

Lifestyle 2007+

After the disappointing era of Gen Xers, get ready for the millennial generation (born between 1979-1990, whose numbers and influence will be as great as the Boomers. The eldest are just completing university, the youngest entering secondary school. Quite different from their parents and even elder siblings; they are team-oriented, family-friendly, community conscious and technically aware. They will challenge many of the ways in which we do things from the workplace to the shopping mall. Because they are highly intelligent and socially conscious, they will look carefully at the companies they buy from and work for. They will be highly committed to charity not just contributing money, but taking a hands-on approach. Because of the way their parents have brought them up (problem sharing, open debate etc. (see Publishers View page 5), they tend to relate well to older people, something important in the workplace of the future. Many women from this generation will marry and stay home to rear their children meaning companies facing labour shortages in the future will really have to address workplace conditions accommodating the growing desire amongst both men and women to balance work and family.



293 Emotional consumption

Empathy and emotion are impacting our lives around the clock - from work to social encounters and personal relaxation, from food to interiors and fashion.

Lifestyle

CONCEPT: ANNE LISE KJAER – WWW.KJAER-GLOBAL.COM

'Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives.' -

Oprah Winfrey

• Emotional consumption

It has become obvious that we are entering a new age where value sets are shifting. It used to be: "I think therefore I am". Then it was: "I shop therefore I am". In the future, our modus operandi will become: "I feel therefore I am". We have already entered the 'Emotional Decade' – desire rather than need increasingly rules the day. This leads to situation-determined consumption driven by emotional responses rather than well-planned rational decisions. With the myriad of choices available to us in our everyday lives, the emotion of design becomes absolute. Therefore companies that offer desirable and emotionally engaging products will win out.

We have identified four key drivers influencing the behaviour and lifestyle patterns of consumers in the future. The trends are: **Job as a lifestyle, Food for thought, Fair sourcing and Mind detox.**

All are linked to this strong need for emotional consumption. The 21st century's watchwords are 'Empathy' and 'Emotional Connection'. Over the last decade, we have highlighted the

growing importance of products and services that consumers can relate to and feel involved with - even fall in love with. Now we see that empathy and emotion are impacting our lives around the clock - from work to social encounters and personal relaxation, from food to interiors and fashion.

With this seismic shift in the way consumers want to do business, shop and live their lives, it is essential to address them in a new and more engaging way. The most important message is: "Refocus your brand – empower the people". We have already witnessed a massive growth in 'Empowerment Brands' – brands that inspire, educate, illuminate and facilitate knowledge. In the future, these values will become a given, so brands and service providers need to trade up right now. Emotional values will become the driver and rational values the passengers. Reading consumers and their situation is critical when you want to create meaningful - and ultimately successful - products.

Opus-traveller makes a journey suggested by the title of a piece of art or music, a book or a film.



Yeppie Culture

Job as a lifestyle

Today's lifestyle patterns are fragmented and time-driven and people are caught up in this maelstrom searching for a meaningful life. Therefore, the priority for both work and personal life must be motivational and emotionally rewarding.

The future consumer is a player, a worker and an artist.

Yeppies aim in life is to collect as many experiences as possible.



Ultimate Experiences



Space training in Russia - VIP customs immigration and custom-made astronaut suit



Food for thought

There is a renewed need for rituals and traditions when it comes to food. Traceability is essential as well as every aspect involved in preparing and enjoying a meal: the taste, the smell, the texture, the origin of the ingredients, the cultural significance, and of course the emotional value.

Wholesome Living



Meaningful meals are the new slow food movement.

The trend towards eating out continues to boom.

Food Architecture



The trend towards eating out continues to boom



Being in Control

Eco-cities are intended to be self-sufficient in energy, water and most food products.



The aim is to have zero emission of greenhouse gases in transport systems.



Universal Insight

Fair sourcing

A greater concern and insight into the impact of global warming has lead to sensitive consuming. Therefore, fair sourcing is the first, vital step towards building a sustainable world where ethical principles set the agenda.

The Globcover project will produce a global portrait of the world's land cover with a resolution three times sharper than any previous satellite map, enabling researchers to study the impact of global warming

Mind detox

The luxury of empty space is the concept for people with a very busy lifestyle. Increasing numbers of people now list a quiet place for meditation and reflection as the number one must have for their homes. It is an inner journey towards purifying our body and soul.

Cleansing is a body and soul practise filling people with spiritual energy by loosing track of time and worries.

Increased Focus

Good Vibrations



Everyday consideration for the body deserves proper space,
good light and tactile surfaces.