



FW27

FORECAST

CONSUMER SHIFTS



LIVETREND

Pollination through Agency

In a world defined by acceleration and instability, agency is no longer something we inherit. It is something we consciously rebuild.

Systems shift faster than we can process. Truth fragments. Trust destabilizes. Technology connects while exhausting attention. Economic and environmental pressures compress timelines and intensify uncertainty. Within this volatility, stability cannot be assumed. It must be constructed. Traditionally, agency was framed as autonomy, as control, as the ability to stand independently within shifting systems. But in an era of interdependence, control alone no longer guarantees resilience.

In interdependent systems, agency behaves less like possession and more like pollen. Pollen does not grow in isolation. It moves between organisms, transferring potential from one environment to another. Through selective exchange, it enables fertilization and new growth. Movement sustains continuity. Circulation generates life.

Seen through this lens, agency is not about holding ground. It is about shaping how exchange happens. Value travels. Ideas transfer. Trust forms through contact. Stability emerges not from isolation, but from intentional participation in systems that are already connected.

Agency, in this context, is no longer abstract power, it is something lived, practiced, and protected. It emerges in the quiet act of setting boundaries, in the insistence on proof, in the courage to question, and in the decision to grow alongside others. It is found in the ways individuals regulate their exposure, choose their communities, and redefine what control means in a world that resists predictability. Reclaiming agency therefore means choosing what to absorb, choosing what to transmit, and choosing where to root.

Preparedness replaces excess. Durability replaces disposability. Care becomes infrastructure rather than afterthought. Individuals design the conditions under which energy, information, and trust circulate. Distinct strategies emerge, yet they share a common shift: agency is no longer about standing alone, but about participating in systems without surrendering authorship. Agency is not granted. It is cultivated. In unstable systems, stability is co-created.



atmos 14.png



kinfolk.jpg

This forecast is based on innovative LIVETREND Data and the expertise of Trend Analysts. The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.

IMPULSES



MarieKoreeva.jpg

NERVOUS SYSTEM REGULATION

Chronic overstimulation and overload are driving a return to sensory grounding. Quiet is embedded into infrastructure: built through slow environments, sensory materials, and rituals of disconnection.



@michaeloliverlove2.png

WEAPONIZED IRONY

Cultural hypocrisy is expressed through coded humor. Sarcasm allow consumers to critique power structures while maintaining social distance. Irony becomes emotional regulation to metabolize anger without burnout.

ALGORITHMIC TRUST GAP

As AI embeds into daily infrastructure, trust fractures widen. Consumers oscillate between reliance and suspicion, demanding radical transparency. Authority is no longer assumed, it must be continuously verified.



@ignant.jpg

RECLAIMING JOY

Consumers are actively engineering joy prioritizing humor and lightness as survival tools. This is not escapism but emotional repair, a deliberate reconstruction of optimism.



Alexamiller.jpg

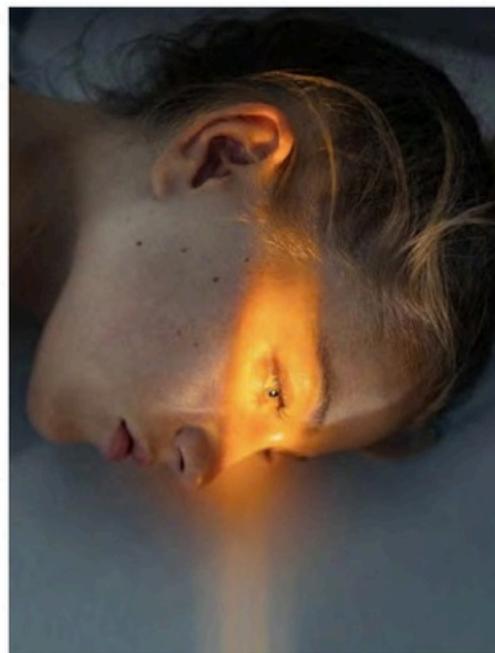
IMPULSES



@albertopoloianez.png

RESILIENCE CULTURE

Crisis and declines are reshaping consumer psychology. Individuals are cultivating resilience strategies. Preparedness, adaptability, and psychological endurance become cultural values.



@emanueledimare_.png

PROOF CULTURE

Institutional erosion and misinformation are driving a culture of proof-seeking. Consumers are becoming self-gatekeepers, scrutinizing claims, sourcing, and brand ethics before engagement.

PLANETARY REPAIR

Climate awareness has matured into pragmatic adaptation. Preparedness, durability, and ecological intelligence guide purchasing and lifestyle decisions. Hope emerges from agency.



@zita.fernandez

COMMUNAL INDIVIDUALISM

In response to widespread isolation, consumers are reconstructing belonging through micro-communities that preserve individuality while enabling collective support. Identity is not dissolved within the group but amplified through it.



@michaeloliverlove.png



**THERE IS
MORE!**

DISCOVER LIVETREND

LIVETREND TREND & MARKET ANALYTICS

THE TECHNOLOGY



LIVETREND'S ALGORITHMS COLLECT AND ANALYZE OVER 1040 FASHION ATTRIBUTES THROUGH TEXT AND IMAGES FROM THE WEB. ALL THESE ATTRIBUTES ARE MAPPED WITHIN A TAXONOMY AND A TAG-BASED SYSTEM, CROSS-REFERENCED WITH MILLIONS OF DATA, TO IDENTIFY AND MONITOR TRENDS. THANKS TO THIS INNOVATIVE DATA-DRIVEN METHODOLOGY, LIVETREND EXPERTS ARE ABLE TO ANALYZE AND IDENTIFY TRENDS WITH 93% ACCURACY.



E-COMMERCE

+100K NEW PRODUCTS PER WEEK



FASHION SHOWS

+15K LOOKS PER SEASONS



SOCIAL MEDIA

+3M IMAGES PER MONTH



CONSUMER INTEREST

VOLUME GROWTH ON CONSUMER ONLINE SEARCHES

DATA TO DRIVE CREATIVITY



LIVETREND IS THE FIRST TREND & MARKET ANALYTIC SOLUTION FOR FASHION, LEVERAGING BIG DATA AND ARTIFICIAL INTELLIGENCE TO HELP BRANDS CREATE, BUY AND SELL BEST-SELLING COLLECTIONS, OPTIMISING BUSINESS AND SUSTAINABILITY.

ALL-IN-ONE PLATFORM

A COLLABORATIVE PLATFORM THAT ALLOWS DESIGNERS, PRODUCT MANAGERS, MERCHANDISERS, BUYERS, MARKETING AND SALES TEAMS TO WORK TOGETHER SHARING THE SAME INFORMATION.



01
TRENDFEED
TRENDS



02
ANALYTICS
MARKET



03
RETAIL SEARCH
PRODUCT



04
TREND SEARCH
AI ASSISTANT



DATA-DRIVEN APPROACH BENEFITS



DESIGN

MERCH

BUYING

REDUCE UNSOLD GOODS
WITH BEST-SELLING PRODUCTS

STOP GUESSWORKING
MAKING CONFIDENT DECISIONS

STOP MARGIN-LOSS OF DISCOUNTS
INCREASING SELL OUT

REDUCE MANUAL RESEARCH
WITH A TIME-SAVING TOOL



+25%

FREE TIME FOR
CREATIVITY

+45%

PRODUCTIVITY

-50%

FORECAST
ERRORS

TRANSFORM YOUR COLLECTIONS

START NOW!

CONTACTS

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