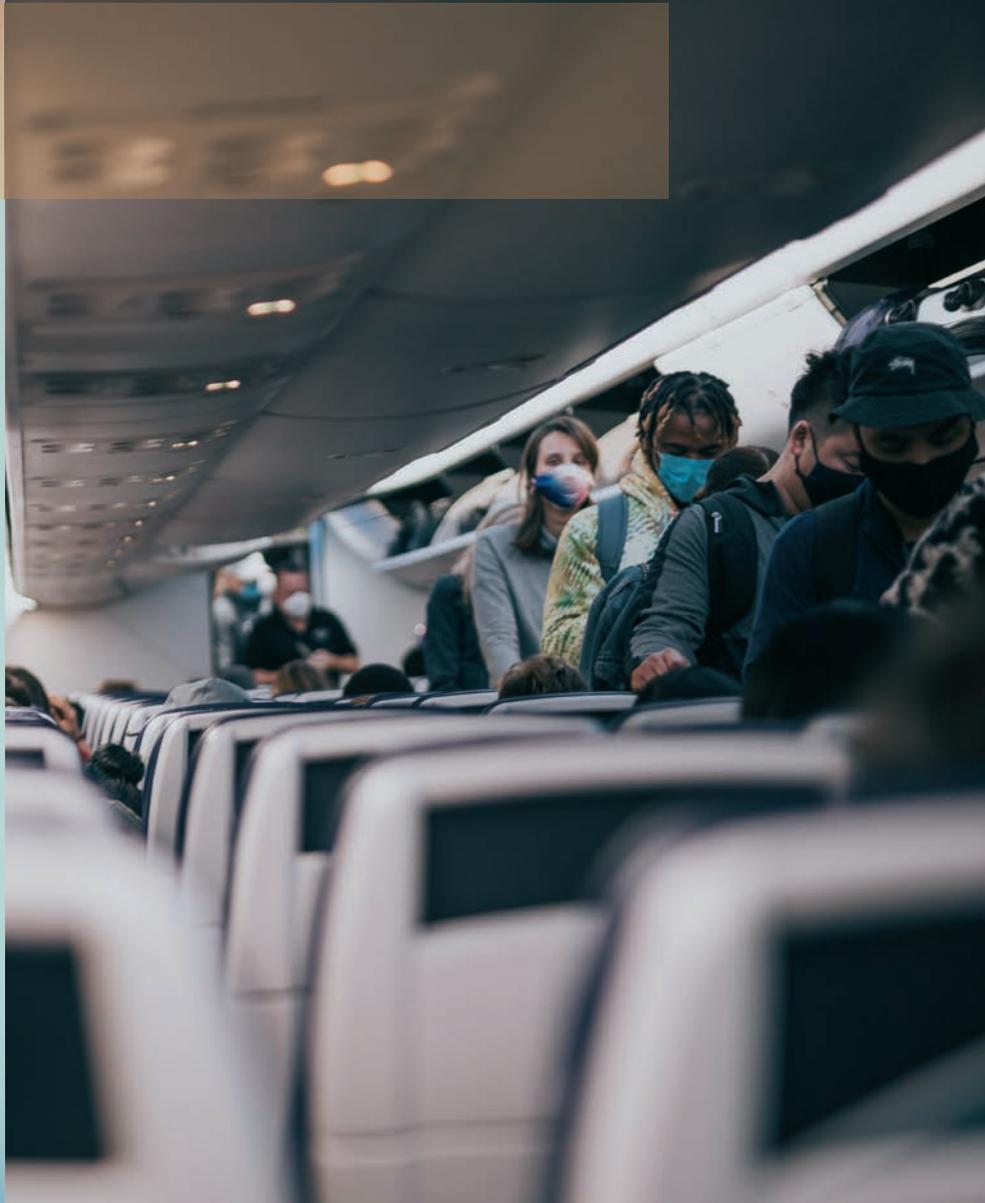


**UTOPIA**  
**DYSTOPIA**

“It was the best of times, it was the worst of times,  
it was the age of wisdom, it was the age of foolishness,  
it was the epoch of belief, it was the epoch of incredulity,  
it was the season of Light, it was the season of Darkness,  
it was the spring of hope, it was the winter of despair,  
we had everything before us, we had nothing before us...”

*A Tale of Two Cities* CHARLES DICKENS 1859

# introduction



**In a turbulent world, we are feel fearful of dystopia, yet drawn towards optimism of utopia. In this pivotal moment, brands need to rethink and reimagine in order to thrive.**

The global pandemic has accelerated emergent trends into the mainstream, upended conventions and transformed the minutiae of daily life.

Driven by optimism for a better world, utopia is the antithesis of the retreat into comfort and escapism that dystopia represents. With societies in flux and trust in institutions in freefall, brands have a once-in-a-generation opportunity to step in and lead.

LM foresight offers brands the ability to identify the opportunities and challenges of this turbulent world, with our report outlining seven provocative trends that will inform the next and inspire the new.



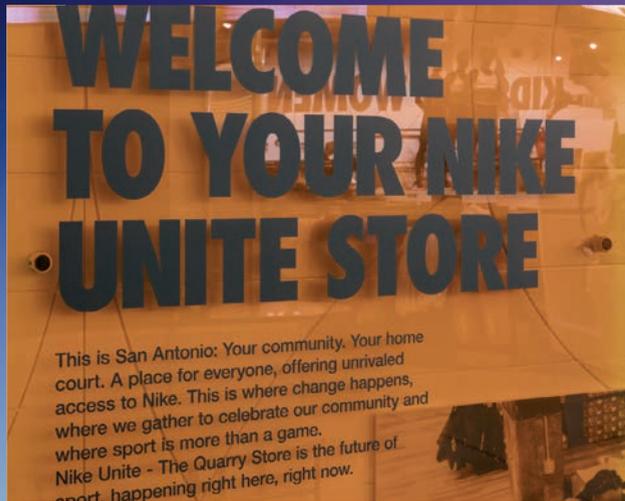
# THE *utopian world*

The ‘tumultuous twenties’ will see a surge in desire for better ways of living and working, and new relationships with each other and with the natural world. This will offer unprecedented opportunities for brands – but also pose great threats.

Our vision of the utopian world unpacks the progressive impact of the ‘tumultuous twenties’: a period that will be more connected, healthier and cleaner, with a generation that will embrace new values and seek out radical change in everyday life.

**“Our vision of  
the utopian world  
seeks to unpack  
the progressive  
impact of the  
‘tumultuous twenties’”**

# utopia trends



## hyper-local

The pandemic lockdowns have accelerated a need to feel more connected to local community.

The result has been a huge swell of support for local businesses within communities, and a greater sense of connection and collaboration between the people running them.

Now global brands see the value of celebrating and protecting local culture and local character, through new business models or retail and packaging design.



## super-sustainable

From raging wildfires to global pandemic, we've had a glimpse of what the impact of climate change could be in the future.

The instability has shifted consumer mindsets to be more flexible to change and embrace uncompromising solutions that may challenge the norm.

This has driven the rise of super-sustainability: environmental innovation that upends business models and requires consumers to adopt new behaviours.



## natural immunity

Making immunity-supporting products easier and more convenient is a key opportunity for food and drink brands. Consumers will also expect more complex formulations with natural, unprocessed ingredients to give holistic protection.

With more brands intensifying the competition, we can expect immunity-enhancing products to become more targeted, focusing on specific needs, life stages or consumer types.



## neo-hedonism

Neo-hedonism is a move towards more mindful and considered strategies in aspirational categories. It's a profound shift in culture and attitude that's already leading away from product, and towards ideas and purpose.

Brands will double-down on the crafted, the purposeful and the mindful, as the definition of hedonism becomes more diversified.



# THE *dystopian world*

Everything we thought we could rely on now seems vulnerable. Everything we accepted as true is now open to question. The instability of the ‘tumultuous twenties’ has opened up a window to a more fractured, distrustful and unpredictable world. It’s changing the way we think and feel, and as a consequence, how we behave and the brands we buy.

In our dystopian vision, consumers are desperate for ways to make things good again, to take back control. This volatile, divisive and isolated future is one that brands navigate carefully, with strategies to reassure, re-engage and re-connect.

**“Every new day...  
we question each  
system we have  
known since birth.”**

Li Edelkoort *Futurist*

# dystopia trends



## nostalgic-cocoon

When the future looks cold, consumers seek warmth from the past. Brands have sought to harness this with products, platforms and activations that deliver a nostalgic quality; a comfortable, cosy cocoon in which to shelter ourselves from the storm.

In the dystopian world, consumers look back with longing to the things – and relationships – of simpler times. Smart brands will find ways to take what was of value in the past and bring it to life in the present.



## authentically imperfect

In a world of fake perfection, flaws can signify truth and trust. Against a backdrop of relentless perfection, brands are now embracing the imperfect and holding up mirrors to the lives of their consumers.

By embracing the imperfect and the unflattering, brands are breaking with convention to give us back the authenticity we crave.



## immersive bubbles

Increased access to the virtual world, and its growing importance in day-to-day life, has driven consumers into curating a perfectly realised interior world and expression of themselves.

To enter these digital 'bubbles', brands are using new tactics that rival real-world experiences to tempt consumers out, or to find new ways to be invited in.

## **want to know more?**

In a world of accelerated change, our team is constantly identifying new trends and strategies that provide brands with further foresight.

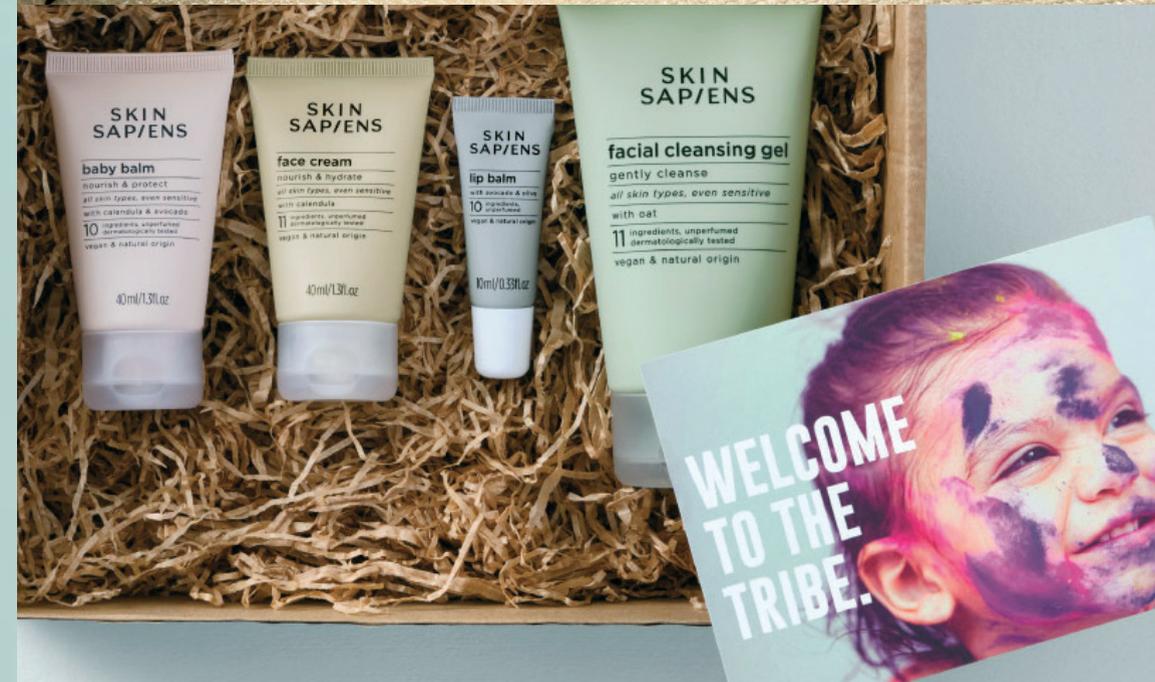
If you would like us to present this report to you and your team, or want to know more about how we help brands stay future-fit, contact **[stephanie.kiens@lewismoberly.com](mailto:stephanie.kiens@lewismoberly.com)**

## about us

Lewis Moberly is an independent, strategic, creative business. Based in London, working internationally and immersed in the world of brands.

We bring intuition and inspiration to the business challenge, creating engaging identities for new and enduring brands. We imagine them, define them, position them and polish them.

Learn more about what we do at [lewismoberly.com](http://lewismoberly.com)



INI

**“The best way to predict your future is to create it.”**

ABRAHAM LINCOLN