

# FUTUR(s)2020/25

UNLEASHING FREEDOM FOR CHANGE

Peclers  
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EDITION 18

# FUTUR(S) : DECIPHER AND GIVE SENSE

With FUTUR(S), PeclersParis-leading consulting agency in trends, brands strategy, style and innovation - present every year, since 2000, a sociocultural analysis that reflects, the **far-reaching transformations** fashioning our society besides this analysis, this publication develops innovation paths and imagines new strategic opportunities for brands.

All year round, we collect new signs revealing the never-ending evolution of the world we live in (drawing references from sociology, philosophy, business, culture, fashion, contemporary art, news, media, etc.).

We decipher and analyze these emerging signs using a unique semiotic process, based also on our international market intelligence and trend-forecasting expertise. This research enables us to explore future consumption values and aspirations.

This observation of the global socio-cultural context is organized around the **8 macro dynamics which transform society and will fashion innovation in next 2 to 7 years**. These 8 macro dynamics are our cornerstones and the starting point to structure our analysis, which evolves from year to year.

# FUTUR(S) 18 UNLEASHING FREEDOM FOR CHANGE

The call to **Step out of the comfort zone** announced in FUTUR(s)17 highlighted the pressing need for emancipation from an increasingly oppressive and chaotic world. As international relations shift to a more intense show of force, with rising political, economic and social tensions and an evermore alarming environmental crisis, the planet seems on the verge of toppling into an abyss. This paradigm makes the urge to break free all the more compelling.

It starts with being bold enough to (re)invent oneself to escape restrictive and arbitrary marketing segmentations and social codes. This move can also be seen in the quest for a deeper form of wellness. It draws on a freer and more mindful relationship to the body, to counter the negative effects of the pressure to perform or to let go.

On a collective level, the necessity to forge new shared values, rebuild social cohesion and combat precarity is reshaping the notion of common purpose. This is inspiring the development of new economic models, founded on real human needs. An aspiration also shared by Ecological Natives, a generation who is spearheading a positive and pragmatic vision of ecology and materialism. They are demanding that brands and industries put an end to past business and production models as these are leading to a new mass extinction of life.

The current fascination for utopias also empowers individuals to dream again and liberates the desire to radically change the system. This appears all the more necessary since the overexposure to violence and evil awakens new means of resilience and catharsis to escape from turmoil. Lastly, it is fundamental that the use and advances of technology be regulated by ethical and moral frameworks that protect the public and private liberties of all of humanity... hence allowing the reconstruction of a fairer and more sustainable world.

Amongst these 8 Futur(s)18 macro dynamics (Breaking free from identity models, From well being to better living, Fostering collective purpose, Changing the global narrative, Endorsing ecological natives, Restoring the power of utopias, Transcending evil, Science with conscience), PeclersParis offers to explore 3 of them:

**Breaking free from identity models**  
**Endorsing ecological natives**  
**Restoring the power of utopias.**