

birds transmit their songs through social interactions as humans do for dance, cooking and language. Thus, although birds and humans have different evolutionary routes, birdsong culture can inform theories of human

*According to Li, trending is not a science but rather an art that arises from necessity.*

culture, related to the way we speak, the way we live and even the way we interact with fellow humans.

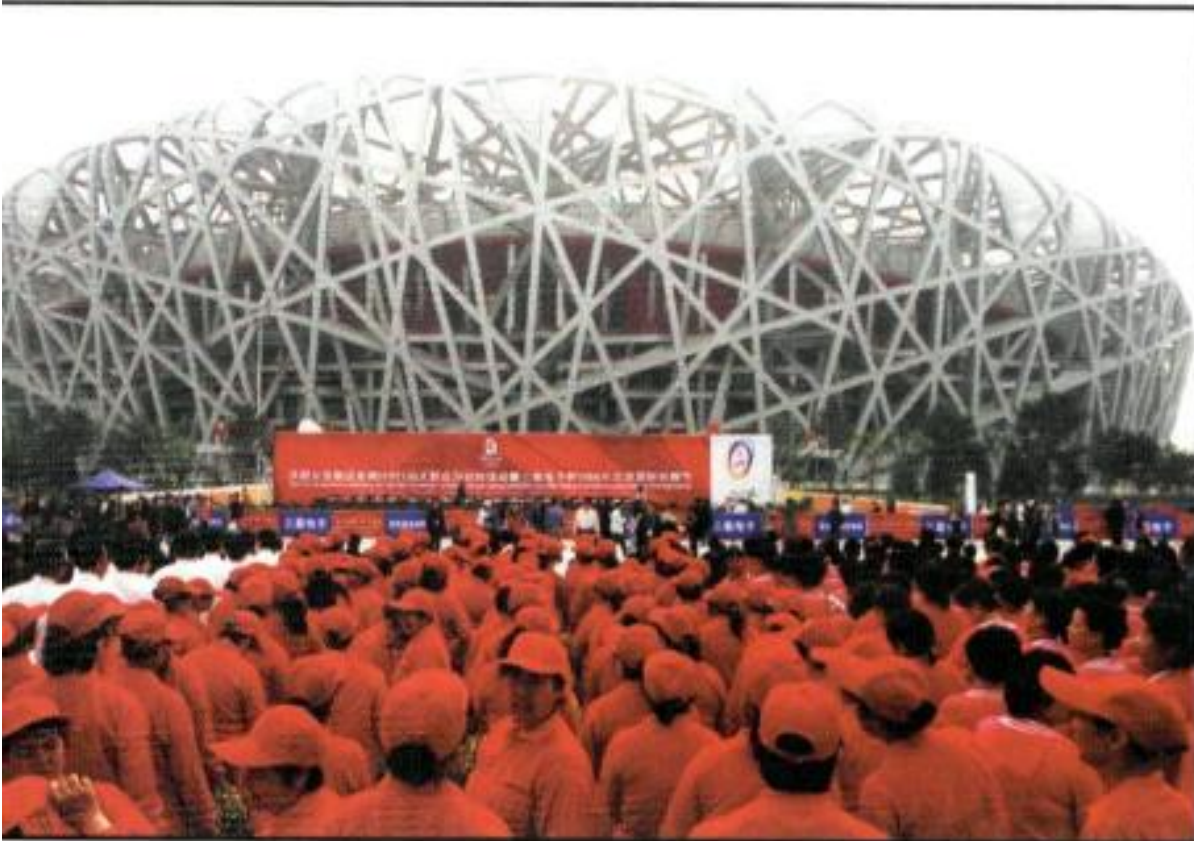
The biggest trend of all, Li predicts, will be the collaboration of nature and man-made structures to synthesise as one living organism. Her forecasts around "my home is my nest" include building nests at home using natural materials from our

fore. Li suggests a strong focus on blurred edges and visual texture, indicative of soft chicks, while urban birds will inspire bleak colours, and echoing concrete patterns will be abstract. A conversion to honest

clothes in warm, deep colours and vintage prints will happen. Inspired by weaver birds' nests, fabrics will be hand-spun yarns. Colourful feathers of the singing birds will influence us to wear sophisticated brights, while birds of prey will push towards powerful neutrals, casual clothes and folk details.

In terms of luxury, Li speaks of future consumer behaviour seeing potential for market growth in luxury articles. She termed this development the "democratisation of luxury,"

Well-being will be furiously apparent in how people spend their leisure time. Going on an annual holiday will be less of a focus and a "daily break" or "holiday every day" will become more popular. People will create their own "wellness world" at home where they can pamper themselves and surround themselves with their most significant items to create a sense of stability and promote relaxation. These items will include top-quality foods, luxurious lifestyle enhancers and lavish products for body and hair care. Li expects that emphasis will be placed on how we eat. Drink and cosmetics will play a decisive part in people's search for new tastes and sensory impressions, which will activate a veritable flood of new products in the consumer



immediate surroundings. The focus is on creating the home as a hideout, a space for breathing; conjuring up images of cocoons, shells, marsupial pouches, beaver nests and hives; encouraging the animal instinct inside us to make a home, to nest, to beautify the home space as a masterpiece. Earthenware, exclusive woods and different shells have already started infiltrating the designs of homes internally and externally.

But it doesn't stop there. Li predicts that distinctive birds like swans will have quite an influence on the advent of more tulle, lace and fluttering knits, while water birds will impact our choice of colour with blues, greys and greens coming to the

involving the foggy lines between exclusive brands and discount items. In her opinion, this will lead to a cul de sac: consumers will want Zara or Prada, H&M or Hermès, and nothing in between.

The concept of luxury, too, has dramatically transformed, now promoting healthy eating and taking care of body and mind in unison with high-quality, durable products with which one has a long-standing relationship. With the wellness industry about to boom, Li's theory is that in this period of terrorist attacks, natural disasters and economic crisis, consumers have a greater longing than ever not only for more safety, but for a feeling of comfort, calm and balance too.

goods market. Japan will inspire many trends, from fashion, eating habits and cosmetics to various relaxation practices. Fragrances and scents will be an expository factor in future products including foods and clothes.

With the world moving towards dreams of a better place, the taking care of ourselves, who we are emotionally, physically and spiritually, the next revolution will come from within, where marketing and materialism will take on a new silhouette – one that is customised, bespoke and belongs only to you but which is shared freely and generously with the universe and all living creatures. The desire and its far-reaching effect for well-being will reverberate throughout our lives. ☼