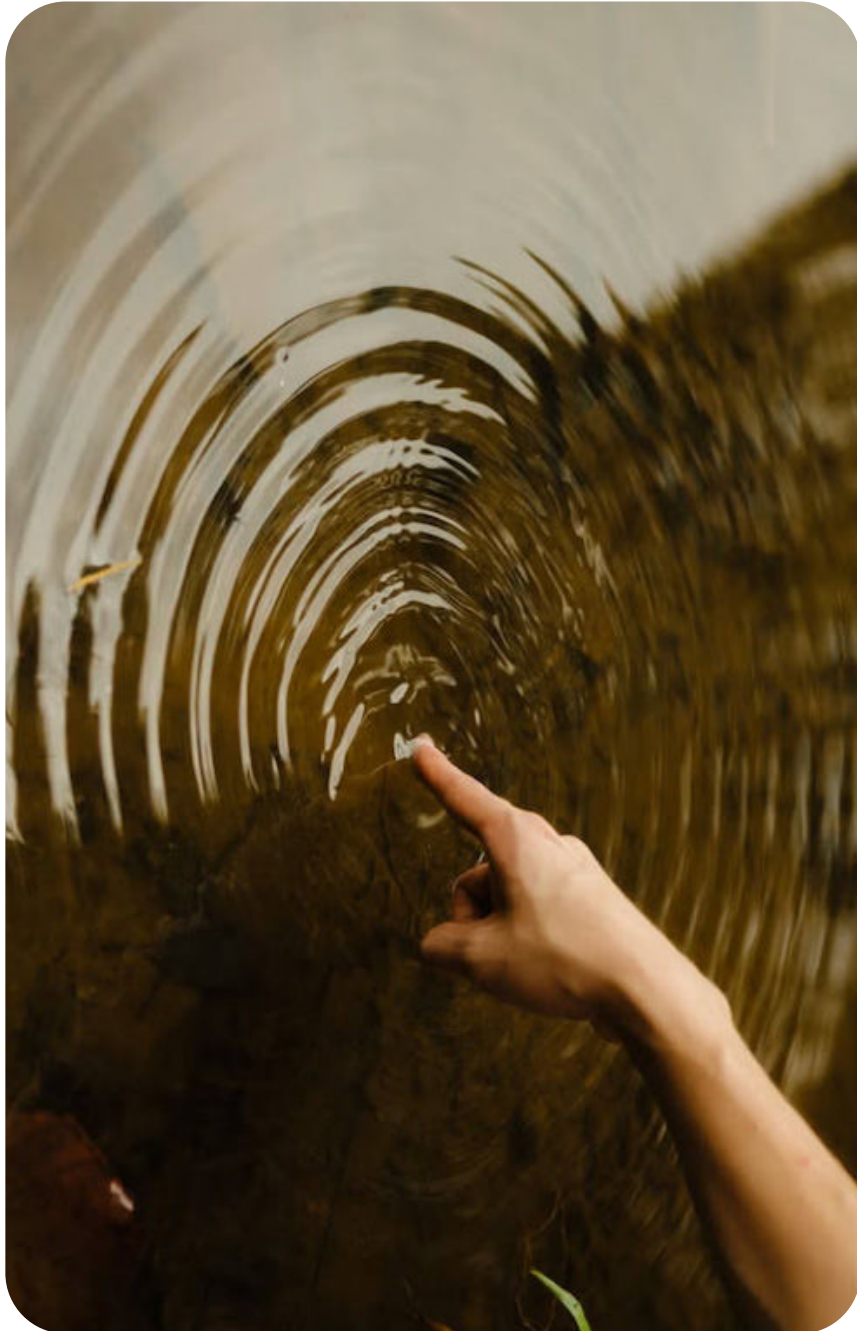


HYPER-LOCALISM
SELF-SUFFICIENCY

SLOW LIVING
BOREDOM AS A GOAL

RURAL RESURGENCE
FOLK TRADITIONS

REASSURING TRADITION



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TRIGGERS

The Hermit's retreat is driven by deep exhaustion from today's speed and the relentless pace of modern life that leaves little room for rest or reflection. Climate anxiety fuels their disillusionment, as environmental instability creates a sense of urgency and helplessness. A feeling of time deprivation makes everyday existence feel rushed and fragmented, stripping life of meaning. Overstimulation from technology and the constant pressure to be connected contribute to digital backlash, pushing them to disconnect and seek solace in slowness.

DRIVERS

The Hermit is driven by a deep desire for stability, seeking refuge from a chaotic world in simplicity and routine. Hyper-localism shapes choices, favoring regional resources, smaller circles and blue-collar jobs. Self-sufficiency becomes essential, empowering them to live sustainably and independently. Slowness turns into a philosophy—boredom is embraced as a path to creativity and mindfulness. This rural resurgence calls them back to nature, where life follows organic rhythms. Rooted in folk traditions, they find meaning in handcrafted goods, and time-honored wisdom, crafting a life of quiet endurance and purpose.



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MINDSET

The Hermit moves through life with quiet intention, embracing simplicity, patience, and balance as guiding principles. Humble and introspective, they resist the pull of overstimulation, finding fulfillment in solitude, deep thought, and unhurried routines. Their days follow natural rhythms, shaped by analog, low-tech practices that prioritize mindfulness over convenience. Rooted in tradition, they seek meaning in handcrafted goods, ethical consumption, and seasonal living. Self-sufficiency is their form of resilience, allowing them to exist in harmony with the land while rejecting excess. For the Hermit, true contentment lies in slowness, purpose, and the quiet beauty of a life aligned with nature.

INTROSPECTIVE MINDFULNESS

HUMBLE

LOW-TECH

BALANCED LIVING

AGRIHOODS



Agrihoods represent a return to grounded living, blending modern convenience with farm-based traditions. Residents enjoy the benefits of being close to nature, experiencing the stability of rural life alongside thoughtfully designed amenities. This lifestyle reflects disillusionment with industrial food systems and the fast pace of modern society. By focusing on local agriculture, shared spaces, and sustainable practices, agrihoods offer a refuge for those seeking authenticity and balance. Nature's rhythms guide daily routines, fostering a deep connection to the land and well-being rooted in tradition. It's a mindful, slower pace of life that embraces sustainability and community.

ECO-PERFUMERY



100% plant-based perfumery is an emerging movement that focuses on natural ingredients, full ingredient transparency, and sustainable practices. These artisanal scents use botanical extracts, essential oils, and renewable resources, offering a mindful alternative to conventional synthetic perfumes. By celebrating nature, they promote personal well-being and environmental care through clean, eco-friendly formulations. For instance, "Cathedral Grove" Perfume Oil by Bathing Culture embodies this approach, evoking botanical aromas. It stands as a symbol of mindful luxury, inviting users to reconnect with nature and embrace a lifestyle of sustainable elegance.

POTTERY CLASSES



Pottery offers a tangible escape from the digital world, inviting individuals to slow down and reconnect with tactile, analog pleasures. For the amateur potter, shaping clay by hand becomes a meditative journey into heritage and tradition in our fast-paced society. Working with malleable clay requires full presence, turning each session into a sanctuary of self-expression and calm. This craft provides respite from digital distractions, nurturing a deep, sensory connection to the past while fostering creativity. In recent years, amateur pottery has grown in popularity as more seek balance, reclaiming quiet moments and mindful rituals.

THE MULTILOCAL

CONSUMER SHIFT

The Multilocal navigates a fragmented world by fostering cultural inclusivity and human reconnection. Empathic and intuitive, this consumer counteracts issues of alienation and digital detachment, embracing real-world relationships and patchworking new communities. They center human bonds over individualism. Their identity is shaped by cross-cultural influences and shared experiences - rerooting and retrieving heritage from diverse traditions. The Multilocal believes in the power of blending different cultural practices in order to evolve and to create new forms of belonging. For them, home isn't a fixed place but a network of people, cultures, and shared histories, where belonging is nurtured through genuine, interconnected experiences.



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CULTURAL INCLUSIVITY

RE-ROOTING

RETRIEVE HERITAGE

MEANINGFUL CONNECTIONS

THE MULTILOCAL CONSUMER SHIFT



TRIGGER:
**ALIENATION &
OBLIVIOUS**



CLOSING BORDERS
FAR-RIGHT ARISING

ALIENATING LONELINESS
DUE TO GLOBAL FLUXES

DIGITAL DETACHMENT
MEANINGLESS NON-PLACES



DRIVER:
**HUMAN
RECONNECTION**



ETHNO PATCHWORKS
REMEMBERING & SHARING

REAL-LIFE RELATIONS
RECLAIMING PROXIMITY

PRESERVE CULTURE
THROUGH ARTS & HERITAGE

COLLABORATIVE COMMUNITIES



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„Fostering Communities“

TRIGGERS

The Multilocal is shaped by a world of growing alienation, where cultural oblivion and detachment erode meaningful connections. Closing borders and the rise of far-right ideologies fuel division, fostering exclusion and limiting cross-cultural exchange. Digital detachment deepens the disconnect, replacing human interactions with virtual substitutes that lack depth and authenticity. Surrounded by meaningless “non-places” devoid of identity or history, the Multilocal experiences a profound sense of displacement, struggling to find belonging in an increasingly fragmented and isolating world.

DRIVERS

The Multilocal is driven by a deep need for human reconnection, seeking to reclaim proximity and real-life relationships in an increasingly detached world. They embrace ethno-patchworks, valuing cultural exchange and shared traditions. Remembering and sharing heritage becomes essential, preserving identity through arts, storytelling, and craftsmanship. By fostering meaningful bonds and celebrating diverse influences, they actively work to sustain culture, creating inclusive spaces rooted in authenticity and collective memory.



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MINDSET

The Multilocal establishes real-world, collaborative communities, where culture and heritage are preserved through open sharing and inclusion. They seek deep, meaningful relationships, forging connections through shared rituals and everyday interactions. They are trustful and empathetic, as they embrace diversity with openness - seeing identity as fluid and shaped by our surroundings and experiences. For them, home is not a fixed place but a dynamic, shared experience built on history, people, and traditions. Rather than retreating into digital detachment, they prioritize communal spaces and face-to-face interactions. Through collaboration and cultural exchange, they sustain and evolve heritage, ensuring its continuity and relevance.

PRESERVE HERITAGE

INCLUSIVE APPROACH

COLLABORATIVE SPIRIT

MEANINGFUL

WORK RESORTS



Work resorts redefine professional spaces by blending productivity with relaxation, fostering vibrant communities beyond the traditional office. Prioritizing wellness and meaningful connections, they cultivate creativity, social interaction, and balance. Studies show most professionals seek work-life integration, favoring environments that enhance both health and happiness. Work resorts meet this need with wellness programs, communal spaces, and nature-inspired settings that fuel innovation and rejuvenation. In this new era, employees thrive professionally while also finding solace and belonging, proving that work can be both fulfilling and restorative in an environment designed for holistic well-being.

MEETING STRANGERS



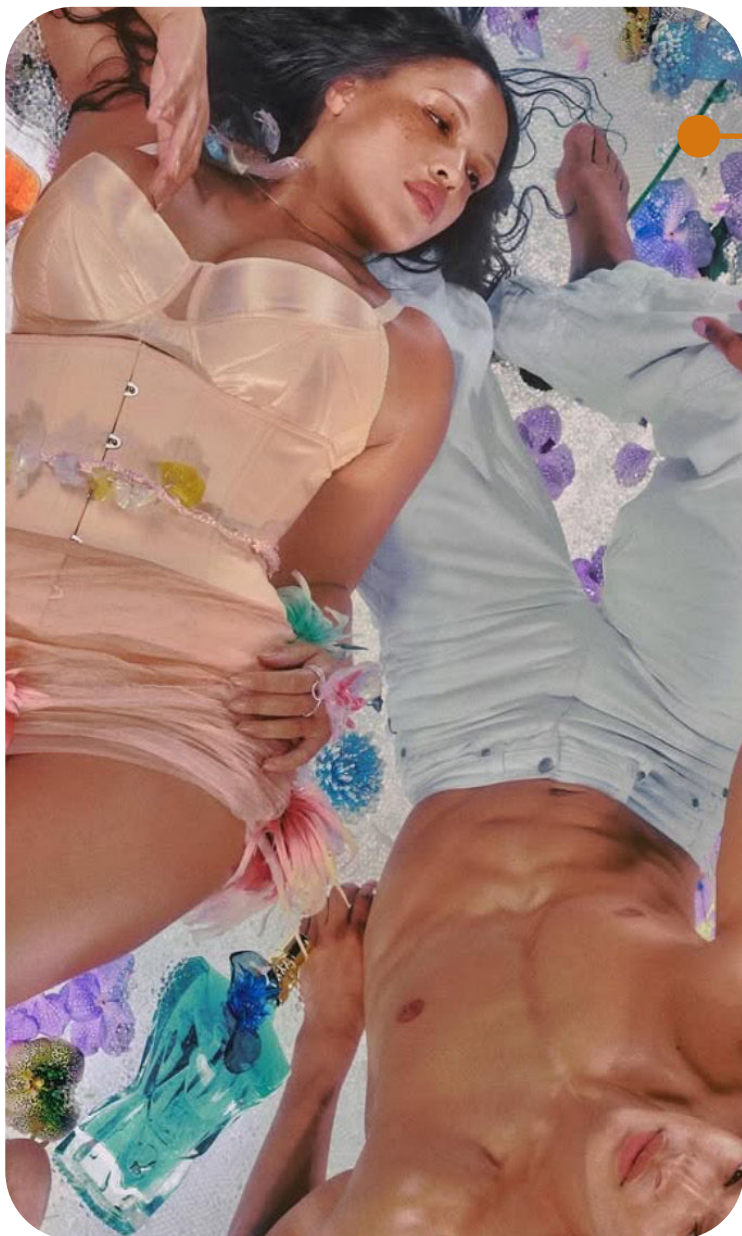
„TimeLeft“ is a human-centered app designed to foster deep, meaningful connections in an era of global flux and migration. As loneliness and digital detachment rise, it encourages authentic cross-cultural meetings and the formation of neo-communities. By facilitating local gatherings and collaborative experiences, the app transforms digital interactions into real-life bonds, uniting people across backgrounds. It empowers users to move beyond superficial online exchanges, rediscovering belonging through shared interests and genuine dialogue. In doing so, „TimeLeft“ becomes a vital tool for combating isolation, preserving cultural exchange, and nurturing inclusive communities where every connection holds real value.

COMMUNITY SAUNAS

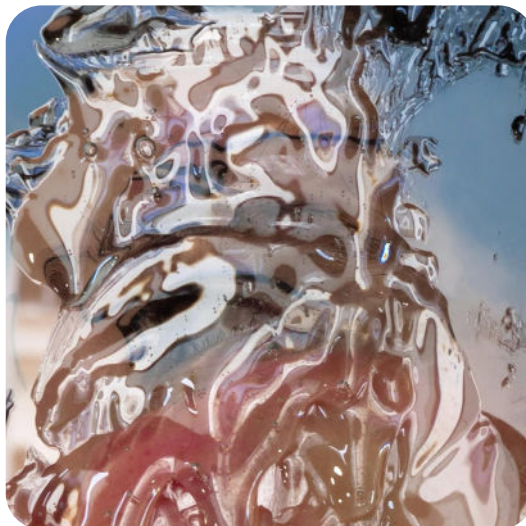


Community saunas are making a strong comeback as spaces for genuine social connection. In these heated retreats, people gather free from digital distractions and societal barriers, fostering openness and shared vulnerability. Stripped of modern pretenses, everyone is present, equal, and valued. The warmth sparks spontaneous conversations, laughter, and deep exchanges that bridge cultural and generational divides. These gatherings revive a modern ritual of community, where connection is rooted in shared experience. In an era of isolation and fleeting digital interactions, the return of sauna culture highlights the power of human presence and the simple joy of being together.

THE STIMULATOR



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@annikakafcaloudis 13.png

CONSUMER SHIFT

The Stimulator rebels against a world that feels numb, constrained and monotonous. Tired of flat and screen-based interactions, they crave intensity, pleasure, and full-body engagement. Rejecting emotional suppression and societal conservatism, they strive for hedonism - seeking out experiences that are deeply sensory and joy-filled. For the Stimulator, life is about feeling deeply and fully, using pleasure as a strategic form of empowerment. They break free from routine and desensitization through touch, play and spontaneity, reclaiming the right to live in the present. Driven by pleasure-driven self-love they cultivate joy and vibrancy, prioritizing the physical experiences over the mind's constraints.

MINDFUL HEDONISM

PRESENTIFICATION

STRATEGIC OPTIMISM

PLEASURE-SEEKING

THE STIMULATOR CONSUMER SHIFT



TRIGGER:
**OVERWHELM &
DYSREGULATION**



PHYSICALLY DESENSITIZED
FLAT TOUCH-SCREEN WORLD

POLITICALLY RESTRAINED
CONSERVATISM

BRAIN ROT & BOREDOM
OPPRESSIVE WEARINESS



DRIVER:
**UNLEASH JOY
AND PLAY**



BODY EMPOWERMENT
PHSYCO-PHYSICAL NEEDS

HYPER-FLUIDITY
GENDER AND IDENTITY

BEING IN THE PRESENT
NEW REALITIES

SENSORIAL SELF-LOVE



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TRIGGERS

Stimulators are set off by overwhelming dysregulation in a world that floods the senses with relentless stimulation. Politically, they feel stifled by conservative constraints that suppress genuine expression. The flat, touch-screen environment leaves them physically desensitized, promoting mental stagnation and boredom. This brain rot, coupled with oppressive weariness, deepens their longing for vitality. Digital monotony and sanitized settings further alienate, contributing to a pervasive state of disconnection and apathy. These triggers provoke a profound discontent with modern life, igniting a yearning for authentic, intense, and life-affirming experiences that profoundly cut through the dull fabric of routine.

DRIVERS

The Stimulators are driven by an innate desire to unleash joy and play, embracing life as a vivid sensory playground. They prioritize body empowerment and the fulfillment of deep psychophysical needs. They are defined by hyper-fluidity, transcending traditional constructs of gender and identity, fostering a creative exploration of the self. Anchored in the present moment, they immerse themselves in the here-and-now, crafting new realities through experiential, joyful interactions. Here, every sensation and spontaneous encounter is a powerful act of liberation, transforming mundane existence into an art of living profoundly.



@fuuckingyoung 13.png



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@manfantastic3.png

MINDSET

Living by instinct and sensation, the Stimulator is drawn to physical and sensory intensity, prioritizing pleasure, intimacy, and an intense body-mind connection. This consumer engages in somatic experiences, movement, and indulgent self-care rituals that heighten awareness and joy. Embracing playful surrealism, they blur the boundaries between reality and fantasy, finding delight in the unexpected. With a carefree and confident approach, they practice mindful hedonism, celebrating sensuality and body consciousness as a form of expression and self-love. Rejecting disconnection and rigidity, they seek stimulation, excitement, and the beauty of being in the moment, reveling in a world where the senses are both heightened and reimaged.

PLAYFUL SURREALISM

INSTINCT-DRIVEN

NEW OPTIMISM

SELF-INDULGENCE

SOMATIC WELLNESS



The „Somashare“ app offers a transformative platform for those seeking deeper connection with their physical selves through body-based healing practices. Featuring guided sessions in breathwork, movement therapy, and sensory meditation, the app empowers users to explore holistic well-being and increase self-awareness. Designed to counter modern stresses, „Somashare“ encourages mindful movement and intentional practices that restore balance and ease tension. Each session, crafted by somatic therapy experts, creates a nurturing space for the body to heal, release, and rejuvenate. This approach enhances bodily intelligence, emotional clarity, and supports overall wellness for a more mindful, balanced life.

VIBROACUSTIC THERAPY



Vibroacoustic therapy is a multi-sensory treatment that integrates therapeutic sound wave frequencies into the body through both ears (via headphones) and the body (through four transducers in the Sensory Lounge™ mattress). This innovative technique uses sound's power to induce deep relaxation by aligning vibrations with the body's natural rhythms. The combination of auditory and tactile sensations reduces physical tension and emotional stress, promoting mental clarity and rejuvenation. By engaging multiple senses simultaneously, vibroacoustic therapy offers a holistic approach to wellness, guiding individuals to reconnect with their inner balance and foster a state of calm and healing.

LONGEVITY RETREATS



„Longevity Escapes“ redefines travel by offering eco-conscious retreats focused on holistic well-being, balancing nature, movement, and mindful nourishment. These transformative experiences go beyond relaxation, featuring wellness programs, traditional healing rituals, and plant-based nutrition designed to enhance longevity and inner harmony. In an age of burnout and digital fatigue, „Longevity Escapes“ provides a sanctuary where travelers reconnect with themselves, embracing a slower, more intentional lifestyle. Each retreat fosters healing, rejuvenation, and a deeper sense of self, allowing visitors to rediscover balance and peace in a fast-paced world.

THE CODE-BREAKER

CONSUMER SHIFT

The Code-Breaker is a bold force challenging outdated systems and controlled narratives. Empowered by a desire for change, they reject societal constraints, misinformation, and top-down authority, embracing imperfection and chaos as tools for transformation. Whether navigating global activism or personal autonomy, they value transparency and authenticity over polished facades. In a world dominated by digital influence, they stand firm in their commitment to de-influencing, encouraging self-determination and alternative paths. With a fierce, independent spirit, the Code-Breaker seeks to rewrite the rules, reclaiming their own options and empowering others to break free from societal pressures and control.

DE-INFLUENCING

RESTLESS REBELLION

MICRO-IDENTITIES

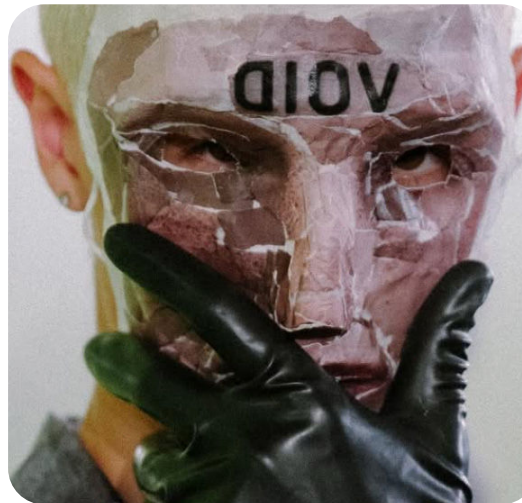
EMBRACING OTHERHOOD



@sophiaperrass13.png



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THE CODE-BREAKER CONSUMER SHIFT



TRIGGER:
**CIVIC RAGE AND
STATUS QUO**



DISTRUST
DUE TO MISINFORMATION

SOCIAL UNREST
OUTDATED SOCIAL SYSTEM

NIHILISM
PASSIVE FRUSTRATION



DRIVER:
**REGAIN
AGENCY**



REBELLIOUS VIGILANCE
CIVIC & SELF-PROTECTION

EMBRACING CHAOS CULTURE
BRAT MOVEMENT

TRUST IN TECH
CREATIVE CHANGE

RESILIENT ENGAGEMENT



@dashataivas 4.png

„Pushing Boundaries“

TRIGGERS

The Code-Breaker is driven by civic rage and frustration with the status quo, fueled by a deep distrust in institutions due to misinformation and corruption. They are overwhelmed by social unrest and the persistence of outdated systems that fail to serve the collective. Nihilism creeps in as hope for meaningful change wanes, and passive frustration festers. The Code-Breaker is disillusioned by the lack of accountability, feeling trapped in a cycle where traditional structures no longer reflect their needs, leaving them craving disruption and transformation.

DRIVERS

The Code-Breaker is driven by a need to regain agency and self-determination, rejecting societal constraints and embracing rebellion as a form of empowerment. They adopt a vigilant stance, prioritizing civic and self-protection as a response to external pressures. Embracing chaos culture, they align with the Brat Movement, using defiance as a tool for transformation. They place trust in technology, seeing it as a vehicle for creative change and disruption. Motivated by the belief that breaking norms can lead to meaningful progress, they fight for autonomy, transparency, and a redefined future.



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@miashen5.png



@apocene 5.png

MINDSET

Fearless, empowered, and non-conformist, the Code-Breaker boldly challenges authority and refuses to accept the constraints of a broken system. With unwavering courage and determination, they disrupt societal norms and embrace rebellion as a path to liberation and transformation. Whether through digital activism, protest, or subverting mainstream narratives, they use technology and culture as tools to reshape the world on their own terms. The Code-Breaker is unapologetically outspoken, a courageous disruptor, and a determined architect of a future that prioritizes individuality, autonomy, and freedom from imposed limitations.

EMPOWERED

DETERMINED

NON-CONFORMIST

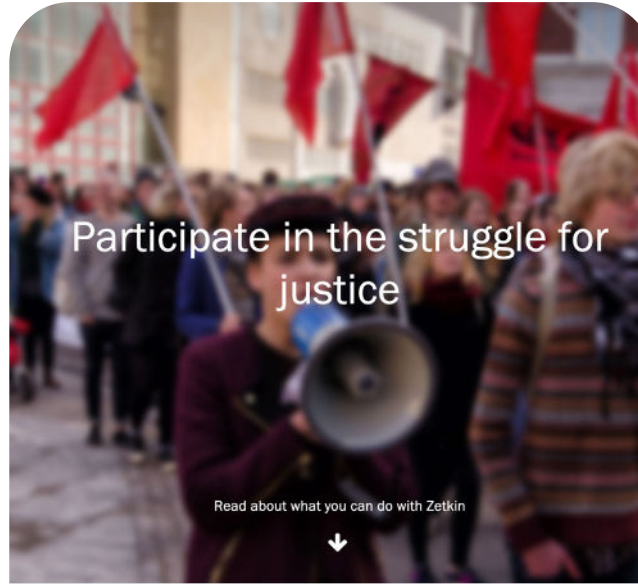
COURAGEOUS

ADAPTIVE FASHION



Brands like Anthropologie and Primark are leading a new wave in adaptive fashion that redefines beauty and challenges conventional standards. Their collections thoughtfully integrate functional features for people with disabilities, sensory sensitivities, and seniors, proving that style and accessibility can thrive together. These designs prioritize inclusivity, embracing bold aesthetics that allow wearers to express their unique identities. Adaptive fashion is no longer just about practicality; it's a statement against homogenized beauty ideals. By reimagining clothing to meet diverse needs, these brands encourage consumers to challenge norms and celebrate individuality, making adaptive fashion a symbol of social progress.

PLATFORM ACTIVISM



Participate in the struggle for justice

[Read about what you can do with Zetkin](#)



„Zetkin“ is a web-based platform that simplifies activism by making participation more accessible and organized. Designed for grassroots organizations and individual activists, it allows users to join campaigns, sign up for protests, and engage in phone banking—all in one place. As Gen Z embraces digital tools for social change, „Zetkin“ demonstrates how technology can drive real-world action. By streamlining coordination and amplifying voices, the platform empowers individuals to reclaim control, challenge outdated systems, and create meaningful social impact through seamless online-to-offline engagement.

GENDERLESS CLOTHING



The „Phluid Project“ is transforming fashion into activism, redefining self-expression beyond traditional gender norms. Through gender-free collections and collaborations with designers embracing nonbinary identities, „Phluid“ challenges societal barriers and champions authenticity. Its impact goes beyond clothing, with initiatives like GET Phluid corporate education and The Phluid Phoundation, which amplify marginalized voices, support trans-led organizations, and assist homeless queer youth. By blending retail, advocacy, and education, „Phluid“ fosters a world where identity is limitless, turning inclusivity into a transformative way of life for all.



LIVETREND THANK YOU!

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