

# Evolution of Beauty

Trend Report for Little Diversified Architectural Consulting

07.23.21



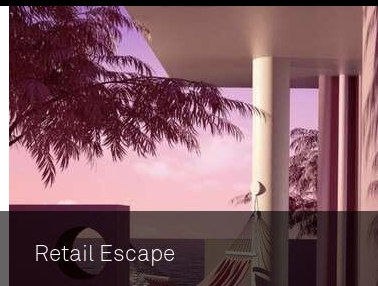
App-Powered Store



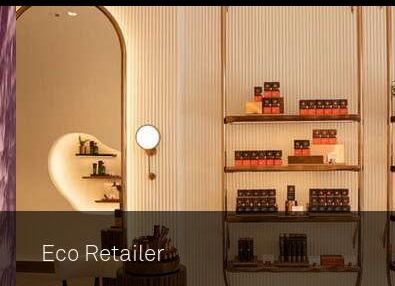
Augmented Salon



Refillable Hair



Retail Escape



Eco Retailer

**LITTLE**  
ENHANCED ARCHITECTURAL CONSULTING

**Prepared for:**

Rich Glenny, James Farnell

**Prepared by:**

Mary

**Delivered on:** 7/23/21

**Briefing:** Exploring the emerging trends in the beauty industry, including skincare, cosmetics, and branding.

**Takeaway:** As skincare becomes more niche and even personalized to consumers' individual interests, constant innovation in this space is increasingly expected—particularly by consumers who are highly educated about skincare. Brands that are able to stand out with their benefits, claims, formulas or ingredients are now rare in this industry, and therefore highly coveted by consumers.

## Top Insights



### **Augmented Salon** *Brands are launching salons that are enhanced by AR technology*

**Trend** - Beauty brands have been experimenting with beauty try-on technology for some time, but AR technologies are now sophisticated enough to use in salons reliably. Rather than solely relying on verbal communication, the software in the augmented salons helps both clients and hairdressers visualize the available options for styling, cutting, and coloring. **Insight** - The rapid rate of technological advancement has increased consumers' expectations surrounding the products and services available to them. In services where reliable communication is key, consumers will flock to brands that allow them to experiment with their products or service before purchasing them. This level of engagement and personalization is crucial to contemporary consumers.



### **Skincare Ritual** *Skincare brands lean into the "ritual" aspect of taking care of one's skin*

**Trend** - Now that skincare is viewed by many as a crucial daily self-care ritual, brands in this space are leaning into the ritualistic aspects of applying skincare by offering more "mindful" products that are accompanied by practices like guided breathing techniques. **Insight** - When it comes to cosmetics, consumers are prioritizing product experience as much as they are products' actual effectiveness. The enjoyment people get out of applying skincare and cosmetic items is elevated by brands that create distinct formulas and application experiences.



### **App-Powered Store** *Brands in China are partnering with WeChat for experiential in-store experiences*

**Trend** - The use of WeChat to create in-store shopping experiences that feature digital experiences and enhancements is on the rise in China. These partnerships allow for more seamless interactions considering the prevalence of the WeChat app—allowing customers to engage in-store without having to download any additional apps. **Insight** - Experiential shopping is a growing focus for retailers as they enhance their understanding of how younger Millennials and Gen Z shop. These demographics are more likely to be drawn to brands that engage them using the same digital habits that they use on a regular basis.



### **Beginner Skincare** *Brands prioritize those who are new to the skincare space*

**Trend** - Brands are releasing products, collections or entire business models that center around introducing beginners to the skincare space. With the industry being full of products, services, information and resources, some brands are aiming to cut through the noise to help those who are new to skincare. **Insight** - The skincare industry has become increasingly complex as people grow more interested in it, and as new brands and voices emerge in this space regularly. For consumers who want the results but don't know where to begin, skincare can be relatively intimidating. These consumers turn to brands that make the process more accessible and simple than them.

# Getting the Most out of Your Custom Report

**Purpose:** Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

# Consumer Insights

## Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

# Beginner Skincare

Brands prioritize those who are new to the skincare space

**Trend** - Brands are releasing products, collections or entire business models that center around introducing beginners to the skincare space. With the industry being full of products, services, information and resources, some brands are aiming to cut through the noise to help those who are new to skincare.

**Insight** - The skincare industry has become increasingly complex as people grow more interested in it, and as new brands and voices emerge in this space regularly. For consumers who want the results but don't know where to begin, skincare can be relatively intimidating. These consumers turn to brands that make the process more accessible and simple than them.



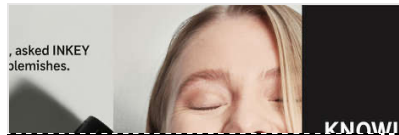
## Beginner-Friendly Skincare Actives

Frank Body's Skincare Actives are Accessibly Priced Under £20



## Accessible Glow-Boosting Skincare

Soap & Glory's Glow Line Affordably Creates Fresh & Dewy Skin



## Skincare Story Campaigns

The Inkey List's First Campaign Shares Real Skincare Journeys

The Ordinary Regimen Builder

## Routine-Making Skincare Tools

The Ordinary's Regimen Builder Creates Customized Skincare Routines

5.1  
Score

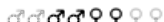
Popularity



Activity



Freshness



Simplicity

4 Featured, 36 Examples

28,897 Total Clicks

URL: [Hunt.to/454097](https://hunt.to/454097)

# Augmented Salon

Brands are launching salons that are enhanced by AR technology

**Trend** - Beauty brands have been experimenting with beauty try-on technology for some time, but AR technologies are now sophisticated enough to use in salons reliably. Rather than solely relying on verbal communication, the software in the augmented salons helps both clients and hairdressers visualize the available options for styling, cutting, and coloring.

**Insight** - The rapid rate of technological advancement has increased consumers' expectations surrounding the products and services available to them. In services where reliable communication is key, consumers will flock to brands that allow them to experiment with their products or service before purchasing them. This level of engagement and personalization is crucial to contemporary consumers.



## Virtual Nail Polish Salons

Essie on Hand is a Pandemic-Friendly Alternative to Swatching



## Next-Gen Salon Consultations

Smart Salon Consultation by Backstage Debuted at CES 2021



## Tech Giant AR Salons

Amazon Opens New Augmented Salon to Showcase Technology to Client & Stylists



## Augmented Hair Salon Experiences

Wella Professionals Recently Debuted the Smart Mirror & Color DJ

8.4  
Score

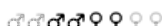
Popularity



Activity



Freshness



Experience

4 Featured, 45 Examples

★ Advisor Pick

74,218 Total Clicks

URL: [Hunt.to/452428](https://Hunt.to/452428)

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# Refillable Hair

Hair care products are increasingly being offered in refillable packaging

**Trend** - Refillable hair care products are becoming more popular as brands look to help consumers reduce waste, while also presenting themselves as being more friendly to the environment. These refillable packaging systems are offered in everything from traditional shampoo and conditioning products to brush-on dry shampoos.

**Insight** - Consumers who are interested in limiting their personal impact on the environment are looking for any way they can change their habits to reduce their consumption, or the impact of their consumption. This is occurring in both micro aspects of their routines and in larger investments, if they can afford it. Brands that help facilitate eco-friendly lifestyles in an accessible way are of increased interest to the average consumer.




**Refillable Haircare Bottles**

Love Beauty and Planet Created Reusable Aluminum Product Packaging



**Brush-On Dry Shampoos**

The Frange Puff is a Dry Shampoo That Instantly Restores Volume on the Go



**Non-Detergent Shampoo Alternatives**

Hairstory's New Wash is a Wash-and-Conditioning Hair Cleanser



**Refillable Haircare Packaging**

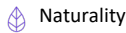
Gloss Moderne Makes Sustainable and Minimalist Hair Products



**Lightweight Smoothing Conditioners**

Larry King Haircare Calls Its Conditioner "Liquid Hairbrush"

7.0  
Score



5 Featured, 44 Examples

70,163 Total Clicks

URL: [Hunt.to/451428](https://hunt.to/451428)

# Skincare Ritual

Skincare brands lean into the "ritual" aspect of taking care of one's skin

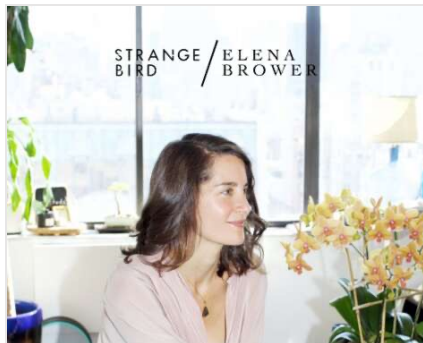
**Trend** - Now that skincare is viewed by many as a crucial daily self-care ritual, brands in this space are leaning into the ritualistic aspects of applying skincare by offering more "mindful" products that are accompanied by practices like guided breathing techniques.

**Insight** - When it comes to cosmetics, consumers are prioritizing product experience as much as they are products' actual effectiveness. The enjoyment people get out of applying skincare and cosmetic items is elevated by brands that create distinct formulas and application experiences.



## Mindful Wellness Skincare

Cocoon Skin is Designed to Be Used with a Guided Practice



## Mindful Skincare Meditations

Strange Bird Created a Six-Minute Self-Care & Connection Ritual



## Fermented Mindful Skincare

Chaul Was Exclusively Developed for the Needs of Korean Consumers



## Holistic Purifying Skincare

Solvasa's Golden Harmony Cleansing Mask is Paired with Mindful Breaths

6.8  
Score

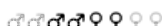
Popularity



Activity



Freshness



Hybridization

Experience

4 Featured, 36 Examples

41,076 Total Clicks

URL: [Hunt.to/449431](https://hunt.to/449431)

★ Advisor Pick

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# Eco Retailer

## Brands offer eco-friendly in-store designs and solutions

**Trend** - To show their commitment to environmental issues, some brands are implementing eco-friendly designs and solutions in their stores. These include everything from plastic bans to using solar-powered energy.

**Insight** - As consumers' concern for climate change and its consequences grows, they're turning their expectations onto brands rather than just themselves in making a positive change. Understanding that ecological issues are caused more by institutional factors than they are individual actions, consumers are increasingly expecting that brands make changes to lessen their impact on the environment.



**Convenience Furniture Shops**  
IKEA Harajuku Contains the World's First IKEA Convenience Store



**Low-Impact Fashion Stores**  
United Colors of Benetton's Concept Uses Upcycled Natural Materials



**Solar-Powered Beauty Stores**  
SoulTree in India Sets a Precedent as a Sustainable Flagship



**Sustainable Grocery Packaging**  
Kroger Switches all Private-Label Products to Eco-Friendly Packages



4 Featured, 36 Examples  
63,137 Total Clicks  
URL: [Hunt.to/448686](https://Hunt.to/448686)

# App-Powered Store

Brands in China are partnering with WeChat for experiential in-store experiences

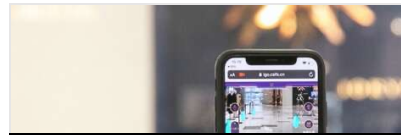
**Trend** - The use of WeChat to create in-store shopping experiences that feature digital experiences and enhancements is on the rise in China. These partnerships allow for more seamless interactions considering the prevalence of the WeChat app--allowing customers to engage in-store without having to download any additional apps.

**Insight** - Experiential shopping is a growing focus for retailers as they enhance their understanding of how younger Millennials and Gen Z shop. These demographics are more likely to be drawn to brands that engage them using the same digital habits that they use on a regular basis.



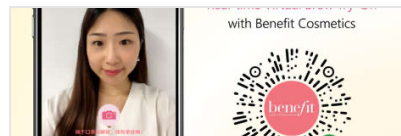
## Social Retail Stores

Burberry Announced It Will Create a Socially Integrated Retail Store in China



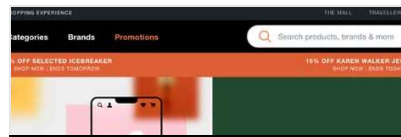
## Mixed-Reality Shopping Navigators

iGO Leverages Augmented Reality and 5G for Commercial Shopping



## Brow-Styling Virtual Try-Ons

Perfect Corp. & Benefit Cosmetics Created an AR Eyebrow Program



## Omnichannel Airport Retailers

Auckland Airport's The Mall Platform is Boosting Post-COVID Sales

7.6  
Score

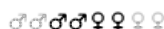
Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 53 Examples

114,633 Total Clicks

URL: [Hunt.to/445224](https://hunt.to/445224)

★ Advisor Pick

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# Retail Escape

Opportunities for creative presentation are abundant in virtual environments

**Trend** - The online environment breaks the boundaries of aesthetic imagination, enabling the existence of various compositions and ethereal landscapes that would otherwise be impossible. As retail brands are pivoting to an all-digital strategy due to COVID-19, many are embracing these advantages.

**Insight** - The desire for escapism is potent in contemporary consumers who live fast-paced, technologically enhanced lifestyles. With the onset of the COVID-19 pandemic and the associated travel restrictions, many don't have the opportunity or are finding it increasingly difficult to take a break and enjoy a change of scenery. Since many are conscious that non-essential traveling is strongly discouraged, consumers are looking for ways to escape with the help of their imagination.



## Digital Interior Designs

Reisinger Studio's Digital Interiors are Whimsical and Visually Alluring



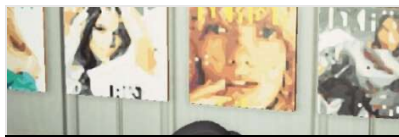
## Dreamy Architectural Explorations

Peter Tarka Embraces Pastel Colors, Geometry and Surrealism



## Digital Fashion Houses

The Fabricant Explores the Intersection of Fashion & Technology



## Fashionable Virtual Islands

NET-A-PORTER Created Its Own Island on Animal Crossing: New Horizons

6.9  
Score

Popularity



Activity



Freshness



Curation

Experience

Catalyzation

4 Featured, 36 Examples

107,718 Total Clicks

URL: [Hunt.to/444232](https://hunt.to/444232)

# Appendix

## Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

# Your Contacts & Additional Services



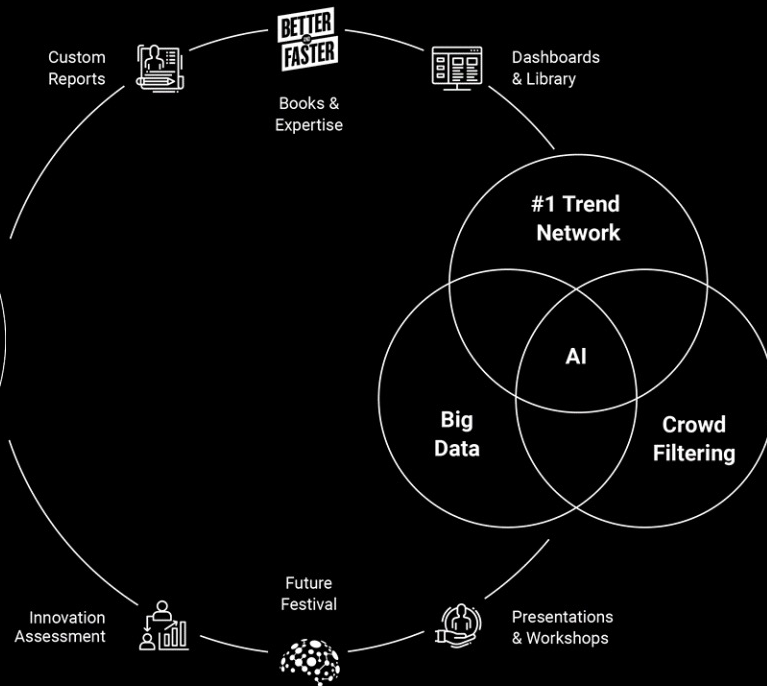
**YOUR SUCCESS  
STRATEGIST**

**Alisha Ellis**  
alisha@trendhunter.com



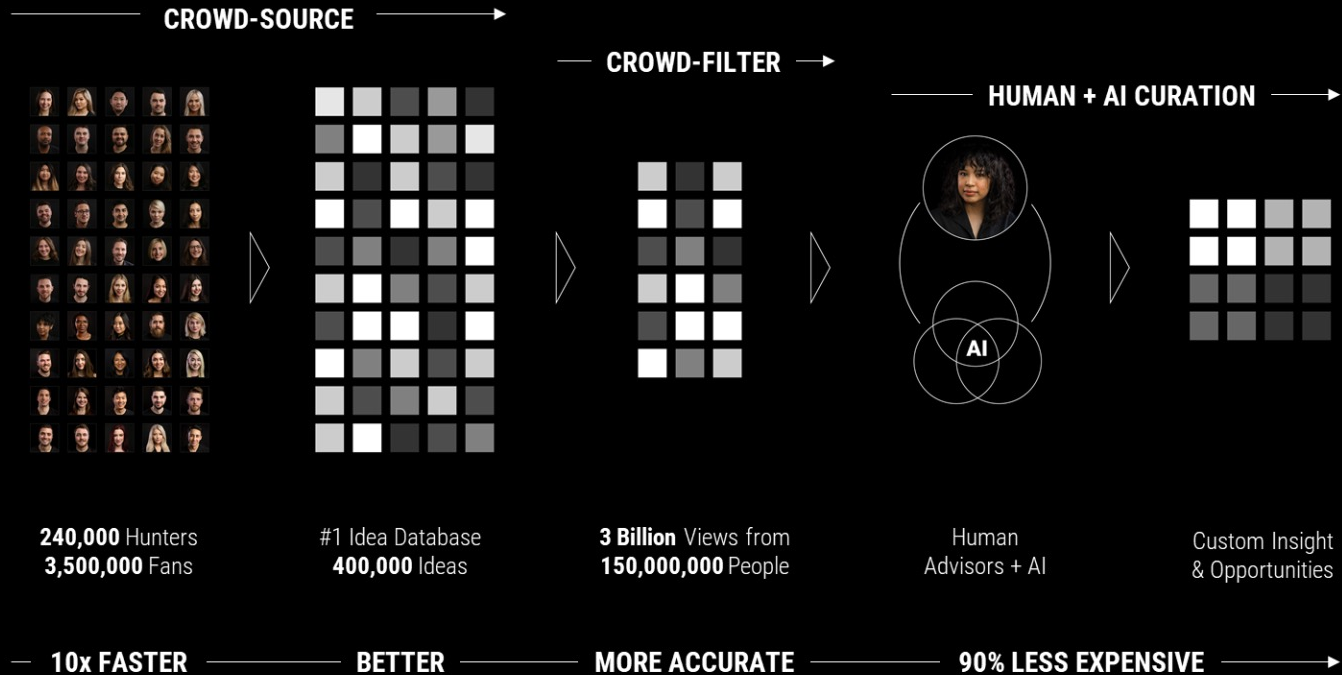
**YOUR DEDICATED  
ADVISOR**

**Mary Van Puymbroeck**  
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

# Our Process





# Megatrend Matrix

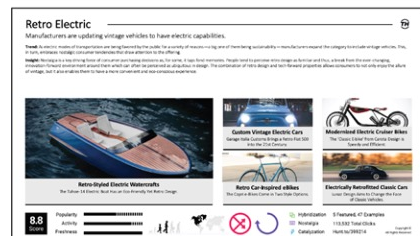
 <p><b>Acceleration</b></p> <ol style="list-style-type: none"> <li>1. Perfecting One Thing</li> <li>2. Aspirational Icon</li> <li>3. Exaggerated Feature</li> <li>4. Reimagined Solution</li> </ol>	 <p><b>Prosumerism</b></p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p><b>Cyclicity</b></p> <ol style="list-style-type: none"> <li>1. Retro+ Nostalgia</li> <li>2. Generational</li> <li>3. Economic + Seasonal</li> <li>4. Repetitive Cycles</li> </ol>	 <p><b>Nostalgia</b></p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p><b>Catalyzation</b></p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p><b>AI</b></p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p><b>Naturality</b></p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b></p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p><b>Reduction</b></p> <ol style="list-style-type: none"> <li>1. Specialization</li> <li>2. Fewer Layers + Efficiency</li> <li>3. Crowdsourcing</li> <li>4. Subscription</li> </ol>	 <p><b>Instant Entrepreneurship</b></p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p><b>Redirection</b></p> <ol style="list-style-type: none"> <li>1. Refocusing</li> <li>2. Reversing</li> <li>3. Surprising</li> <li>4. Gamifying</li> </ol>	 <p><b>Tribalism</b></p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p><b>Curation</b></p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b></p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b></p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p><b>Experience</b></p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p><b>Convergence</b></p> <ol style="list-style-type: none"> <li>1. Combining + Layering</li> <li>2. Adding Value</li> <li>3. Co-Branding + Aligning</li> <li>4. Physical+ Digital</li> </ol>	 <p><b>Multisensation</b></p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p><b>Divergence</b></p> <ol style="list-style-type: none"> <li>1. Personalization, Customization</li> <li>2. Status + Belonging</li> <li>3. Style + Fashionizing</li> <li>4. Generational Rebellion</li> </ol>	 <p><b>Authenticity</b></p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b></p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b></p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b></p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p><b>Many-to-Many</b></p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**  
Miniaturized and updated vintage vehicles to have electric capabilities.

**8.8**  
Popularity  
Activity  
Freshness



**Consumer Insights:**  
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

**Expedition Camper Vehicles**  
The CamperVan 151 has a double Cabover Engine Body.

**9.2**  
Popularity  
Activity  
Freshness



**Specific Examples:**  
Carefully selected individual innovations to provide more in-depth analysis.

**Top Lists**

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at TrendHunter.com (toplistfilter.html).

**Top 100 Travel Trends in 2019**  
The Top 100 Travel Trends in 2019 are:

- Instagram-Themed Vacation Rentals
- Cocktail-Themed Hotel Rooms
- Cocoon-Like Elegant Hotel Beds
- Movie Library Rentals

**Top 100 Food Trends in December**  
From Celebrity Chef Food Delivery to Protein-Packed Chip Brands:

- Vegetarian Chef Food Delivery
- Protein-Packed Chip Brands
- Kid-Friendly Advent Calendar
- Plant-Based Breakfast Brunches

**Top 30 Pet Innovations**  
From Chihuahua Dog Beds to Hugging Machine Cat Beds:

- Instagrammable Pet Beds
- Pre-Grooming Pet Grooming Salons
- Car-Friendly Pet Intensity
- Intelligent Pet Intensity

### Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

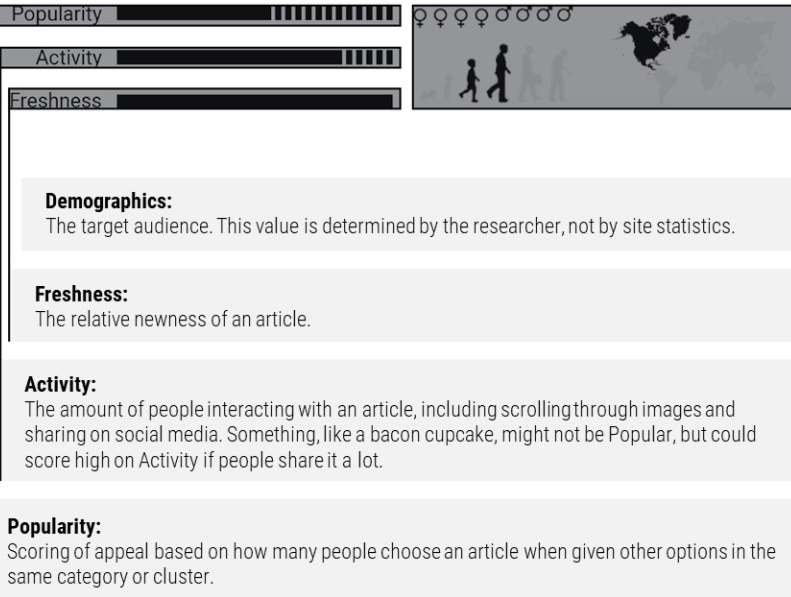
### Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

### Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

**8.8**  
Score



### Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

## How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

**Retro Electric**  
Manufacturers are updating vintage vehicles to have electric capabilities.

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

**All-in-One Litter Boxes**  
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

**All-in-One Litter Boxes**  
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance

### Trend:

This section identifies a new opportunity in a given industry.

### Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

### Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

### Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

### Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

### Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

## Want More?

Gain access to additional Consumer Insights  
and Custom Research by contacting your  
advisor or **[TrendReports@TrendHunter.com](mailto:TrendReports@TrendHunter.com)**