

The Trend-Forward Retailer: Mastering Signals, Shifts, and Shopper Demand

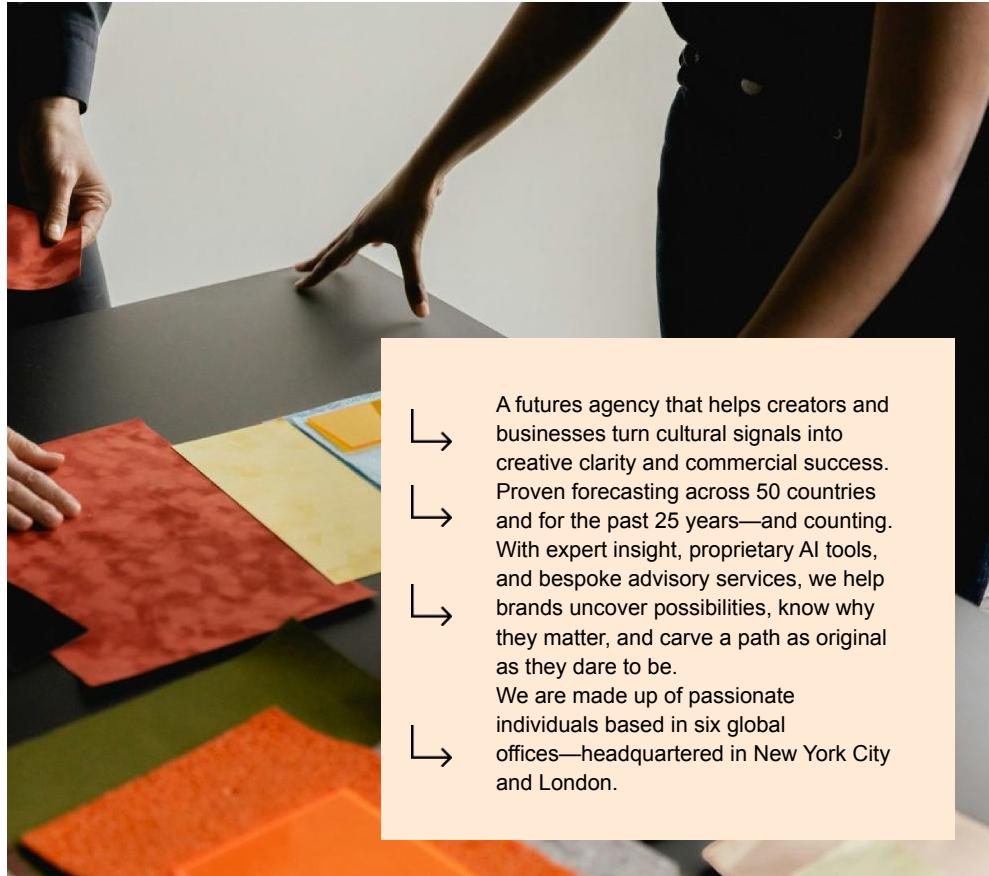
About us

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

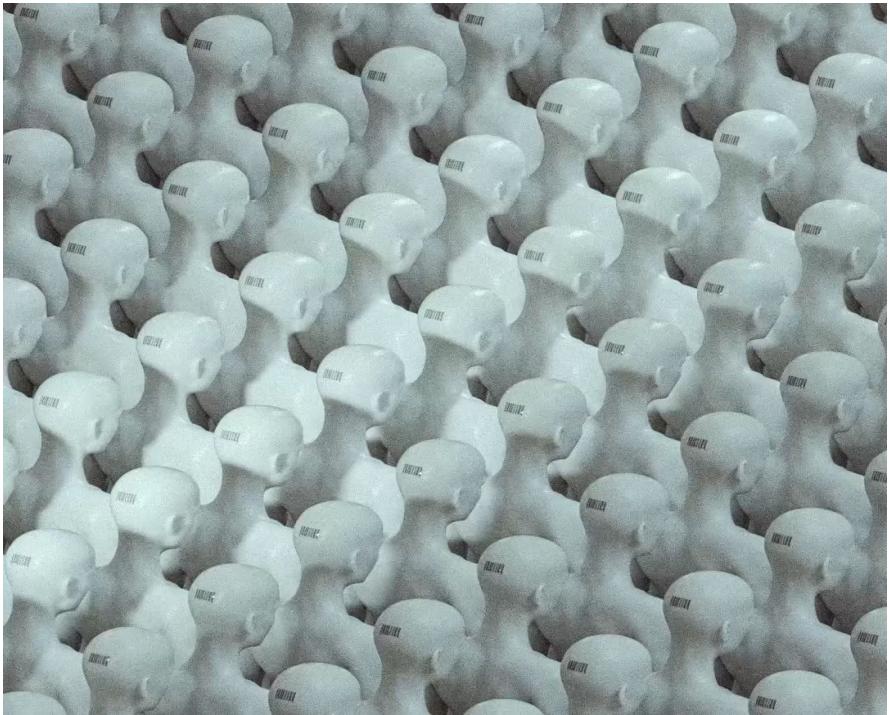
- Women's
- Men's
- Kids
- Youth
- Accessories
- Active + Outdoor
- Swim + Intimates
- Home + Interiors
- Beauty + Wellness
- Sustainability
- Culture
- Color
- Materials + Textiles
- Pattern + Graphics

Find out what Future Snoops can do for your industry, brand, or business:
futuresnoops.com/request-demo
hello@futuresnoops.com



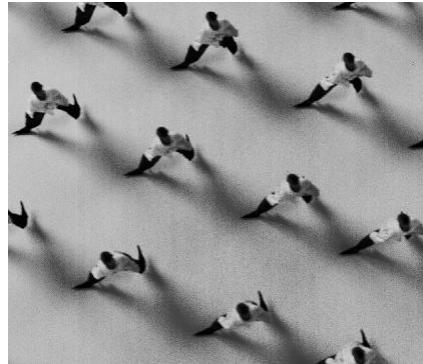
A futures agency that helps creators and businesses turn cultural signals into creative clarity and commercial success. Proven forecasting across 50 countries and for the past 25 years—and counting. With expert insight, proprietary AI tools, and bespoke advisory services, we help brands uncover possibilities, know why they matter, and carve a path as original as they dare to be. We are made up of passionate individuals based in six global offices—headquartered in New York City and London.

The cost of creative conformity



“When all think alike, then no one is thinking”

— Walter Lippmann

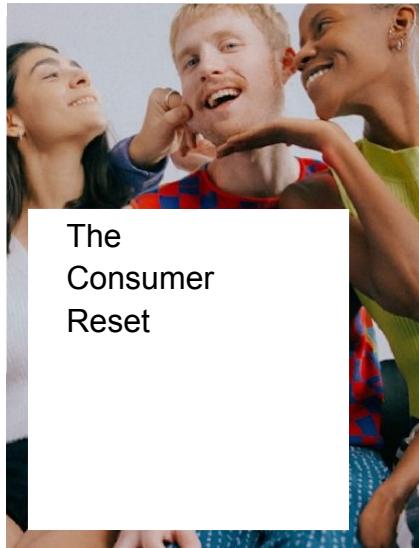
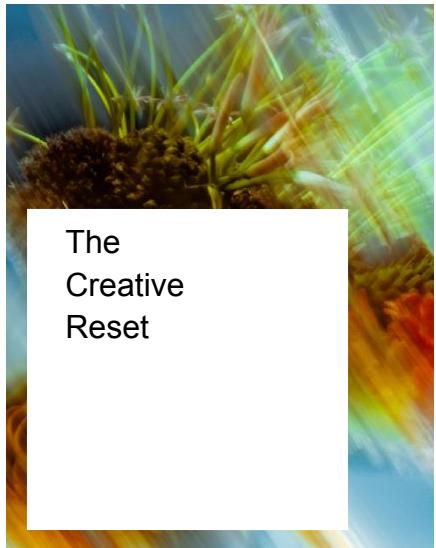


- 73% of consumers say all brands feel the same
- The average attention span for branded content has dropped from 2.5 minutes to 8 seconds
- Brand loyalty is at its lowest point in a decade

Our perspective is shaped by the limits
of what we know. When we push
beyond those boundaries, we unlock
entirely new worlds of possibility.

Insights for Today

Discovering dimensionality and breaking free from the “Age of Average” through three resets:



The background of the image is a close-up photograph of a sunflower head. The central dark brown, textured disk is surrounded by numerous long, thin, yellowish-orange petals. To the right, several smaller, delicate white flowers with long green stems are visible. The entire image is overlaid with a series of bright, diagonal streaks of light in various colors—yellow, orange, red, green, and blue—that create a sense of motion and energy across the frame.

The Creative Reset

The illusion of certainty

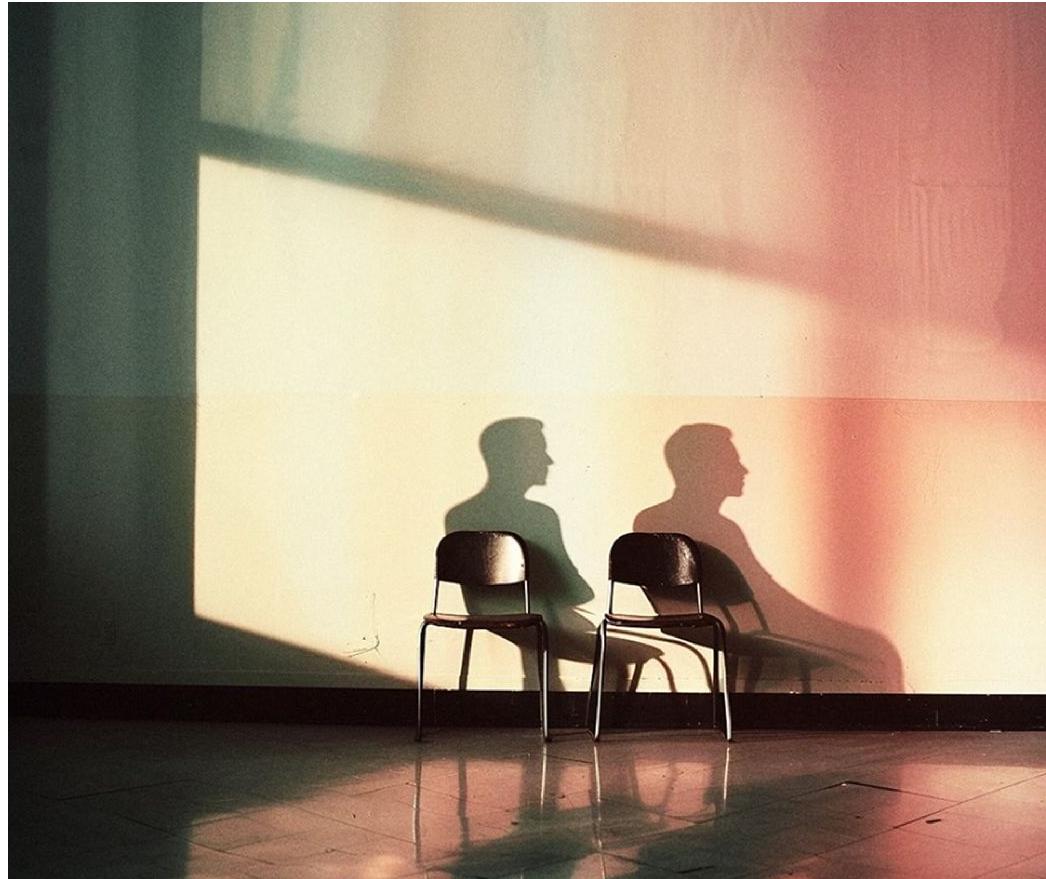


The promise was seductive: data-driven decisions would eliminate risk and guarantee success. The result is an industry that optimizes for what's proven rather than what's possible



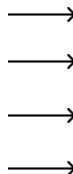
The cycle of hesitation

- Brands look to consumers for signals
- Consumers wait for brands to inspire them
- Consumers hesitate to act
- Both sides stuck in a loop of inaction
- Stagnation is reinforced



The high cost of playing it safe

Indistinguishable products
Endless promotional cycles
Consumer disengagement
Diminishing creative genius



Price becomes the only differentiator
Eroding margins and brand value
Higher acquisition costs
Organizations losing their edge



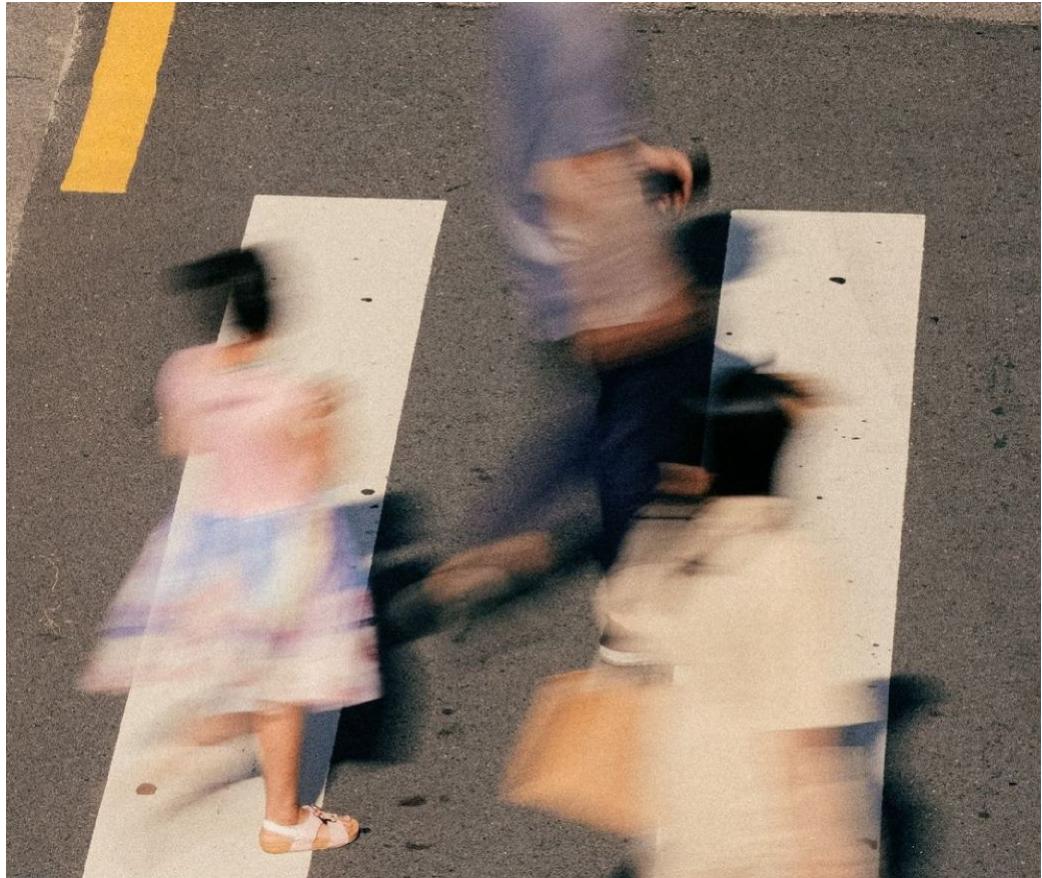


The irony is clear—
in trying to make creativity "safe" for
business we've made business unsafe for
creativity.



The new competitive advantage

Moving beyond 'what sold' to understand the deeper shifts in consumer behavior and cultural values that signal where the market is heading, not just where it's been.



The Grit Evolution



2022
FW 24/25



2023
FW 25/26



2024
SS 26



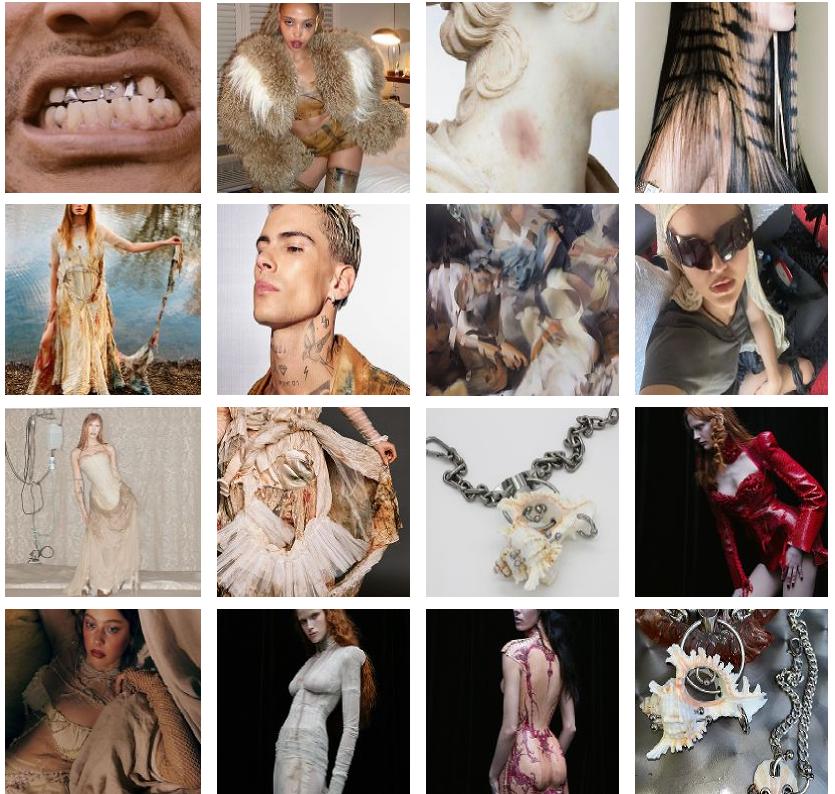
2024
Brat Summer



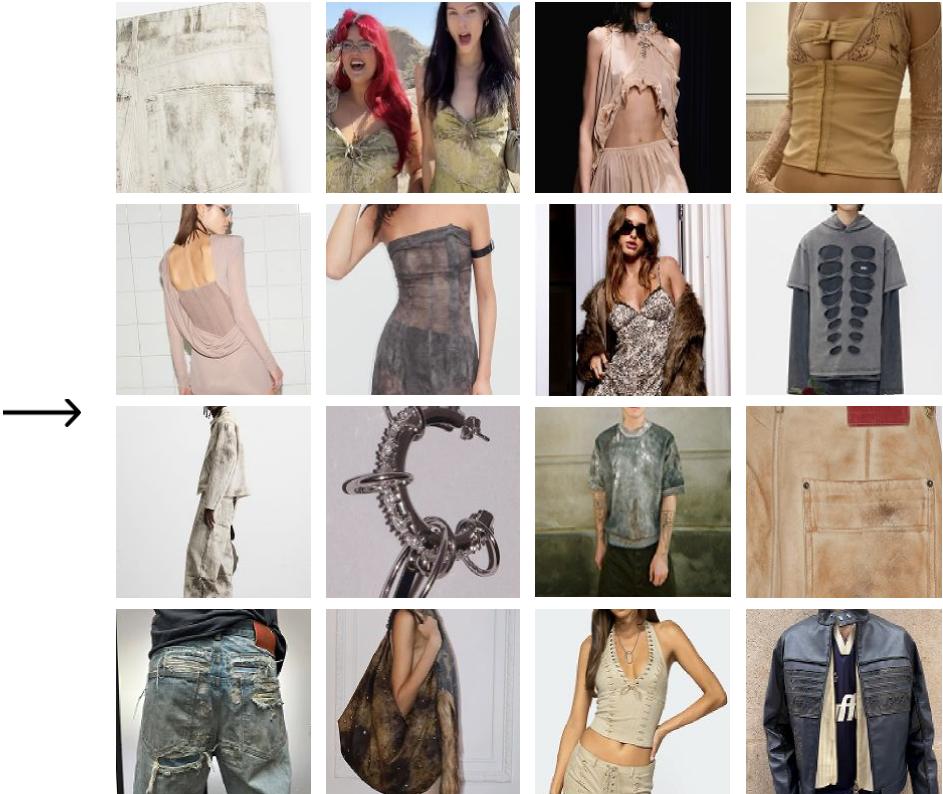
2025
SS 27



Spring/Summer 2027 Product Shift



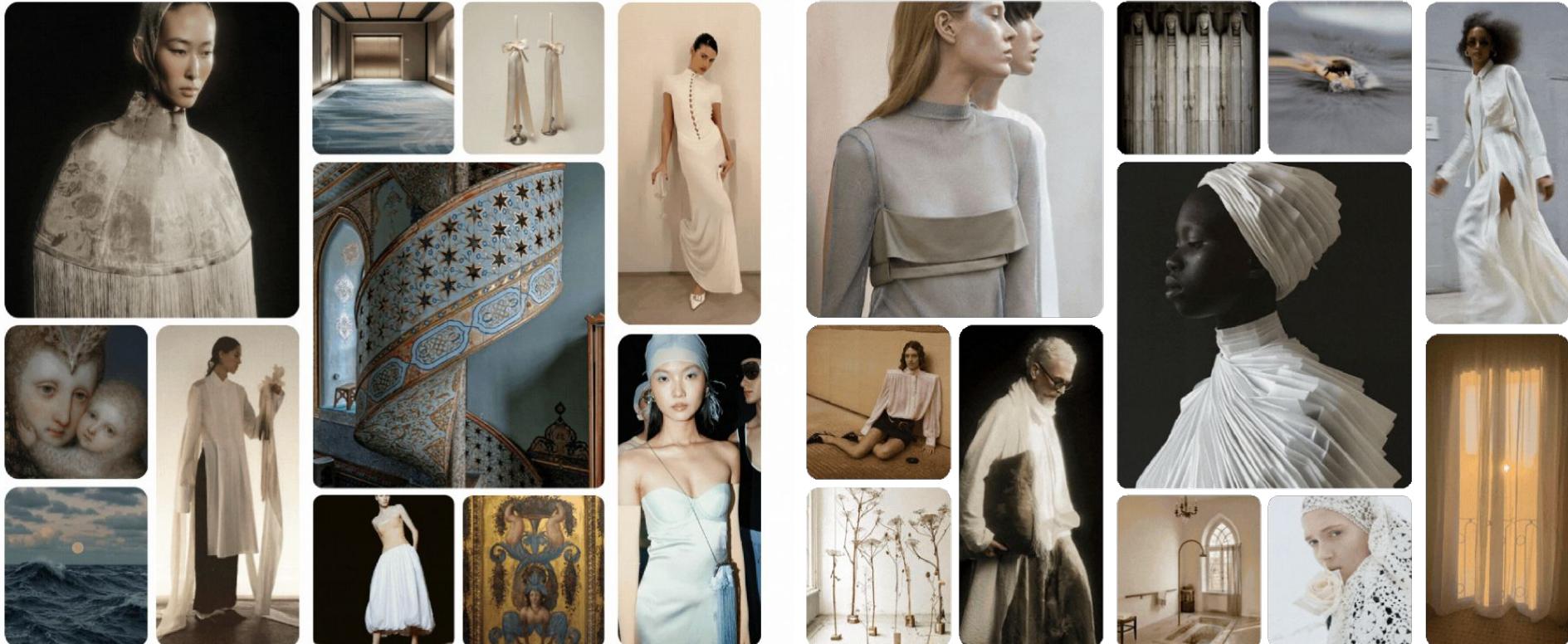
Interpretations



FW 27/28 and beyond:



The introduction of Purity



The real unflattening isn't just about economic recovery—it's about shifting how we think.

Uncertainty isn't a threat to success.

It's where success begins.



The Consumer Reset

The Limits of Predictive Consumer Models

“By choosing not to use the standard generational labels when they’re not appropriate, we can avoid reinforcing harmful stereotypes or oversimplifying people’s complex lived experiences.”
→ Pew Research Center



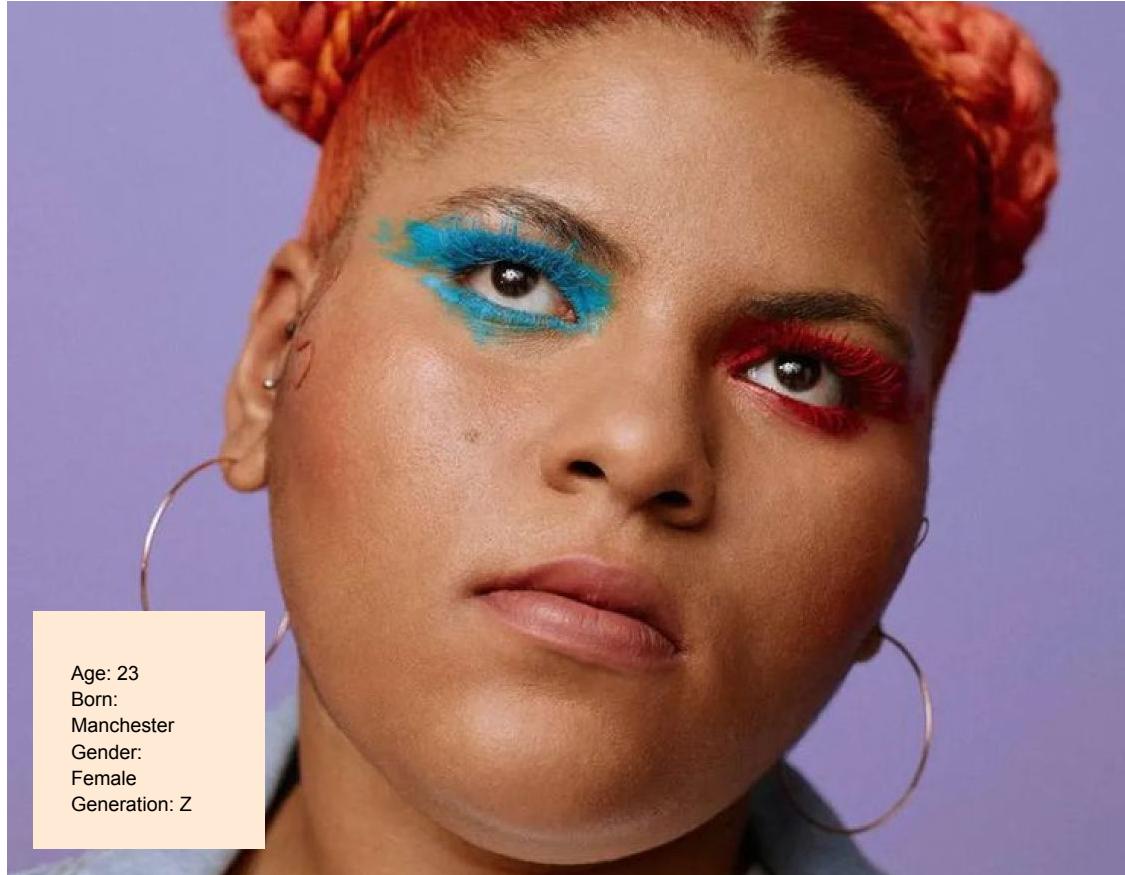
Meet



Avery

Research tells us she:

- is digitally literate
- has a global perspective
- is collaborative
- has a strong sense of personal expression
- is pragmatic about the future
- has an ever-changing style



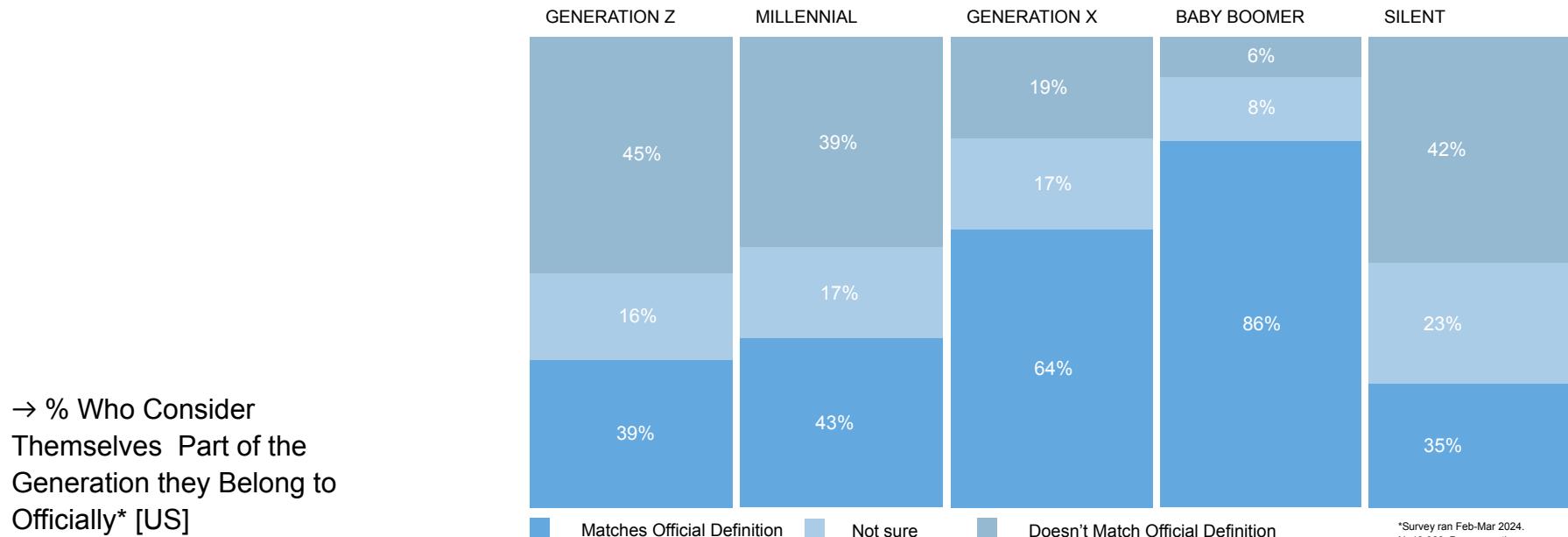
There are 2.4 billion ‘Avery’s’ in the world

This data tells us everything and nothing

- | | | |
|--|---|--|
| What someone bought | → | Not why they bought it |
| When someone bought something | → | Not if they will buy again |
| What someone wanted in the past | → | Not what they will want in the future |
| ‘How’ to appeal to any member of Gen Z | → | Not the nuance needed to authentically connect with the diversity of thought that exists in 2.4 billion people |

The limitation of generational analysis

→ Is that people don't identify with who we think they are

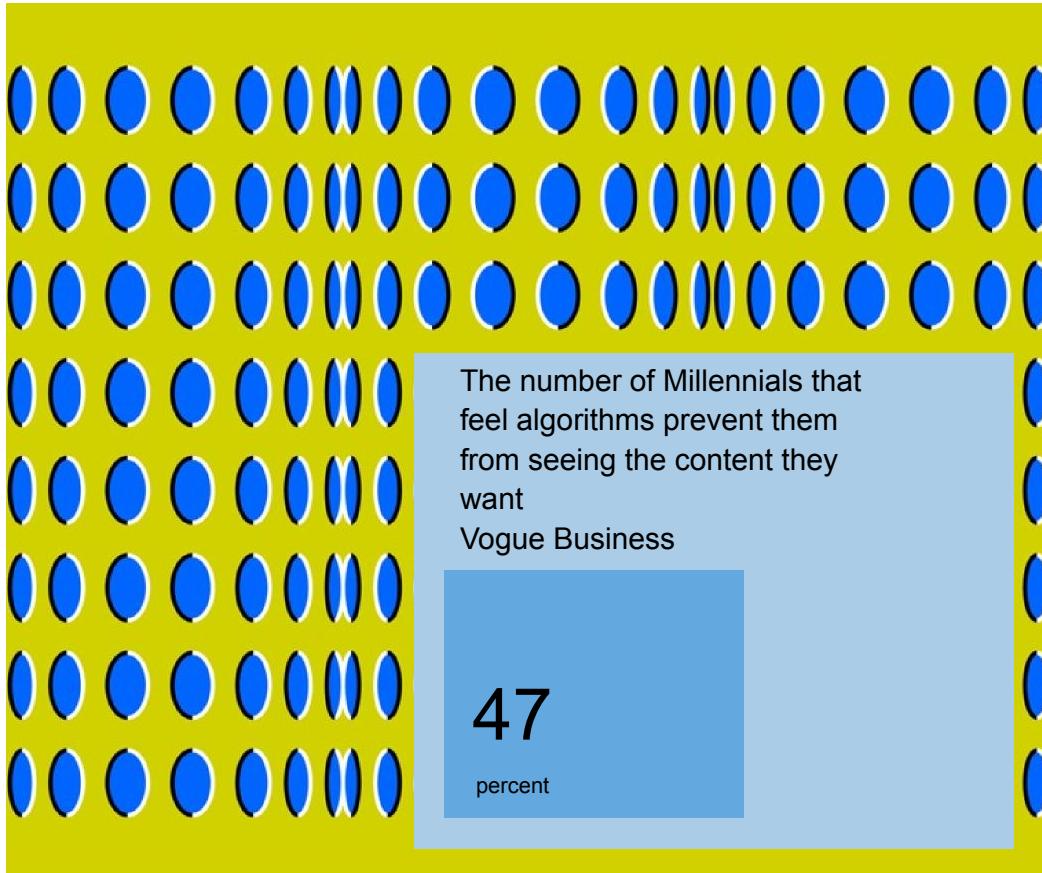


*Survey ran Feb-Mar 2024.
N=13,083. Per generation definitions from Pew Research Center | Source: YouGov

The more we limit our understanding to transactions, the more we misunderstand the very people we're trying to reach.

Living in a Loop

From music to entertainment, dating to food, we're consuming the same things on a loop because the algorithm thinks it knows us best.



The future of retail isn't about
getting better at selling—
It's about getting better at seeing.

A woman with dark skin and long dark hair stands in the center of the frame, looking directly at the camera. She is wearing a dark, draped garment and a voluminous, textured skirt that appears to be made of fur or a similar material. The background is a deep, warm orange color, creating a strong glow around her. The overall mood is mysterious and dramatic.

The Retail Experience Reset

The future of retail



→ is in crisis



75% of shoppers prefer in-person stores,
yet only 9% are satisfied with their
experience



The silent erosion of retail

What began as an expansion strategy by offering broader selections online has evolved into an unintended erosion of the in-store experience. This dramatic inventory disparity has transformed retail locations from discovery destinations into showrooms with increasingly limited offerings.



Optimized to death

The frictionless fallacy

- ↳ Over-Fixation on Seamlessness: In the pursuit of frictionless experiences, brands have made each touchpoint feel interchangeable.
- ↳ Forgettable Brand Experience: Too often, e-commerce sites are designed purely for conversion, prioritizing efficiency over engagement.
- ↳ Retailers Becoming Too Reactive: In trying to be “everywhere,” many brands end up mimicking competitors, adopting the same omnichannel tools rather than carving out unique pathways for interaction.



The next chapter of retail isn't just
about where consumers shop
it's about why they engage, what they
remember, and how they connect.

Strategic Friction



Hyper Local

→ How Example: Cultural Creation



Brands and retailers who will thrive in the next decade will be those who understand that being meaningfully different isn't just good branding — it's good business.

FS

Thank you. For
more information
contact:
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The Creative Unflattening White
Paper

FS Trend Platform

A one-stop-shop to get inspired to
create, collaborate, and
communicate trends.

FS Advisory

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hand to deliver bespoke projects
and solutions, or tailored
presentations for your team.

WSN ACADEMY