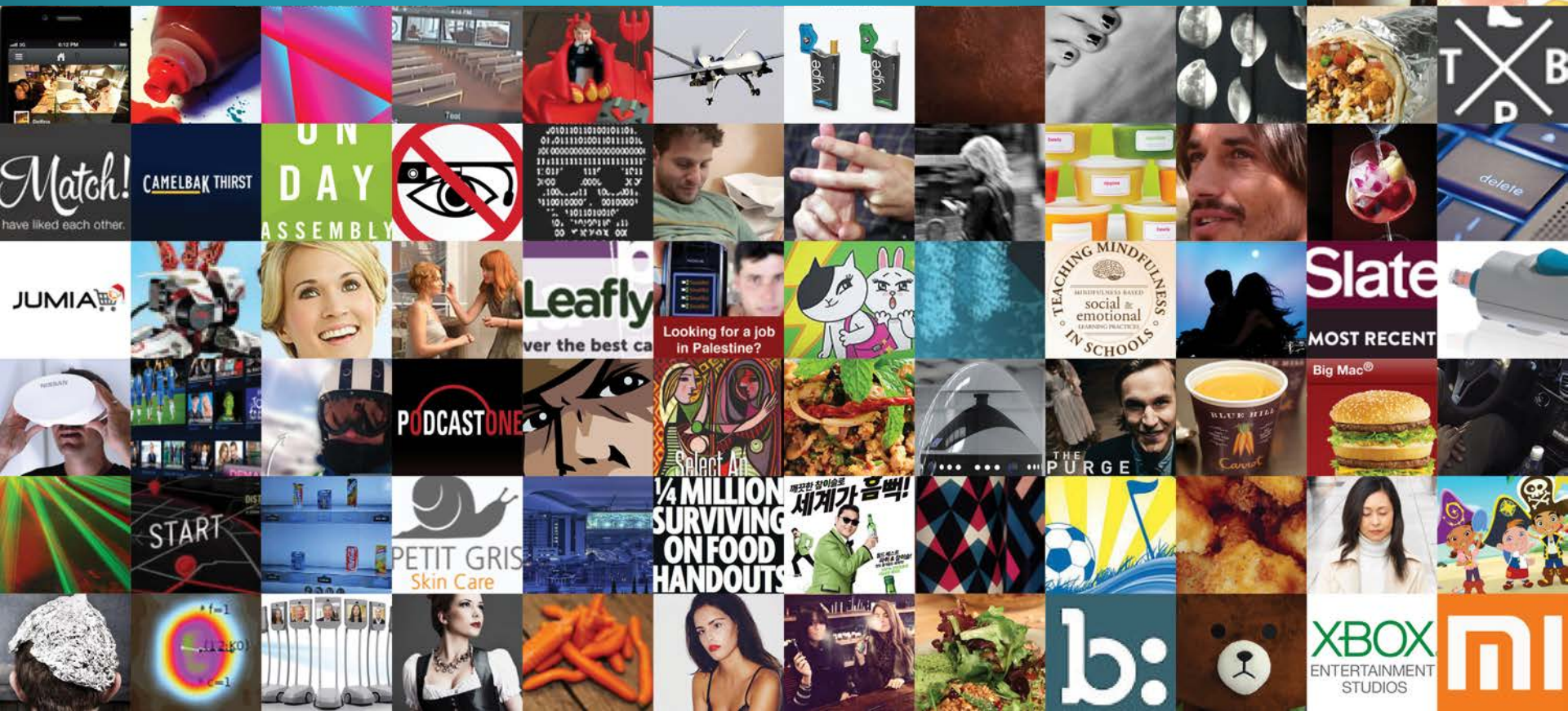




JWT

100 THINGS TO WATCH IN 2014

DECEMBER 2013



BACKGROUND

- In addition to our 10 Trends for 2014 forecast, JWT presents 100 Things to Watch in 2014. Some items on our list reflect the broader trends we're spotlighting:
 - **The End of Anonymity:** It's becoming nearly impossible to remain unobserved and untracked by governments and corporations (thanks to [Beacons](#) and an array of other technologies). As anonymity becomes more elusive, expect a growing [Techno-Paranoia](#) and a flourishing [Privacy Marketplace](#). Brands will need to adopt practices like [Privacy by Design](#).
 - **Mindful Living:** Consumers are developing a quasi-Zen desire to experience everything in a more present, conscious way. Mindful Living is filtering into the mainstream as more people feel drawn to the idea of shutting out distractions and see it as a competitive advantage ([Survival of the Focused](#)). We'll see [Mindfulness in Classrooms](#) and more people practicing [Contemplative Computing](#), keeping technology at arm's length and embracing the [Heads-Up Movement](#).
 - **Remixing Tradition:** With social norms quickly changing and a new anything-goes attitude, people are mashing up cherished traditions with decidedly new ideas, creating their own recipes for what feels right. This will mean everything from [Digital Grieving](#) to [Divorce Parties](#). Consumers will revive old traditions ([Traditional Folk Clothing](#)) or put a new spin on them ([Godless Congregations](#)).
- Among other things, this list also includes tech tools and devices, food and beverage trends, new types of businesses, new behaviors to watch and ideas with the potential to ladder up to bigger trends.

For a look at highlights from past Things to Watch and updates on a few things we spotlighted a year ago, jump to [Our Track Record](#).

100 THINGS TO WATCH IN 2014

OUR THINGS TO WATCH IN 2014

- 3D Printer Retail Hubs
- 3D Printing Accessories
- Aerial Yoga
- African Contemporary Art
- Algae
- Ambient Commerce
- Armchair Travel
- Arrested IRL Development
- Art Incubators
- AwesomenessTV
- Beacons
- Bitcoin Rivals
- Bitcoins Bust Out
- Branded Real Estate Development
- Brands Blur Gender Lines
- Brands in Space
- Brazil As Debutante
- Brazilian Art
- Breath Analysis
- Catering to Chemical Sensitivities
- Chinese Wines
- The Circular Economy
- Cocktails on Tap
- Community-Supported Everything
- Contemplative Computing
- Couriers on Call
- Craft Mocktails
- Deconstructed Dinners
- Delivery Wars
- Demonizing Food Dyes
- Digital Art
- Digital Grieving
- Divorce Parties
- Drone Regulation
- E-Cigarette Regulation
- Edible Packaging
- Equal Rights for Men
- Fashion for the Space Age
- Fast Food Tofu
- Feel-Good Fashion
- Glanceable UI
- Glassware
- Godless Congregations
- Google Glass Etiquette
- Hacking's New Frontier
- Haptic Technology
- Hashtag Fatigue
- Heads-Up Movement
- Homemade Baby Food Delivery
- Human Touches
- Infused Ice Cubes
- Internet Safety Nets
- Jumia
- Kid-Bots
- Live Broadcasts
- Makeup Salons
- The Marijuana Market
- mEmployment
- Messaging Apps As Retail Channel
- Metadata
- Mindfulness in Classrooms
- Minimoons
- Minute to Read It
- Needle-Free Vaccines
- Oculus Rift
- OTT TV
- Photoshop for All
- Podcast One
- Privacy by Design
- Privacy Marketplace
- Regional Ethnic Cuisine
- Robotic Security Guards
- Role-Playing Adventures
- Savory Yogurt
- Seamless Payments
- Semiautonomous Cars
- Sensory Literacy As Core Curriculum
- Sight-Running
- Smart Vending Machines
- Snail Slime
- Sochi's Third Coming
- The Social Divide
- Soju
- Speaking Visually
- Sports Mashups
- Stealth Health
- Survival of the Focused
- Tablet-First TV
- Techno-Paranoia
- Telediagnosics
- Telepresence Robots
- Traditional Folk Clothing
- Ugly Produce
- Unconventional Models
- Vaping Lounges
- Vegetable Co-Stars
- Verified Reviewers
- Virtual Stickers Come to Life
- Xbox Programming
- Xiaomi

1 3D PRINTER RETAIL HUBS

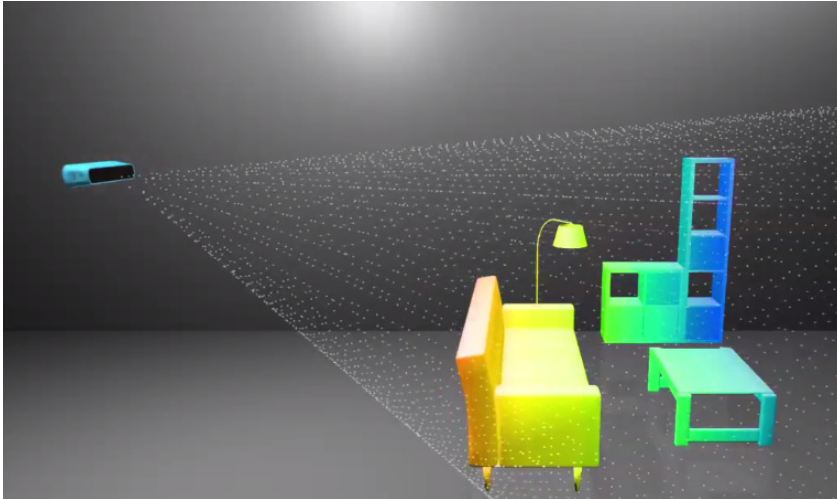


Retailers are getting into the 3D printing game by providing access to the technology for consumers not ready to invest in their own printers. In the U.S., early adopters include UPS, which is targeting small businesses and startups by introducing 3D printers to some locations. British supermarket Asda has been testing in-store 3D scanning and printing, enabling customers to replicate objects in ceramic. Tesco is exploring the idea of adding in-store 3D printers that could provide replacement parts and niche items.

BACK TO 100



2 3D PRINTING ACCESSORIES



As 3D printing comes to the consumer market, we'll see a corresponding rise in accessories that help people bring their 3D ideas to life. 3D scanners, common industrial tools that are now available to consumers, allow objects to be scanned and then replicated with a 3D printer. Occipital's upcoming Structure Sensor, an iPad add-on that turns the tablet into a 3D scanner, can also map indoor environments and enable innovative virtual reality games. The upcoming 3Doodler is a 3D pen that lets users create objects by simply scribbling, tracing or waving a finger in the air.

BACK TO 100



3 AERIAL YOGA



This low-impact, high-energy yoga variation, in which participants are suspended from stretchy fabric, is taking off from Florida to Johannesburg. Created by former Broadway choreographer and Cirque du Soleil co-founder Christopher Harrison, who runs AntiGravity Fitness, aerial yoga is said to enable a deeper stretch. It's also referred to as suspension yoga or anti-gravity yoga.

BACK TO 100



4 AFRICAN CONTEMPORARY ART



Galleries and museums in major art markets are displaying a new openness to African artists. In London, four galleries focusing exclusively on contemporary African artists have opened; the city hosted the inaugural 1:54 Contemporary African Art Fair in 2013; and the Tate Modern created an African collections committee in 2012. The Brooklyn Museum featured two shows from contemporary African artists in 2013, Ghanaian sculptor El Anatsui and Nairobi-born Wangechi Mutu (now based in Brooklyn). As African art gets more serious attention, we'll see prices heating up.

BACK TO 100





Already being harnessed as a petroleum alternative, the organism is finding its way into everything from cosmetics to fertilizer. Sephora is selling Algenist, from biotech company Solazyme, which incorporates the anti-aging algaluronic acid and microalgae oil. Triton Algae Innovations has raised \$5 million in seed funding to create algae-based nutraceuticals, and the University of Texas is experimenting with algae-based fertilizer. There's also a fun element: Dino Pet, an algae-powered bioluminescent "pet," blew by its Kickstarter goal.

BACK TO 100



6 AMBIENT COMMERCE



As more “smart,” sensor-connected objects hit the marketplace, brands will seek to offer instant gratification by way of “ambient commerce”: anticipating consumer needs and wants, and providing goods and services automatically. Consumers would set up guidelines in advance, then let technology take care of the rest. A hypothetical example from John Sheldon, eBay Enterprise Marketing Solutions head of strategy: using the Nike+ app to ensure that a new pair of running shoes arrives whenever the customer reaches 300 miles of usage. “Ambient commerce is about consumers turning over their trust to the machine,” he says.

BACK TO 100



7 ARMCHAIR TRAVEL



New technologies will enable vicarious travel in novel ways. GoPro is already enabling adventure seekers to easily record and share their experiences, from surfing to scuba diving. Live streaming via Google Glass will let people remotely accompany Glass wearers on their travels. Robots will also come into play: A 2013 San Pellegrino promotion, for example, let people take virtual tours of Taormina in Sicily using five remotely controlled robots, part of its “Three Minutes in Italy” promotion. Meanwhile, the Oculus Rift virtual reality headset will provide the ultimate in armchair travel.

BACK TO 100



8 ARRESTED IRL DEVELOPMENT



Immersion in the digital world is leaving many people—particularly Millennials and Gen Zers—less savvy about the physical sphere, whether in terms of stilted interpersonal skills and off-base etiquette or difficulty with navigation. The tech-weaned generations are experiencing arrested “in real life” development, opening up opportunities for services that can help bridge these skills gaps.

[BACK TO 100](#)



9 ART INCUBATORS



Art institutions are launching in-house incubators, seeking ways to stretch the concept of a museum's mission, explore the intersection of art and technology, and stimulate creative thinking that can benefit the museum and the community around it alike. The New Museum in New York will invite several dozen forward-thinkers from the worlds of architecture, design, technology and art to participate in an ambitious incubator that opens in mid-2014. And the Los Angeles County Museum of Art is turning a research library into a lab for artists and the technology-minded, to be supported by brands including Accenture, Google and SpaceX.

BACK TO 100





“AwesomenessTV is the hottest channel on YouTube!” declares the property on its Tumblr. DreamWorks Animation clearly believes so, buying the online network in 2013, a year after it was launched. Awesomeness, which attracts some 60 million unique monthly visitors, comprises many thousands of YouTube channels, featuring a panoply of young video stars. The company also licenses its comedy content—to Nickelodeon, other websites, Netflix and international platforms—and is producing content for *Seventeen* magazine’s YouTube channel, which is relaunching on Awesomeness in 2014.

BACK TO 100



11 BEACONS



Low-cost transmitters that rely on Bluetooth technology, like Apple's iBeacon, allow retailers to precisely track shoppers' mobile phones and send highly targeted content tied to location and shopping habits. Qualcomm's new Gimbal beacon is a similar device. Swirl Networks sells a mobile marketing platform that relies on its own SecureCast Beacons. PayPal's Beacon can identify and authenticate PayPal users when they enter a store and lets them pay with only verbal confirmation at checkout. The beacons have great potential beyond retail: Museum visitors, for instance, could get tours tailored to their meanderings. Major League Baseball has tested iBeacons as a way to guide stadium visitors and send concession offers.

BACK TO 100



Image credit: Gimbal

12 BITCOIN RIVALS



namecoin



Peercoin
FIRST TO PEER TO PEER COIN



litecoin



WorldcoinFoundation

As Bitcoin starts gaining acceptance, a crop of rivals are betting on second-mover advantages in the virtual-currency realm. Some tout greater transparency and openness to regulation, while others go in the opposite direction or offer faster transactions. The most successful is Litecoin, created by a former Google programmer. Ripple, backed by Silicon Valley investors, forms the basis of an online payment system. Peercoin is run by an anonymous creator who goes by Sunny King. There's also Namecoin, Worldcoin and Anoncoin, among others.

BACK TO 100



13 BITCOINS BUST OUT

A promotional graphic for Bitcoin Black Friday. It features a dark blue background with white stars and snowflakes. In the center is a gold Bitcoin coin with a red ribbon tied around it. The coin has the Bitcoin symbol and the text "Bitcoin Black Friday" and "We're in numbers". Below the coin, the text "Bitcoin Black Friday" is written in large, bold, yellow letters. Underneath that, in smaller white text, it says "On November 29, Bitcoin takes holiday shopping by storm, with the best deals for Bitcoin users, and easy ways to buy all your presents and give to charity with the new, world-changing digital cash!". At the bottom, it says "Supported by:" followed by the Coinbase and BitPay logos.

Bitcoin Black Friday

On November 29, Bitcoin takes holiday shopping by storm, with the best deals for Bitcoin users, and easy ways to buy all your presents and give to **charity** with the new, world-changing digital cash!

Supported by:  coinbase  bitpay

Bitcoins are coming to the real world, quickly moving beyond the realm of online exchanges. Robocoin and Lamassu are among the companies installing Bitcoin ATMs, which allow users to trade the peer-to-peer virtual currency for cash and vice versa. A smattering of restaurants and bars in cities from London to Sydney to New York are accepting Bitcoin. Bitcoin Motor is developing a service that allows people to buy and sell cars using the currency, while Virgin Galactic is accepting Bitcoin for its commercial space flights. As more established brands accept the currency, watch Bitcoin gain legitimacy.

BACK TO 100



14 BRANDED REAL ESTATE DEVELOPMENT



Retailers are getting in on real estate development to create lifestyle-based town centers. Urban Outfitters is developing the 6.5-acre Devon Yard in suburban Philadelphia. Urban Outfitters is developing the 6.5-acre Devon Yard in suburban Philadelphia, which will include the company's Anthropologie store and Terrain garden center in addition to restaurants, a wellness facility, an exercise studio, a specialty food store and even a boutique hotel. Ikea is building a car-free private neighborhood in a rundown area of London and plans to develop a similar one in Hamburg.

[BACK TO 100](#)



Image credit: Ikea

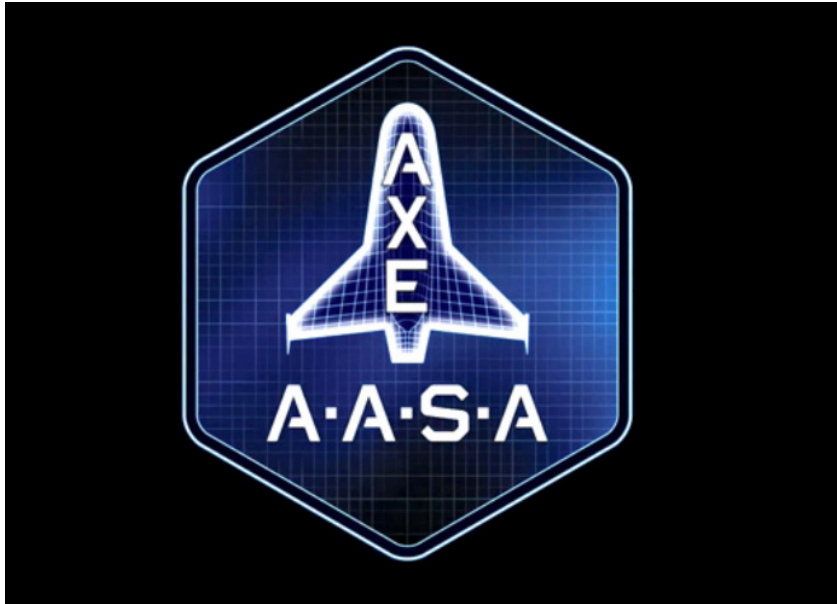
15 BRANDS BLUR GENDER LINES



Conventional ideas about male and female domains, activities, behaviors, preferences and styles are evolving, with Millennials leading the way. As we move toward a more nuanced concept of gender, brands are starting to see new opportunities by dropping traditional assumptions about the sexes. On TV, for instance, Tide shows a dad doing laundry for his daughter, while an ad for Chevy's Silverado departs from convention by spotlighting a woman and her truck. Johnnie Walker is trying to appeal to women, while a range of cosmetics brands are creating products designed for men.

BACK TO 100





As space travel goes commercial, brands are rocketing into this new frontier. A ticket to space will become the ultimate prize, already offered by brands including Axe (which sponsors the Axe Apollo Space Academy and has awarded 23 tickets with Space Expedition Corp.) and KLM (the “Claim Your Place in Space” contest). A space trip will be the prize in a reality show, *Space Race*, on NBC, which also has secured rights to air Virgin Galactic’s inaugural flight during a *Today* show broadcast. Also watch for creative sponsorships; Virgin Galactic’s Stephen Attenborough has said, “We’re never going to cover the spaceship with decals, but we will have some partnership agreements.”

BACK TO 100



Image credit: Axe

17 BRAZIL AS DEBUTANTE



Brazil has long worked to establish itself as a global player, and the 2014 FIFA World Cup represents the first wave of its debut on the international stage. As the country prepares to host soccer's mega-event and then the 2016 Summer Olympics, Brazil is staging a charm offensive. In October, for example, the Brazilian Trade and Investment Promotion Agency sponsored Be Brasil in New York, a fair celebrating Brazilian technology, art, design, music, fashion, cuisine and more.

BACK TO 100



18 BRAZILIAN ART



Brazilian art is steadily going global. In 2013, the first Brazil ArtFair was held during Miami Art Week; blue-chip gallery Hauser & Wirth hosted a show of Brazilian artists in its New York location, offering works for up to \$1 million; and the Tate Modern in London opened a retrospective of artist Mira Schendel. Meanwhile, a book from publisher Phaidon names São Paulo one of 12 global “art cities of the future.” In 2014, MoMA in New York will host a Lygia Clark retrospective, and the new Pérez Art Museum Miami is putting on a Beatriz Milhazes show. Along with Milhazes, watch for Laura Lima and Maria Nepomuceno to gain global profiles.

BACK TO 100



19 BREATH ANALYSIS



Watch for a new focus on breathing patterns as a way to better understand a person's health and stress level. The new mobile app MyBreath compares the “breath acoustics” of the user with the 10,000 breath recordings in its archive to come up with a breathing index score, and recommends ways to improve breathing as a tool to reduce stress and improve well-being. An upcoming breath-analyzing sensor from health startup Spire clips to clothing to give users mobile feedback on their physical activity and psychological state.

BACK TO 100





Awareness of sensitivity to fragrances is on the rise, with some workplaces and campuses banning or discouraging the use of strongly scented products and legislators looking at the issue as well. Watch for more warnings to avoid wearing fragrances at group gatherings, like weddings, and many more options in unscented products.

BACK TO 100





China is already the world's fifth largest wine producer, and its wine will start to gain a higher profile as quality improves and output rises. A report from France's National Center for Scientific Research says China will double its current wine production within five years, and 20 Chinese wines were recognized at the Decanter World Wine Awards in May 2013. The nation's largest wine producer, Changyu Pioneer Wine Company, is building a "winetropolis" in the city of Yantai, featuring a research center, a production center, a vineyard and tourist facilities.

BACK TO 100



Reuse

WE help find a home for Patagonia gear you no longer need.

YOU sell or pass it on to someone who needs it.

We created the Worn Wear™ program to help you find a new home for the Patagonia clothing you no longer wear. We now buy back used (but in good condition) Patagonia shells, fleece, down and synthetic insulation, and ski and alpine pants at these Patagonia stores: Seattle, Palo Alto, Portland and Chicago.

You can shop Worn Wear sections of the stores beginning September 15, 2013. If there's not a participating Patagonia store in your area, you can also buy and sell used Patagonia clothing on Ebay.

As described by the Ellen MacArthur Foundation, a backer of this idea, the Circular Economy is a term for moving economies from the linear “take, make, dispose” model to a more circular system that, among other things, eliminates waste. Companies would become service providers, selling use of their products. The concept is slowly gaining traction. Curbing food waste (one of our Things to Watch from 2012) is becoming a bigger issue. Patagonia has started supporting ways to reduce, recycle, repair or reuse its products as part of its “Responsible Economy” initiative. And *The Guardian* launched a Circular Economy hub in 2013.

BACK TO 100



Image credit: Patagonia

23 COCKTAILS ON TAP



We've seen wine moving into taps, and now cocktails are being mixed and stored in kegs. It saves bartenders time and can lower the price tag for imbibers, who get the added bonus of being able to ask for sample tastes. Premixing doesn't necessarily compromise quality—and may enhance it by enabling ingredients to mesh over time—though it only works well for some concoctions.

BACK TO 100




24 COMMUNITY-SUPPORTED EVERYTHING



Community-supported agriculture (CSA) has become popular as a way to boost regional farmers and keep the larder well-stocked with produce or meat. Now the concept—paying upfront in exchange for a “share” of regularly delivered goods that are a bit of a surprise in terms of content—is branching out. Flower CSAs are springing up, and there are art CSAs in Brooklyn (Community Supported Art + Design) and Philadelphia (home to a folk-art CSA and a contemporary art offering). Watch for the model, which taps into consumers’ interest in supporting local businesses, to spread to more categories.

BACK TO 100





PRESENTED
BY BUICK

#InTheMoment

We all get lost in our smartphones.
But imagine what you'll find if you
put the phone down for a minute.
For a meal. For a conversation.
For a road trip.

*Look up, live life, and join us in the
moment.*

THE PLEDGE

I pledge to spend less time on my
phone and more time
[#inthemoment](#)

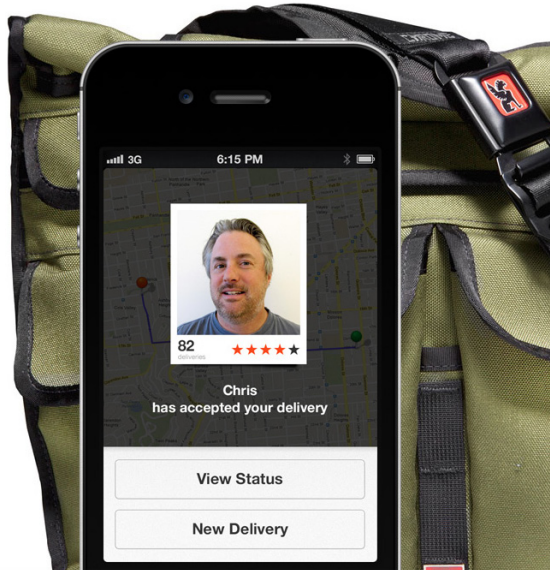
TAKE THE PLEDGE

Alex Soojung-Kim Pang, author of *The Distraction Addiction*, defines “Contemplative Computing” as a focus on “how to use information technologies and social media so they’re not endlessly distracting and demanding, but instead help us be more mindful, focused and creative.” In line with Mindful Living, one of our 10 Trends for 2014, this notion will pick up steam as more people question their immersion in digital technology and its effect on their quality of life. Buick is picking up on the idea with its “#InTheMoment” campaign, urging, “Look up from your phone and live for the moment.”

BACK TO 100



Image credit: Buick



As speedier delivery comes to online shopping, the pressure is on to dispatch goods within hours. This means a new demand for couriers, some of whom will do both the shopping and the delivering. eBay Now's "valets" track down and drop off items in markets where the service is available. Postmates' couriers shuttle lunch, groceries or office supplies. In Chicago, the startup WeDeliver trains "delivery specialists" to work with local merchants.

BACK TO 100



27 CRAFT MOCKTAILS



Creative cocktails have primed drinkers for innovative options; meanwhile, non-drinkers have been stuck with the same boring choices. A new wave of craft mocktails incorporate syrup infusions, fresh juices, homemade sodas and an array of creative add-ins. Offerings include the Orange Julius at New York City's NoMad (orange juice, cream and orange blossom water), the seasonal Jardin de Fraises at Fig & Olive in Los Angeles and New York (kefir clover, muddled strawberries and fig, clover honey and fig balsamic), and the Eden at London's HKK (grapes, rose syrup, lychee juice and soda water).

BACK TO 100



28 DECONSTRUCTED DINNERS



Targeting busy would-be chefs, various services are delivering dinner kits that provide all the ingredients, in just the right amounts, to make gourmet meals at home. Plated, Blue Apron and HelloFresh have been competing to get a stronghold on this emerging market. Blue Apron and Plated are based in the U.S., while HelloFresh has landed \$7.5 million in funding to help it expand from Europe and Australia to the U.S. Watch for more of these services to launch in new markets.

BACK TO 100





Amazon's Jeff Bezos and his talk of delivery drones set the tone for the onset of delivery wars in this Age of Impatience. Retail heavyweights including eBay, Google, Amazon and Walmart are steadily expanding the availability of same-day delivery options—and in some cases shrinking the delivery window to as little as an hour. Home Depot is investing some \$300 million to upgrade to same-day delivery in 2014. Startups in this space include Postmates and Deliv. With more consumers shopping online but also seeking instant gratification, delivery speed will become a key competitive advantage.

BACK TO 100



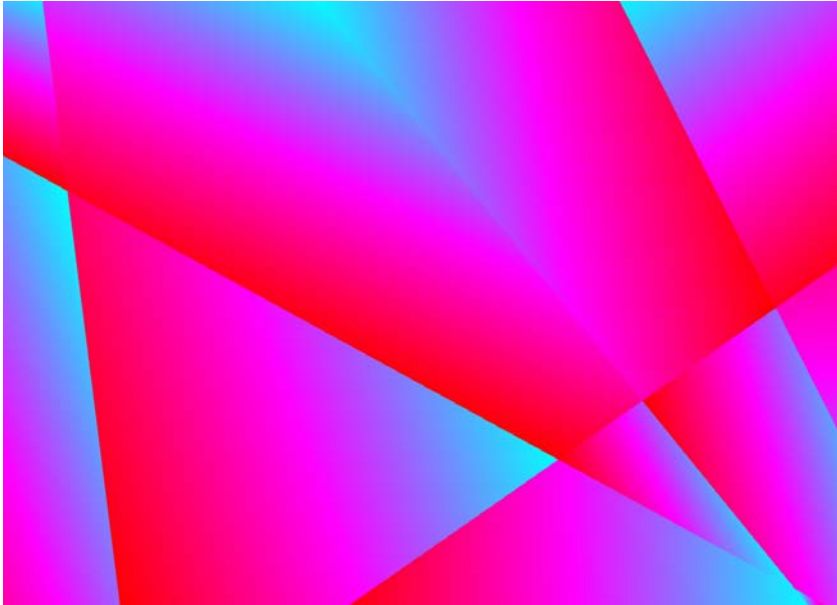
30 DEMONIZING FOOD DYES



The list of ingredients that consumers are trying to avoid is getting longer and longer—and now add to the list synthetic food dyes, linked with hyperactivity in children, among other things. Already a range of dyes (dubbed a “rainbow of risk” by the Center for Science in the Public Interest) are banned or require warning labels in the U.K. and the EU. Following a Change.org petition from Food Babe blogger Vani Hari, Kraft will replace two artificial yellow hues in some Mac & Cheese products with spice coloring in 2014. Another Change.org petition is asking Mars to use natural dyes for M&Ms.

BACK TO 100





Art that relies on digital technology, from GIFs to websites and beyond, is coming into its own. Rafaël Rozendaal, for instance, describes himself as “a visual artist who uses the Internet as his canvas” (at left, a screenshot from one of his interactive websites, ifnoyes.com, also the title of the piece). Although the art world is still figuring out the details around ownership—the buyer of ifnoyes.com, for instance, simply owns the domain name—the works are relatively affordable. In 2013, auction house Phillips held its first digital art auction in partnership with Tumblr, and they’re planning another for 2014.

BACK TO 100



32 DIGITAL GRIEVING



Nearly every aspect of our lives has manifested in some form digitally, and this has grown to include death and the grieving process, with digital memorials and virtual candles becoming common. Now we're seeing a real-time component. Funerals are getting live streamed for those unable to attend. And NPR host Scott Simon made waves in 2013 by tweeting details of his mother's battle with cancer and eventual death. Some criticized him for disregarding privacy, but public grieving comes naturally for many 21st-century mourners.

BACK TO 100



33 DIVORCE PARTIES



Given the rise in single people and fading stigma around divorce, more people (particularly women) are choosing to celebrate their divorces with lavish parties. Pinterest boards have popped up with cake and party favor ideas, and some women even order piñatas in the likeness of their ex. But not all such parties take a “good riddance” tack. For couples who part ways amicably, a party can be a cathartic way to honor the time they shared.

BACK TO 100



34 DRONE REGULATION



With civilian unmanned aerial vehicles, or drones, on the market and taking to the skies, legislators will scramble to consider how to define these devices, where they can go, what they can do and how well trained their operators should be. Despite Jeff Bezos' declaration that Amazon is considering delivery by drone, commercial drones are banned in the U.S.—but a legal challenge by a disgruntled aerial videographer will test the legality of this FAA policy. In the U.K., where drones must be approved by the Civil Aviation Authority, concerns about fair use and consumer privacy are likely to spark debate.

[BACK TO 100](#)





The e-cigarette market is exploding, approaching an estimated \$2 billion globally, and drawing major tobacco brands. Governments are increasingly concerned about e-cigarettes' health implications and potential to be a gateway to cigarettes, as well as brands' marketing claims and practices. In 2014, the EU will decide which regulatory category to place e-cigarettes in when it updates its Tobacco Products Directive. Countries including Spain are banning e-cigarettes in enclosed public spaces, and several American states and 100-plus cities have enacted or are considering similar bans. The U.S. FDA is set to start a regulatory process that could restrict sales and marketing.

BACK TO 100





To make their goods more sustainable, marketers are harnessing new technologies to create edible wrappers. The Bob's burger chain in Brazil now serves its burgers in packaging you can eat, while LA-based ice cream truck brand Coolhaus wraps ice cream sandwiches in edible material. Harvard bioengineer David Edwards is behind WikiPearl, whose edible packaging can enclose any food or beverage, "like a grape skin," he says. In 2013, the company launched a mochi-like ice cream and egg-shaped yogurt servings; no-foil cheese cubes and coffee servings are coming next.

BACK TO 100



— 37 EQUAL RIGHTS FOR MEN



While a culture where male privilege is baked in has hardly disappeared, for years men have been losing ground or becoming less essential, whether it's the widening education gap between the genders, the rise in women choosing to have children on their own, or the shift away from manufacturing-based economies. According to our research, men feel it's become harder to be a man today, and harder to succeed in the working world and as a father and husband. Watch for a rise in male-focused support systems and advocacy groups as society comes to understand that many men would be well served by some of the mechanisms in place to boost women.

BACK TO 100



38 FASHION FOR THE SPACE AGE



With private companies like Virgin Galactic aiming to make space travel a reality for anyone with a big enough budget, some fashion designers are revisiting the final frontier as a visual inspiration. Paco Rabanne's latest collection, for instance, was celebrated for a futuristic look comprising heavy zippers, metallics and tailored latex. Galaxy prints have been popping up on everything from leggings to shoes, dresses and bags. The small label Shadowplaynyc, from "two space-crazed Parsons graduates," features only galaxy-print designs. And the latest collection from Shenova, by designer Holly Renee, incorporates images from the Mars Curiosity rover expedition.

BACK TO 100





With diners growing more inclined to cut down on meat, we'll see fast food restaurants add alternative proteins like tofu to their menus. Chipotle began testing a tofu burrito in early 2013 and planned to expand the item to 650 locations by year's end. The chain is pitching the so-called Sofritas burrito widely, declaring on its website that the "delicious, spicy tofu ... will give vegans and carnivores something they both will love." About one in three customers who buy it previously ordered meat items.

[BACK TO 100](#)





The Bootstrap
Project



Locally Sourced



Made in the USA



Made by Hand



Sustainable



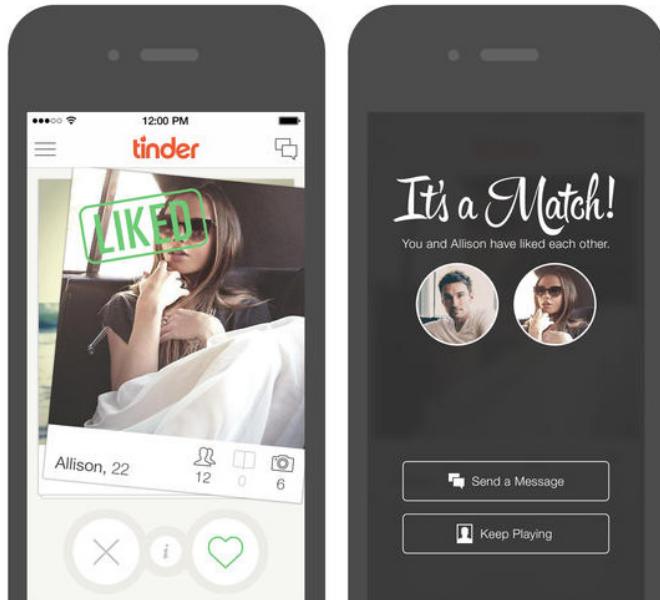
High Quality

Consumers are becoming more aware of the human cost behind the apparel they buy thanks to a rash of massive tragedies at apparel factories. Fair Trade USA has developed a standards program for apparel, and a crop of startups is vowing to make the business much more transparent. Honest By and Everlane detail the factories they use and even explain how much each item is marked up. Others in this space include Zady, co-founded by Foodspotting's Soraya Darabi, Ethica and Cultures of Love.

BACK TO 100



Image credit: Zady



GigaOM defines this term as “creating something meaningful out of information processed in just a quick glance.” Symbolic and visually oriented interfaces will immediately tell impatient consumers just what they need to know. A term attributed to Misfit Wearables CEO Sonny Vu, the glanceable UI has become standard in wearable technologies, which use LED lights to denote information. Now the idea is migrating to other realms. Sean Rad, creator of dating app Tinder, says the concept was integral for his service, which swaps lengthy profiles for images that users can quickly swipe through.

BACK TO 100



CAMELBAK THIRST



Starting to heat up out there, don't forget to bring plenty of water with you where ever your adventure takes you!

83° Rain

3 days ago

When Google Glass goes on the market in 2014, “Glassware” will take on new meaning: apps that add functionality to the tech-enabled spectacles. In advance of a Glassware store opening up, Google has been approving a range of these apps. Glashion, for instance, lets Glass wearers find visual matches online when they snap images of products they like, as well as links to relevant retailers. Based on the weather, CamelBak’s Thirst tells users how much water to drink and sends reminder alerts. GlassFit gamifies fitness with augmented reality mini-games. Watch for a range of creative ideas that make full use of the unique qualities inherent in the wearable gadget.

BACK TO 100



43 GODLESS CONGREGATIONS



Religious affiliation is declining in countries including the U.S. and the U.K., and with it a key source of community. Filling the vacuum are church-like communities like Sunday Assembly and the Calgary Secular Church that aim to bring people together without the central belief in a deity. After launching in early 2013, the Sunday Assembly “accidentally became a movement,” as its website puts it. Assemblies are taking place in the U.K., the U.S., Canada and Australia, and an Indiegogo campaign seeks to crowdfund an international roadshow. These congregations give the unaffiliated a way to reap the benefits that come with ritual gatherings and the community they offer.

BACK TO 100





With a novel technology comes the hammering-out of new social norms. Since Google Glass wearers can easily photograph or record what they're seeing, quietly access information from the web or get distracted by a stream of digital information, good manners will dictate removing them in various intimate, social or business contexts. Some establishments are already banning the new technology, but the more considerate users won't need to be told when to take them off.

BACK TO 100





We have virus protection for our computers and mobile devices; soon we may need them for our refrigerators, thermostats and cars. As more objects evolve into tech-infused smart devices with interactive functionality, they'll become newly vulnerable to hackers. Cars, for instance, could become moving targets, creating havoc. In the U.S., the Defense Advanced Research Projects Agency is looking into ways that automakers can ensure against attacks. The home is the most at-risk sphere, as home security systems and smart TVs are relatively easy to compromise. As manufacturers work to bolster security, expect more consumer education on this topic.

BACK TO 100





Haptic, or touch feedback, technology uses stimulation like vibrations, small electrical charges or pressurized air to extend digital experiences into the physical realm. A Disney Research project, Aireal, simulates touch using a ring of pressurized air emitted from a tiny gadget mounted on a computer. One initial application is in cars: Automakers are adding haptic feedback to touchpads—helping drivers to keep focused on the road—and vibrations to steering wheels that reinforce warnings on the instrument panel. There's interesting potential for marketers: A popular Huggies campaign in Argentina involved a haptic waistband that allowed a man to experience the way his pregnant partner could feel the baby moving.

BACK TO 100



47 HASHTAG FATIGUE



They're consuming our Twitter feeds and Facebook accounts, but hashtags may not be all that useful much of the time, aside from giving people another way to prove their cleverness. The more that hashtags proliferate for anything and everything—and the more we see “bashtags,” or branded hashtags that backfire—the more it seems likely their usage will wane. #BuzzFeed agrees.

BACK TO 100





People are becoming more aware of how much time they spend—in meetings, on the street, at meals, during family time, etc.—with their heads down, immersed in mobile devices. More of us will make an effort to keep our heads up, better attuned to people and the environment, and ask others to do the same. (The irony is that in some cases this will be enabled by technology itself, as wearable tech like Google Glass can help people have it both ways.) One Nevada legislator has even filed a bill to ban texting while walking.

BACK TO 100



49 HOMEMADE BABY FOOD DELIVERY



Leveraging the trend of parents making their own baby food, a crop of relatively new services deliver refrigerated homemade food on a weekly basis for parents who like the idea but lack the time to make healthy purees, blends and snacks for their infants and toddlers. Petit Organics delivers in New York City and Chicago and is expanding to Indianapolis; Junior's Fresh operates in New York City; and My Mummymade it operates in London and Hertfordshire.

BACK TO 100





Brands will add human touches as consumers look for more personal and personalized elements in a tech-enabled world populated with global corporate concerns. The new online retailer Zady, for instance, sends handwritten thank you notes with each order. In Italy, Gatorade's personal training app, Smash Your Limits, lets users connect with a trainer who can tailor a program and answer questions. And the new app PS Dept. links fashionistas with sales assistants at high-end stores who can help track down specific items or provide recommendations.

BACK TO 100



51 INFUSED ICE CUBES



Taking cocktail culture to yet the next level, mixologists are starting to push the flavors of their concoctions with infused ice: cubes of different shapes and sizes that are made with juices, fruits, syrups and herbs. They enhance the look of the beverage, and rather than dilute the cocktail as they melt, the cubes add complementary flavors. They also up the cost. At Chicago's Trump International Hotel & Tower, for instance, the signature Opulence 5 includes five differently flavored ice cubes and costs \$55; reportedly the taste changes completely by the last drop.

BACK TO 100





In a bid to protect youthful Internet users from bullying and their own poor judgment, there's a growing movement to enable erasure of online history. A new California law requires websites to provide a way for teens in the state to remove any photos, videos, recordings and comments they have posted. A Do Not Track Kids Act introduced in the U.S. Congress in 2013 includes provisions for an “eraser button” that would let kids or their parents delete public-facing online information. In Europe, EU legislators are pushing for the “right to be forgotten” for people of all ages. Meanwhile, more state and federal governments are considering cyberbullying legislation. In Canada, a proposed bill would lead to prison sentences of up to five years for offenders who post “intimate” images of people without consent.

BACK TO 100





This online retailer is aiming to become the Amazon of Africa, where e-commerce is still in its formative stage. Based in Nigeria and currently offering delivery to five countries, the startup has attracted a reported \$75 million from Western investment firms since its launch in 2012. In October 2013, the World Retail Congress named Jumia as the “Best New Retail Launch” of the year, fueling co-founder Jeremy Hodara’s ambitions: “We are in a game to become the biggest retailer of Africa, not the biggest e-commerce player,” he told Reuters.

BACK TO 100



ROBOT BUILDERS START HERE!

With LEGO® MINDSTORMS® you can turn your LEGO creations into live robots of every type and with any kind of behavior.

However, to get you introduced to what LEGO MINDSTORMS is all about, we recommend that you begin with one of the five cool robot characters. Each character comes complete with 3D building instructions and the LEGO MINDSTORMS app* or remote control that allows you to instantly take control of the robot with your smart device. Simply turn on the power and let the action begin.

EV3 MINDSTORM
Leader of the LEGO MINDSTORMS robots, Mindstorms masterful intelligence and tapping power with his blazing sensors and spinning tri-blade.

SEPTOR
Strike at incredible supra-tic speed with 36 Fearome legs.

DRAGON
The muscle-robot. Able to lift heavy things with his mighty build and powerful grasping grippers.

YANAR
Cylinder-shaped, all-terrain robot with a total of four interchangeable legs. It's slim, slender, leaping, leaping, gripping claw and heavy hammer.

SPIDER
Six-legged creature with a lightning-fast, flame-sharply and whips with its stretchy legs.

WHAT IS LEGO MINDSTORMS?
LEGO MINDSTORMS is a programmable robotics set that gives you the power to build and program your own robots. The new LEGO MINDSTORMS EV3 set includes everything you need - motors, sensors, programmable brick, 300+ LEGO Technic elements, remote control - to create robots that walk, talk, move and do whatever you want them to. Build your robot and program it via the intuitive software program, the programmable brick or your smart device. If you can think it, LEGO MINDSTORMS lets you create and command it.

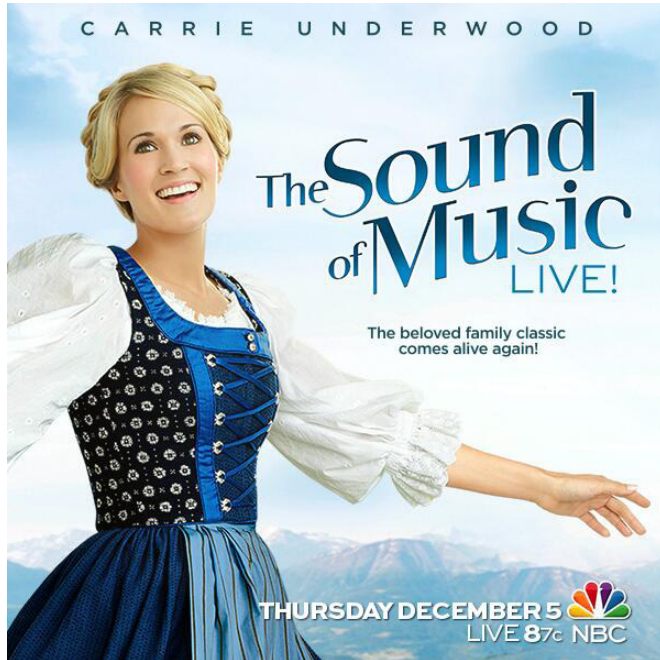
* Building instructions and app can be downloaded from LEGO.com/mindstorms

The kids category will be an initial entry point for relatively low-cost, consumer-targeted robots. Lego's new Mindstorms EV3 is a \$350 kit that lets users make motorized, programmable robots. Play-i is a Google-supported venture that's manufacturing two small round bots (the pricier Bo and more basic Yana) that can teach kids to program, due out in mid-2014.

BACK TO 100



Image credit: Lego



As big events like the Oscars and the Super Bowl continue to draw blockbuster ratings, a stark contrast to other broadcast offerings, watch for more emphasis on live shows that leverage real-time social media chatter and skirt the issue of audiences forwarding through ads. NBC plans to make live broadcasts of musical productions a holiday tradition after the ratings success of its live version of *The Sound of Music*. We're also seeing an uptick in live commercials, like a series of improv-based spots that Lexus ran in fall 2013 during *Late Night With Jimmy Fallon*.

BACK TO 100



Image credit: NBC

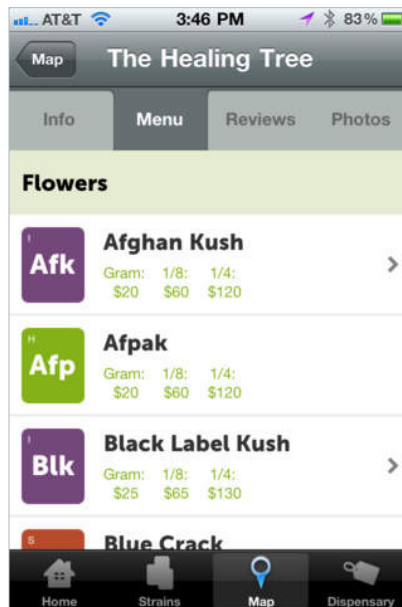
56 MAKEUP SALONS



With more pressure to look perfectly polished everywhere from parties to dates to social media profiles, watch for the rise of makeup salons that provide a comfier and less pressured setting for women than department store cosmetics counters. At Rouge New York, a new makeup salon started by celebrity makeup artist Rebecca Perkins and actress Stephanie March, a quick touchup costs \$25, a basic makeover is \$50 and prices for bolder looks go up from there.

[BACK TO 100](#)



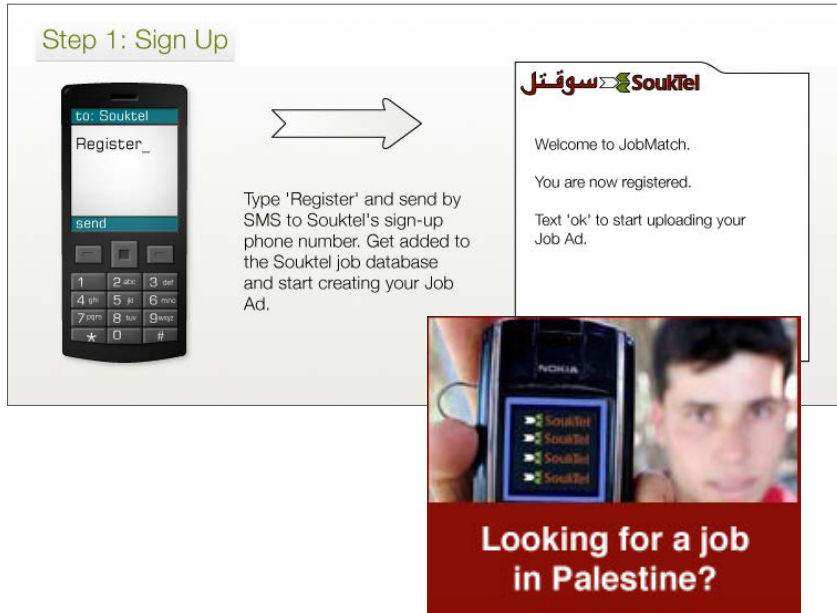


Forget tech: The next hot industry will focus on a more natural product. In addition to the expansion of medical marijuana, recreational pot use is now legal in two U.S. states, as well as Uruguay, with more regions likely to follow if these models prove viable. The U.S. legal pot industry is forecast to surpass \$2.3 billion in sales in 2014, per The State of Legal Marijuana Markets report from ArcView Market Research. The sector is attracting startups and private-equity funding for entrepreneurs selling B-to-B goods like growing tools or consumer-targeted products (edibles, for example) and services (e.g., Leafly, a hub for reviewing marijuana strains and dispensaries).

BACK TO 100



Step 1: Sign Up



Type 'Register' and send by SMS to Souktel's sign-up phone number. Get added to the Souktel job database and start creating your Job Ad.

سوكتل Souktel

Welcome to JobMatch.

You are now registered.

Text 'ok' to start uploading your Job Ad.

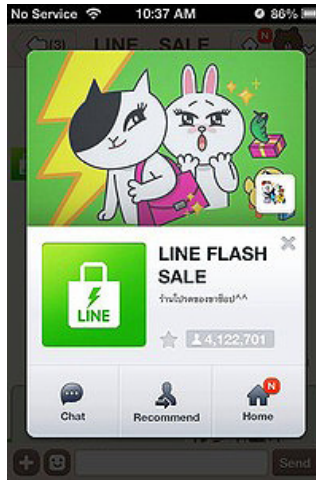
Looking for a job in Palestine?

Mobile devices are becoming a tool for accessing employment and income-generating opportunities. In emerging markets, job-matching services use SMS to provide training and assistance. Palestinian nonprofit Souktel's JobMatch service helps people find and apply for jobs via SMS messages. Users create a mini-CV by answering a series of questions. Mkazi is a similar service in Africa. People can also use their phones to perform "microtasks," which companies like CrowdFlower distribute to armies of online contributors.

BACK TO 100



59 MESSAGING APPS AS RETAIL CHANNEL



Over-the-top mobile messaging apps are becoming e-commerce platforms. Line, which is preparing to launch Line Mall in Japan, has tested the waters with an exclusive flash sale of a Maybelline product in Thailand. When China's WeChat hosted a flash sale of smartphones from Xiaomi, a hot tech brand in the market, it sold 150,000 units in less than 10 minutes. And the South Korean app KakaoTalk has launched KakaoMusic, KakaoStyle and KakaoPage for selling music, clothes, e-books and other digital content, respectively.

BACK TO 100



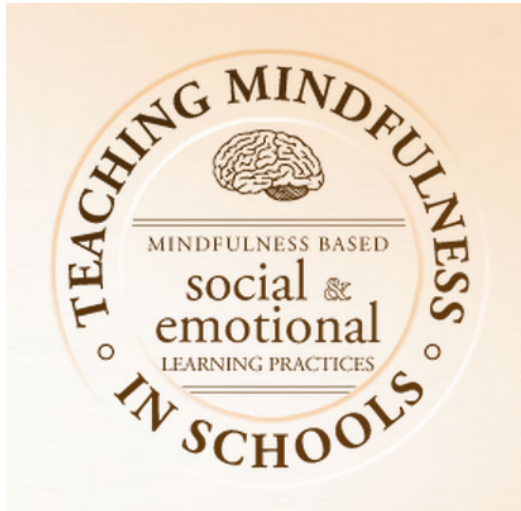


Revelations about government surveillance programs are bringing the term “metadata” into mainstream usage. It refers to our digital footprints: when, where and to whom we make calls or send emails, for instance, as opposed to the content of those calls or emails. Consumers will become more aware of how much their metadata can reveal. Since algorithms can parse this data to reveal patterns and correlations, “many experts argue that metadata can actually be more revealing than content itself,” notes *The Guardian*.

BACK TO 100



Image credit: Flurry



Schools around the globe are starting to teach mindfulness—being completely present in the moment—as a way to improve behavior, promote creativity, lessen stress and anxiety, and teach social and emotional regulation and empathy. A growing number of resources are accessible for teachers, such as the Inner Explorer program and MindUP, which provide activities and lesson plans. A number of medical schools now offer mindfulness training for doctors, and business schools are also seeing potential in teaching the practice.

[BACK TO 100](#)





Minimoons, or mini-honeymoons, are becoming more common as newlyweds “remix tradition” (one of our 10 Trends for 2014) by postponing their ideal honeymoon thanks to economic pressures, demanding work schedules and other practical considerations. Couples are taking short local trips and saving the extended honeymoon until flights are cheaper, more money is on hand and so forth.

[BACK TO 100](#)



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Filibuster Reform 2.0, Coming Soon to the Senate

Publishers have started giving readers a sense of how much time they'll need to devote to a given read. Reddit co-founder Alexis Ohanian's new book, *Without Their Permission*, bears a stamp declaring it's a "5-hour read." Online publishers Slate, Longreads and Medium post estimated read times next to articles.

BACK TO 100



64 NEEDLE-FREE VACCINES



Several new technologies look set to all but eliminate needles from the vaccination process. Syringes like PharmaJet's Stratis use a high-velocity "jet syringe" that delivers the liquid through the skin. Further down the road, we'll see products like the small Nanopatch from Vaxxas, which is coated with a dry vaccine; fast-dissolving films, akin to Listerine strips, under development by Aridis Pharmaceuticals; and inhalers that deliver vaccine to the respiratory system (Aktiv-Dry's PuffHaler inoculates against measles).

[BACK TO 100](#)





This much-anticipated virtual reality headset, which maker Oculus VR plans to release sometime in 2014, puts the user inside the screen with an enormous field of vision. Many of those who have used the device have declared it a game-changer. The company is focused on gaming, but CEO Brendan Iribe believes the Oculus Rift could have “therapeutic, emotional and educational potential.” Brands are seeing potential too: Nissan let attendees at the Tokyo Motor Show use the headset to design a concept car as they explored a virtual world.

BACK TO 100

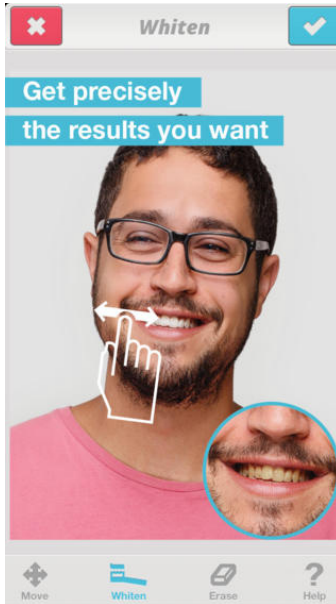




Whether they've cut the cable TV cord or simply want to augment their options, more people will be watching “over-the-top” TV—content that streams through TV apps, by way of broadband-connected TVs or Blu-ray players, or devices like the Roku and Apple TV. By 2017, 373 million households will be viewing OTT Internet TV programming on a regular basis, up from 77 million currently, according to a Research and Markets forecast. Services like Aereo in the U.S. allow subscribers to access broadcast TV via OTT platforms, and some cable providers (including Volia in Ukraine and Viewster in Switzerland) are changing their business models and releasing their own apps.

BACK TO 100

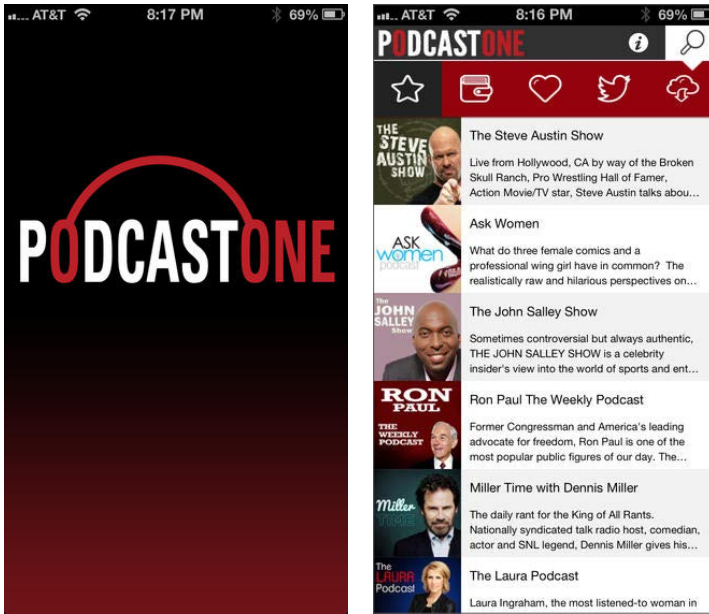




With the rise of selfies and the pressure to look perfect on social media, this was bound to happen: a slew of easy tools to make photo subjects look their best. Beyond the standard filters, color adjustors, resizers and rotators, apps like Facetune let users whiten teeth, remove acne and perform a little photographic plastic surgery. Layrs allows users to move photo subjects into different backgrounds. Device manufacturers are getting into the game too: Huawei's Ascend P6 phone features a camera with "instant facial beauty support" that reduces wrinkles and blends skin tones.

BACK TO 100





This podcast network is heavy on celebrities, offering shows featuring everyone from Kathie Lee Gifford to former pro wrestler Steve Austin to writer Bret Easton Ellis. Founder Norm Pattiz, who started radio giant WestwoodOne, sees a healthy future in selling ads within podcasts as audiences keep growing. Gifford's first show, an October 2013 interview with Regis Philbin, drew 100,000 listeners on iTunes. One advantage over radio is the easy ability to ascertain demographics.

BACK TO 100





As privacy becomes a top concern for consumers, it's becoming imperative for companies to follow best practices. One set of guidelines gaining traction is "privacy by design," a framework developed by Ann Cavoukian, Ontario's commissioner of information and privacy. Seven key principles include embedding privacy into the design of IT systems and business practices, and taking a positive-sum rather than a zero-sum approach that avoids "unnecessary tradeoffs."

BACK TO 100





“I see more and more companies that are offering privacy as part of their features or their competitive advantage, and there’s going to be more of that,” *Wall Street Journal* reporter Julia Angwin told us. Some services ensure more private communications, like the encrypted-messaging platforms Cryptocat and PixelKnot or the instant-erase apps Wickr and Frankly. Personal.com creates data lockers that let users control how much of their information is accessible to companies. The Respect Network is a personal cloud network that allows people to “safely store and share personal data with other people and businesses.” The open-source Locker Project enables developers to integrate personal data lockers into their applications.

BACK TO 100





Now that many diners have grown accustomed to ethnic cuisines once seen as exotic, and with foodies acquiring a sophisticated understanding of various cuisines, more restaurants will go beyond a country's stereotypical basics. We'll see restaurants focused on regional specialties that are largely unfamiliar to diners—say, the moles and empanadas of Oaxaca in Mexico or the lamb dishes and fermented foods unique to Northern China—as well as new restaurant formats. For instance, Japanese izakayas, which are more like tapas bars than sushi joints, have started opening up around the U.S.

BACK TO 100





As robots get more advanced and affordable, one area in which they will start to replace or supplement human workers is security. Knightscope's K5 is a 5-foot roving robot with high-definition and night vision, laser mapping and thermal imaging, enabling it to detect people. Facial recognition and behavior analysis technology then help the K5 identify intruders; detectors can also monitor for radiation and chemical and biological agents. Meanwhile, security company G4S Technology is helping to back a £7.2 million mobile-robot research project at the University of Birmingham.

BACK TO 100





In line with our Immersive Experiences trend, watch for more live events that aim to take participants out of their ordinary lives for a novel adventure. For instance, the makers of the horror movie *The Purge* brought the film's dystopian future to life for a Halloween event in Los Angeles, while *Outbreak Missions in Manila* puts people in the middle of a zombie apocalypse, challenging them to solve puzzles and find a cure for the outbreak.

[BACK TO 100](#)



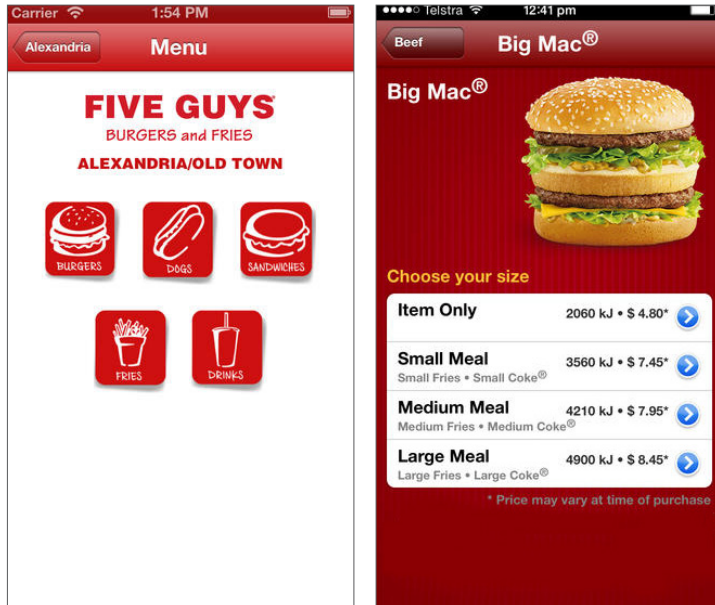
74 SAVORY YOGURT



Yogurt complements savory flavors just as well as the typical sweet flavors, especially tart Greek yogurt. The Pinkberry chain now offers fresh (not frozen) Greek yogurt in several savory combinations—for instance, with chopped cucumber, sunflower seeds and chili powder. And Chobani’s retail outlet in New York City makes “yogurt creations” that include savory themes (e.g., with smoked salmon, lemon juice, dill and bagel chips). Noted New York restaurateur Dan Barber has started a retail line of yogurts that incorporate puréed seasonal vegetables including beets and butternut squash. And tiny New York City startup Sohha tops its yogurts with, among other things, harissa hot salsa and beets with walnuts.

BACK TO 100





Mobile apps are helping to make payments more seamless, speeding up transactions. With car services like Uber, payment is automatic within the app, so users simply hop out upon arrival. Apps from fast food companies including KFC (in the U.K. and Ireland), Five Guys and McDonald's (a test in the U.S.) let users order and pay in advance, then pick up their food without waiting in line. Square's mobile wallet system even lets users set up "hands-free checkout" for their favorite places, paying with just their name rather than the phone.

BACK TO 100





While self-driving cars won't likely come into use before 2020, some vehicles are becoming semiautonomous. Infiniti, Mercedes-Benz and Volvo are among the automakers launching cars with features that allow drivers to remove their hands from the wheel. Infiniti's Q50 sedan can stay in the center of lanes and even handle curves while keeping a safe distance from the vehicle ahead. The Volvo XC90 will be able to drive itself in low-speed conditions if it has a car to follow, brake automatically before hitting pedestrians, and steer away from barriers and road edges. Similarly, the 2014 Mercedes-Benz E-Class can drive itself in slow traffic. These incremental advancements will pave the way for consumer acceptance of fully autonomous vehicles.

BACK TO 100





While today's education system emphasizes various kinds of literacy (with text, with computers, etc.), tomorrow's core curriculum will need to include sensorial literacy—and much of that is visual, according to Brian Kennedy, director at the Toledo Museum of Art. As we shift to a visual vernacular, watch as more schools develop new programs aimed at teaching people how to speak visually.

[BACK TO 100](#)





This emerging travel trend keeps tourists in shape while they see the sights. Companies offering running tours are popping up in cities around the globe, from Go! Running Tours in Barcelona to City Running Tours in New York. Royal Caribbean recently hosted a Royal 5K cruise that included training on the ship and running a 5K race in St. Maarten. In Tokyo, the Run Navi app from Puma guides locals and travelers alike on routes that incorporate various sights and places of interest chosen by the runner.

BACK TO 100



Image credit: Puma



The traditional coin-operated vending machine will increasingly be replaced with interactive machines featuring digital screens, Wi-Fi, sensors, video cameras and phone-charging stations. These capabilities enable the machines to accept credit card or mobile payments and interact with consumers in various ways. Beyond simple marketing messages, they open the door to game-based promotion, sampling, social media sharing, facial recognition and other unique features. While smart vending machines are much costlier than traditional machines, Frost & Sullivan forecasts that some 2 million of them will be operational by 2018.

BACK TO 100





The quest for powerful but natural beauty ingredients has landed on an unlikely substance: the mucus excreted by snails, which is packed with anti-aging and moisturizing agents. Already a popular beauty treatment in some Asian and South American countries, snail slime is taking off in other regions. One French snail farmer is building France's first industrial-scale mucus-extraction outfit, set to harvest 15 tons in 2014, and has secured contracts with three major cosmetics companies. Another option for true believers: a facial in which live snails are placed on the forehead and cheeks.

BACK TO 100





Can a Winter Olympics turn subtropical Sochi into a year-round destination? Vladimir Putin is betting on it, despite the twin controversies of gay rights and Edward Snowden hanging over the Games. He's wagering some \$50 billion—the most ever spent on an Olympics—that the world's spotlight will be enough to usher in a “third phase” for this year-round resort set on the Black Sea coast, with the Caucasus mountains as backdrop. In February, we'll see if the city (noted for its frequent blackouts) will shine during its moment in the sun. It gets another go in 2018, when Sochi hosts some of the FIFA World Cup games.

BACK TO 100





Western societies are polarizing into haves and have-nots: A cohort of fortunate consumers is thriving post-recession, while a larger segment is struggling. “Over the last 30 years, economic inequality in the United States has returned to levels last seen in the 1920s,” says the Washington Center for Equitable Growth, a new think tank focused on the issue, founded by political adviser John Podesta. While Europe’s wealth gap is smaller, austerity is leaving many in poverty. The Red Cross saw a 75% rise in Europeans relying on its food aid from 2009-2012 and says that at least 43 million aren’t getting enough food each day. The consumer market will increasingly reflect this new reality.

BACK TO 100



Image credit: *Mirror*



This distilled spirit usually made from rice has a slightly sweet taste, a low alcohol content and a relatively low price for the category. Soju is so big in its native South Korea and some other Asian markets that the most popular brand, Jinro, has been the world's top-selling spirit for some time. Now Jinro is seeking global fans, hiring K-pop star Psy as part of a marketing push that seems likely to raise the profile of soju as drinkers look to expand their palates.

BACK TO 100





At a time when consumers are shifting to a visual vocabulary that relies on photos, emojis, video snippets and other imagery—one of our 10 Trends for 2014—brands will increasingly communicate with images more than words. This will apply both in the digital world and offline, where visual cues will complement or replace text everywhere from packaging to menus and instruction manuals. The labels on Motif Wine bottles, for example, feature no copy, just different graphics for each varietal.

BACK TO 100





We spotlighted “Flo-yo” (standup paddleboarding combined with yoga) on our 2012 list of Things to Watch, and now we’re seeing a whole crop of sports mashups. There’s aerial yoga, another item on this year’s list; footballgolf, played with a soccer ball on a golf course, which already has an international governing body; and ski-surfing, a still-niche endeavor in which a wave becomes a moving slope. Look for more of these mashups as consumers seek increasingly unique recreational experiences.

BACK TO 100





Some restaurant chains are working to improve the quality and nutrition of their offerings—cutting back on sodium and preservatives, for instance—but instead of trumpeting efforts that will help appease critics, they’re hoping diners don’t notice. “We call it stealth health,” explains a Chick-fil-A dietitian. “We didn’t necessarily want the customer to know we’ve tweaked their favorite product.” And given the sad reputation of traditional “health food,” even health-oriented chains like Lyfe Kitchen and Seasons 52 are downplaying their unique selling proposition. “We don’t sell health, we sell taste,” says a Lyfe spokesman.

BACK TO 100





Multitasking has become the de facto mode for today's always-on culture, giving rise to the phrase "hypertasking." We're texting while walking, tweeting while watching TV, checking Facebook and emailing during meetings. But more and more research points to the downside of distraction; we're frazzled, jittery and unlikely to be doing any one thing particularly well. Those who can shut out the noise and focus on what's most important are both healthier and more successful. To help with focus, we'll see people turn to old techniques like meditation and new tools like neuroheadsets (for example, InteraXon's upcoming Muse) that can help train the brain.

BACK TO 100





TV-viewing habits are shifting dramatically as more viewers migrate to online platforms, notably mobile devices, a trend most pronounced among Millennials and Gen Z. We'll see traditional broadcast brands start to change their practices and adopt a tablet-first approach. In fall 2013, MTV released the entire season of the new series *Wait 'Til Next Year* via its mobile app a week before the show's broadcast premiere. And Disney released the first nine episodes of a series for preschoolers, *Sheriff Callie's Wild West*, on the WATCH Disney Junior app and a related website; the series won't run on TV until early 2014.

BACK TO 100



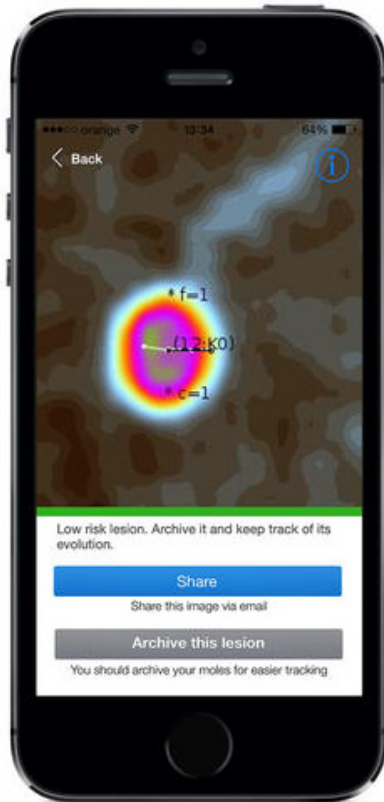
Image credit: Disney



As more sci-fi visions of the future start coming to fruition—self-driving cars, billboards that recognize us, remotely controlled homes and so on—a growing number of people will become wary of technology. While not full-blown Luddites, this cohort will develop a paranoia around tech and opt out wherever practical, thanks to fears of worst-case scenarios: Big Brother-style invasion of privacy, hackers wreaking havoc, etc.

BACK TO 100





Camera-equipped phones and tablets are becoming tools for diagnosing medical conditions. Peek is a system for diagnosing eye problems that uses a smartphone camera that users place over the eye before snapping photos; these are sent to experts who can offer a diagnosis and suggest a course of treatment. MobileOCT harnesses digital cameras to help screen women for cervical cancer. SkinVision is an app that allows users to determine whether suspicious freckles or moles are dangerous. Using uChek, patients with diabetes, liver problems or various other issues can insert a test strip into their urine and take a photo, then the app analyzes the color and reports back results.

BACK TO 100



91 TELEPRESENCE ROBOTS



Robot avatars enable people to be in two places at once thanks to remote-controlled devices that feature screens elevated to human height, microphones and webcams. Several companies in this space are targeting the enterprise market, among them Sutable Technologies, with its Beam device; VGo; iRobot (the Roomba company) and its Ava concept; and Anybots, which calls its avatars “Virtual Presence Systems.” There’s interesting potential for marketers too: Coca-Cola and San Pellegrino have used avatars in novel campaigns.

BACK TO 100



92 TRADITIONAL FOLK CLOTHING



Globalization and the rapid change inherent in modern life are driving renewed interest in heritage in many parts of the globe and a new affection for traditional clothing. People are mixing the past with the present, giving tradition a current spin and helping to keep it relevant. In Mexico, for instance, it has become chic to mix traditional folk clothing with current fashions in an unexpected way. And in Germany, young people are embracing lederhosen and dirndl dresses—traditional garments found in Bavaria and Austria—and sometimes opting for unique designer versions.

BACK TO 100





In line with one of our 10 Trends for 2014, Proudly Imperfect, the lumpy form of an heirloom tomato or gnarled carrots at a farmers market are gaining more appeal than the prettier produce commonly seen at supermarkets. And in Europe, there's a movement afoot to reduce food waste by selling rather than discarding imperfect produce. Austrian chain Billa now sells a private-label line of "nonconformist" produce dubbed Wunderlinge, a made-up word that combines the terms for "anomaly" and "miracle." German retailer Edeka has tested selling ugly produce at a discount, branded as "nobody is perfect." U.K. magazine *Delicious* is encouraging readers to buy imperfect produce and speaking out against regulations governing the appearance of produce sold in stores.

BACK TO 100



Image credit: Billa



With more brands featuring “real people” and a range of body types in their marketing, some are pushing the idea further and showcasing body abnormalities. Moffy, a cross-eyed brunette, has signed as the new face of Storm Models, the agency that discovered Kate Moss. British department store Debenhams enlisted a diverse array of real people for its summer 2013 look book, including some with missing limbs; the retailer declared that “anyone can look fabulous in our range.” And Pro Infirmis, a European advocacy organization for the disabled, teamed up with a retailer on Bahnhofstrasse, Zurich’s main drag, to feature a series of mannequins depicting people with scoliosis, brittle bone disease and missing limbs.

BACK TO 100



95 VAPING LOUNGES



At vaping lounges, smokers of e-cigarettes can hang out and “vape” (inhale the nicotine-steeped vapor that e-cigs emit) and peruse and sample the wide array of brands, accessories and flavors on the market. While vaping lounges are “not your father’s smokeshop,” as the Henley “vaporium” in New York puts it, many cultivate a similar communal vibe. London’s Heathrow Airport now hosts one as well, a “vaping zone” operated by e-cigarette brand Gamucci.

BACK TO 100





Veggies are gaining a higher profile on restaurant menus thanks to the broadening emphasis on farmers-market ingredients, consumers' rising inclination to eat less meat, and chefs who see new opportunities to get creative. From fast casual chains to upscale establishments, vegetable-focused dishes are getting easier to find. And increasingly they're becoming more creative, like a salt-baked celery root with apple confit at DB Bistro Moderne in New York. "If you've ever heard someone dismiss vegetables as 'rabbit food' you should introduce them to our Hearty Veggie & Brown Rice Salad Bowl," proclaims the Starbucks website.

BACK TO 100





Online reviews, the digital version of word-of-mouth, are notoriously unreliable: Some 10-15% of social media reviews are fake, according to a 2012 Gartner estimate. We'll see more sites showing which reviewers aren't hiding behind pseudonyms (akin to Amazon's Real Name badge) or simply including real names as a default, as Google Play does. Bazaarvoice, which provides ratings and review services for retailers, vets comments using advanced algorithms and human analysis, and now offers a Trust Mark logo for authenticated reviews.

BACK TO 100





The charismatic cartoony characters featured in stickers offered by messaging apps like Line and KakaoTalk will find new platforms—much as Rovio’s *Angry Birds* characters have extended beyond games into cuddly toys, computer games and even a theme park. In Japan, Brown the Bear, Cony the Rabbit and other Line characters are available as stuffed toys, in books and on stationery, and featured in a cartoon series, *Line Town*. Expect to see other quirky creations as well, like KakaoTalk’s Tube the duck or Frodo the dog.

BACK TO 100



Image credit: CJSea

XBOX[®]

ENTERTAINMENT STUDIOS

Microsoft is joining Netflix and Amazon in the original-series game. Due in early 2014 is a slate of programming that seeks to start fulfilling Microsoft's aim to make the Xbox One a home-entertainment hub. Among the offerings: a show based on the console's core *Halo* franchise, executive-produced by Steven Spielberg, and a documentary soccer series, *Every Street United*, tied to the World Cup.

[BACK TO 100](#)



Image credit: Xbox



Described as the “Apple of China,” Xiaomi quickly gained brand loyalists (known as Mi fans) after entering China’s smartphone market in 2011. With help from former Google exec Hugo Barra, now VP of Xiaomi Global, the company is looking to expand internationally, starting with Southeast Asia. Xiaomi’s \$10 billion valuation is due in part to its low prices (it sells at close to cost) and innovative sales and marketing approach: It’s known for flash sales and for turning platforms like the messaging app WeChat and microblogging site Sina Weibo into retail channels. Xiaomi also incorporates user feedback into designs and releases a new version of its OS each week to keep Mi fans excited.

[BACK TO 100](#)



OUR TRACK RECORD

- Our Things to Watch from last year included:
 - **Ambushed by Amazon:** We noted that the e-commerce giant is fast becoming Enemy No. 1 to retailers of all stripes now that it sells everything from high-end apparel to wine and has shrunk its delivery times. In 2013, Amazon worked at further speeding delivery: It now has more than 40 fulfillment centers in the U.S., enabling same-day delivery in 11 cities. The company continued pushing into new sectors, launching a luxury beauty section and expanding the Amazon Fresh grocery business from Seattle to Los Angeles and San Francisco. And Amazon is reportedly planning a service focused on consumer packaged goods like paper towels and pet food, putting it into competition with warehouse clubs like Costco.
 - **Drones:** We spotlighted the advent of civilian-use drones, or unmanned aerial vehicles. It wasn't long before drones were populating the headlines, with *The New York Times* envisioning "a brave new world in which cheap remote-controlled airplanes will be ubiquitous in civilian air space" and Jeff Bezos boldly proclaiming that one day Amazon will make deliveries by drone. In the first nine months of 2013, reports Bloomberg, venture investors put some \$41 million into drone-related startups. Teal Group forecasts that drone sales will zoom to \$8.2 billion within the decade.
 - **Gender-Blurred Toys:** We forecast that more toys, marketers and retailers would blur the traditional gender-based lines that have dominated playtime. In December, Marks & Spencer said it would make its toy packaging gender-neutral by spring 2014; its Boy Stuff range, for instance, will be rebranded with a simple graphic logo. Also in the U.K., Debenhams dropped "girls" and "boys" signs in its toy departments. Meanwhile, a girl-power ad for GoldieBlox, a startup that aims to "inspire future engineers" with building games for girls, went viral in the U.S.


OUR TRACK
RECORD

(cont'd.)

- Our Things to Watch from last year included: (cont'd.)
 - **Instant-Erase Apps:** We observed that since the digital record isn't easily erased, we would be seeing more apps like Snapchat and other services that help people guard or instantly delete things they may later regret. In 2013, Snapchat became one of the hottest apps around: As many as a quarter of 18- to 29-year-old mobile phone users in the U.S. use it, per the Pew Research Center. The company reportedly turned down a \$3 billion acquisition offer from Facebook late in the year. Meanwhile, apps that offer secure messaging for older users and for the enterprise are springing up—including Wickr, Frankly, Heml.is and Gryphn—a good bet at a time when concerns about privacy are spiking.
 - **Tablet Shopping:** We wrote that tablet commerce would take off as a wider array of consumers adopted tablets and more retailers embraced the platform's opportunities. eMarketer expects tablet commerce in the U.K. to triple for 2013, while Business Insider reports that tablets will account for half the nearly \$30 billion in U.S. retail sales made via mobile in 2013. With tablets looking to be a popular holiday gift in 2013, expect further rapid growth. Retailers, however, have been somewhat slow to keep pace with the tablet phenomenon and are lagging in adoption of tablet-optimized sites.
 - **Variable Pricing:** We noted that prices are increasingly shifting based on time of day, competitors' pricing, fluctuating demand and individual consumer profiles. A December analysis by the firm Profitero found that over the previous 12 months, Amazon increased by tenfold the number of times it changes prices daily (with a total of 2.5 million changes a day). In Europe, the DIY retailer B&Q is introducing electronic, Wi-Fi-connected price tags that identify regular customers by their mobile phone chips, then access loyalty data and past spending to display a personalized price; some prices are also lower at off-peak shopping times.

OUR TRACK RECORD

(cont'd.)

- For 2012, we included Anywhere, Any-Way Shopping; Crowdsourced Learning; Smart Clothing; P-to-P Experiences; and Unwrapping the Process (brands showcasing the making of their products).
- For 2011, we included P-to-P Car Sharing, The Nail Polish Economy, Africa's Middle Class, Facebook Alternatives and Digital Downtime.
- For 2010, we spotlighted Mobile Money, Coconut Water, Foursquare, Ethical Fashion and Bacon Everywhere.
- For 2009, we highlighted Lady Gaga, Crowdfunding, WikiLeaks, Cloud Computing, Gluten-Free and The Decline of Email.
- For 2008, we listed Radical Transparency and Staycations, and, for 2007, Barack Obama, Jennifer Hudson and Companies Going Green.

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