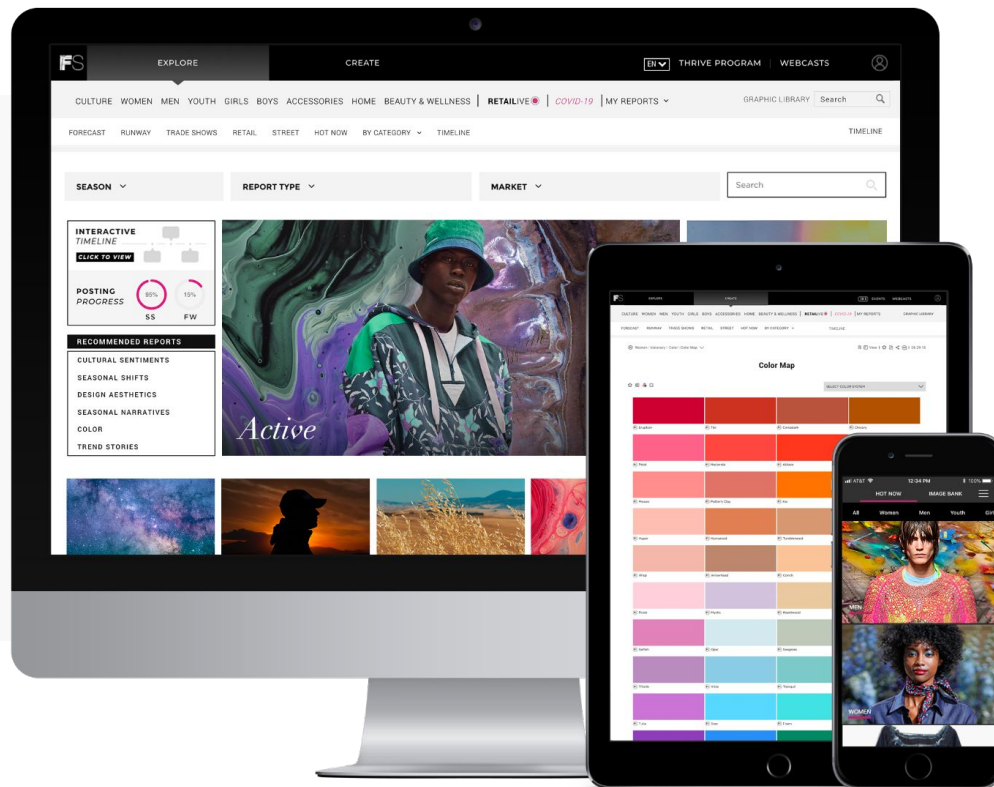




**THE *FUTURE***  
***OF* ACTIVE**

# ABOUT

- A global creative, trend intelligence agency
- We empower our clients to act on trend-driven opportunities
- 22+ years of successful forecasting and proven methodologies
- Service brands, retailers, and manufacturers in 50+ countries



## Markets We Cover:

- *Fashion*
- *Home + Interiors*
- *Beauty, Health + Wellness*
- *Food + Drink*
- *CPG & FMCG*
- *Consumer Electronics*
- *Transportation*
- *Media + Entertainment*
- *Packaging*
- *Hospitality + Travel*
- *Lifestyle*
- *Agencies + Advertising*
- *Retail*
- *Manufacturing*

Arrange a tour of our Trend Platform

[fashionsnoops.com/request-demo](https://fashionsnoops.com/request-demo)

✉ [hello@fashionsnoops.com](mailto:hello@fashionsnoops.com)





Camper (Brand)

# LOW IMPACT

Sustainable material engineering is broadening to target the need for transparency, traceability and lowered carbon emissions as a collective.



Forgo (Brand)

**Refillable & D.I.Y components will improve packaging with a smaller footprint**

**Consumers will expect traceable technologies & transparency**



Knitwear Brand Sheep Inc. (Brand)



Air Company (Brand)

**Carbon will become a leading renewable resource**





P.A.M. X Puma (Collaboration)

# **WEB3**

## *RE:CONNECTION*

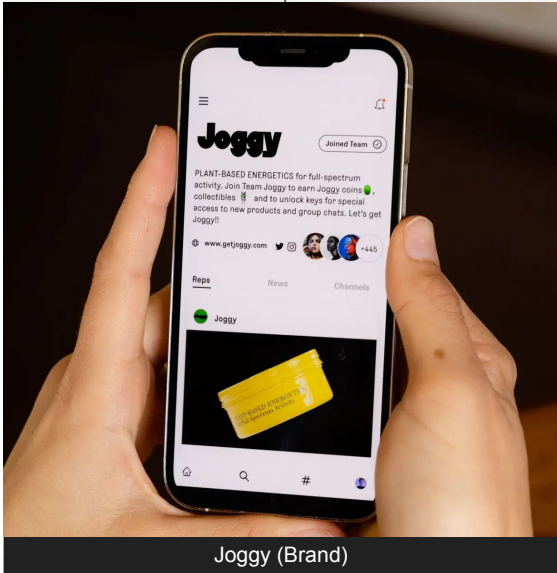
With climate anxiety prompting us to question more and settle for less, consumers are utilizing web3 and the metaverse to connect and explore with like-minded adventurers — encouraging going offscreen, outside, and IRL.



Bryce Wong x DECODE (Collaboration)

**Blockchain  
technology will  
transform  
traceability &  
transparency**

**The Metaverse will  
redefine how  
brands build  
loyalty**



Joggy (Brand)



NEWFACET x Gore-Tex (Collaboration)

**AI will inspire  
a new wave of  
design**





Laufen (Brand)

# RENDERED TO REAL

The rise of virtual intelligence is set to revolutionize design programs, providing a responsive and intelligent upgrade to generative tools that will streamline our future sourcing, collaborating & creative workflows.



Gravity Sketch (Brand)



**Wearables will support new immersive design applications**

**The proliferation of digital & virtual worlds revolutionize material sourcing**



SwatchOn (Brand)



Loomia (Brand)



**E-textiles will innovate responsive design solutions**





I-Percut (Brand)

# **SYMBIO-TECH**

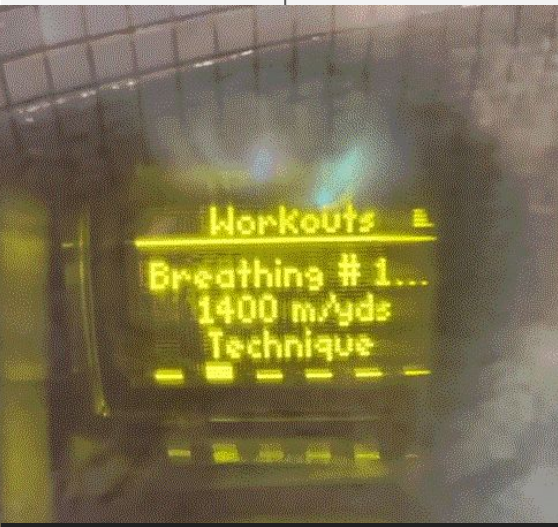
This symbiotic relationship is starting to play out in the latest technology advancements in the active and fitness industries, such as home gyms becoming more intelligent and connected accessories that double as AI coaches.



Therabody (Brand)

Recovery mode will go digital

Smart accessories will become your fitness coach



Form (Brand)



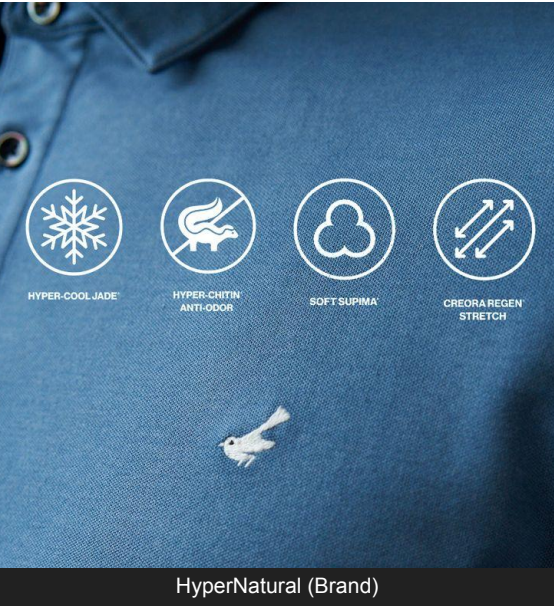
Cian Moore (Photographer)

Home gym innovation will usher in a "Tune In, WorkOut" mindset



# **EMPOWERED** *WELLBEING*

As a way of optimizing real value for finished products, suppliers will need to devise materials that are comforting and allied by other benefits.



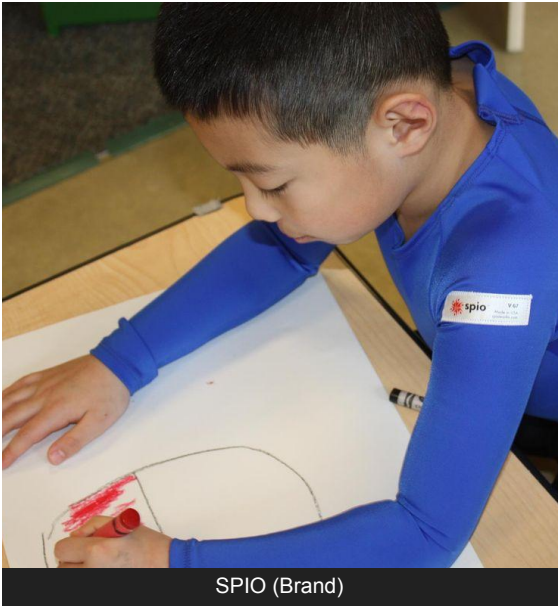
HyperNatural (Brand)

**Wearable wellness  
will be the  
new luxury**

**Purification will  
become the new  
wellness standard**



Airlite (Brand)



SPIO (Brand)

**Sensory-friendly  
Materials will be  
the cornerstone of  
comfort & adaptive  
design**

# MINDFUL MOVEMENT

Emerging from a long and exhausting global pandemic, individuals are putting more attention towards strengthening their mental health and prioritizing an increased state of mindfulness.





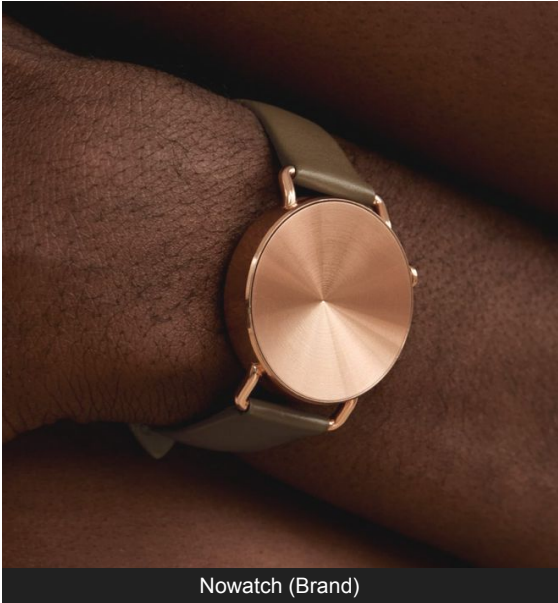
Okay To Rest (Brand)

**Meditation + HIIT will democratize mindful practices**



Mind Body Project (Studio)

**Brands will celebrate mental health achievements**



Nowatch (Brand)

**DND will be the new status update**



Weekday (Brand)

# CONSCIOUSLY *RENEWED*

Design strategies will prioritize reuse & waste—imbuing hard and soft goods with the unique identities of pre-existing materials as a proud marker of environmental responsibility.





North Face (Brand)

**Repairing damaged products with deadstock & offcut fabrics will provide a meaningful solution to production waste**

**Waste will become the new artistic medium**



Frederik Rasenberger (Photographer) x EveryOtherDay (Brand)



Renewcell (Brand)

**Fibers made from regenerated textile waste will become a more competitive alternative to virgin resources**





Marfa Stance x Gee's Bend Quilters (Collaboration)

# **FULL CIRCLE**

As we observe a rise in secondhand marketplaces, repair platforms, and rentals for outdoors gear, active products have an opportunity to come full circle, extending their lifespan and transforming into raw materials for future products.



EXCELLENT CONDITION	\$60 USD	\$50 USD	\$95 USD
VERY GOOD CONDITION	\$55 USD	\$42 USD	\$85 USD
GOOD CONDITION	\$50 USD	\$38 USD	\$75 USD

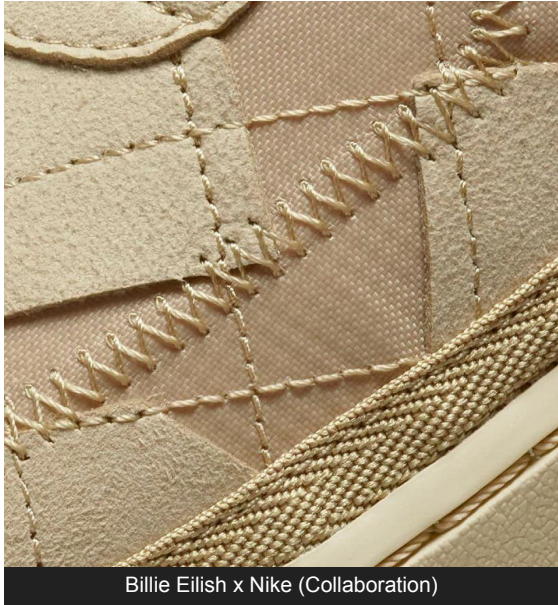
Alder (Brand)

**Merchants will highlight a secondhand market**

**Brands will promote repairs for lifetime eco-warranty**

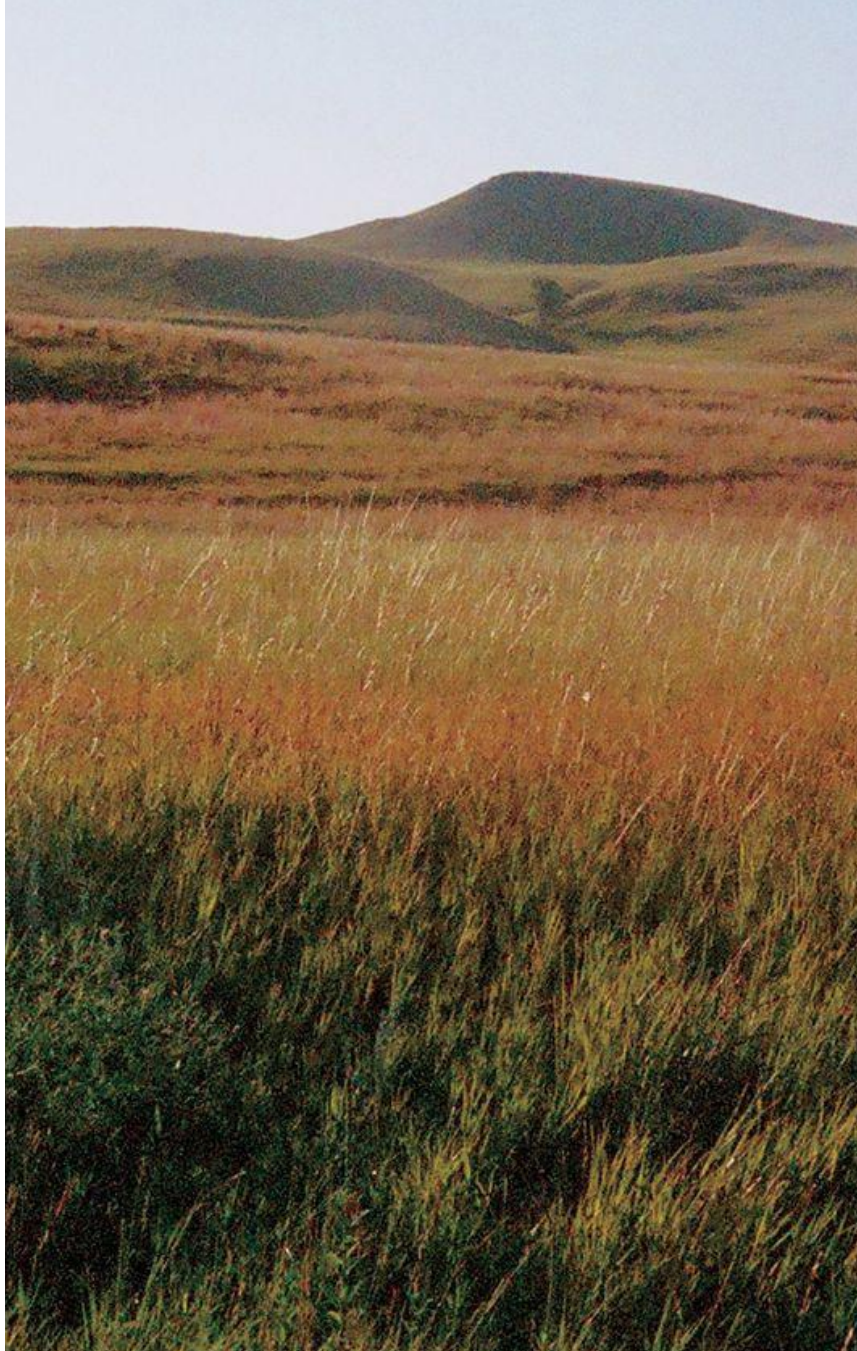


The North Face (Brand)



**Scraps will redefine a new crafted aesthetic**



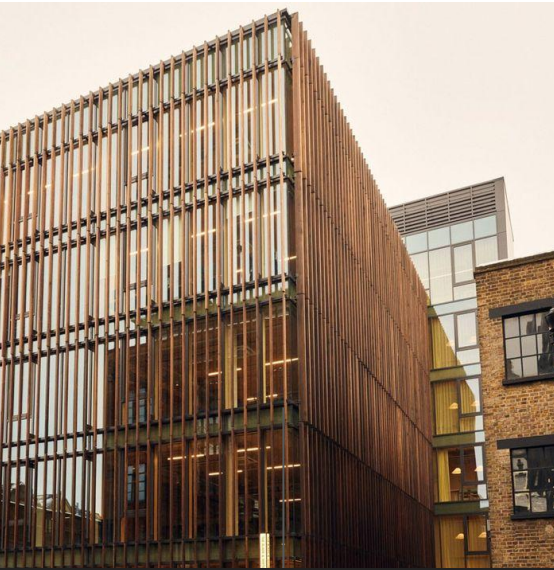


Evan Benally Atwood (Photographer)

# **ETHICAL** *FOUNDATIONS*

Creating a future for materials where nature is protected and thriving requires thoughtful and reparative solutions that take us back to the basics.





Waugh Thistleton (Architect)

**Natural infrastructures  
will re-enter the  
mainstream as future  
repurposing becomes  
a crucial priority**

**Leveraging agri-waste  
& composting  
materials will become  
a standard practice**



Balena (Brand)



Citizens Of Humanity X Kiss The Ground (Collab)

**Regenerative  
farming will help  
safeguard the  
viability of natural  
resources**



Unlikely Hikers (Organization)

## **FINDING COMMON GROUND**

As outdoor communities make an effort to be more diverse and inclusive, we see more organizations, events, and activations prioritize underrepresented communities in the outdoors including but not limited to all people of color, LGBTQIA2S+, women, and underprivileged communities with limited or no access to the outdoors.





Merrell x Unlikely Hikers (Collaboration)

**Outdoor collaborations will drive inclusivity in the outdoors**

**Brands will acknowledge & honor native communities & their connection with the land**



Rising Hearts (Organization)



Black Canary 030 (Organization)

**A growing diversity in the outdoors will reconnect people & nature**





**READY TO DIVE INTO  
THE FS PLATFORM?**

**[Request a Demo](#)**

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