# Living Ahead





### About us

The next era of trend intelligence isn't about spotting what's next-it's understanding why it matters, and how to shape it. Future Snoops moves beyond predictability into possibility-with expert insight, proprietary AI tools, and bespoke partnerships that turn cultural signals into creative clarity and commercial success. We don't predict a single future; we create space for many to flourish, and empower creators to wayfind through.

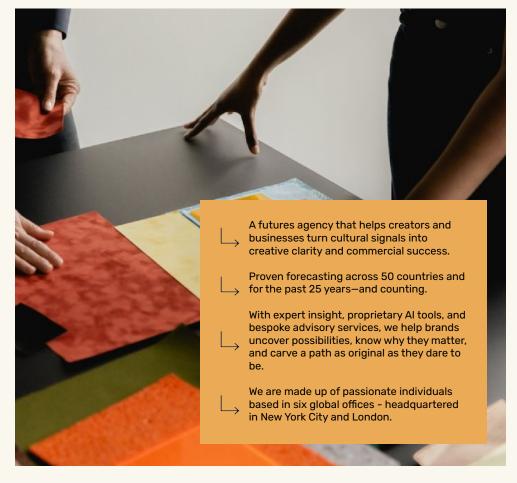
#### Categories we cover

- Women's
- Men's
- Kids
- Youth
- Accessories
- Active + Outdoor
- Swim + Intimates
- Home + Interiors
- Beauty + Wellness
- Sustainability

- Culture
- Color
- Materials + Textiles
- Pattern + Graphics

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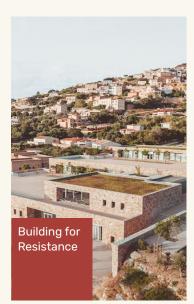


### **2026 Movements**













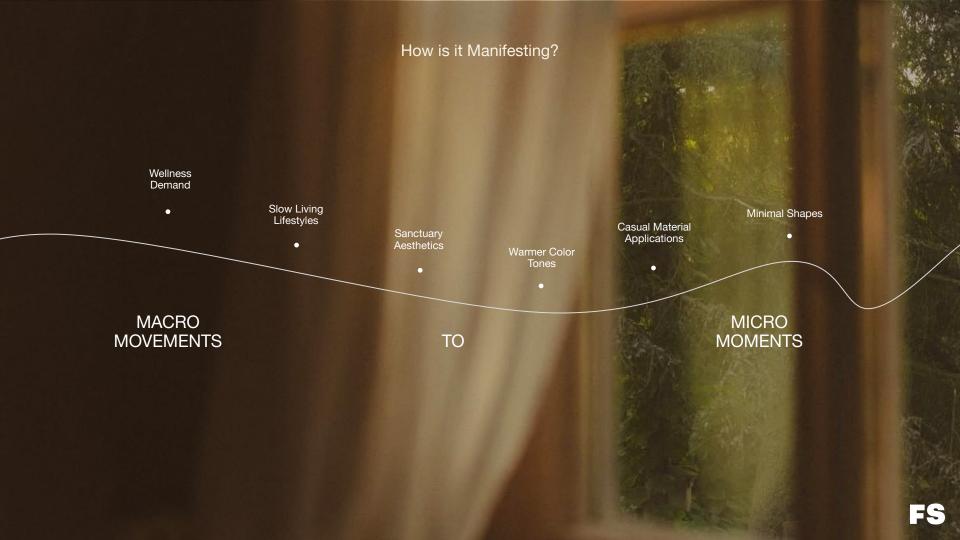


Why Now?

→ Consumers are rejecting rigid, high-maintenance spaces in favor of homes that support their *daily rhythms*—



whether that means a living room that effortlessly transitions from a workspace to a relaxation zone, or furnishings that offer both beauty and durability. ▶





#### **CALM TACTILITY**

The use of soft, organic forms and sensory textures that create a soothing experience in furniture design represents a calm tactile feel. This concept of calm tactility—characterized by gentle curves, neutral tones, and inviting materials—creates an atmosphere of comfort and sophistication, grounding users in a more natural, harmonious environment.

The Cosmic collaborative collection by Toogood and Tacchini exemplifies this philosophy. The Solar sofa on the right is made up of cushions designed through a hands-on, tactile process of clay modeling. Other pieces in the collection, such as the curved table, quilted pendant light, and padded mirror, further illustrate the seamless integration of organic shapes into the home. Overall, the collection embodies a unique blend of comfort and sophistication, featuring sensory textures and signature upholstery reimagined in unexpected ways. This collaboration maintains a cohesive theme that celebrates the organic, celestial forms that inspired its creation. The neutral colored aesthetic and soft qualities of calm tactility can also be seen in our FW 26/27 Home Shift Bare.

#### **INTUITIVE COMFORT**

With most furniture being solely practical, the importance of designing with intuitive comfort is imperative. Intuitive comfort represents a thoughtful elevation of casual lounging where premium materials and careful craftsmanship transform everyday relaxation into a luxury experience.

Symbol Home has expanded from their specialization in solid-wood audio and vinyl storage furniture to now offer a thoughtful living room collection that elevates casual comfort to an art form. This new line includes sofas, sectionals, and armchairs that all feature exceptionally deep, sink-in upholstery that invites long, leisurely listening sessions, with generous proportions and plush cushioning that cradles the body for hours of uninterrupted, immersive comfort. Wrapped in premium Kvadrat textiles that balance durability with softness, these pieces maintain an understated style while prioritizing a relaxed, lived-in feel that transforms everyday lounging into a luxury experience. This comfortable listening lounge highlights how casual comfort can be easily integrated in the home to elevate small, intuitive daily experiences.





#### **EXAGGERATED FORM**

Exaggerated form design can be seen in the deliberate amplification of traditional furniture silhouettes through voluptuous curves and oversized proportions that transform familiar shapes into bold, sculptural statements. It represents a design approach where classic elements are reimagined with dramatic, plush volume to create visual abundance and comfort.

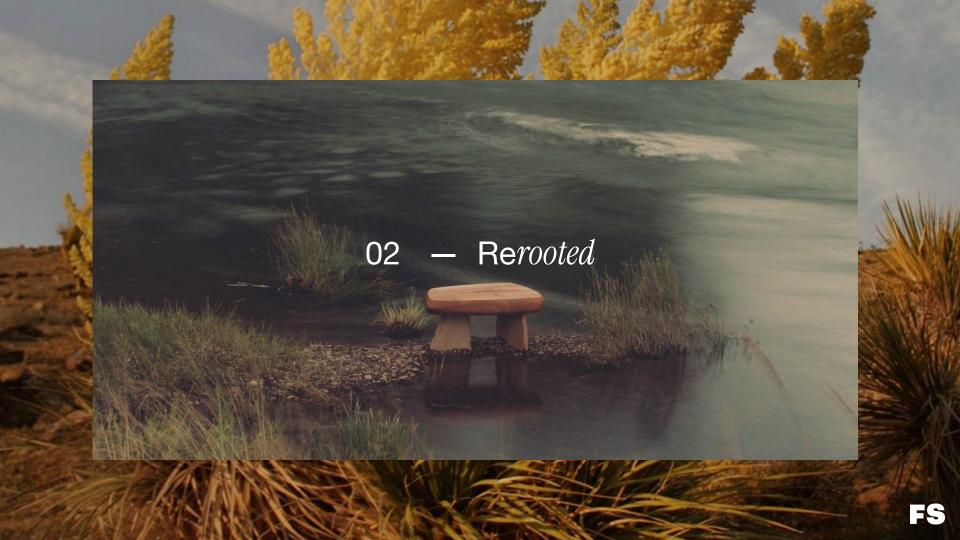
The Muffin collection is the latest furniture collection by **LA-based studio Commune** in collaboration with **British manufacturer George Smith**. This generously proportioned armchair features voluptuous curves and a symmetrical profile reminiscent of classic French club chairs. Its soft, exaggerated plush forms create an ultra-relaxed hand feel in this reimagined comfort focused take on the armchair. Wrapped in a luxurious fabrication the chair balances visual intrigue with ergonomic comfort as it serves as an inviting retreat for relaxation.

#### **CRAFTED LONGEVITY**

**Crafted longevity** is a key consideration when designing spaces, emphasizing materials and designs that age gracefully while preserving both functionality and character. Rooted in a connection to local surroundings and traditional structures, this approach fosters environments that feel effortless, inviting, and enduringly livable.

The High Desert Barn project by House of Milo embodies the growing consumer preference for casual, unfussy living - where durability, comfort and ties to the surrounding landscape takes precedence. What makes this project truly *ultra-livable* is its ability to cater to everyday needs, from gathering around the table for a game night to lounging on the sofa while playing the guitar. Designed for real life, it prioritizes comfort and ease, ensuring that daily rituals feel effortless and inviting. This understated approach signals a shift toward homes built for longevity and everyday enjoyment rather than fleeting aesthetics.



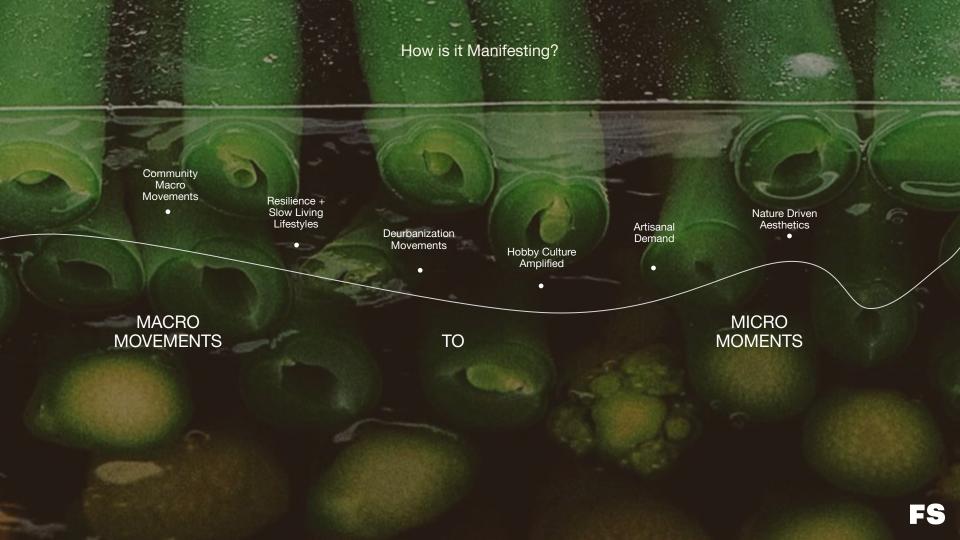




→ The appeal of an artisanal homestead way of life is rising—



as people turn to traditional knowledge and practices that foster a deeper sense of self-sufficiency and connection to the earth.▶





#### REDEFINING LUXURY LIFESTYLE BRANDS

Luxury lifestyle brands are transcending traditional product-focused commerce to create immersive ecosystems that integrate philosophical values into every aspect of the brand experience. More brands today are creating a holistic approach where luxury is reimagined through meaningful connections to nature and community.

Flamingo Estate is a luxury lifestyle brand that is a blend of home, farm, and philosophy. Its Los Angeles home base is an unique property that features lush gardens, orchards, and a production facility where the team collaborates with local farmers and artisans to craft a range of natural, high-quality products such as soaps, candles, honey, and olive oil. Embracing a slow living ethos, Flamingo Estate champions traditional, sustainable practices that foster a deep connection between people and nature. Its focus on craftsmanship and honoring the earth's resources has redefined the essence of what a luxury lifestyle brand should be. By celebrating both sustainable beauty and human craftsmanship, buying into luxury lifestyle products and their message can foster connections with nature in newfound ways.

#### FARM TO TABLE INFLUENCERS

Farm table influencers are popular on social media due to their aspirational recipes and content that showcases seasonal harvesting and artisanal food preparation techniques. This inspirational content of agricultural practices to a contemporary digital audience touches on the need for people to seek out meaningful connections with their food and environments.

Ana Hito is a self taught cook and baker whose career spans both Rapa Nui (Easter Island) and Hudson, New York. Her culinary journey began with an innovative dinner series at her family's Hudson Valley farm, which led to her role as a food editor at Goop. Hito then expanded her entrepreneurial ventures by establishing two restaurants on an island off the coast of Maine focusing on local ingredients. Currently, she is focusing on sustainable living and agriculture in Rapa Nui, where she cultivates and prepares her own food that she shares on social media. On social media, Hito gives an insight to her remote lifestyle, showcasing her connection to nature, her expertise in crafting meals from foraged ingredients, and her talent for creating meaningful dining experiences.





#### POPULARITY OF HOSPITALITY RESORTS

Hospitality resorts have become more elevated as consumers seek escapism through holistic retreats that provide an immersive experience. Resort continue to build recognizable branding around their connection to the environment and their location for consumers to feel a sense of connection and grounding.

Blackberry Farm is an immersive resort that is a harmonious blend of luxury and rustic charm where every detail is thoughtfully crafted to provide an unforgettable experience for guests. The property's philosophy transcends traditional hospitality by seamlessly weaving together culinary exploration, personalized wellness solutions, and outdoor experiences. The estate is known for hosting prestigious events featuring renowned chefs, winemakers, and musicians while maintaining its Southern hospitality. The popularity of the resorts' design aesthetic has lead to the creation of Blackberry Farm Design, a full-service design firm bringing a distinctive rustic look to residential and commercial projects both at Blackberry and beyond.

#### RETURN TO RURAL LIFE

As seen in our *FW 26/27 Home Shift New Frontier,* rural aesthetics and country lifestyle living is having a resurgence. This return to rural life mindset is influenced by lifestyle content creators who share their hobbies and daily life activities with viewers.

Hannah Neeleman, the creator of Ballerina Farm, grew up in Utah with a passion for dance, travel, and entrepreneurship. During her many travels with her husband she discovered her love for agriculture through weekend visits to farm hotels. After four years abroad, Hannah returned to Utah, purchased a small farm, and started Ballerina Farm—named to reflect her unique journey from ballet dancer to farmer. Today, she shares glimpses of her rural farm life in northern Utah as a mother, wife, business owner and content creator, continuing her family's entrepreneurial tradition while pursuing her evolving dreams. This rural lifestyle content continues to be inspirational for people who seek knowledge in farm to table cooking, diy remedies, and slow living practices.





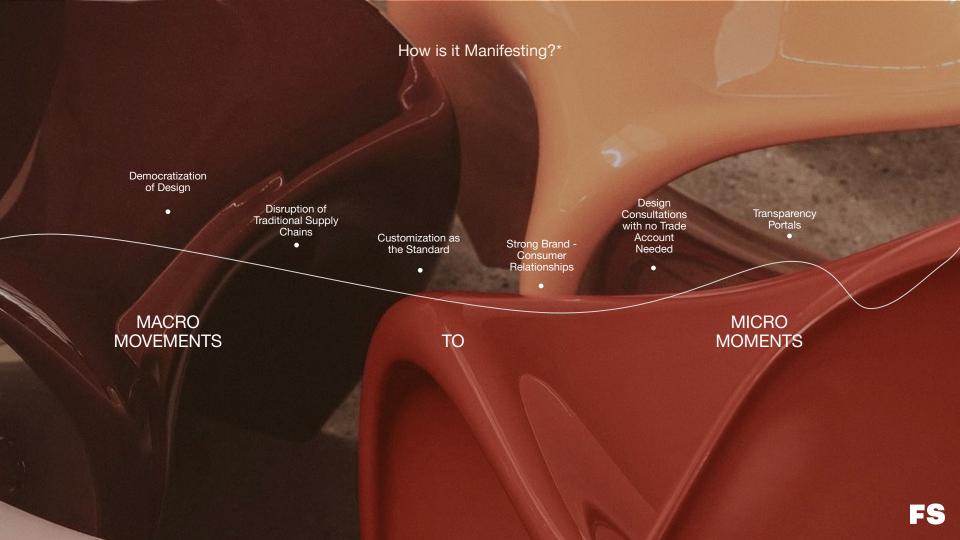
What is Shifting Priorities?

Traditionally reliant on retailers and interior designers, *brands* are now embracing DTC models to offer greater convenience, customization, and direct engagement with *buyers*.

Why Now?\*

→ By cutting out intermediaries, brands can offer more competitive pricing, greater transparency, and a more *personalized* shopping experience —

Other industries have already embraced this model, bypassing B2B altogether in favor of DTC, allowing for faster innovation, stronger brand-consumer relationships, and better responsiveness to market demands.





#### STRATEGIC EXPANSION

Strategic expansion involves traditionally B2B brands creating direct-to-consumer channels to diversify revenue streams while maintaining brand quality. This pivot allows companies to reduce dependency on traditional retail partners while developing direct relationships with end consumers, providing adaptability during economic uncertainty.

Joon Loloi is a prime example of a traditionally B2B brand expanding into the direct-to-consumer space. Loloi Rugs, known for its premium, design-driven rugs typically sold through trade professionals and retail partners, launched Joon Loloi as a DTC brand to reach consumers directly. By cutting out intermediaries, Joon Loloi provides consumers with curated, high-quality goods at competitive prices, maintaining the craftsmanship and design expertise Loloi is known for while simplifying the buying process. This strategic pivot allowed the company to stay nimble during economic uncertainty by diversifying revenue streams, reducing dependency on traditional retail channels, and creating a more direct relationship with end consumers. This transition underscores the larger movement of premium home furnishings brands embracing a hybrid model, merging trade

#### **CATERING TO A WIDER AUDIENCE**

Traditionally trade-exclusive brands are now strategically partnering with accessible retailers to make luxury designs available to mainstream consumers. This approach creates a hybrid retail model that preserves the brand's high-end craftsmanship and heritage while expanding market reach beyond industry professionals to everyday shoppers creating a wider audience.

The **Kravet and Pottery Barn** collaboration exemplifies the broader shift of B2B brands embracing direct-to-consumer strategies. Traditionally, Kravet has been a to-the-trade luxury textile and furnishings brand, primarily serving interior designers and industry professionals. By partnering with Pottery Barn, a widely accessible retail brand, Kravet is bridging the gap between trade-exclusive design and mainstream consumers. This collaboration reflects how high-end, once-exclusive brands are expanding their reach by making their designs more accessible. It also highlights how DTC and hybrid retail models are reshaping the home industry by allowing consumers to experience luxury textiles in a familiar, retail-friendly format. The partnership leverages Pottery Barn's mass retail presence and Kravet's heritage of craftsmanship, offering a blend of curated design and accessibility.





#### **D2C MODEL WITH SHOWROOMS**

Online furniture retailers are strategically establishing physical locations in major cities to provide customers with tangible experiences of their products before making significant purchasing decisions. These showrooms serve as crucial touchpoints that reduce consumer anxiety by allowing customers to evaluate furniture purchases in person.

The strategic approach that **Article** furniture has taken with their showrooms exemplifies a growing trend in direct-to-consumer (D2C) retail. Article has built showrooms in major cities to offer a physical touchpoint for consumers to be able to touch and feel upholstery and assess furniture. Since furniture represents a significant investment for most consumers, expansion into physical spaces substantially reduces purchase anxiety as consumers struggle to visualize how furniture will fit and look in their spaces. Physical showrooms allow customers to better understand scale, proportions, and how pieces relate to each other.

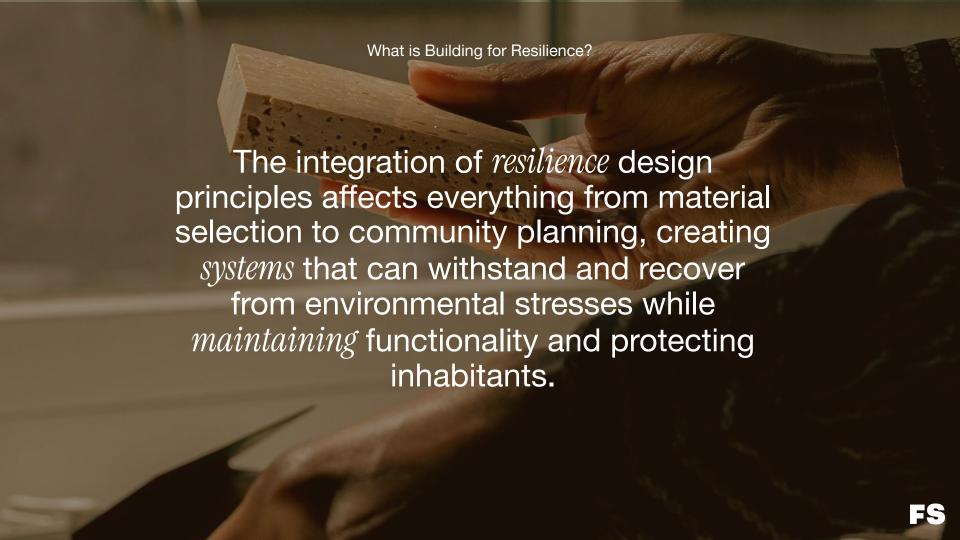
#### **FASHION'S ENTRY INTO HOME**

Established clothing and accessory brands are strategically expanding into home decor to extend their distinctive aesthetic across multiple aspects of customers' lives. These fashion-to-home expansions transform occasional fashion buyers into lifestyle devotees effectively building deeper customer loyalty.

Fashion brands are increasingly expanding into home decor and furnishings, bypassing traditional B2B distribution channels to create direct-to-consumer experiences that strengthen their brand narratives and foster deeper customer loyalty. By creating home collections, brands like Claire V. are merging their French-inspired aesthetics with the american craftsmanship of the home interior brand Schoolhouse to create a one of kind collaboration. Similarly, Loeffler Randall's collaboration with McGee & Co. highlights their expansion from footwear into home accessories creating a comprehensive lifestyle. This vertical integration allows fashion brands to control their brand presentation, enhance margins by eliminating intermediaries, and create designs that transform customers into lifestyle devotees who can surround themselves with the brand's visual language across multiple aspects of their lives.



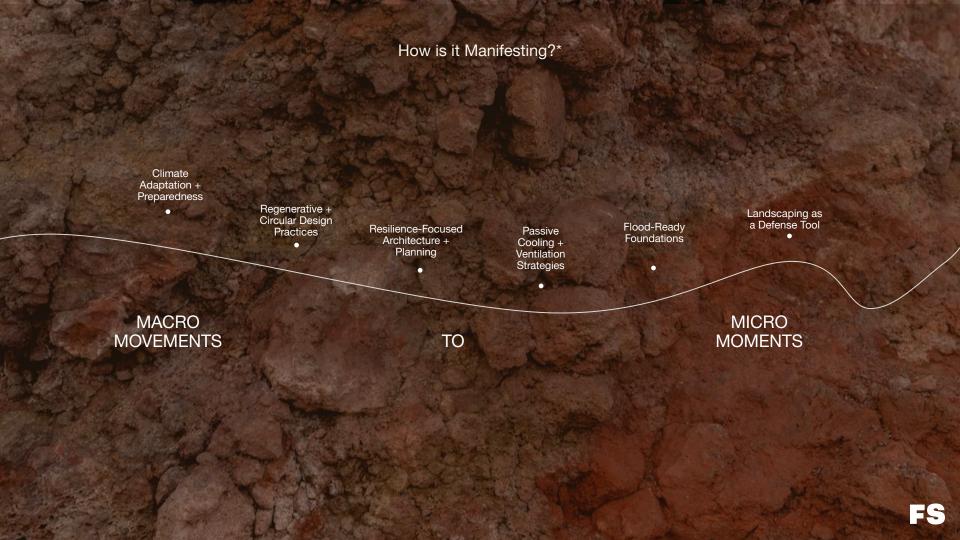




This approach to building resilience represents a *fundamental* reimagining of



It moves beyond traditional infrastructure models to create adaptive, interconnected systems that can respond dynamically to environmental, economic, and social challenges.





#### **OFF-GRID CONNECTIVITY**

Off-grid connectivity enhances emergency preparedness, allowing people to maintain contact with loved ones, access critical information, and summon help when needed. By integrating satellite-based communication and decentralized networks into everyday technology, resilient infrastructure can empower individuals to stay safe and informed, no matter the circumstances.

Unveiled at CES 2025, **HMD's OffGrid** hotspot accessory is a revolutionary device that enables smartphones to send text messages via satellite, ensuring connectivity even beyond the reach of traditional cell networks. Designed for travelers venturing off-grid and as a crucial backup during natural disasters like wildfires and hurricanes, OffGrid provides a lifeline when conventional networks fail. The device supports regular text messaging, allows users to contact emergency services, and can share live location updates with up to five people at intervals ranging from every four hours to every three minutes. With its reliable satellite connectivity, HMD OffGrid is a must-have tool for adventurers, emergency responders, and anyone needing peace of mind in remote or crisis situations.

#### **CLEAN WATER SOLUTIONS**

Access to clean water is a fundamental aspect of building for resilience, as water scarcity and contamination increasingly threaten communities worldwide. Integrating innovative water solutions into infrastructure and urban planning ensures that populations remain secure even in the face of environmental challenges like droughts, natural disasters, and infrastructure failures.

The **Kumulus-1 Amphore**, developed by French-Tunisian start-up Kumulus, is a groundbreaking atmospheric water generator that extracts drinking water from the humidity in ambient air. Designed for use in both urban areas and remote desert villages, this innovative device functions in all climates, offering a sustainable solution to water scarcity. Standing at 1.50 meters tall and weighing 60kg, the Amphore operates using either solar energy—requiring a minimum of two panels—or a direct electrical connection. It works by capturing air through a circular opening, cooling it to form dew, and then filtering it twice to remove pollutants and micro-organisms. The water is then remineralized through natural stones, ensuring purity and quality. Capable of producing 30 liters of clean drinking water per day, the Kumulus-1 Amphore not only provides a reliable water source but also helps reduce reliance on plastic bottles and sachets, a widespread necessity in regions facing limited access to safe drinking water.





#### WILDFIRE DETECTION

As climate change intensifies wildfire frequency and severity, proactive detection technologies are becoming critical for protecting both natural landscapes and human communities. These devices not only safeguard lives and property but also contribute to long-term sustainability by reducing the economic and ecological costs of wildfire damage.

A compelling example of this innovation is *Pyri*, an award-winning wildfire detection device designed to provide an early alert system with minimal environmental impact. Shaped like a pinecone and crafted from *wax and charcoal*, Pyri seamlessly blends nature-inspired design with cutting-edge organic electronics. Pyri operates through a unique mechanism: when exposed to fire, its wax shell melts, releasing a saltwater solution that activates its organic electronics. This triggers a radio frequency signal to alert local communities of the wildfire threat. Unlike conventional detection systems that rely on rare metals, Pyri utilizes *carbon-based compounds*, making it a *biodegradable and sustainable alternative*. This fusion of sustainability and innovation highlights a new frontier in disaster prevention technology.

#### REIMAGINED AIR TECHNOLOGY

Reimagined air technology addresses both climate adaptability and energy efficiency in a world increasingly shaped by extreme temperatures. New approaches to air circulation, filtration, and cooling are not only enhancing everyday comfort but also ensuring that homes and buildings remain functional and efficient in extreme weather conditions.

The Xiaomi Mijia Air Conditioner Natural Wind Pro reimagines cooling efficiency and comfort with its innovative top air vent design. Unlike traditional units that require window placement or floor space, this sleek, wall-mounted system draws in air from the bottom and pushes cool air along the ceiling, effectively circulating it from the top down. By leveraging the natural principle that hot air rises, this approach ensures a more even, room-wide cooling effect without the discomfort of cold air blasting directly at you. Ideal for renters or spaces where window installations aren't feasible, the Mijia Natural Wind Pro offers a versatile, stylish, and highly effective cooling solution for a variety of climates.







Why Now?\*

This shift challenges *outdated norms*, and acknowledges that every person's journey is valuable.

These new forms of celebration encourage communities to come together in meaningful ways, creating spaces for recognition that are based on personal growth, shared experiences, and mutual support.

### How is it Manifesting?\*







#### **CURATED DINING EXPERIENCES**

Curated dining experiences offer a meaningful way to celebrate any occasion, shifting the focus from traditional milestones to moments of connection, culture, and personal growth. By transforming dining into an immersive and communal experience, these events redefine what it means to mark special moments, proving that celebration isn't confined to life's conventional timelines but instead can be woven into everyday experiences that bring people closer.

The Dinner Table is a small team of New Yorkers creating intimate, curated dining experiences in unexpected venues where guests can truly slow down and connect. Their signature touches—candlelight, locally sourced flowers, and thoughtfully crafted food and drinks—transform ordinary spaces into extraordinary gatherings. At The Dinner Table, they celebrate connection, cuisine, friendship, and culture through innovative social formats like themed conversation starters, rotating seat arrangements, and collaborative meal preparation that foster meaningful friendships beyond typical networking. They cultivate an atmosphere where strangers become friends through shared culinary adventures and guided interactions, inviting both new and returning guests to find community and authentic connection around their carefully set table.

#### **UNIQUE PARTY DECOR**

As traditional milestones evolve and new reasons to celebrate emerge, we're seeing an uptick in untraditional party supplies hitting the market—bold, playful, and unexpected elements that break away from conventional event aesthetics. Whether it's surrealist-inspired tableware, irreverent party favors, or maximalist color schemes, these details allow hosts to craft experiences that feel entirely their own.

Rebecca Gardner, the founder and creative director of Houses & Parties, has established herself as a preeminent figure in the world of events and interior design with her full-service collective operating from Savannah, Georgia and New York City.

Recognized as a top event designer by prestigious publications like VOGUE and Harper's Bazaar, Gardner's distinctive design work has garnered widespread acclaim, appearing in numerous high-profile outlets including The Wall Street Journal,

Architectural Digest, T Magazine, Elle Decor, Town & Country, and The Financial Times. Through her online retail platform, she offers curated collections of "unnecessaries" that embody the elegant and unusual entertainment aesthetic that has become her hallmark, providing devotees access to the same sophisticated style and celebratory unique treasures that define her client work.





#### POPULARITY OF PARTY INVITE APPS

With streamlined planning tools, visually engaging invites, and seamless guest coordination, invite apps remove the logistical hassle and allow hosts to focus on crafting experiences that feel authentic and meaningful. Whether it's a low-key game night, themed dinner, or a last-minute party, these digital tools make it easier to gather, connect, and celebrate in new and unconventional ways

Popular among Gen Z, **Partiful** streamlines party planning by replacing the chaos of multiple apps with a comprehensive platform for event management. Partiful offers dedicated party pages that effectively promote events and provide guests with essential information, particularly when including extended networks. Unlike text messages, stories, and group chats, Partiful can be used to create invitations for any occasion—traditional celebrations like birthdays and holidays as well as non-traditional gatherings such as game nights, spontaneous meetups, or unique themed events. The creators designed Partiful to enhance social connections and celebrations, making it easier to build new friendships and connections while creating lasting memories through all types of social experiences.

#### **NON-TRADITIONAL PATHS AND PERSONAL MILESTONES**

The embrace of non-traditional life paths by younger generations represents a profound cultural shift, with Gen Z and Millennials reimagining both career trajectories and life milestones.

Rather than following the linear career-marriage-children-retirement sequence of previous generations, many youn adults are integrating "mini-retirements" and deliberate breaks throughout their careers, as highlighted in Cut magazine's article "Meet the 20-Somethings Taking Mini-Retirements," which emphasizes their preference for freelance or contract work offering greater flexibility. Simultaneously, they're creating new rituals like "success showers" to celebrate professional achievements and personal growth milestones, as documented in the NY Post article "Gen Z, millennial women celebrate themselves with 'success showers'—life's not just marriage and motherhood." What makes this trend particularly significant isn't merely the rejection of tradition, but the active creation of alternative communities, support systems, and celebrations that validate diverse definitions of success and adulthood detached from conventional markers like homeownership, marriage, and parenthood.



## Living Ahead Means Designing For...









