

# Trend Report SS 2022

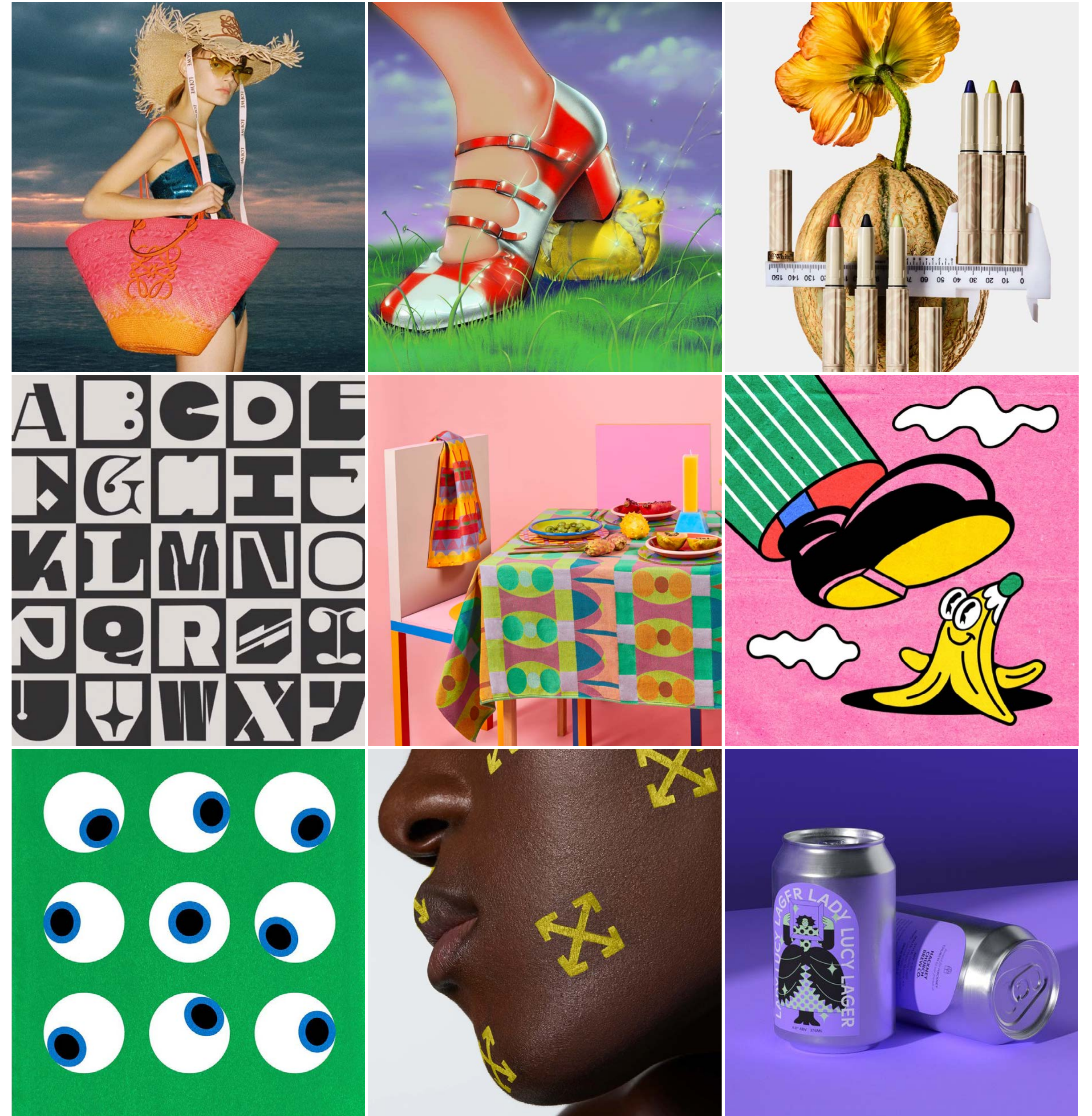


Together Design

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Summer is finally here, and it's actually feeling like we're somewhat back to normal (touch wood). With the sun shining, travel restrictions lifted, and an extra long Jubilee weekend under our belts, there's a real sense of joy in the air – or is that just the Aperol talking? This season, we're pleased to see this summery spirit manifesting in an explosion of colour, creativity and optimism. We hope you enjoy our report and have a fantastic, fun-filled summer.

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# Macro trends

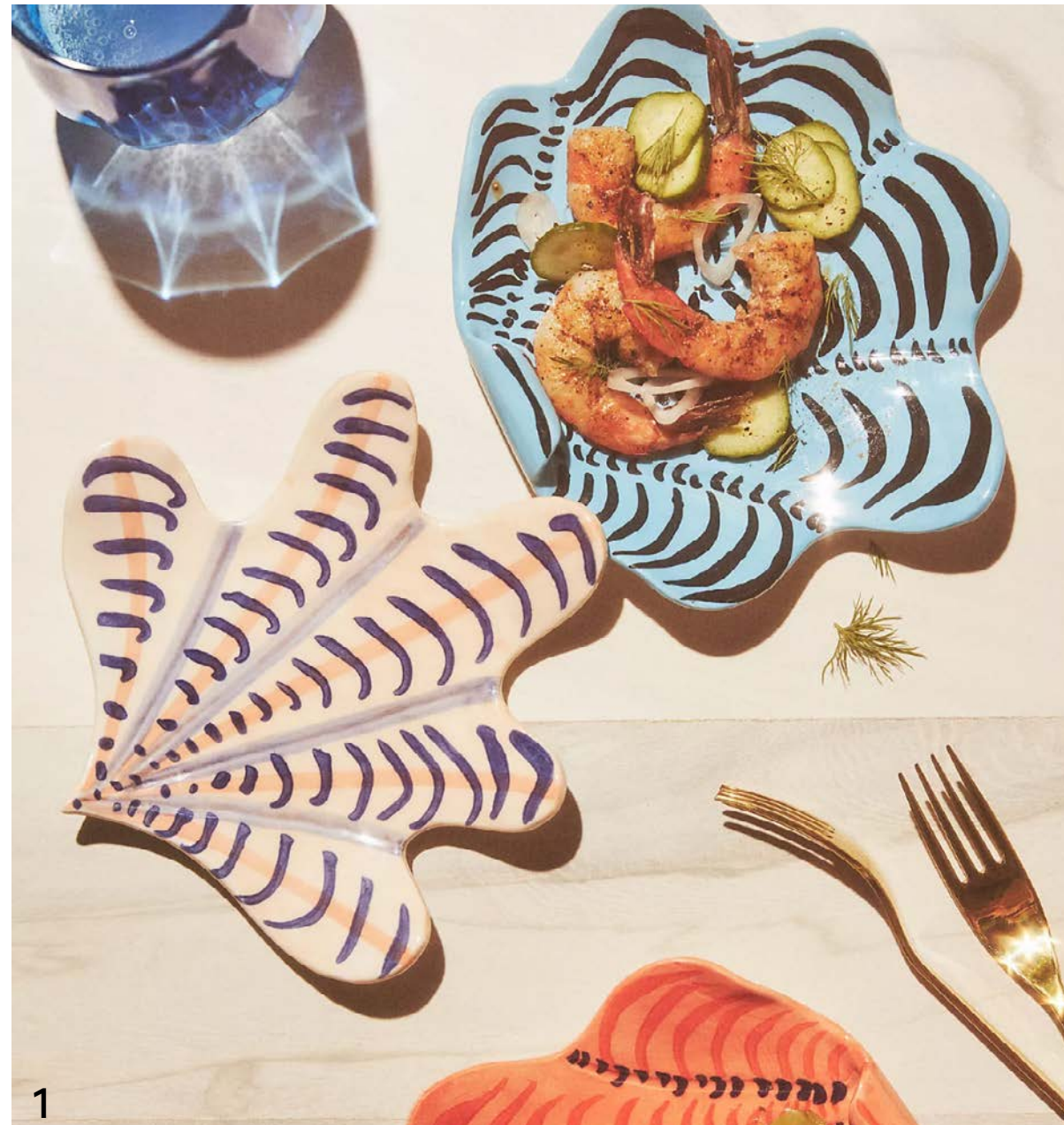
# Wish you were here

## The year of the holiday

With travel bans finally lifted, the prospect of going abroad has turned from distant dream to an exciting reality, so it's no wonder people are taking advantage of our newfound freedom. We've noticed brands really leaning into the holiday aesthetic; with puka shell trinkets, silky bandanas, beautifully crafted beach games and bright woven bags. We're even going as far as wearing these destinations on our sleeves, sofas and coffee tables. Picture all of this against an idyllic, sun-drenched beach with an ice-cold beverage in hand and you're basically there. Oh how we've missed travelling!



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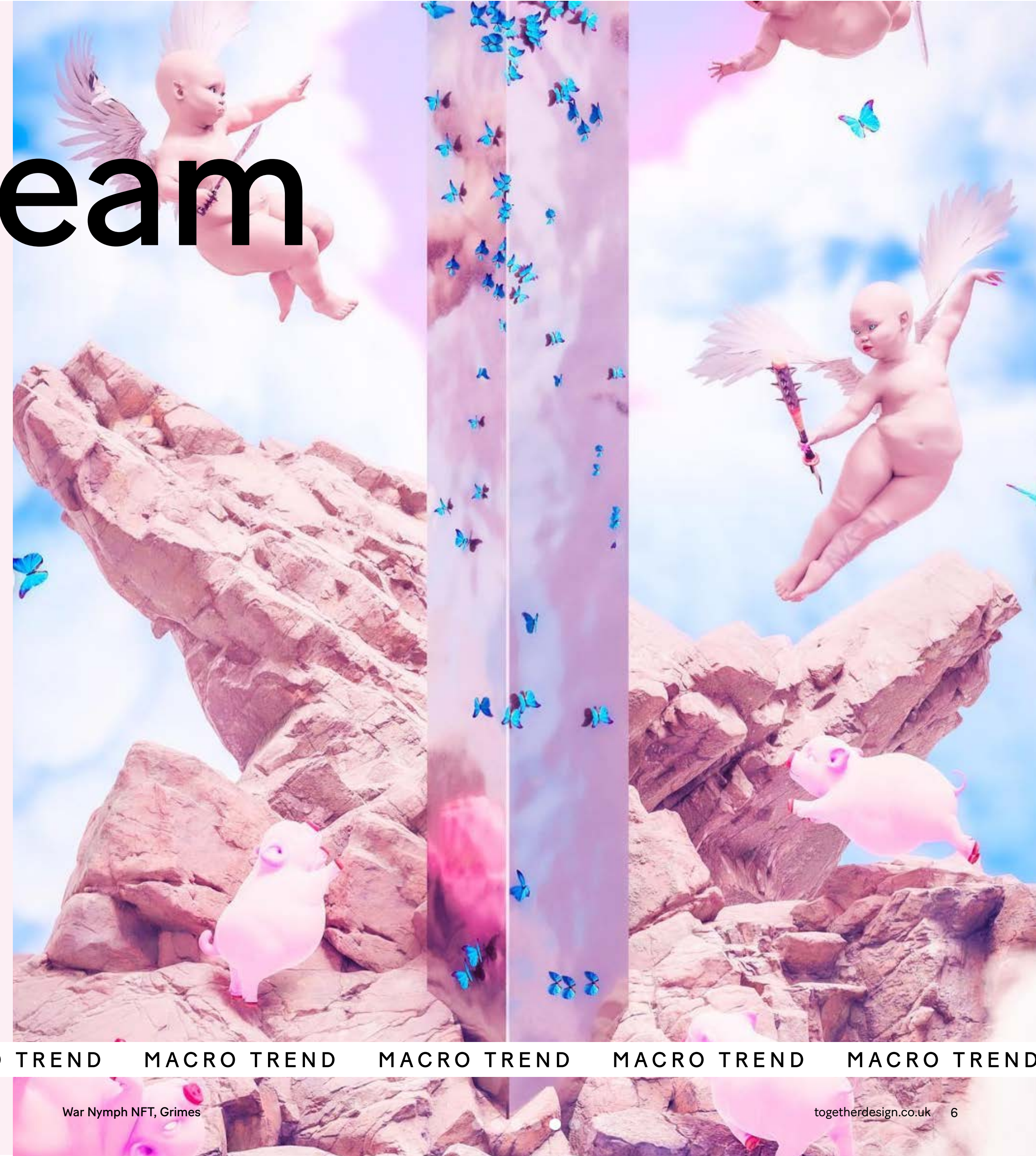
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- 1 Canape plate, Lucie de Moyencourt
- 2 Paula's Ibiza palm print vest, LOEWE
- 3 Beach bat set, Sunnylife x Daimon Downey
- 4 Lobster embroidered pouch, Elizabeth Scarlett
- 5 Arket swimwear campaign, IG @arketofficial
- 6 Needlepoint pillows, The Pillow Drop
- 7 LOEWE Paula's Ibiza 2022 campaign, IG @loewe
- 8 Puka shell bracelet, Isabel Marant
- 9 LOEWE Paula's Ibiza pop-up, Liberty London
- 10 Memphis silk scarf, CASABLANCA
- 11 'Saint Tropez Soleil' travel book, Assouline
- 12 Giant beach checkers game, Anthropologie
- 13 Aperol spritz print, Black Lines

# Hyperreal dream

## Reimagining reality in a digital world

In the new age of NFTs, Blockchain and the Metaverse, we're seeing the birth of a new virtual world. No longer are we restricted by the laws of physics. Instead, our only limit is our imaginations (and how much cryptocurrency we have knocking around). In this new realm, we find clothes modelling themselves, items you can buy but never touch and hypnotic, uncanny objects, moving and glistening in surreal landscapes. While the potential of this new world is still somewhat unknown, what we do know is that the next frontier is as intriguing as it is beautiful.



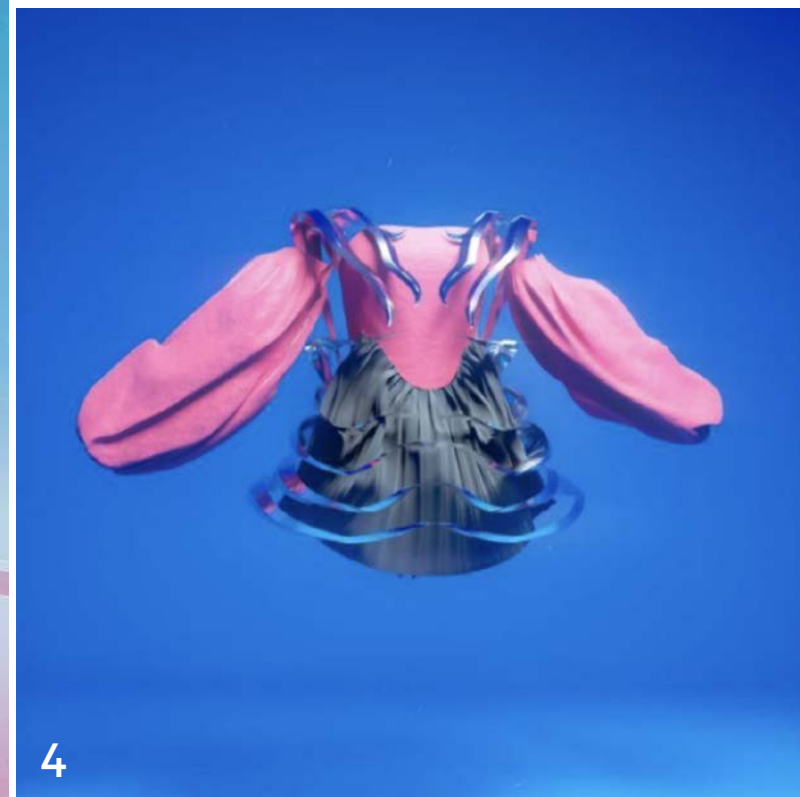
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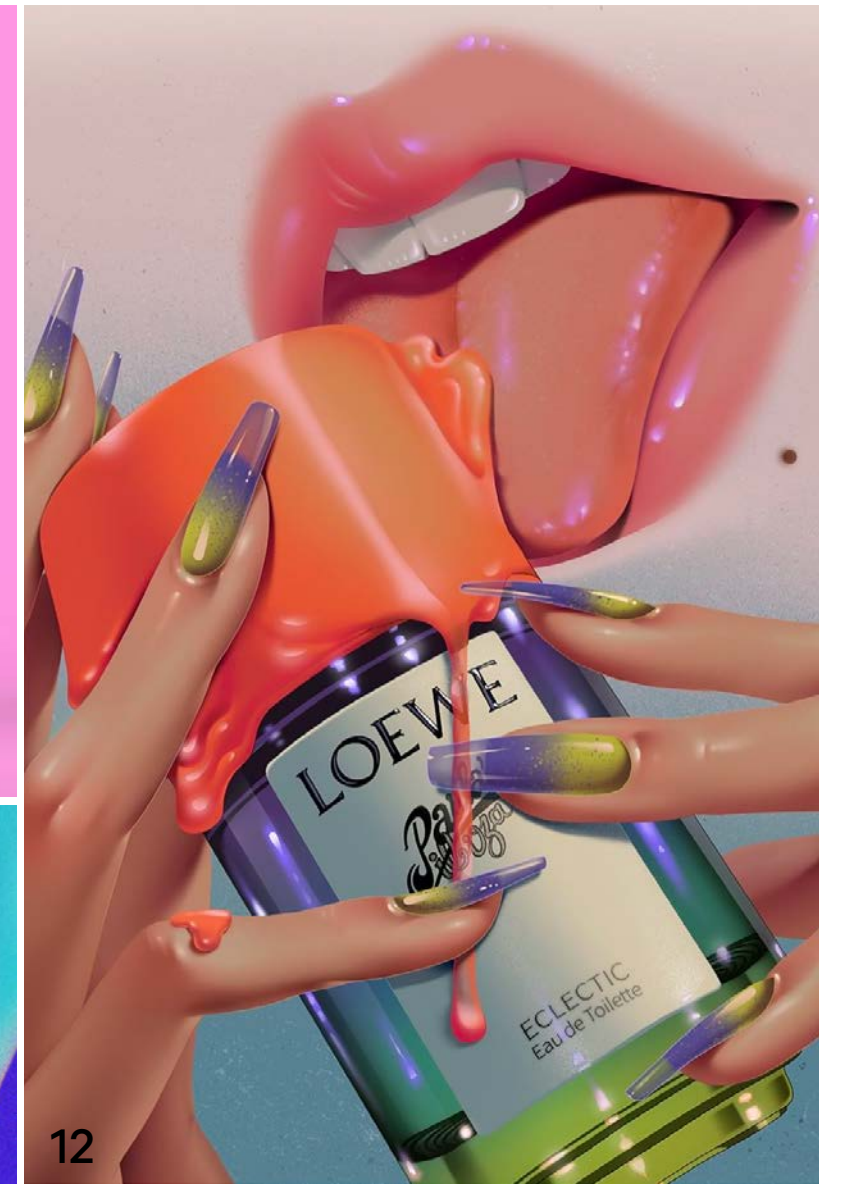
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- 1 LOEWE Paula's Ibiza campaign, IG @loewe
- 2 Digital Sculpture, Jaewon Kang
- 3 MetaBirkin NFT, Mason Rothschild
- 4 IG @sgcreator x @samsungwithgalaxy
- 5 IG @the\_fab\_ri\_c\_ant
- 6 'Step into Mayfair' Retail space ad, 67 New Bond St.
- 7 'L'Objet Haas Brothers', L'Objet and Bergdorf Goodman
- 8 Jiayi Li for Carel Paris
- 9 Branding for 'Towards Utopia', Dazzle Studio
- 10 Lifetime access keys NFT, Coachella Collectibles
- 11 Buffalo London x The Fabricant
- 12 Jiayi Li for LOEWE, IG @jiayillu
- 13 Habito rebrand, Uncommon London

# Period drama

## Vintage mashup with a gothic edge

Is it Regency, Edwardian, Victorian? We're not quite sure and, quite frankly, we can't remember the difference. With a real mashup of historic references, this trend is all about remixing frumpy nostalgia with a punk mentality, creating a cool, devil-may-care interpretation of period costume for the modern day. Think broderie anglaise with black lipstick, floral wallpaper with a splatter of graffiti and opera-gloved hands holding an iphone. It's romantic and alluring all at once, and we like it...



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笑顔がこぼれるラストスパート  
20世紀初頭に活躍した詩人のイーディス・シットウェルと、貴族のオットリン・モレ、自らにまさるふたりの女性の間に着想を得たアーテム。未来に向かって絶頂に達する彼女の身に寄り添うのは、ジャケットと花柄ドレス、3層のフリルが施されたトレンチ、ロマンチズムを刺激する。足元には特選スニーカーを合わせ、ゴールを獲して一息。ドレス ¥836,000 / イヤリグ ¥73,700 / リング ¥59,400 / メゾン・イセト(アーテム) スニーカー ¥17,600 / サロモン・コルセンター(サロモン)



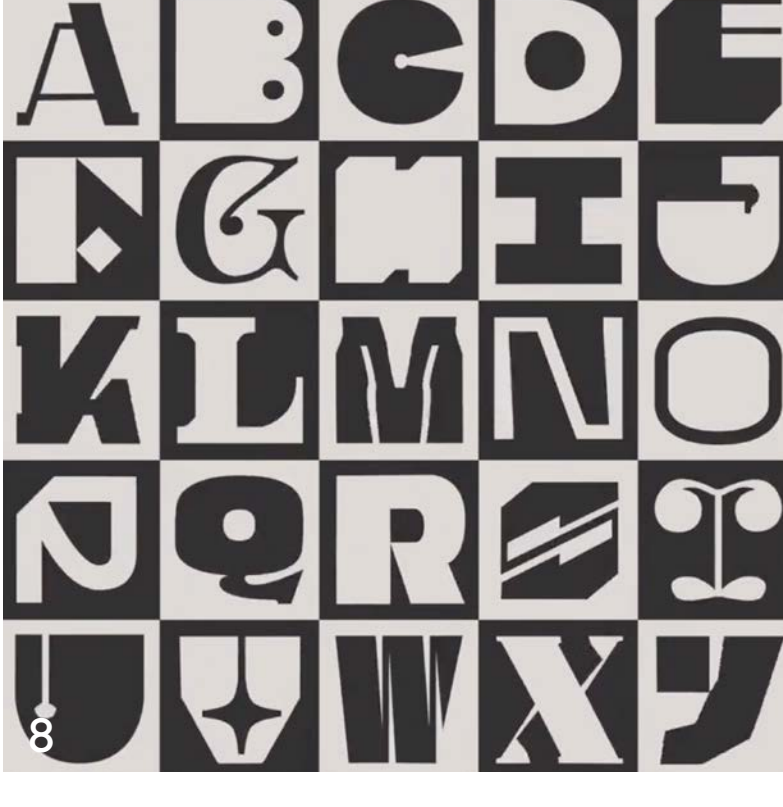
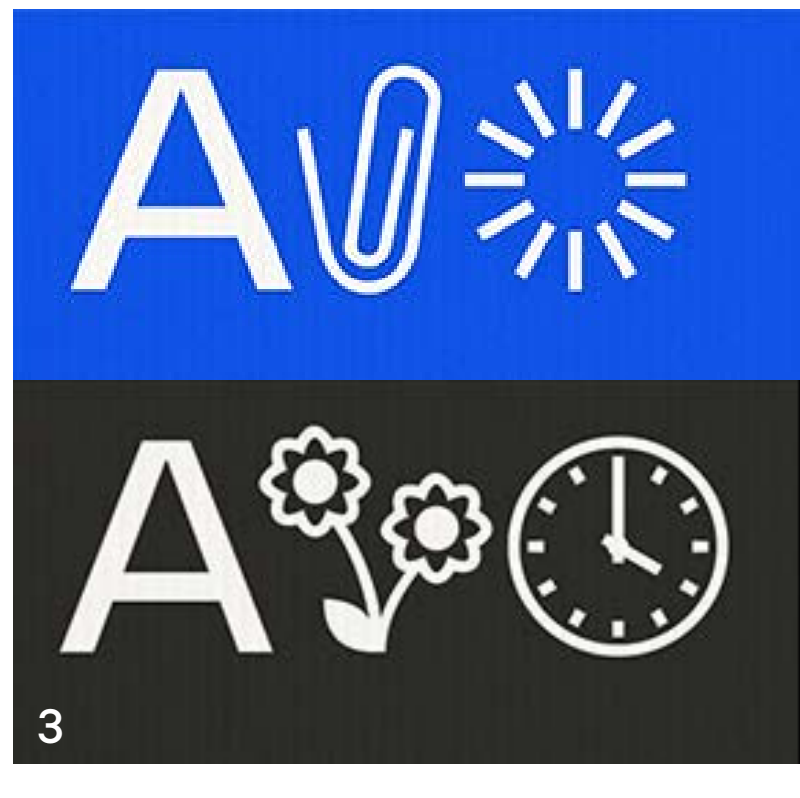
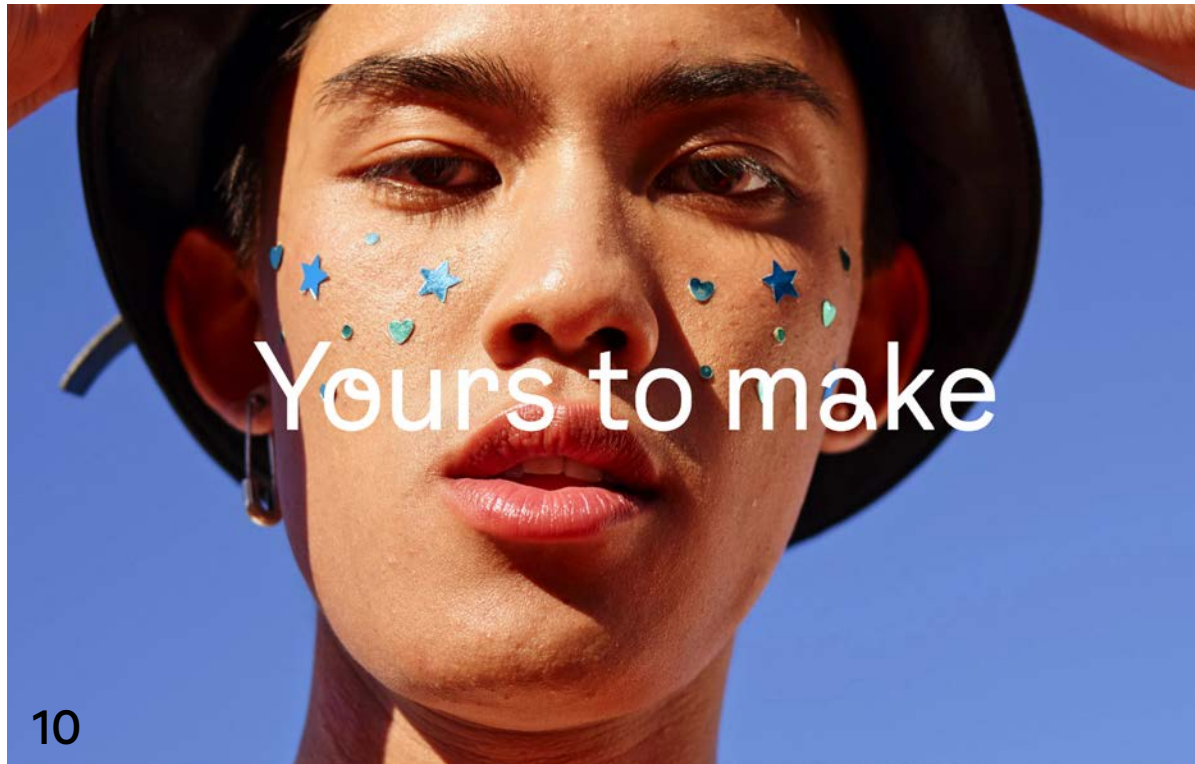
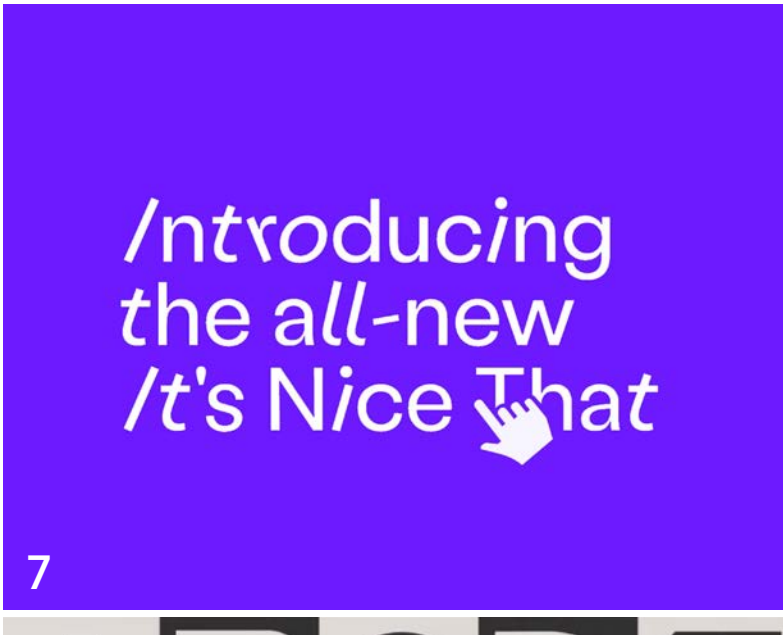
1 SS22 campaign, Erdem  
2 SS22 catwalk, Erdem  
3 "PAPERWORK" beauty collection, Off-White  
4 'Profumi Luchino' by Ginori 1735 x Luke Edward Hall  
5 Cosmonogie collection, Gucci  
6 Recycled Twilly Cross-Body Bag, Liberty London  
7 Runway details by Yuhan Wang, IG @yuhanwangyuhan  
8 Zephyr ruffle gloves, Sleeper  
9 SS22 collection, Yuhan Wang  
10 Emma Chamberlain, MET Gala 2022  
11 SS22 catwalk, Erdem  
12 Glitter nail varnish, Off-White "PAPERWORK"

# You're my type

## Celebrating individuality with letterforms

As our culture embraces diversity, fluidity and inclusion, so does our language. This we see reflected in typography through expressive letterforms packed full of personality, ever-changing, unique but united. We've seen bespoke typefaces that reflect the beautifully imperfect nature of the human body, and the use of variable font intelligence to create an almost infinite number of logo artworks for a single brand. It's nice to see a change from clean, inoffensive minimalism – and we're loving the fun, flexibility and freedom of this trend (even if it is making our eyes go a bit funny).





- 1 Identity for Spain Fashion, Vasava Studio
- 2 Logo, The Figma Store
- 3 Brand identity for 'Avo Consulting', by Bleed
- 4 Menu cover, NGOAM
- 5 Multipack, REAL hard seltzer
- 6 Campaign for Brooklyn Film Festival
- 7 Custom brand font, It's Nice That
- 8 Variable letterforms, Felix Danielyan
- 9 Custom font for Sinéad O'Dwyer, Greenspace
- 10 Custom font for Instagram brand refresh
- 11 Variable font for Evri, Monotype and Superunion
- 12 Takeaway packaging, NGOAM



# Features

# Host with the most



The old trestle table and mismatched plates won't cut it anymore, we've officially gone overboard with the garden party. Well, can you blame us after so long without? Hostware-dedicated companies are starting to spring up, offering customisable menus, bold patterned tablecloths and matchy-matchy cutlery and plates. In fact, maybe we will need that trestle table after all...

- 1 ARKET Table setting, IG @arket
- 2 Papier x Host by Laura Jackson
- 3 Dining collection, Yinka Ilori
- 4 ARKET Table setting, IG @arket
- 5 Tabletop collection, Houghton Hall x Cabana

- 6 Menu, Papier x Host by Laura Jackson
- 7 Still Life dining collection, Karen Mabon
- 8 Hostingware, Casa Velasquez
- 9 Sicilian ceramic dessert plates, SENSI STUDIO
- 10 'Viaggio di Nettuno' Ginori 1735 x Luke Edward Hall

# The (googly) eyes have it

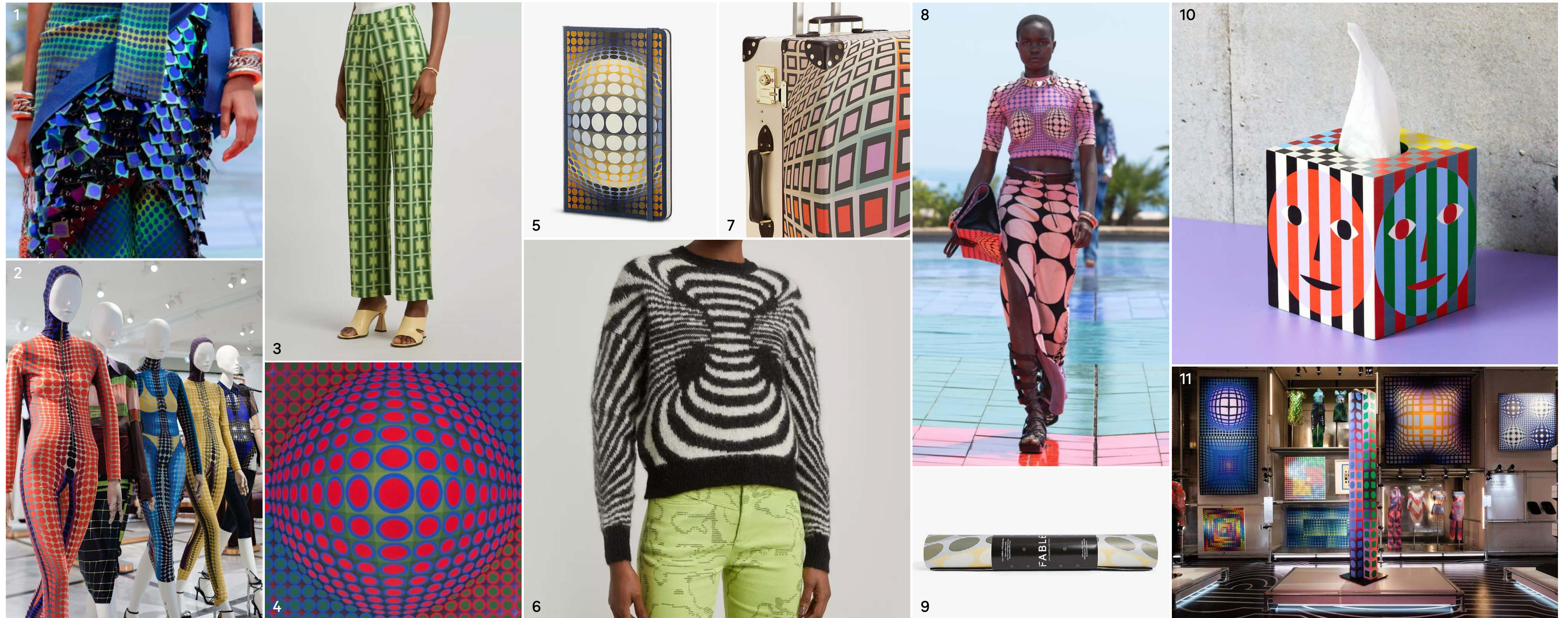


Ever get the feeling you're being watched? We've been noticing googly eye motifs absolutely everywhere. Not just for kids, this feature spans the likes of music festival branding, premium accessories and even has a starring role in the latest A24 film. Best get down to the craft shop asap!

- 1 A5 Notepad, Conran Shop
- 2 Anya Hindmarch, Conran Shop
- 3 A24 Teaser Poster
- 4 Field Day 2022 Festival Poster

- 5 Linus Lohoff, Stay curious @linuslohoff
- 6 Anya Cafe, Anya Hindmarch
- 7 Whistles Kids
- 8 Watching You Cushion, Lazy Oaf

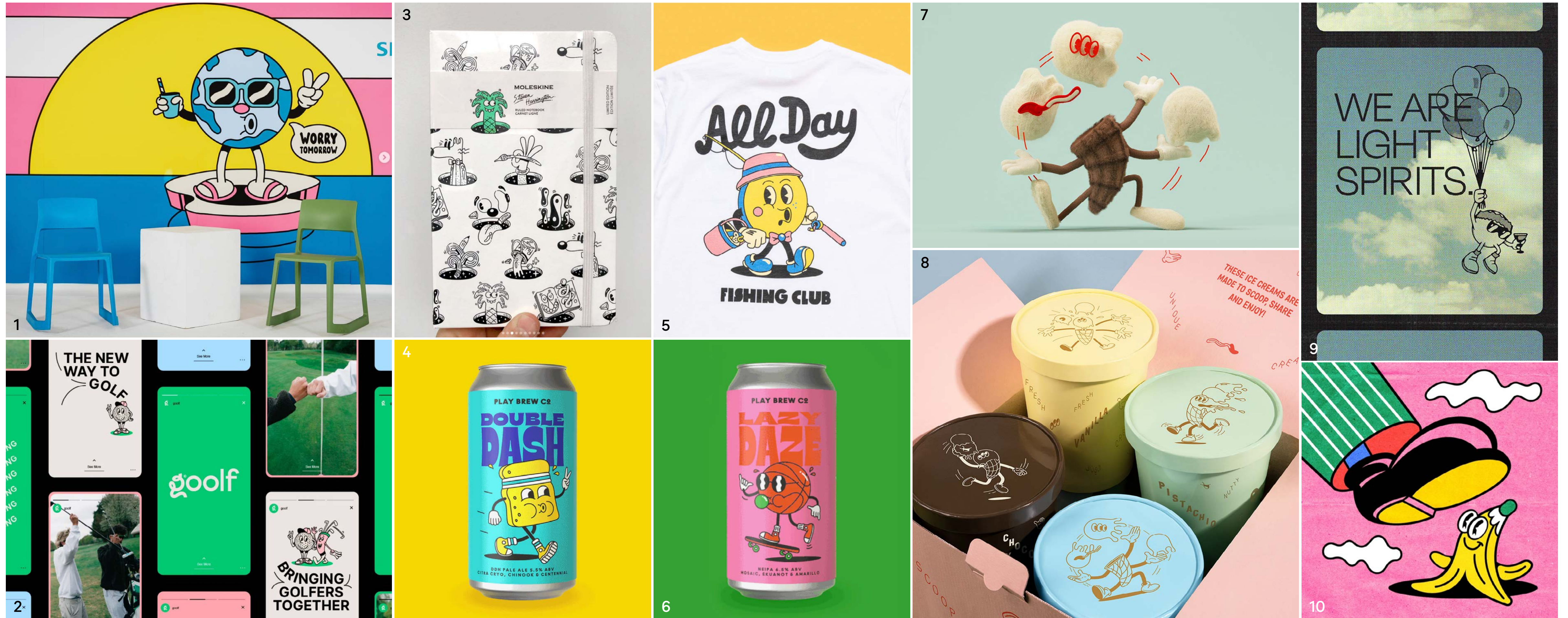
# Illusions of grandeur



Op-art is back and we're totally under its hypnotic spell. The iconic patterns of Victor Vasarely, the 'grandfather' of the Op-art movement, are everywhere, undulating and warping, from the Paco Rabanne runway to wrapping paper, and others are starting to follow suit – a sight for sore eyes.

- 1 Victor Vasarely x Paco Rabanne
- 2 Victor Vasarely x Paco Rabanne at Selfridges
- 3 Modern OP-Art Print Trousers, Paloma Wool
- 4 Victor Vasarely x Paco Rabanne
- 5 Victor Vasarely x Moleskine
- 6 Modern OP-Art Sweater, Paloma Wool
- 7 Victor Vasarely x Globe Trotter
- 8 Victor Vasarely x Paco Rabanne
- 9 Victor Vasarely x Fable
- 10 Tissue Box, Dusen Dusen
- 11 Universe Paco Rabanne and Fondation Vasarely at Selfridges

# Rubber hose revival



These nostalgic cartoon characters with big eyes and 'rubber hose' legs are strutting and whistling their way back into fashion. Combined with bright, clashing colours, they've re-emerged with a modern twist that works brilliantly on craft food and drink packaging, and act as the perfect mascot for delivering witty copylines.

- 1 TUW.MEDIA Set Design, Yeye Weller
- 2 Goolf, Wildfish & Co
- 3 Moleskin x Steve Harrington Collection
- 4 Play Brew Co Beer Can, Alphabet
- 5 Yeye Weller x Big Wave Collective
- 6 Play Brew Co Beer Can, Alphabet
- 7 OOP Ice Creamery, Futura
- 8 OOP Ice Creamery, Futura
- 9 Quarter Gin, Duzi Studio
- 10 Illustration by Ovcharka @ovcharkart



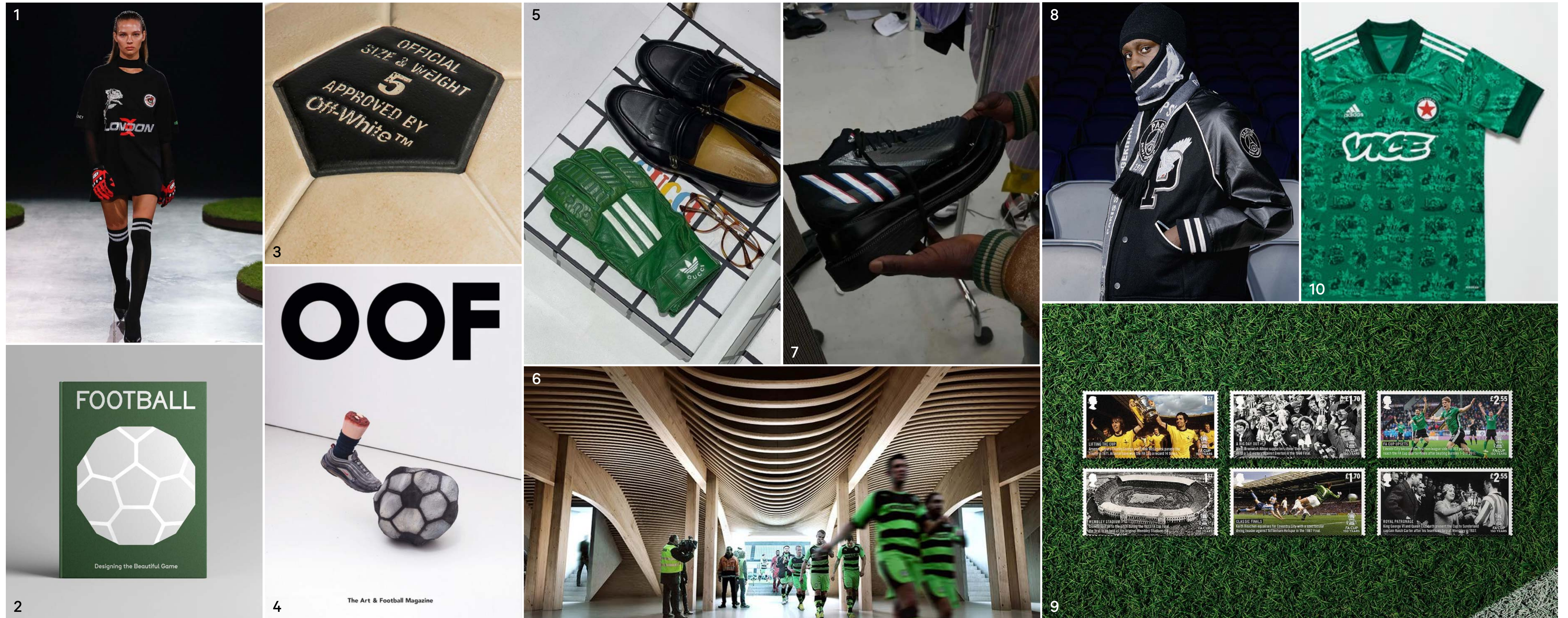
# Mad for mycelium



Looks like we aren't letting go of the fungi trend, but this season we're delving more into its textural, technical and spiritual properties. From sustainable building material, to delicious umami superfood, to skincare miracle-worker; we're starting to appreciate the whole magic mushroom thing.

- 1 Pao Portable Lamp, Hay
- 2 Hudson Hemp's Treaty CBD Mycelium Packaging, Ecovative Design
- 3 London Craft Week Campaign Image
- 4 Gretel, Project 001 for Noma Projects, illustration by David Shrigley
- 5 Plantopia Day Serum Packaging, Together Design
- 6 Cloud-dye cashmere mushroom cushion, The Elder Statesman
- 7 Psilocybin Dispensary Plant
- 8 Mushroom image, Colleen Guenther Photography
- 9 Mushroom Cladding by Dirk Hebel and Engineer Philippe Block
- 10 Microbiotics Collection by Sturm

# The beautiful game



Over the past few years we've started to see the art world take more of an interest in football, and with the World Cup fast approaching, we see its influence building in anticipation. For football and art fans alike, check out the new exhibition at the Design Museum, and OOF gallery for art spaces dedicated to football and the culture that surrounds it.

- |  |  |
|--|--|
| 1 Autumn/Winter Collection 22, David Koma  | 6 Forest Green Rovers Eco Park Stadium, Zaha Hadid Architects                |
| 2 Football: Designing the Beautiful Game Exhibition Catalogue, The Design Museum | 7 Autumn/Winter Collection 22, Adidas x Gucci                                |
| 3 Magia Match Ball, Nike x Off-White   | 8 Jacket and Scarf, 3.Paradis & PSG Collection                               |
| 4 OOF Magazine Issue 7, OOF Gallery  | 9 Royal Mail 150th Anniversary FA Cup Stamps, The Chase Creative Consultants |
| 5 Autumn/Winter Collection 2022, Adidas x Gucci                                  | 10 Red Star FC Kits, Acid FC   |

# Optic yellow

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#E7FC9A

#ABED5F

#DDFF68

- 1 Gwen Stefani Met Gala 22 in Vera Wang
- 2 Knitted T-Shirt, COS
- 3 "PAPERWORK" Imprint Zone Colour Stick, Off-White
- 4 Beyoncé – Be Alive (Live at Oscars 2022)
- 5 Club Kombucha, Caserne

## Colour palettes

This summer is all about the brights, starting with tennis ball yellow (or is it green?), apt for the start of Wimbledon season. Inspired by the release of Greta Gerwig's Barbie, bright neon pink is back with a vengeance. Finally we see the Pantone colour of the year, 'Very Peri' paired with black to create a modern and mystical colour combo that makes us swoon.

# Barbie Pink

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#ED0086

#FF54AF

#FFC7E5

- 1 Balmain x Barbie Collection
- 2 Papier x Host by Laura Jackson
- 3 Margot Robbie starring as Barbie
- 4 Balmain x Barbie Collection
- 5 Sebastian Stan Met Gala 22 in Valentino

# Peri & Black

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#B6B3FF

#8466E8

#632DF5

- 1 Lady Lucy Lager, Hackney Church Brew Co.
- 2 Lilac Camille Top, House of Campbell
- 3 Brand Logo, It's Nice That



# Where we're shopping

## Where we're shopping



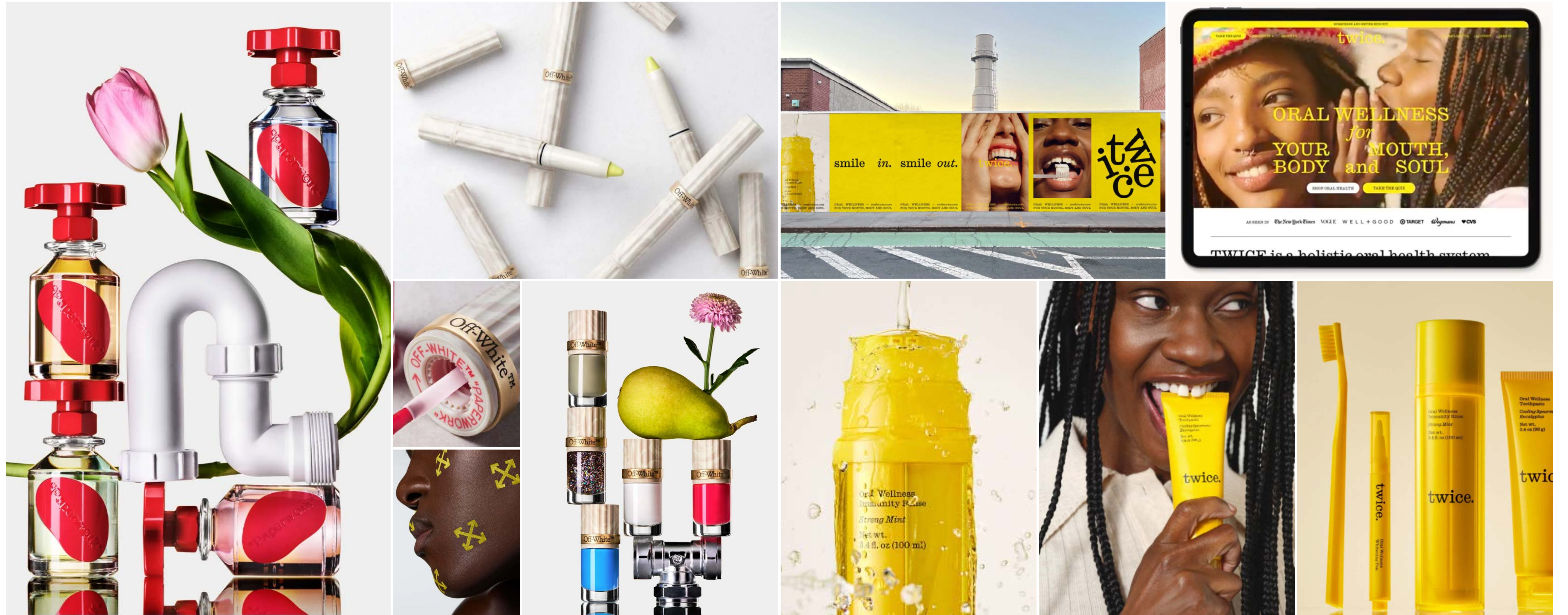
## Folk x Damien Poulain

This summer capsule collection started with the commission of three flags, created to question the notion of home, belonging and nationality. Typical of Poulain's large scale public art work, the collection is bold, rich and optimistic.

## LOEWE Paula's Ibiza

Marking the 50th anniversary of the legendary boutique 'Paula's', LOEWE revisits vintage pieces from the archive to inspire a ready-to-wear collection. The result is a energetic, fun-loving collection that celebrates the hedonistic joy of an endless Ibiza summer.

## Where we're shopping



### Off-White 'PAPERWORK'

The first beauty collection from Off-White, a genderless collection made to inspire endless creativity. We love the juxtaposition of neon products being held in marble column style packaging, and combination of man made and natural still life in the product photography.

### Twice by Lenny Kravitz

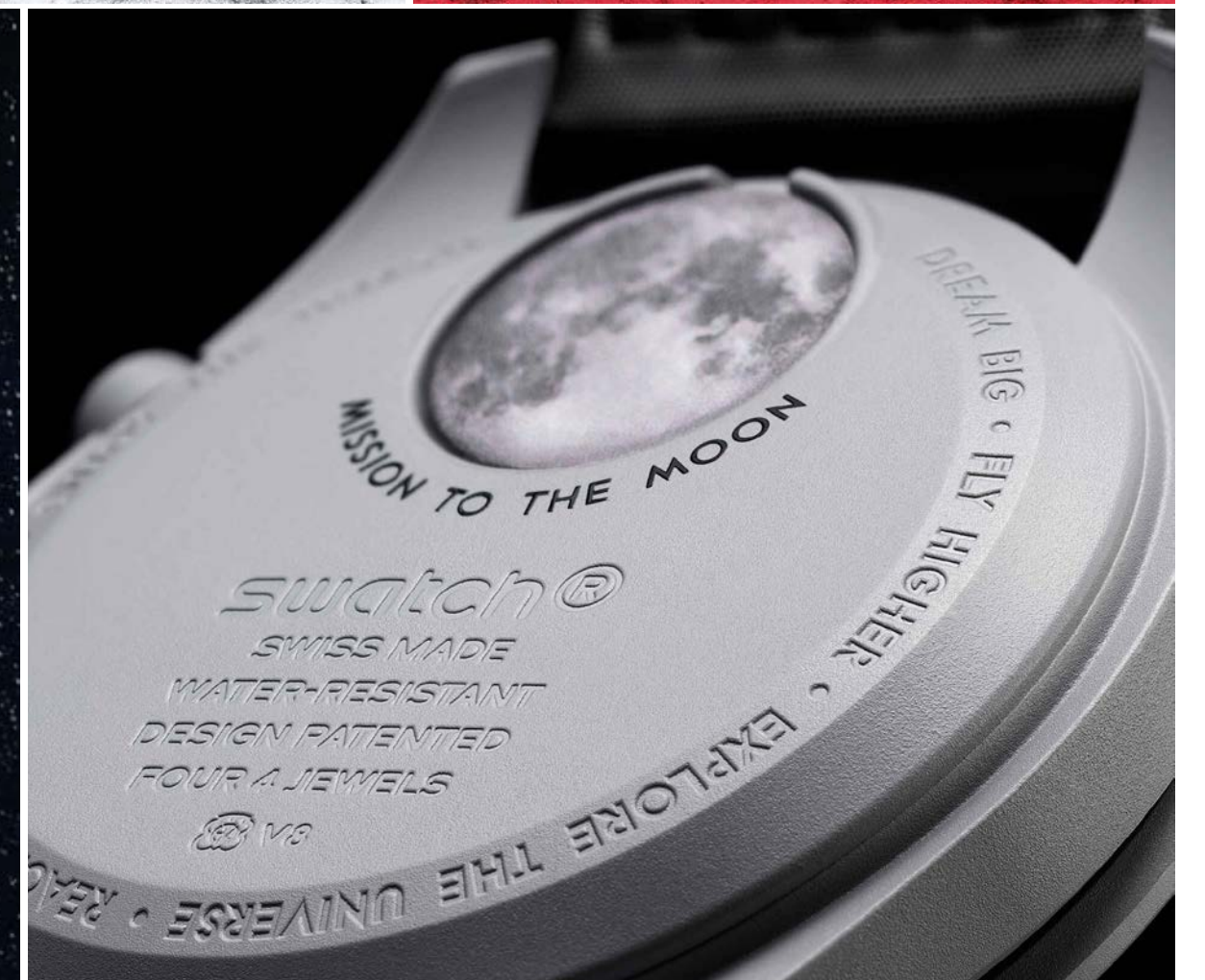
This forward thinking toothpaste brand aims to bring oral healthcare into wellness. As opposed to being an overly aspirational toothpaste brand, Twice aims to elevate an everyday, high-quality product at an affordable price. Plus, it looks great!

## Where we're shopping



## Le Creuset x Harry Potter

Harry Potter fans will be delighted, and possibly even surprised by this collaboration, and we'd have to agree. With lovely details that honour our love of both brands, it's a stylish and fun collection that will make for a magical cooking experience.



## OMEGA x Swatch

Two timepiece juggernauts have teamed up to create the Bioceramic Moonwatch collection. With beautiful design details at a very reasonable price, it's no wonder this collection has skyrocketed of the shelves. Also, they aren't limited edition, so anyone can their hands on one.

Thank you for reading!



This report comes to you from Together Design, a team of design and branding experts based in London. We work with everyone from global multinationals to budding start-ups, helping them find their purpose, solve their evolving challenges and build emotional connections with their audience.

We are delighted to share the trends and design themes that catch our eye, delight our senses and feed our creative appetite. We produce two reports a year; one for spring/summer and one focusing on our Christmas retail highlights.

If you know anyone who might like to receive reports from the studio, then do drop us a line to sign them up [hello@togetherdesign.co.uk](mailto:hello@togetherdesign.co.uk)

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