



MACROTRENDS
FW26/27
FORECAST
CONSUMER
SHIFTS



LIVETREND

THE STIMULATOR

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.



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@annikakafcaloudis 13.png

MINDFUL HEDONISM

PRESENTIFICATION

STRATEGIC OPTIMISM

PLEASURE-SEEKING

THE STIMULATOR CONSUMER SHIFT



TRIGGER:
**OVERWHELM &
DYSREGULATION**



PHYSICALLY DESENSITIZED
FLAT TOUCH-SCREEN WORLD

POLITICALLY RESTRAINED
CONSERVATIVISM

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



@fuuckingyoung 13.png



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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