

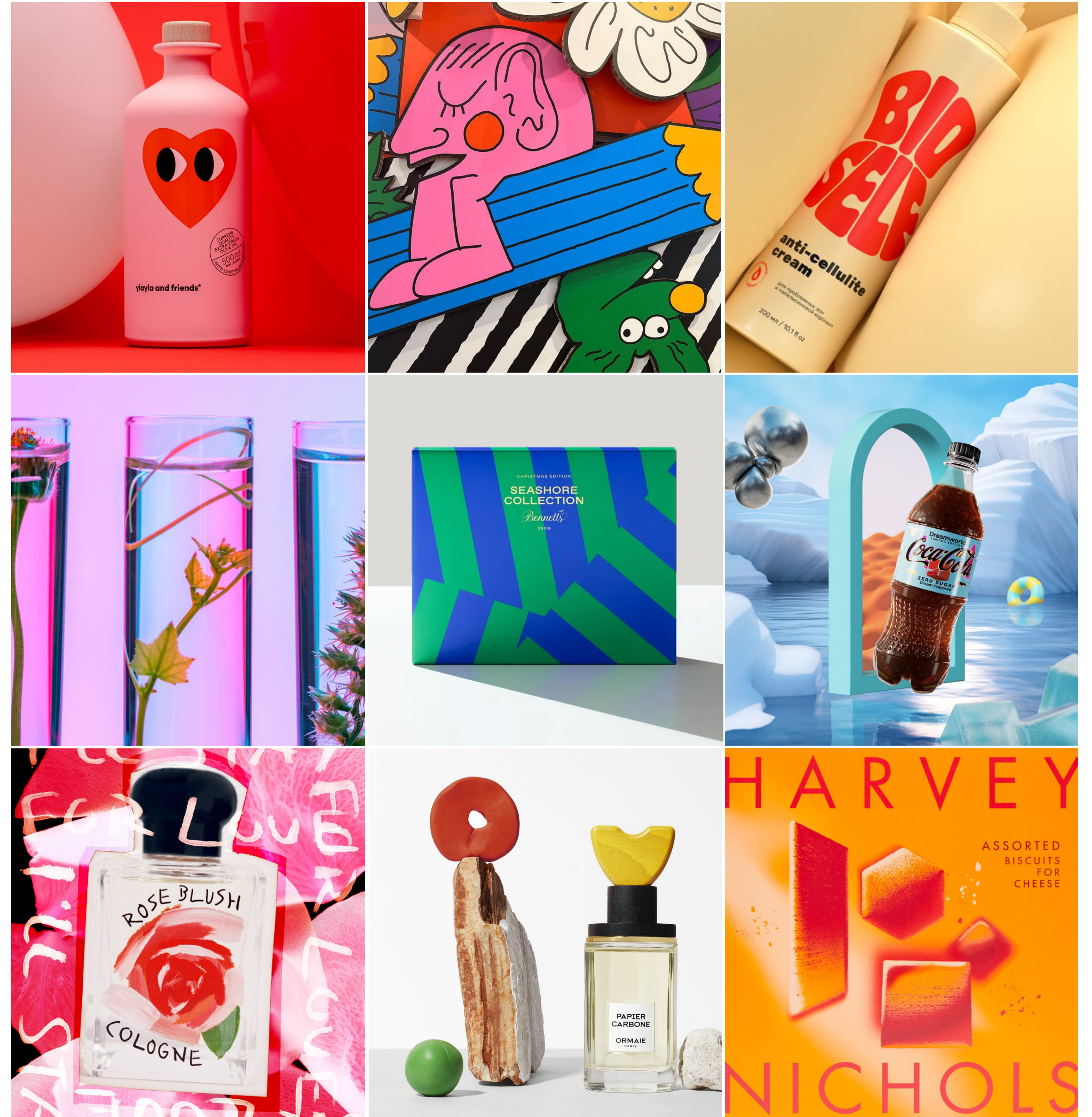
# Trend Report SS24



# Contents

Dive into our Spring/Summer trend report, where the future looks bright, bold and irresistibly sweet! We feature Somerset House's 'Cute' exhibition that captivates with adorable overload, delving into the allure of cuteness in contemporary culture. We're seeing the beauty world reaching new heights with bold bottle tops that redefine sophistication, roses resurge romantically in fashion and hyper-sensorial imagery nods to 80's psychedelia. And lets not forget about the 'ribbonaissance', disruptive lines, surreal collage advertising and rebellious Valentine's packaging.

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# Macro trends

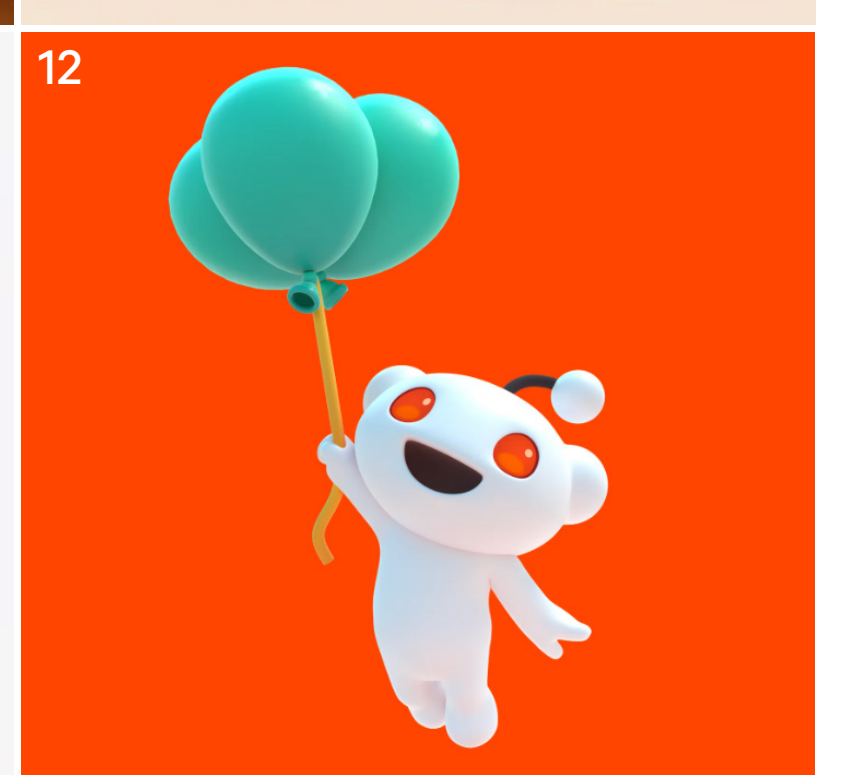
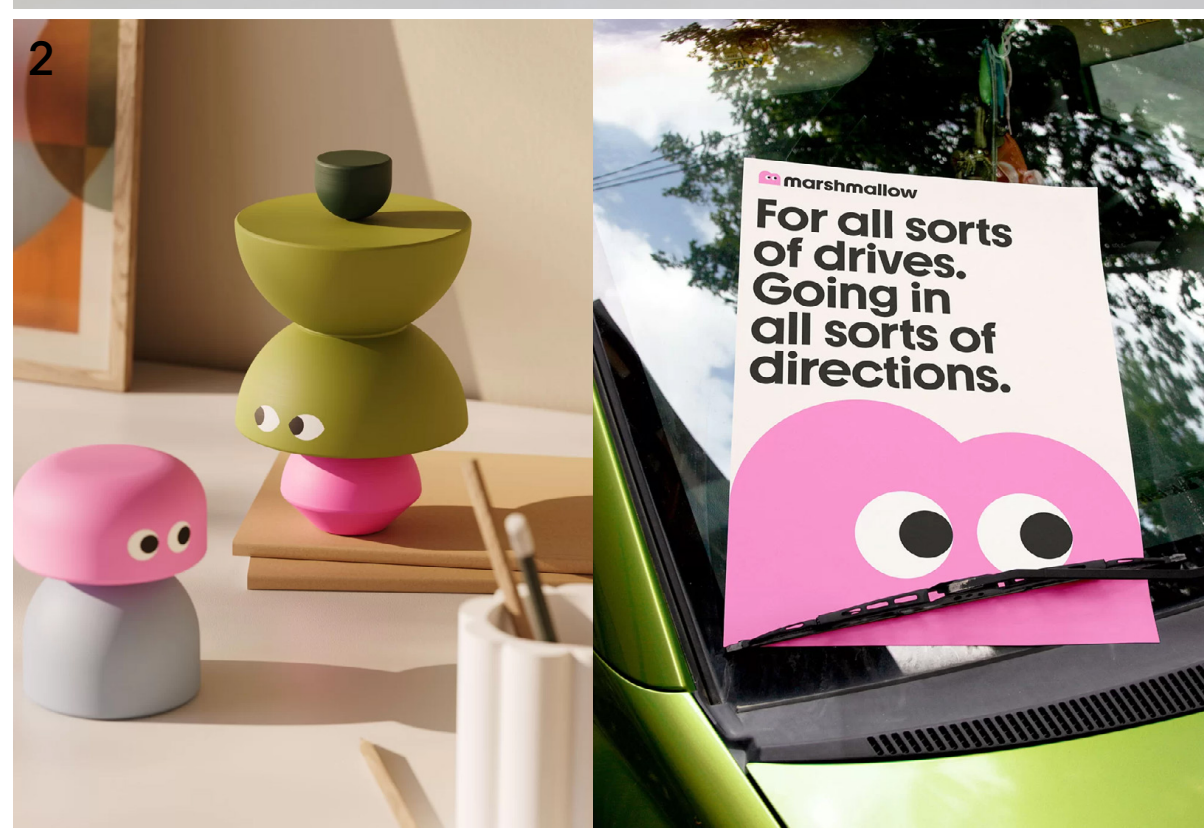
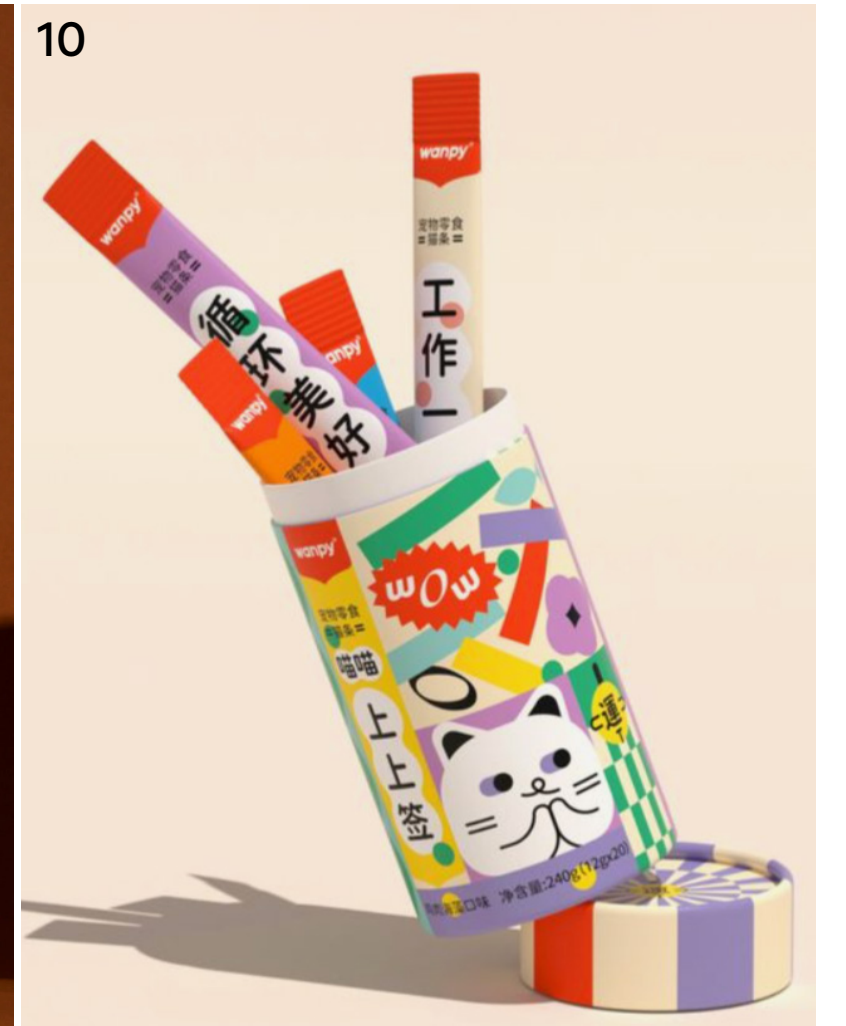


# Cute

Hold onto your cloud-shaped cushions because Somerset House has unleashed the ultimate cuteness overload with its latest exhibition: 'Cute.' Celebrating Hello Kitty's 50th anniversary and everything adorable in between, this exhibit explores the undeniable power of cuteness in contemporary culture. From emojis that make us squeal with delight to internet memes that have us hitting the share button faster than you can say "aww," cuteness has infiltrated every corner of our world.

Fashionistas are donning kitten ears, video games are filled with cuddly characters, and even brand mascots like Reddit's 'Snoo' are getting in on the action. Whether it's packaging design that makes us want to hug our cereal boxes or apps that turn everyday tasks into a kawaii adventure, cute culture is more than just a trend – it's a way of life. So, grab your plushie toys and get ready to immerse yourself in a world where even robots have a soft spot.



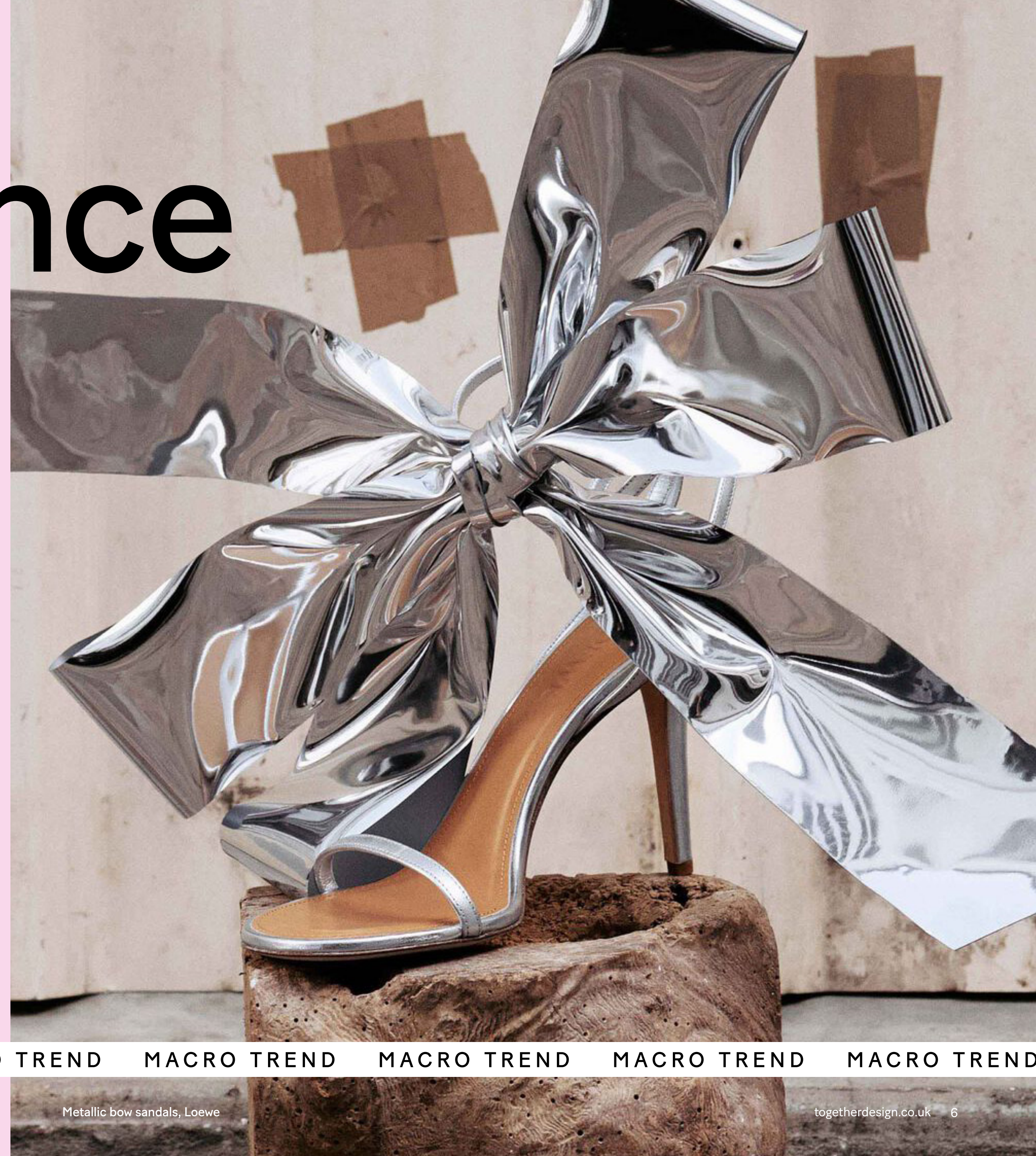


- 1 Artist, Rachel Maclean
- 2 Marshmallow Insurance, by Ragged Edge
- 3 Mother II Sculpture, by Ed Fornieles
- 4 'Change Is Cute', by Collina Strada
- 5 Graphic Thought Facility
- 6 Artist, Ad Minoliti
- 7 Brand Identity for Elodie, by Koto
- 8 Bringing NFT's to life, Finiliar
- 9 Great Wrap, by A Friend Of Mine
- 10 Wanpy's Fortune Sticks
- 11 'Care Bears: Secret Bear, Bearbrick by Medicom Toy
- 12 Brand Identity Reddit, by Pentagram

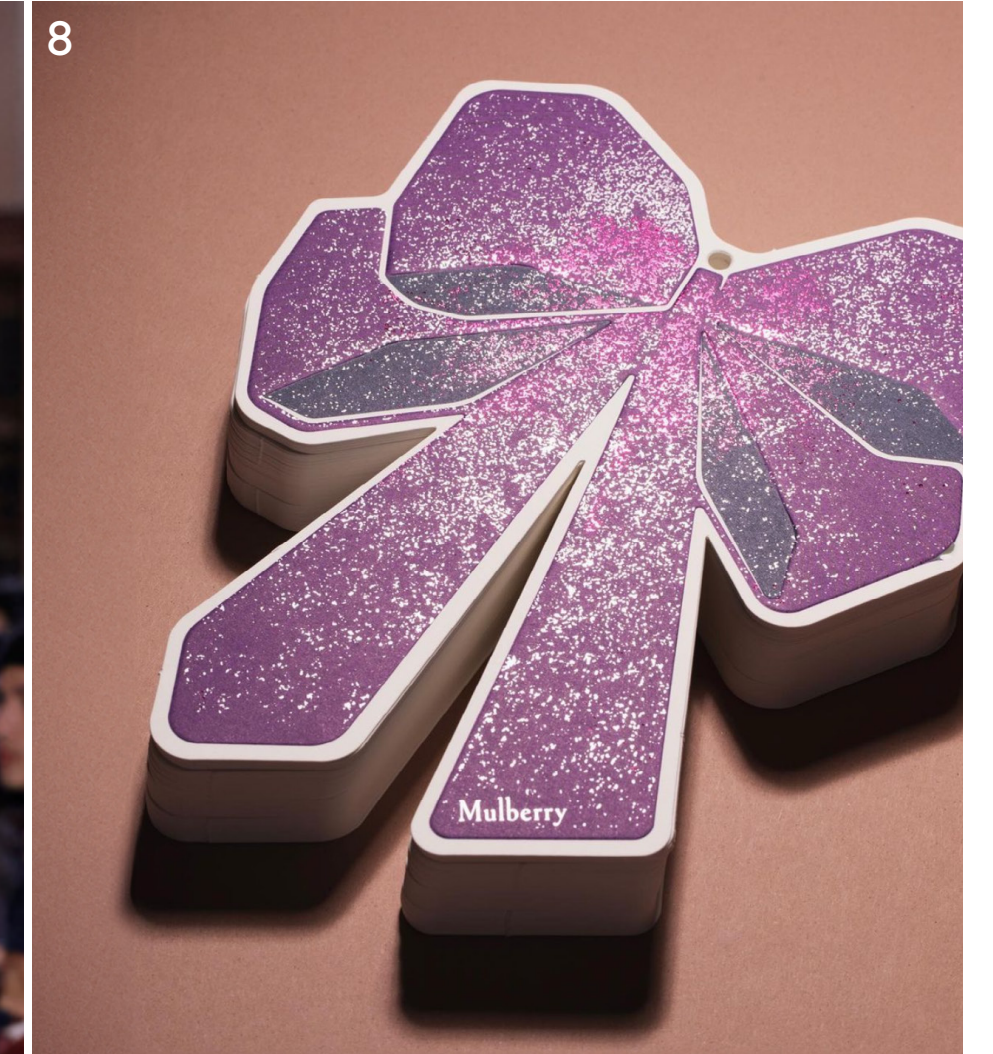
# Ribbonaissance

In a delightful nod to nostalgia, fashionistas are tying up their looks with a flourish as ribbons and bows stage a triumphant return. From chic hair accessories to elegant waist embellishments these adornments are wrapping up outfits with a playful yet sophisticated charm. And they're not only gracing garments, we've noticed ribbons and bows adding flair to retail displays and packaging designs.

In this season of renewal, let the ribbonaissance weave it's magic, for everything looks better with a bow on top.



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- 1 Ribbon hair trend, Vogue
- 2 Pink holiday bow, Acne Studios
- 3 Christmas 2023 gift packaging, Origins
- 4 SS24, Simone Rocha
- 5 SS24, Nina Ricci
- 6 Creme Puffer, Sandy Liang
- 7 IG image @axelarigato, Axel Arigato
- 8 IG image @imprimeriedumarais, design by Mulberry
- 9 Christmas window display at Mulberry, Regent Street, London

# Going for bold

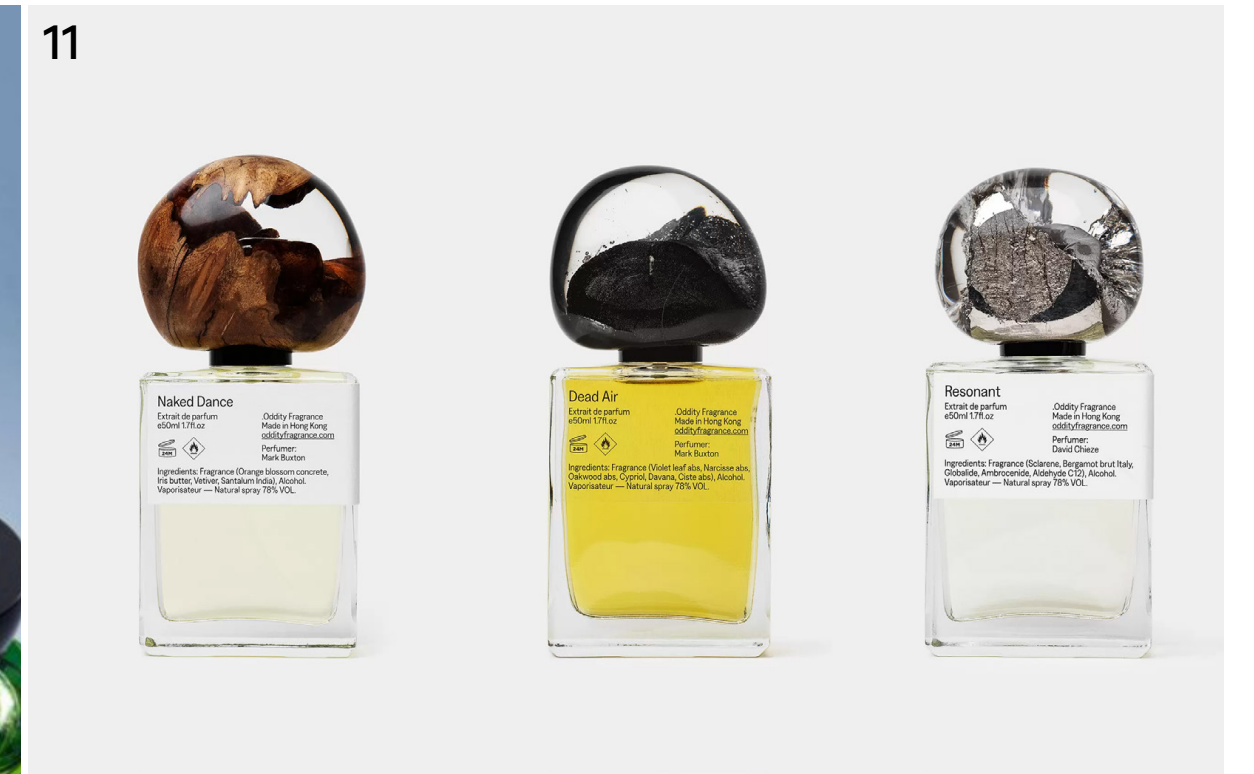
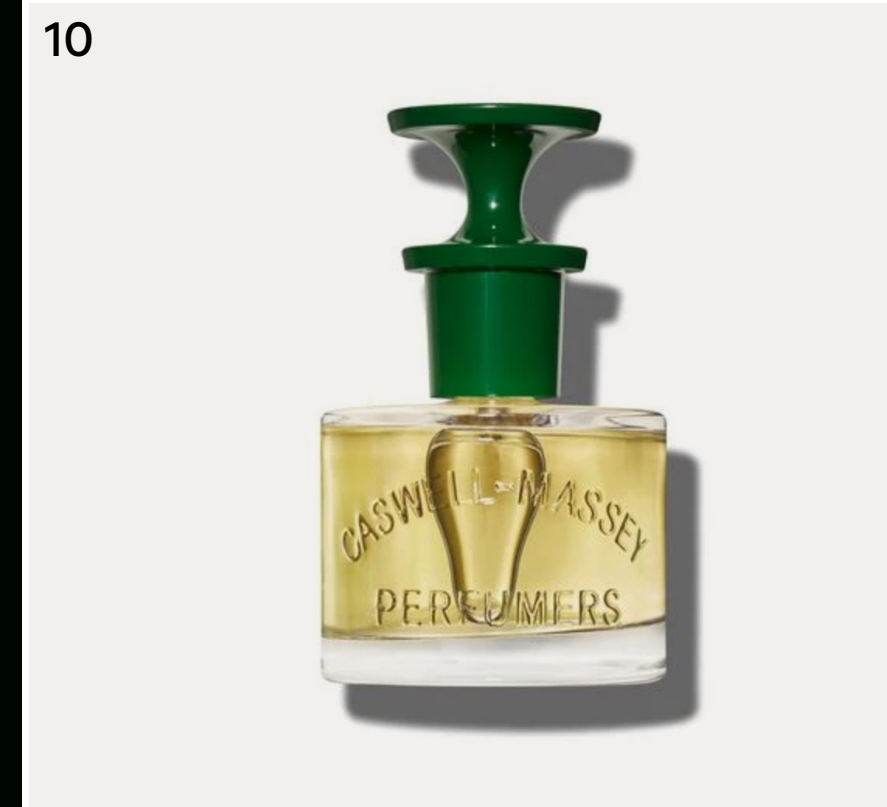
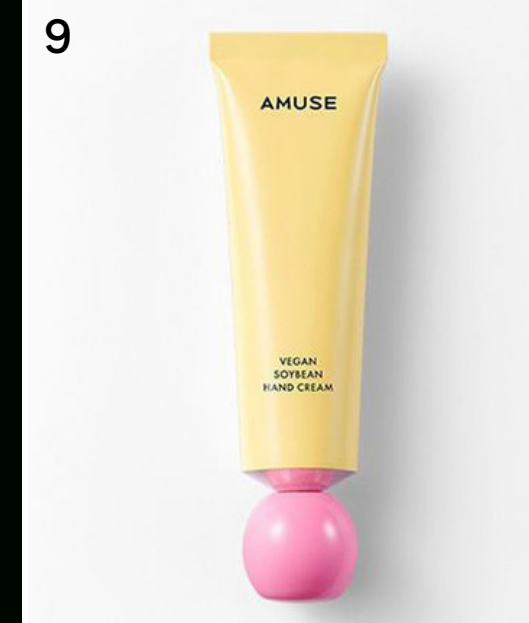
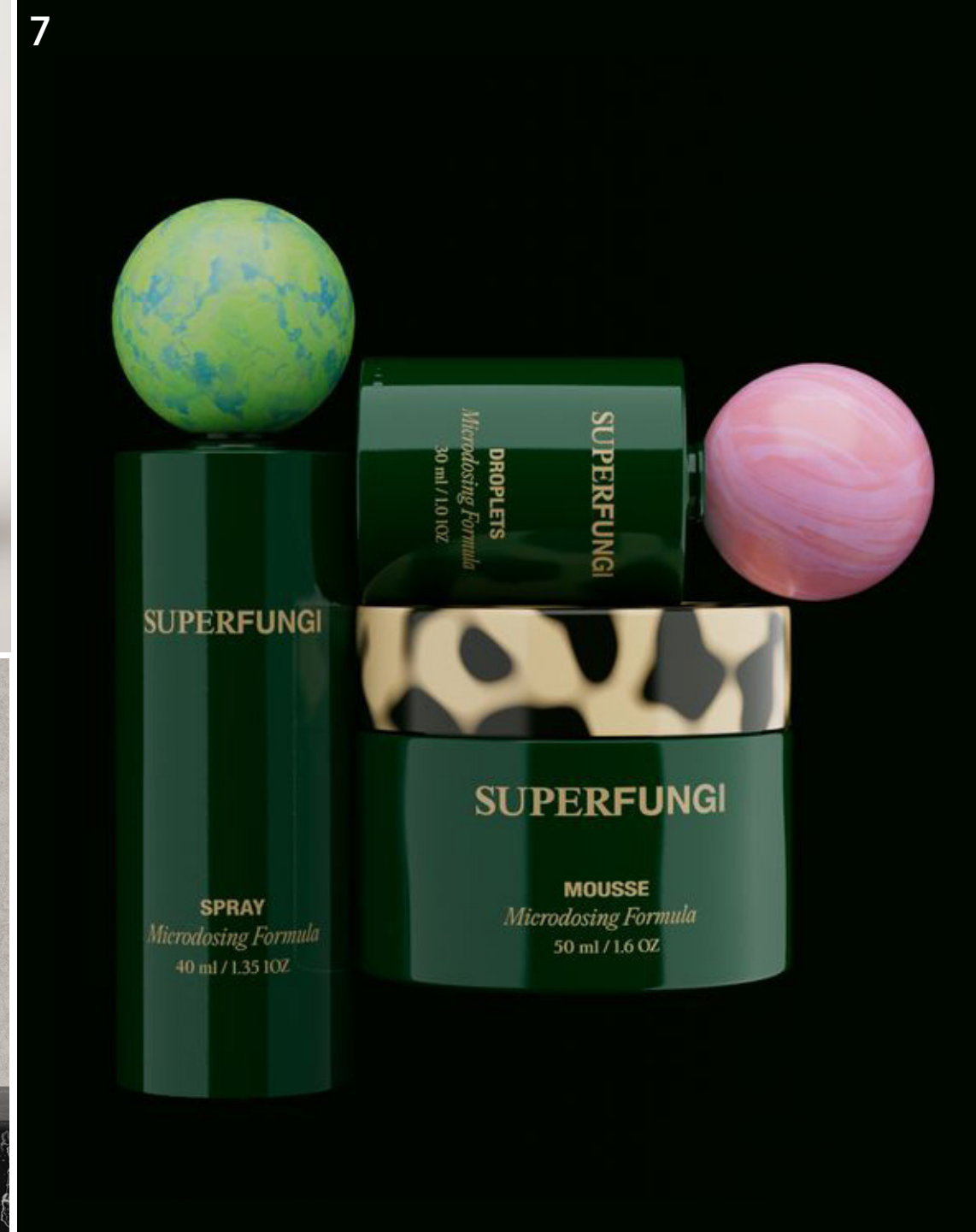
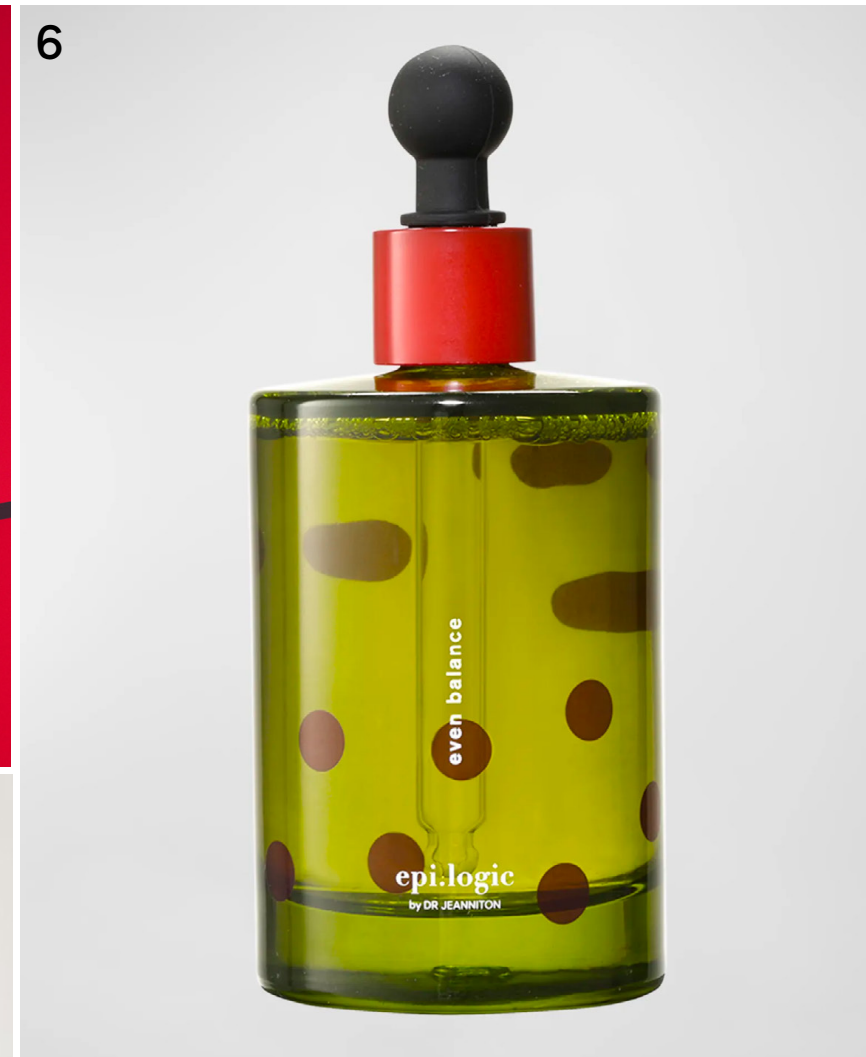
In the ever-evolving realm of beauty packaging, the latest trend has us reaching new heights – literally! Bold, beautiful bottle tops are stealing the spotlight, proving that the crown jewel of any beauty product isn't just what's inside.

From regal coloured accents to futuristic shapes, these bottle tops are the unsung heroes of the vanity. Beauty enthusiasts are embracing the era of "top-tier" glamour, where the real magic begins with a twist. It's time to raise the standards – and the lids – because in the world of beauty packaging, the top is where it's at!



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- 1 The Shroom Bloom Set, Pleasing
- 2 Silphium perfume, Stora Skuggan
- 3 Fiore Project, designed by ARD Design
- 4 Just Give Me Roses, La Perla
- 5 F-CORE perfume by B&W Graphic Lab
- 6 Even Balance Facial Toning Formula, epi.logic
- 7 Conceptual packaging for SuperFungi, designed by Orchidea Agency
- 8 Flower essence fragrances, Vyrao
- 9 Vegan hand cream, Amuse
- 10 Peony perfume, Caswell-Massey
- 11 .Oddity Fragrance designed by .Oddity Studio
- 12 Fragrances, Ormaie

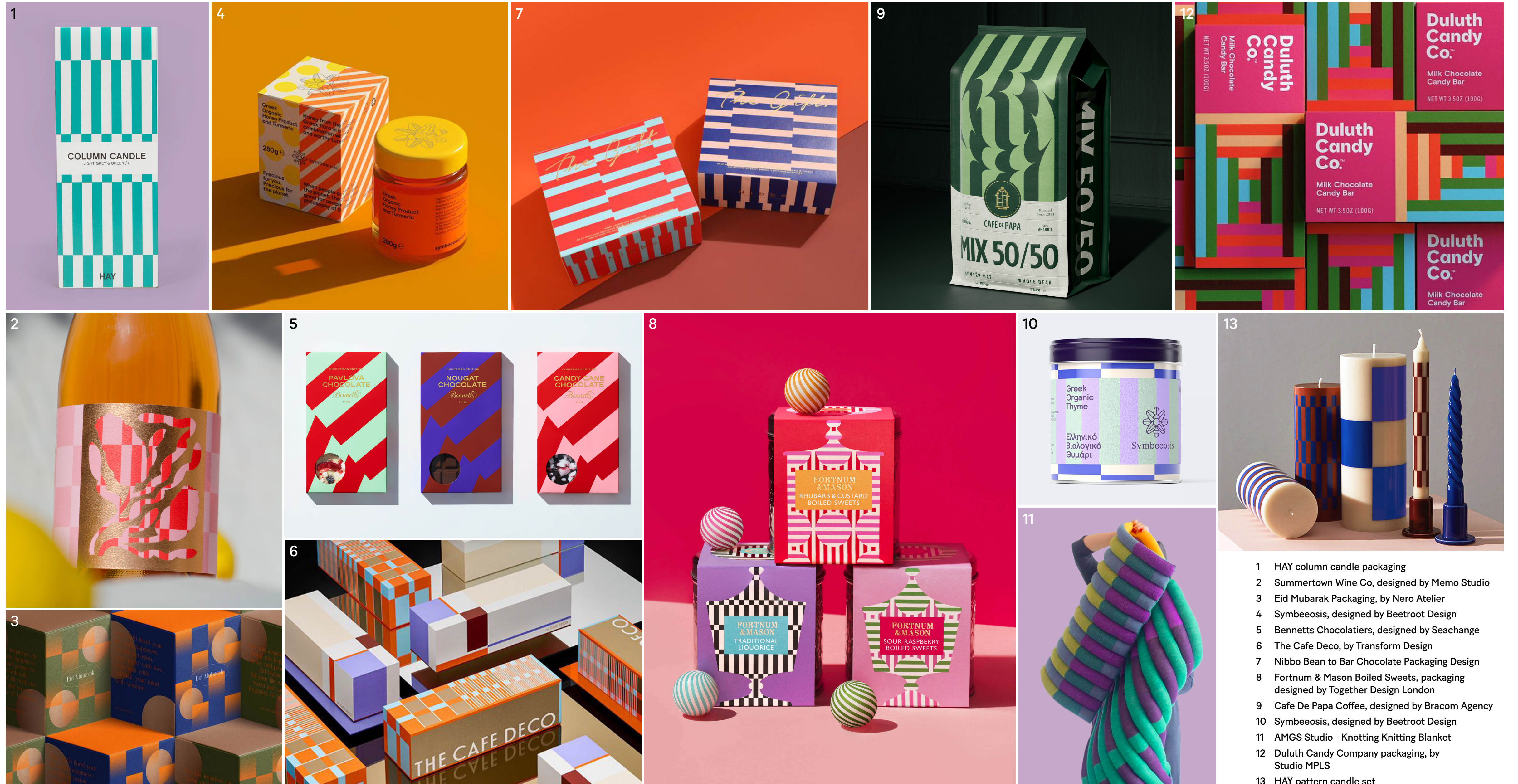
# Disruption on the line

We have noticed a delightful twist on traditional, linear patterns in packaging with a bold embrace of disrupted linear patterns. Colourful graphic lines twist, turn and break creating a dynamic energy that challenges the status quo with zigzagging flair.

It's all about shaking things up whilst keeping it chic - because who said straight lines have to play it straight?



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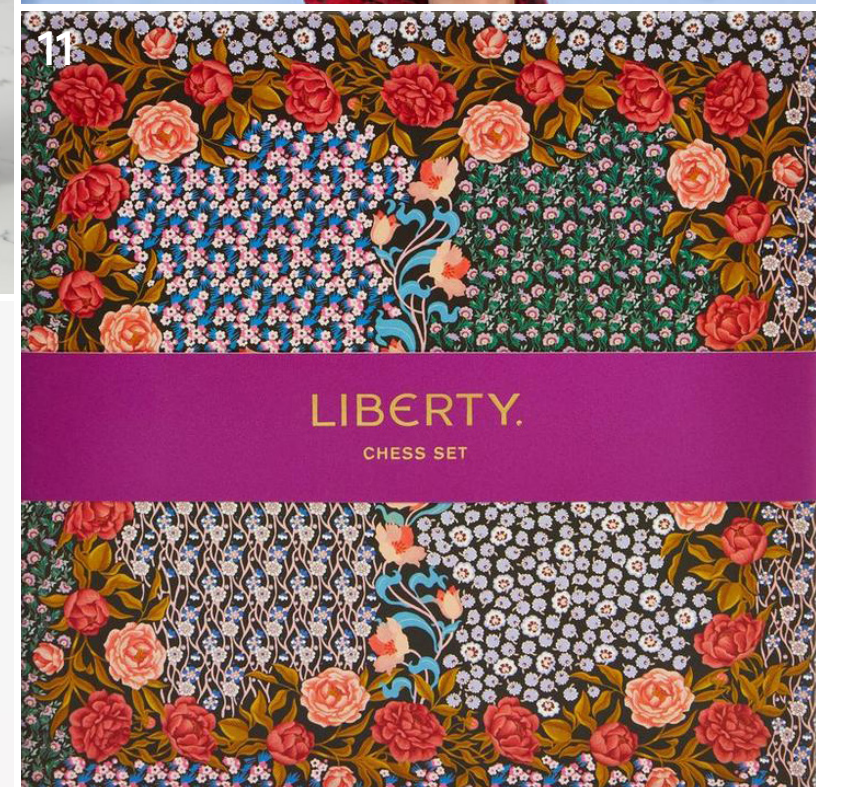
- 1 HAY column candle packaging
- 2 Summertown Wine Co, designed by Memo Studio
- 3 Eid Mubarak Packaging, by Nero Atelier
- 4 Symbiosis, designed by Beetroot Design
- 5 Bennetts Chocolatiers, designed by Seachange
- 6 The Cafe Deco, by Transform Design
- 7 Nibbo Bean to Bar Chocolate Packaging Design
- 8 Fortnum & Mason Boiled Sweets, packaging designed by Together Design London
- 9 Cafe De Papa Coffee, designed by Bracom Agency
- 10 Symbiosis, designed by Beetroot Design
- 11 AMGS Studio - Knotting Knitting Blanket
- 12 Duluth Candy Company packaging, by Studio MPLS
- 13 HAY pattern candle set

# A Rose is a Rose is a Rose

Spring is embracing a floral frenzy, and roses are stepping into the spotlight as the ultimate fashion statement and packaging muse. It's time for a romantic rebellion. Fashion designers are weaving roses into every fabric imaginable, creating ensembles that are as bold as they are beautiful. Packaging, too, is blooming with rose-inspired designs. So, whether you're draped in roses or unboxing the latest blooms, remember: a rose is not just a rose; it's a fashion manifesto and packaging poetry all rolled into one.



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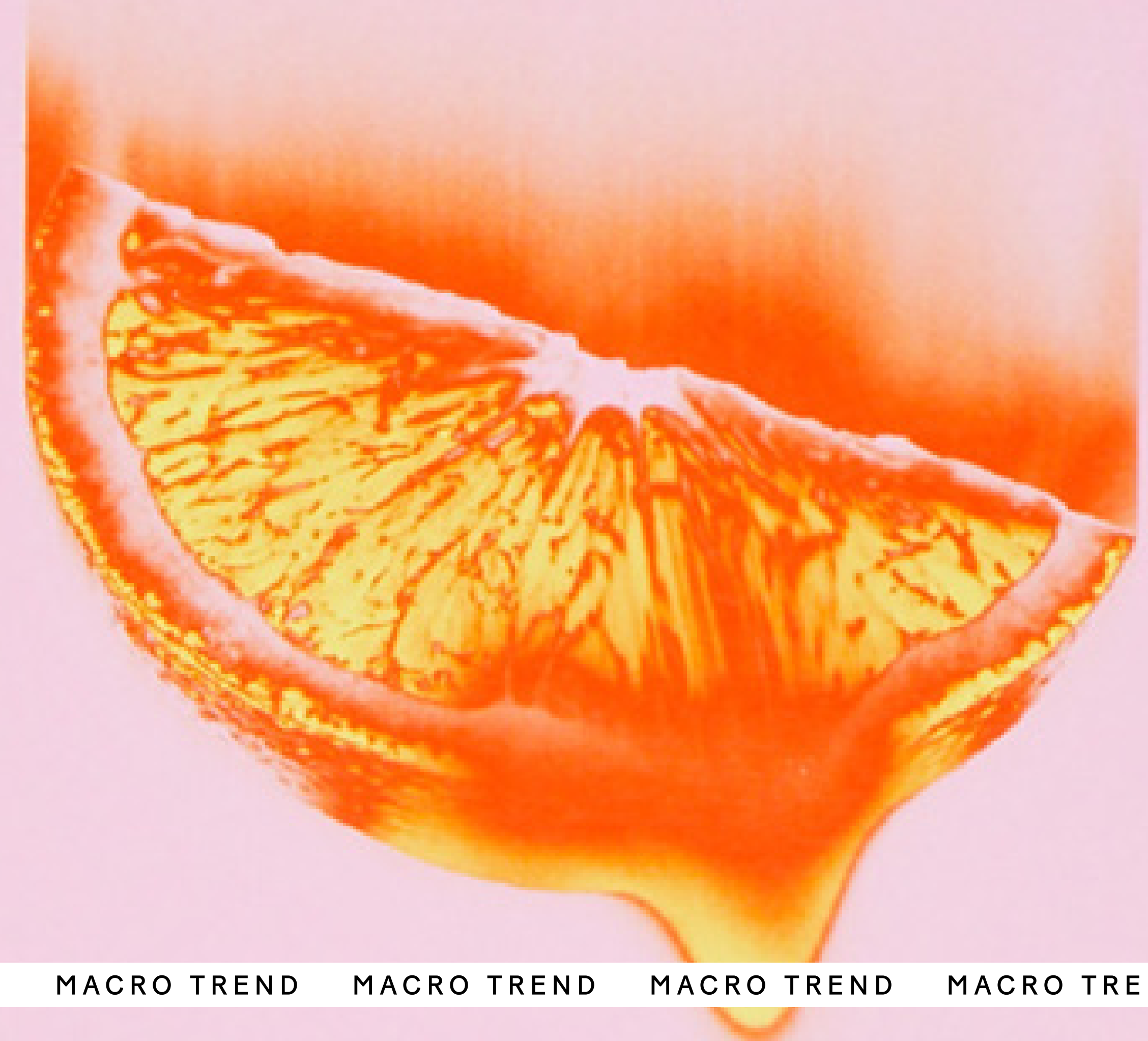


- 1 SS 2024 'Exotics' Collection, Thebe Magugu
- 2 Creator Roses Flower Bouquet Set, Lego
- 3 Rose Blush Cologne, Jo Malone
- 4 Spring 2024 Collection, Alexander McQueen
- 5 SS 2024 Collection, Simone Rocha
- 6 Eau Rose Solid Perfume, Diptyque
- 7 Roses Candle, Diptyque
- 8 Rose Heel Ankle Boot, Loewe
- 9 Rose Amber Cologne, Jo Malone
- 10 SS 2024 Collection, Balmain
- 11 Rose Chess Set, Liberty

# Sensory overload

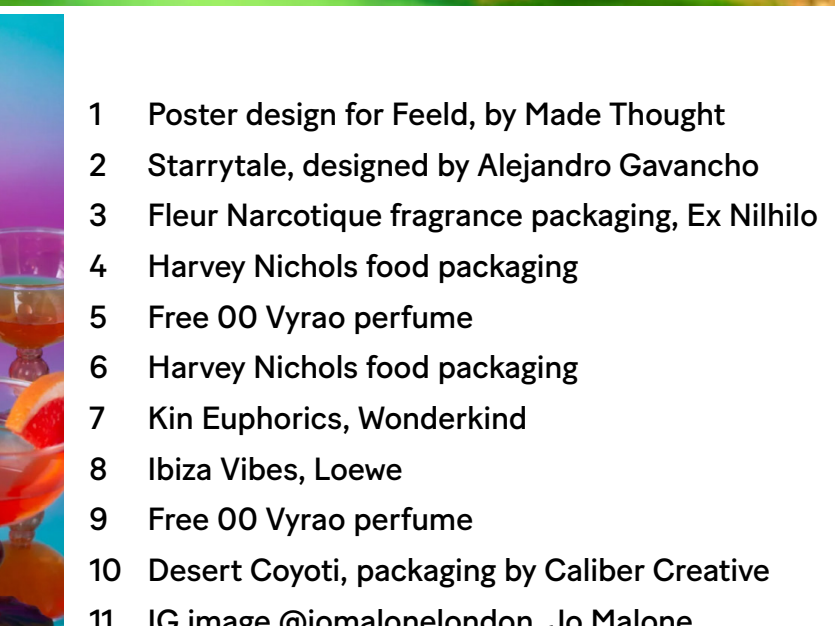
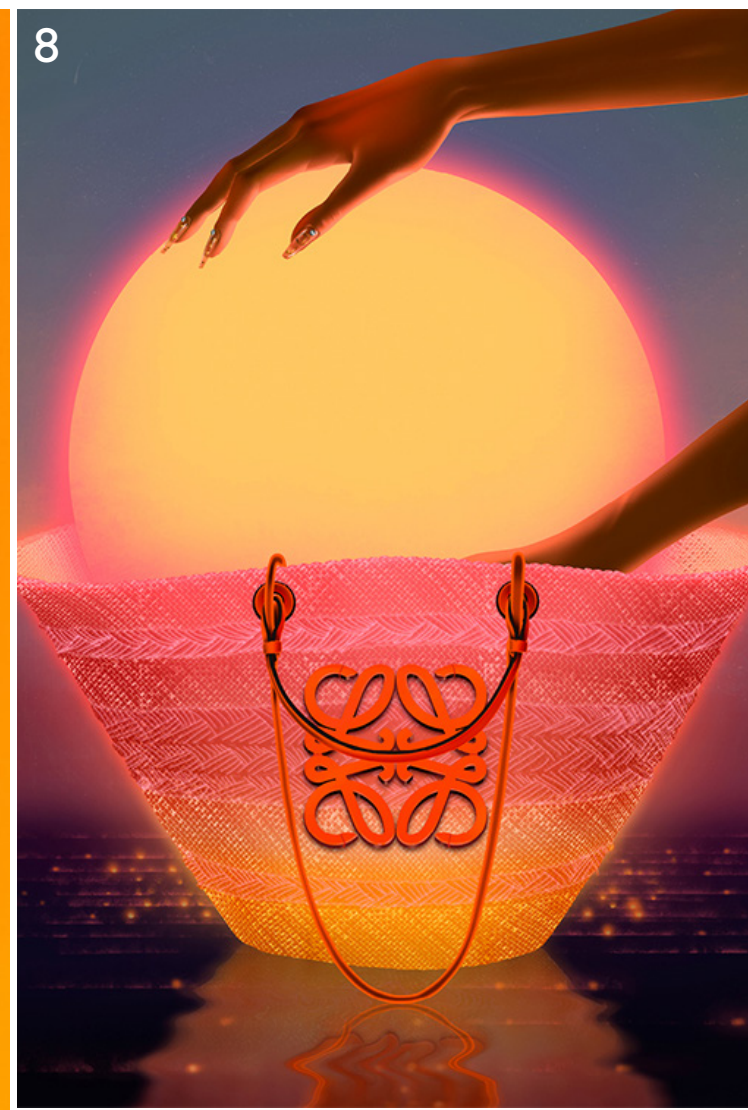
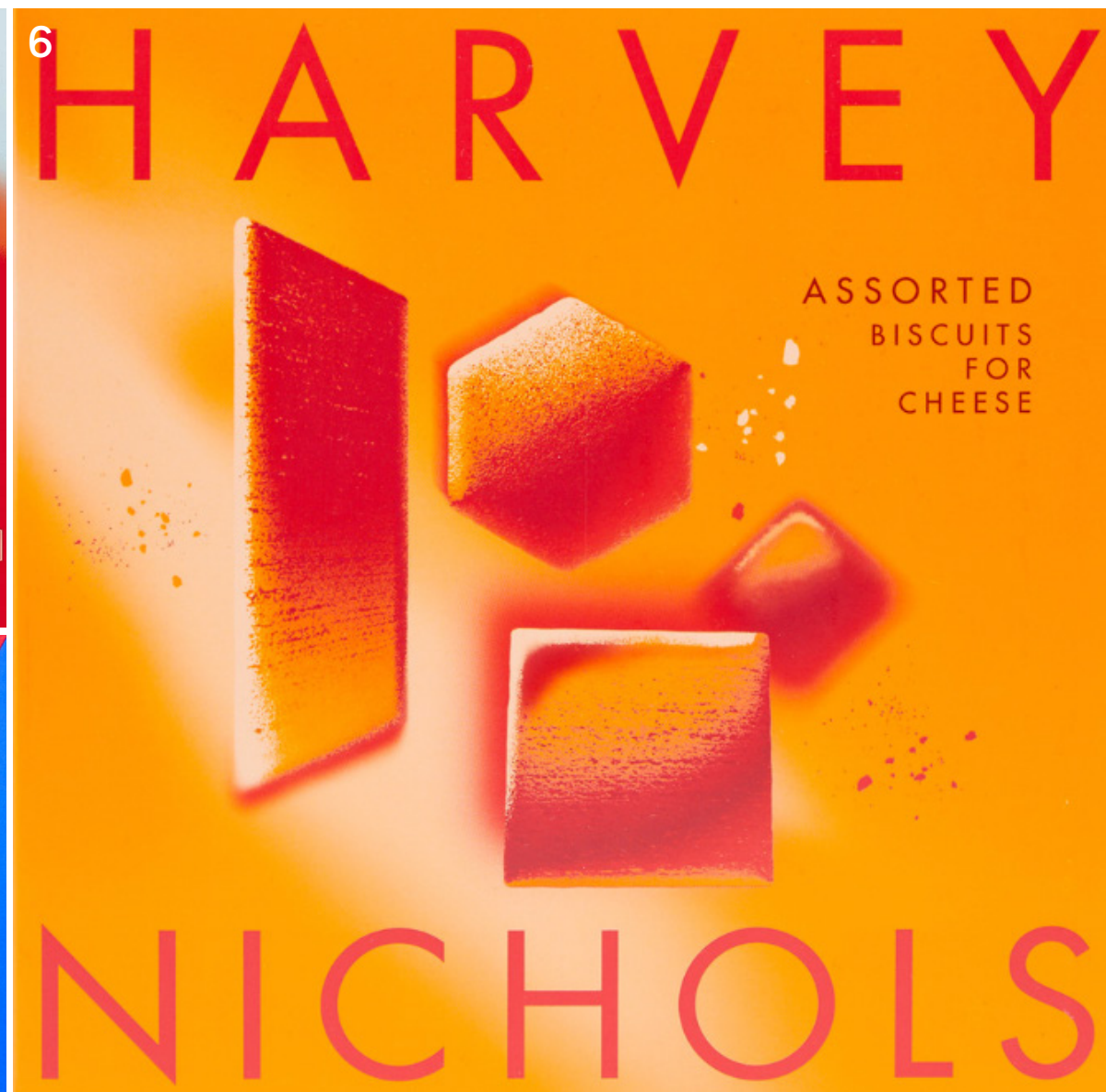
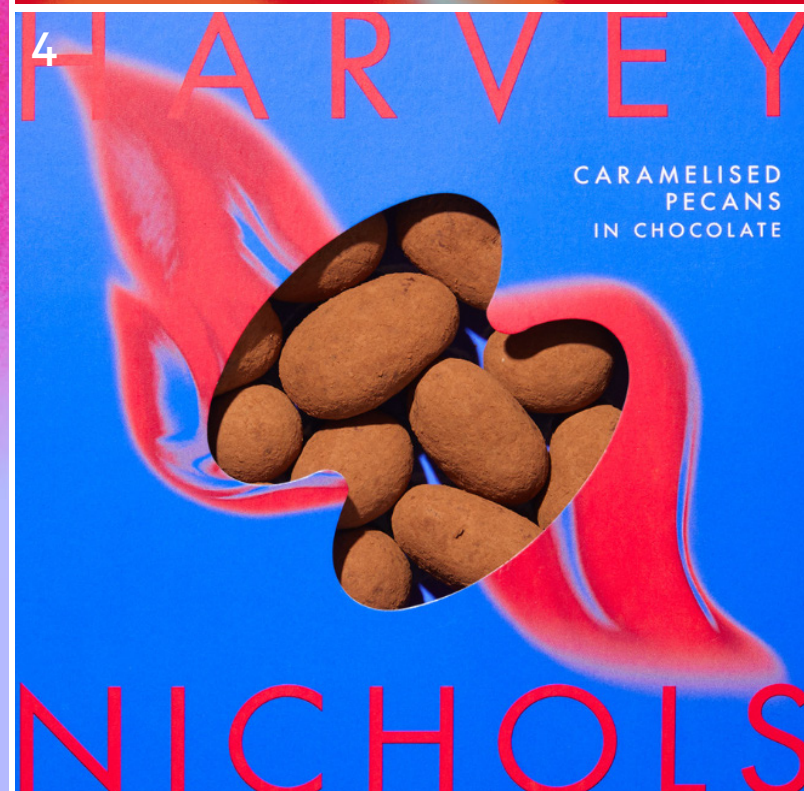
Advertising and packaging are taking a psychedelic trip back to the fabulous 80s, experiencing a sensory overload. Welcome to the era where every product feels like a backstage pass to a Duran Duran concert. This trend isn't just about vibrant hues; it's a full-throttle assault on your senses. From drinks that scream hypnotic dreams to food packaging that could moonlight as a cassette tape cover, hyper sensorial imagery is making a bold comeback. Buckle up, because in this visually charged landscape, subtlety is so last season!

ARRIVE



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WHITE CHOCOLATE FLORENTINES



- 1 Poster design for Feeld, by Made Thought
- 2 Starrytale, designed by Alejandro Gavancho
- 3 Fleur Narcotique fragrance packaging, Ex Nihilo
- 4 Harvey Nichols food packaging
- 5 Free 00 Vyrro perfume
- 6 Harvey Nichols food packaging
- 7 Kin Euphorics, Wonderkind
- 8 Ibiza Vibes, Loewe
- 9 Free 00 Vyrro perfume
- 10 Desert Coyote, packaging by Caliber Creative
- 11 IG image @jomalonelondon, Jo Malone

# Features



# Surreal collage



The latest trend in advertising is surreal collage style, ditching logic for fantastical chaos. It's like Salvador Dali and a paper shredder had a love child, and now their whimsical offspring is gracing billboards and magazines. From flying pasta to a spectacular world of Wonka chocolate, surreal collage advertising is turning marketing into a mind bending art form. Brands ditch straightforward messaging for dream-like language, leaving consumers bewildered yet intrigued. Hold onto your reality hats, this trend is here to shake things up.

- 1 'Hipstoric Homes' Pinterest Predicts, designed by Made Thought
- 2 Dreamworld Limited Edition, Coca-Cola
- 3 Dreamworld Limited Edition, Coca-Cola
- 4 Wonka, movie poster
- 5 'Greetings From The Future' Pinterest Predicts, designed by Made Thought
- 6 Jamie Oliver Pasta Dreams, designed by Otherway
- 7 'Floral Majesty', Diptyque. Illustration: Ugo Gattoni
- 8 "Micro Makeover" Pinterest Predicts, designed by Made Thought

# Valentines day



Love is in the air. Valentine's packaging has replaced the saccharine sweetness for an edgier vibe, with heart-shaped boxes covered in graffiti. Toblerone, shaking up the chocolate game with their iconic triangular bar sporting a daring pink hue, a nod to the unconventional romance of the urban streets. This rebellious twist on packaging is sure to turn heads and ignite passion in even the most jaded of hearts.

1 Olive Oil, Yiayia and Friends

2 Limited Edition Pink Bar, Toblerone

3 Valentines day illustration by Bráulio Amado, for Selfridges

4 IG image @fortnumsm, Fortnum & Mason

5 Baise & Roses Candles, Diptyque

6 Heart embellished pouch, Bottega Veneta

7 Valentines gift packaging, Lush

8 Valentines collection, Baci Perugina

9 Love-me Lobster, Jellycat

10 Valentines collection, Charbonnel & Walker

# Biotechnology & vertical farming



It's time for biotechnology and vertical farming to take centre stage in the beauty industry. Ulé, the skincare brainchild of the Shiseido group, is raising the bar with its innovative use of vertical farming. Biotechnology isn't just a buzzword anymore; it's the driving force behind product quality and sustainability. Brands like Biossance and Bioeffect are leading the charge, unveiling groundbreaking formulas and ingredients cultivated through the wonders of biotechnology.

- 1 Invisible Woods, Future Society
- 2 IG image @futuresociety, Future Society
- 3 Floating Forest, Future Society
- 4 Biotechnology imagery and art direction, iStock
- 5 Advanced botanicals, Ulé
- 6 IG image @Biossance, Biossance
- 7 IG image @ule.beauty, Ulé
- 8 EGF Power Serum, Bioeffect
- 9 Tower Farm, Ulé

# Inflated type



We've seen the rise of the 'puff' across fashion, interior and art but now even typography has got its bloat on. Characters are squashing, squeezing, and extruding their way into every corner of the design world. From packaging to event design, fonts are embracing their curves and filling up space like never before. Beauty brands such as Bio Self are celebrating unique type sizes and shapes, echoing the positive body image movement. Get ready to inflate your type – because in this world of bloated typography, bigger is definitely better!

- 1 Oddworks Coffee, designed by Andstudio
- 2 Chubby Cloud, Anya Hindmarch
- 3 Cosmetic brand, Made by Mitchell
- 4 Inflatables Summer Campaign by Collins
- 5 Brand identity for Royal Television Society's annual two-day event, designed by Studio Kiln

- 6 Brand identity for Royal Television Society's annual two-day event, designed by Studio Kiln
- 7 Bio Self, designed by Commersart Agency

# Immersive experiences



Immersive experiences are revolutionising exhibitions, turning them into adventures. No longer confined to quiet observation, participants engage in interactive art, creating shareable moments. Galleries, museums and retailers offer opportunities for user-generated content, fostering posting and boasting on Instagram. From floating in the Balloon Museum to exploring Monet's landscapes, people snap and share, amplifying the experience. In this realm, imagination knows no bounds, inviting all to strike a pose and revel in the spotlight.

- 1 The Balloon Museum, London
- 2 Image credit: Quentin Chevrier
- 3 Image credit: Quentin Chevrier
- 4 The Balloon Museum, London
- 5 The Balloon Museum, London

- 6 Immersive Monet and the Impressionists, photo by Patrick Hodgson
- 7 IG image @twistmuseum, Twist Museum London
- 8 Delight, Media Art Exhibition, London
- 9 Bubble Planet, London
- 10 Beyond Monet, an Immersive Experience

# Spotlight on AI



## Bonny Carrera

Indulge in the delectable delights of Bonny Carrera's haute couture images, showcasing the fusion of AI and artistic prowess. With Carrera's background as a 3D artist and his mastery of AI tools, these creations epitomise the power of technology in pushing the boundaries of artistic expression.

## Amber Vittoria

Amber wields her ribbons of colour from her paintings to create captivating 3d images. Her work transports us to a virtual realm brimming with beauty and nostalgia, showcasing the boundless possibilities of creativity and artificial intelligence colliding.

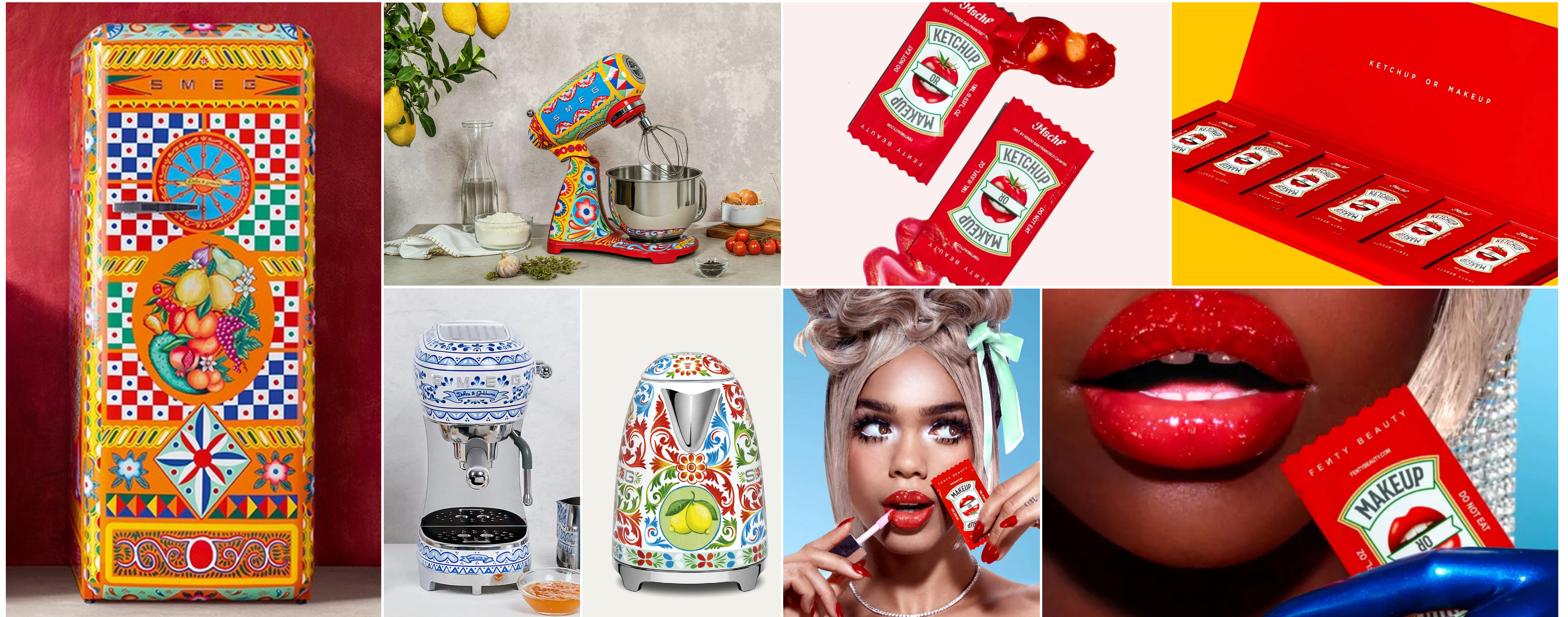


Where

we're

shopping (we wish)

## Where we're shopping



### Dolce & Gabbana x Smeg

A marriage of fashion and functionality, this collaboration infuses home appliances with vibrant Italian aesthetics, inspired by Sicilian culture. With motifs like citrus fruits and cherries, it's a feast for the eyes that brings artistry into the heart of the home.

### MSCHF x Fenty

Ketchup or makeup? It's the ultimate question that injects fun and unpredictability into the beauty experience. This creative concept sparks excitement and engages consumers, generating buzz around the products.



## Where we're shopping



### Jellycat at F.A.O. Schwarz

The Jellycat diner offers a fun culinary journey reminiscent of a retro diner, complete with classic checked flooring and menu boards. Diners can purchase a smiling taco, burger, hot dog or a slice of pizza, all wrapped in authentic diner style packaging with a collectable enamel pin, sticker sheet and gift bag.

### Nike x Ben & Jerry's

Sneakerheads meet ice cream lovers in this delicious collaboration, blending Nike's style with Ben & Jerry's iconic packaging for a fun and funky footwear experience. The collaboration reflects a synergy of both of the brand's core values of 'doing good and having fun'.

## Where we're shopping



### Lancome x Louvre

The Lancome and Louvre limited edition collection that showcases beauty as art. It takes inspiration from nine masterpieces featured in the galleries sculpture department as well as the lighting, colour and shapes of the museums architecture. It's a striking way to celebrate both beauty and the arts.

### Max Mara

The 'Fluffy Residence' pop-up by Max Mara celebrates a decade of its renowned teddy bear coat by offering an immersive journey into the world of this iconic garment. It's an imaginative space designed to reflect the lifestyle of the quintessential teddy coat wearer.

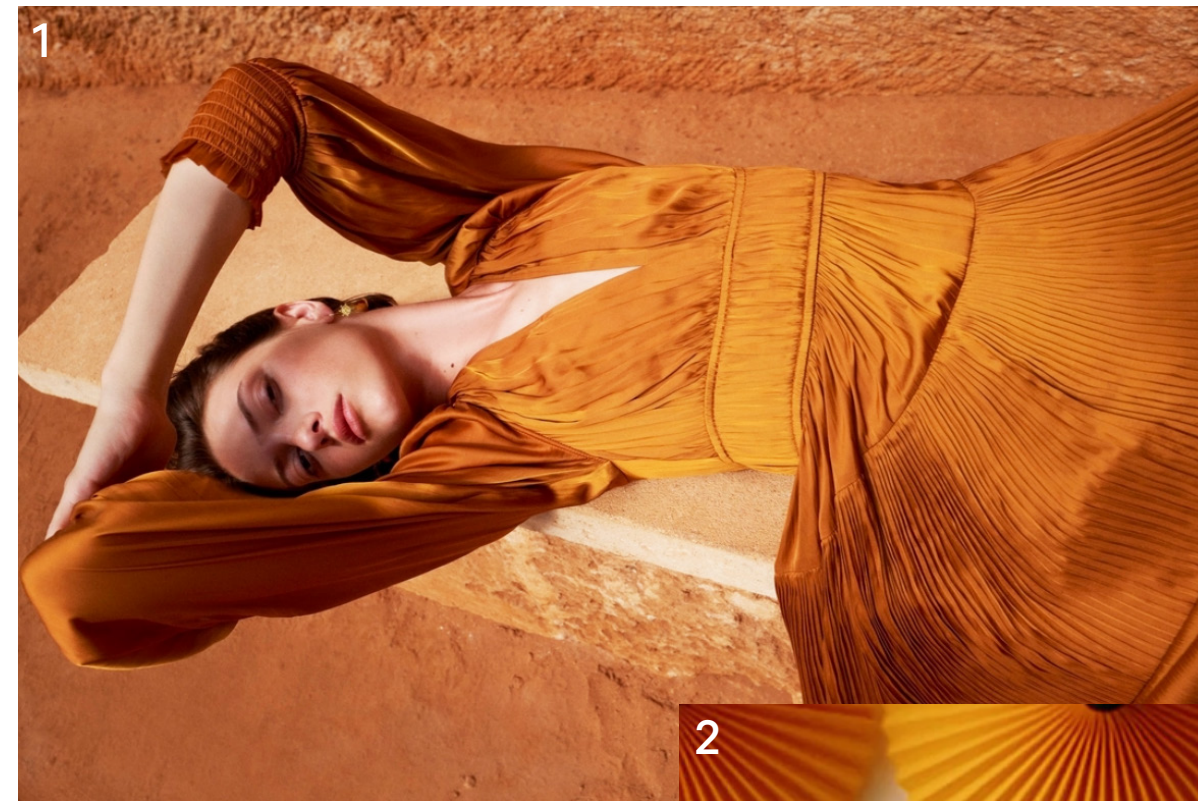
## Where we're shopping



## Selfridges Celebrates x Angela Kirkwood

Angela's vibrant illustrations and whimsical characters have brought a delightful energy to Selfridges, adorning window displays, packaging design, environmental sculptures, and digital screens. Her work captures the joyfulness of the events celebrated throughout the year. We're big fans of Angela's work and have loved seeing it in store.

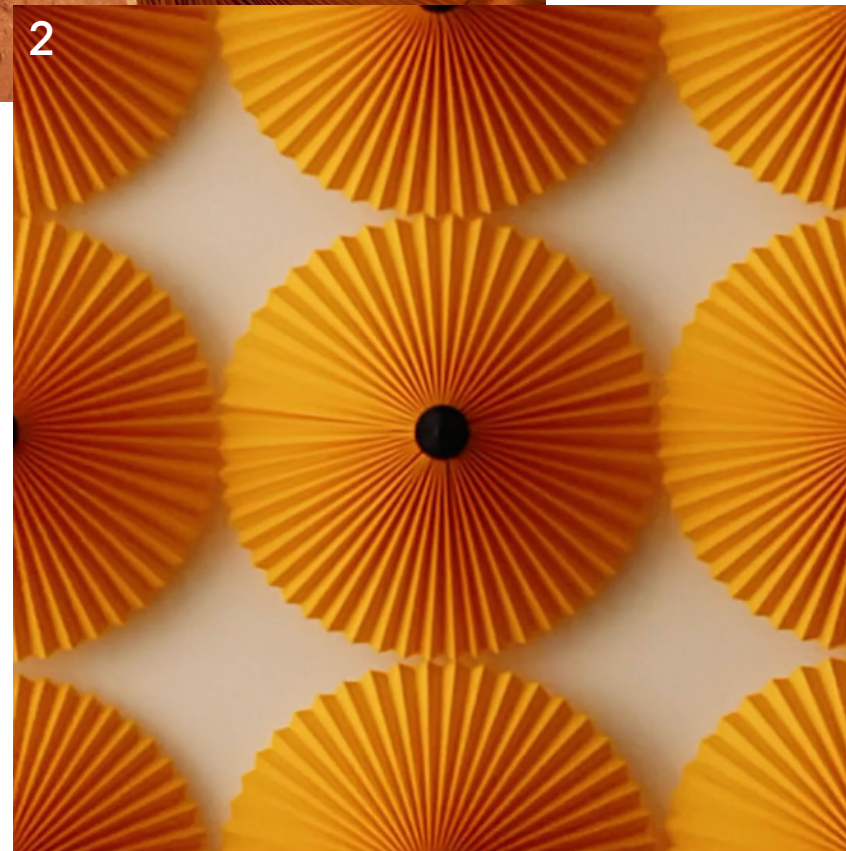
# Colour palettes



- 1 Laraline dress, Ulla Johnson
- 2 Matin Lamp, HAY



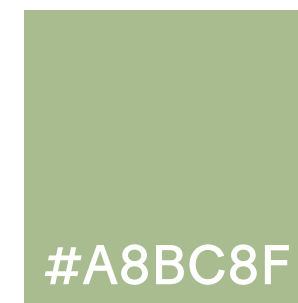
## Golden hour



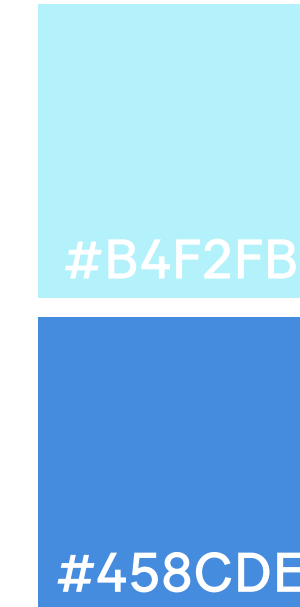
In the upcoming Spring/Summer season, expect to see a vibrant array of summery hues dominating both the fashion runways and interior design scenes. Golden hour, reminiscent of the warm glow cast by the setting sun infuses collections with a sense of warmth and radiance. Pistachio green emerges as a refreshing and soothing tone, evoking the lushness of nature. Whilst horizon blue leaves us dreaming of clear blue skies and endless oceans bringing a sense of serenity and calm.



## Pistachio green



- 1 Ulla Johnson
- 2 Cucumber Candle, Loewe
- 3 Salt & Pepper grinder, Addison Ross, London



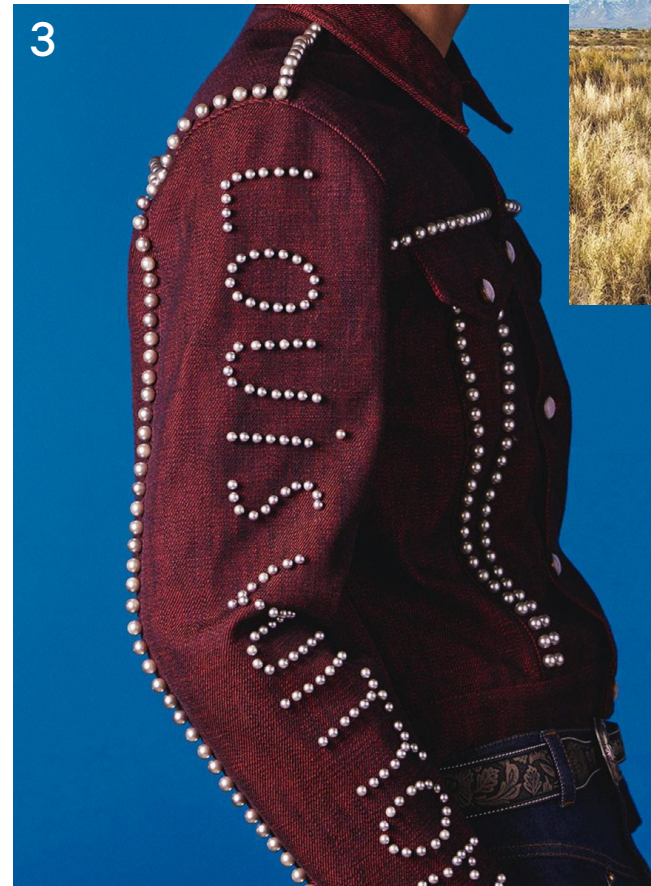
## Horizon blue

- 1 IG image @haydesign, HAY
- 2 Dress, Victoria Beckham
- 3 Nike, Jordan Spizike Low "Houston Oilers"



# Looking ahead

- 1 FW2024, Louis Vuitton
- 2 Western Boots, Reformation
- 3 Studded Jacket, Louis Vuitton
- 4 Leather & denim stealing the show, Louis Vuitton
- 5 Desert Water, Madre



## Cowboy-core

It's clear that the cowboy craze is kicking up dust once again. Louis Vuitton's AW24 collection has saddled up the western trend, with enough studs, leather and denim to make even the most seasoned cowboy tip their hat. We're also seeing that packaging design has caught the frontier fever and are wrangling in the Wild West influence.



- 1 Fungi derived pigments, Jesse Adler
- 2 Lipstick with fungi pigment, Jesse Adler
- 3 Jesse Adler in the lab
- 4 Lipsticks with fungi pigment, Jesse Adler
- 5 Pigmented eye shadow collection, Jesse Adler

(Photos: Tom Mannion, Chris Ould)

## The future is fungi

Embrace the mushroom magic because fungi are sprouting up as the latest trend in colour innovation. From textiles to cosmetics, these eco-friendly pigments offer a kaleidoscope of hues, ethically sourced from nature or produced in lab settings. Pitri, helmed by Jesse Adler, crafting biofabricated colourants tailor-made for cosmetic connoisseurs who want to glow green.

Thank you for reading!



This report comes to you from Together Design London, 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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