TREND MONITOR® 2018-19

#THE NOW AGE

RETAIL TRENDS

TENDENZE E COMUNICAZIONE

16 Marzo 2018

GDOWEEK #RETAIL 2038

TREND MONITOR® 2018-19

#THE NOW AGE

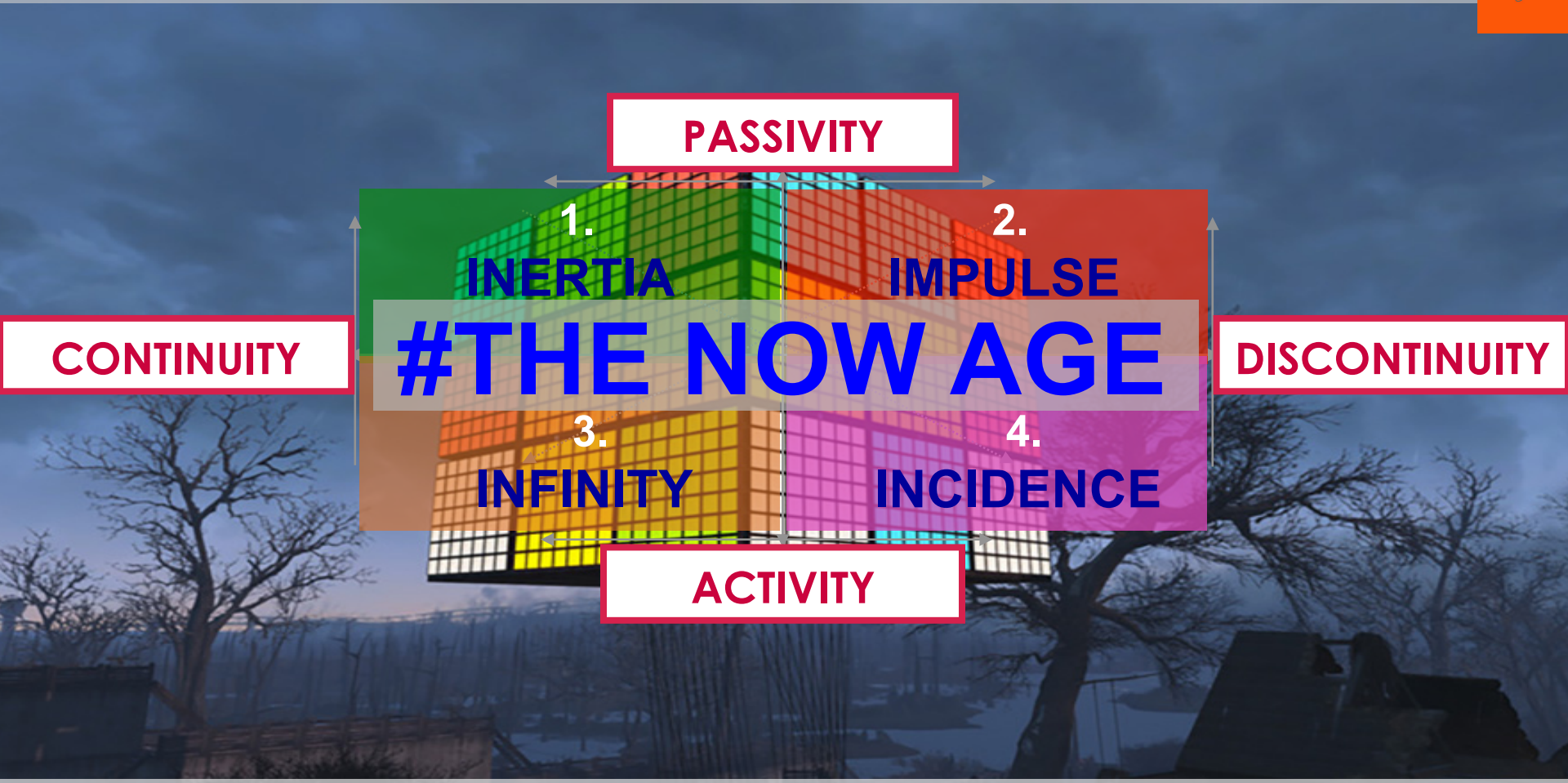
1 BACKGROUND

2 PILLARS

3 TRENDS

4 TARGETS

KEY REASONS:
✓ SHORT-STAY SWIRLING
✓ UNPREDICTABILITY
✓ TECH-RELIANCE
✓ FRAGMENTATION
TRANSIENCE


PASSIVITY
1.
INERTIA
2.
IMPULSE
CONTINUITY
#THE NOW AGE
DISCONTINUITY
3.
INFINITY
4.
INCIDENCE
ACTIVITY

TREND MONITOR® 2018-19

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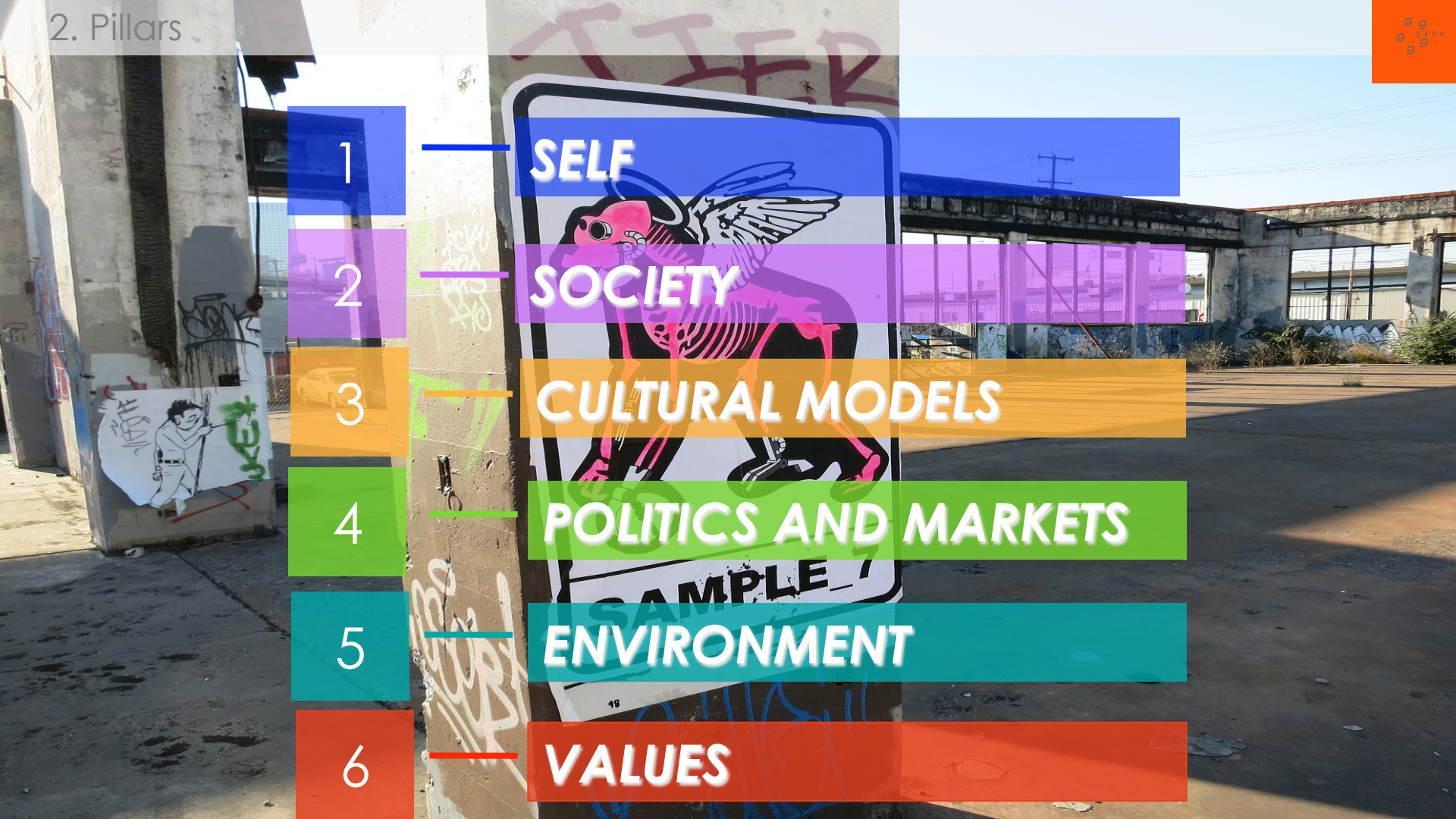
1 BACKGROUND

2 PILLARS

3 MAIN TRENDS

4 TARGETS


1
SELF
2
SOCIETY
3
CULTURAL MODELS
4
POLITICS AND MARKETS
5
ENVIRONMENT
6
VALUES

1. SELF

- EFFORT TO PREVENT TIME FLOW TO FADE INDIVIDUAL IDENTITY
- SOCIAL MEDIA COMMITMENT TO ENLIVEN OFFLINE EXPERIENCE

- **AUGMENTED PURCHASE PROCESSES**
- **ENGAGED RELATIONSHIPS**
- **TOGETHERNESS ATTITUDE**

2. SOCIETY

- COMPROMISE BETWEEN TECHNO FUTURE & PRESENT TIME
- ALWAYS ON STILL WIPING OUT THE "REALITY" LIMITS

- **RETAIL SPACE AS AN IDEAL WORLD**
- **OVEREXCITED IMAGINATION**
- **RETAIL SHELTER AND REFUGE**

3. CULTURAL MODELS

- ON-GOING SHUFFLING OF CULTURAL: MIXING AND MELTING
- LOCKING AND LATCHING ORIENTATION RISE

- **CONTENTS NEEDED**
- **TRIBE RELEVANCE**
- **USER GENERATION ALERTS**

4. POLITICS AND MARKETS

- POLITICS AND MARKETS: NON PARALLEL PATHS, DIFFERENTLY TEMPORAL FRAMES
- RETAILING IS THE TOUCHPOINT AS WELL OF A POLITICAL ISSUE

- **MARKETPLACE AS AN ALTERNATIVE WORLD**
- **MARKETPLACE AS A POLITICAL FIELD**
- **MARKETPLACE AS A SOCIAL ARENA**

5. ENVIRONMENT

- FUTURE SURVIVAL ON EARTH STILL STANDS OUT AS A GOAL
- BUT A DURABLE PARADIGM FOR SUSTAINABLE MANUFACTURING AND CONSUMPTION HAS A HARD TIME TO ESTABLISH AND BROADEN

- **CONNECT MESSAGES TO THEIR CAUSES**
- **LINK CAUSES TO THEIR CONSEQUENCES**
- **STRESS TRANSPARENCY**

6. VALUES

- VALUES WIDENING VS EXTREME FRONTLINE: A CLOSE COEXISTENCE
- OPAQUE ATTITUDE OPPOSED TO ROOTED SHARP POSITIONS

- **FREE THINKING**
- **OPEN SOCIETY TO BOOST PROFITS**
- **WORK ON "CULTURAL" CONSUMPTION**

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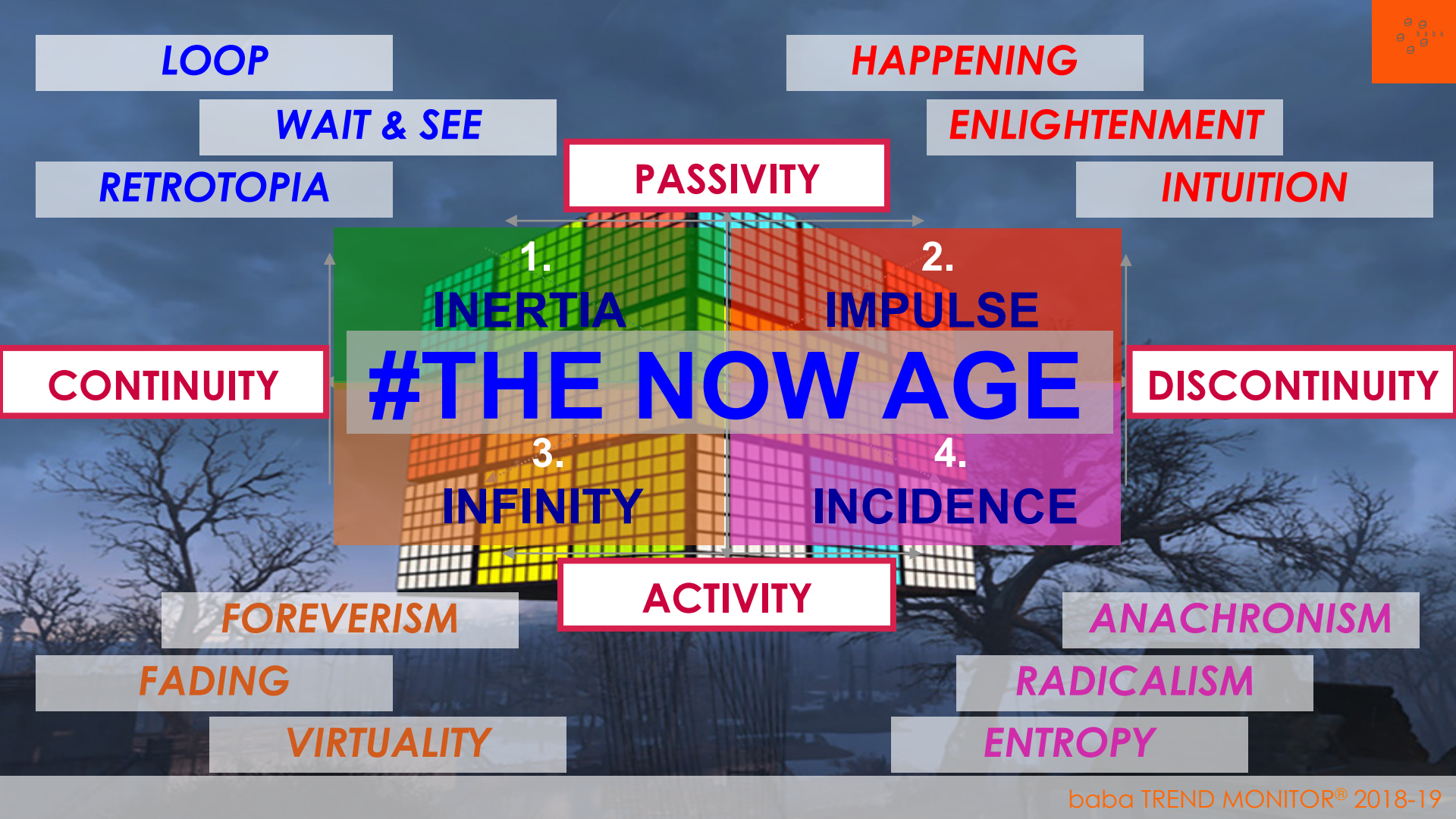
LOOP
HAPPENING
WAIT & SEE
ENLIGHTENMENT
RETROTOPIA
PASSIVITY
INTUITION
1.
INERTIA
2.
IMPULSE
CONTINUITY
#THE NOW AGE
DISCONTINUITY
3.
INFINITY
4.
INCIDENCE
ACTIVITY
FOREVERISM
ANACHRONISM
FADING
RADICALISM
VIRTUALITY
ENTROPY

- STRIVE FOR **DURATION** THROUGH:
  - ✓ REPETITION TO GAIN STABILITY
  - ✓ CIRCULARITY TO ESTABLISH PERSISTENCE

1. INERTIA
A. LOOP

Online marketplace and rapid logistic company to resell oversupplied products

- **CAUTIOUS** ORIENTATION TO:
  - ✓ RUN A RESTRAINED, RESTRICTED TO PRESENT, EVERYDAY'S EXPERIENCE
  - ✓ NEUTRALIZE ANY RISK ARISING FROM SPRINGING NOVELTIES

1. INERTIA
B. WAIT & SEE

WHEELYS MOBY MART: in Shanghai a 24 hrs convenience store that leverages AI to provide customers the products they want