

TRENDS
2021/2022



All images are for inspirational purposes only, or from the Bru visual library.

Introduction

This has been a year of wonder and chaos. We have learnt much about ourselves, the resilience of people, our ability to lean into our communities, and the continued search for purpose, meaning and hope.

For many, 2020 will be the year that taught perseverance. It will also be the year that encouraged people to do better, to be better and to find better ways to live on this earth. We found comfort in doing things we did as children... we built puzzles, baked breads (especially banana bread), read books, listened to music our parents listened to.

We happily chatted with old friends, and made new friends connecting online. Some of us bought plants or renovated old rooms in our homes. Some of us found comfort in familial recipes. We sought this comfort and found it in nostalgia.

Our ability to connect has almost made the isolation bearable. Never has a generation been so connected by not connecting at all. This is the Fourth Industrial Revolution everyone was talking about. It is now, truly, here.

This year, we're exploring three key themes that have shaped 2020, and will continue to inform 2021 and beyond. These themes have been called; In it together, Re-birth/ Re-thinking and Digitally authentic.

We hope you find the themes and their images inspiring, insightful and thought provoking.



In it together

Together is better. Our sum is stronger than our individual parts, and we all have a role to play. This theme shows visuals which depict our deep sense of community, The support of local businesses and the ability to find new and better ways to consume, which will ensure a better future for us all.





















TRENDS
2021/2022



Move over the images for more

Re-birth/Re-thinking

“Never let a good crisis go to waste”.

These famous words uttered by Sir Winston Churchill are more relevant today than when he first uttered them in the mid 1940's, before the end of World War 2.

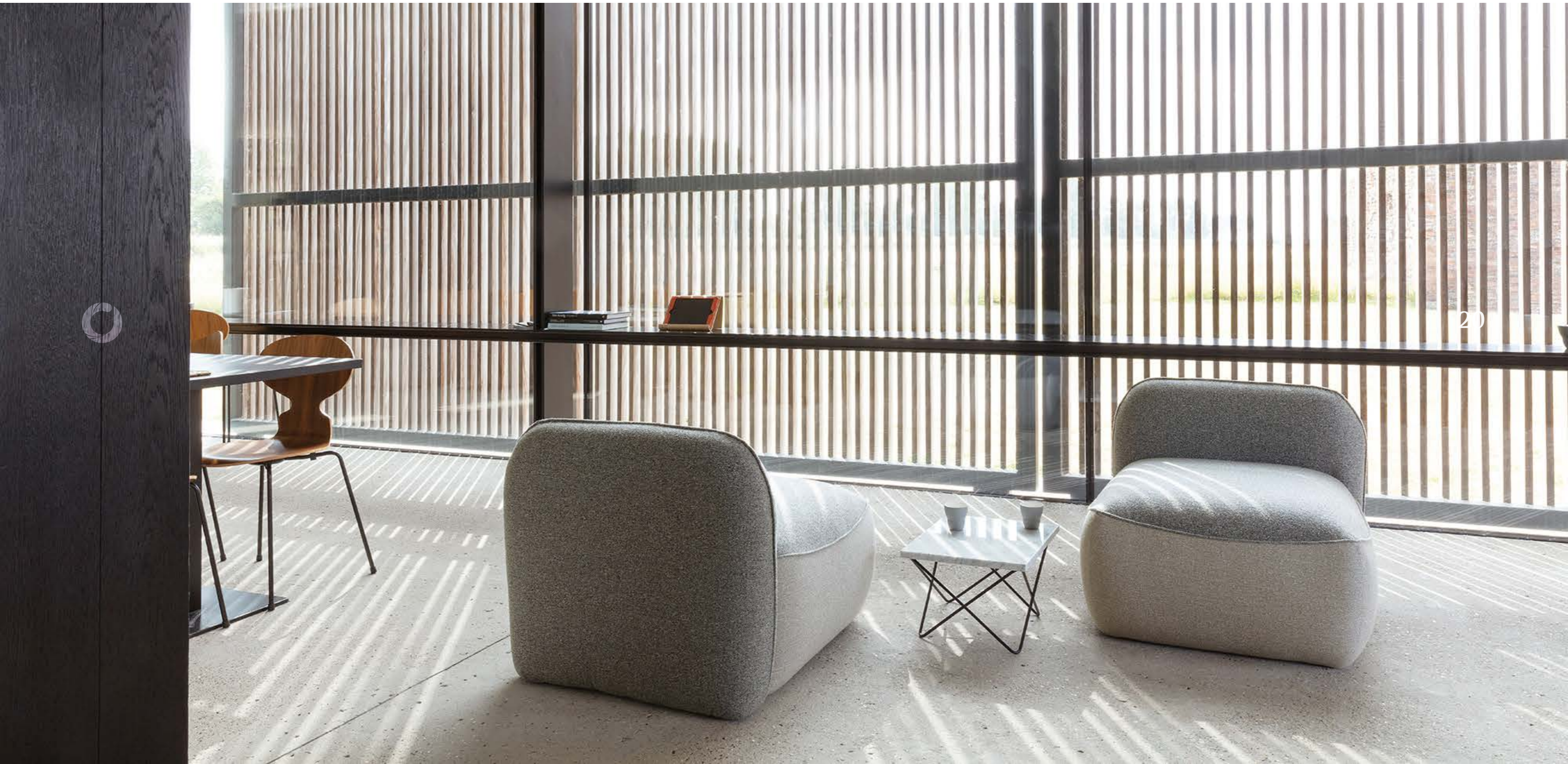
This theme depicts visuals that show an inspired new way of working, shopping, connecting, finding comfort, commuting and looking after ourselves.

We have radically shifted and adjusted to a new normal. Our only constant is change.







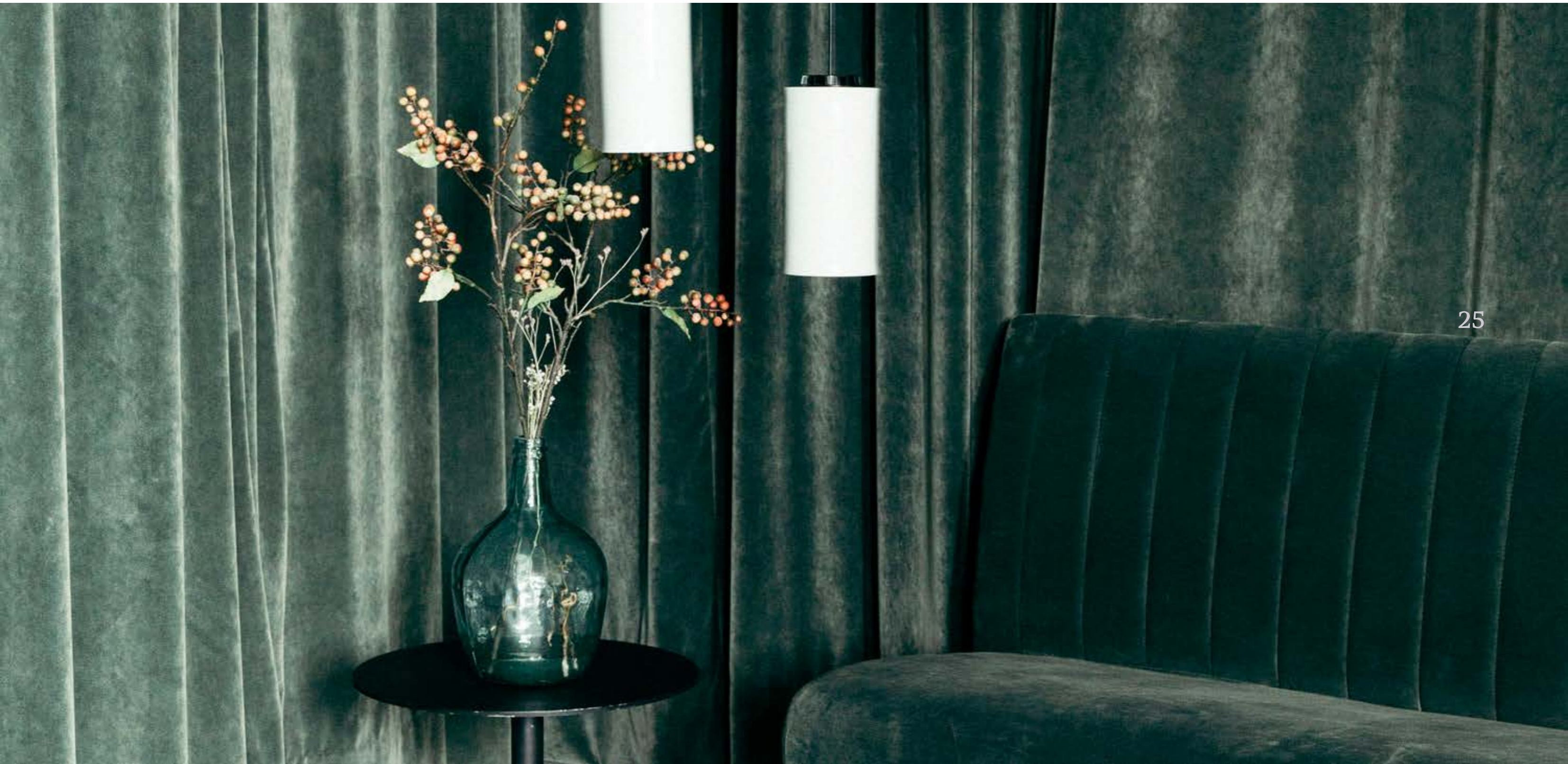






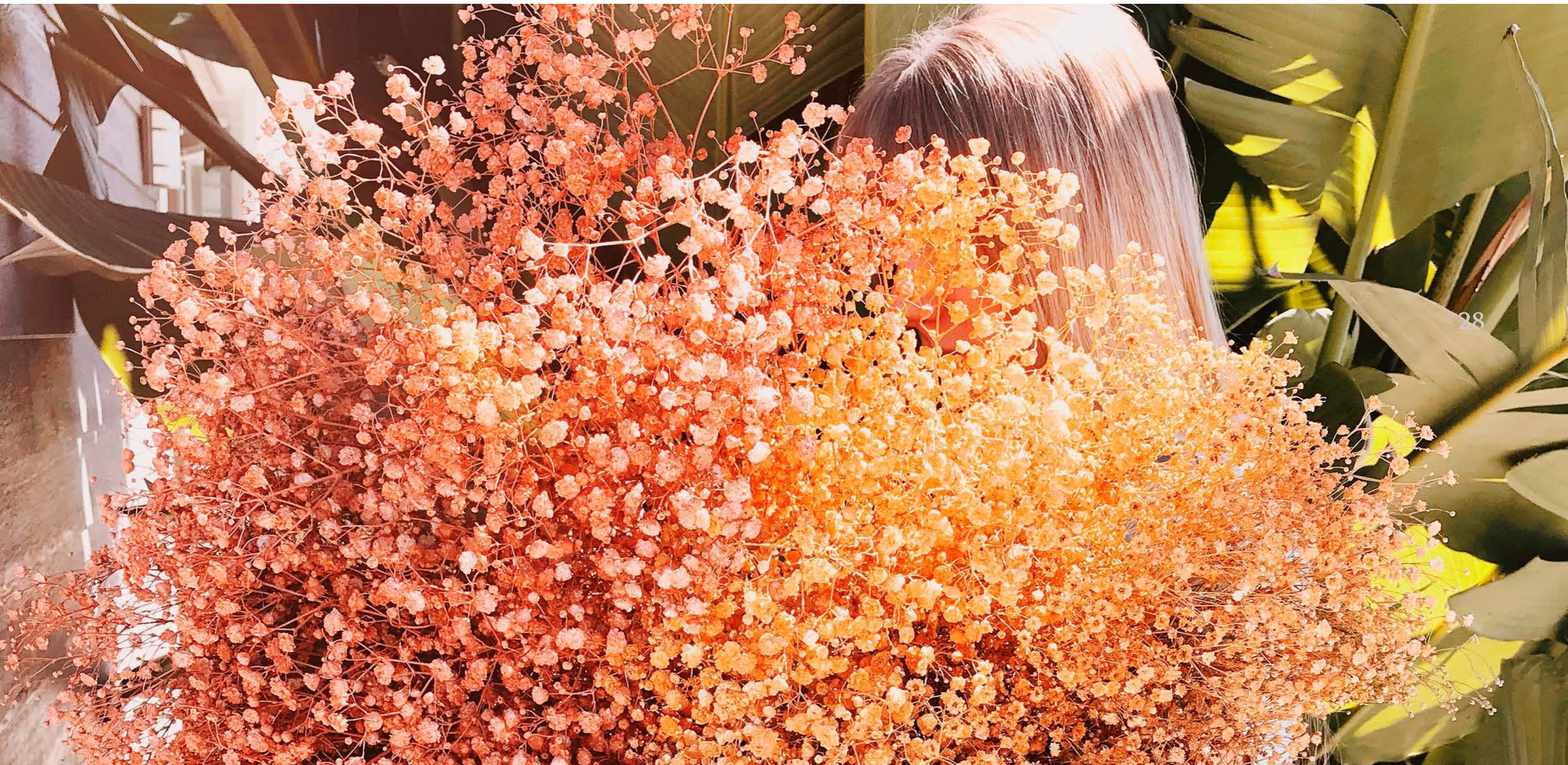












Move over the images for more





Digitally authentic

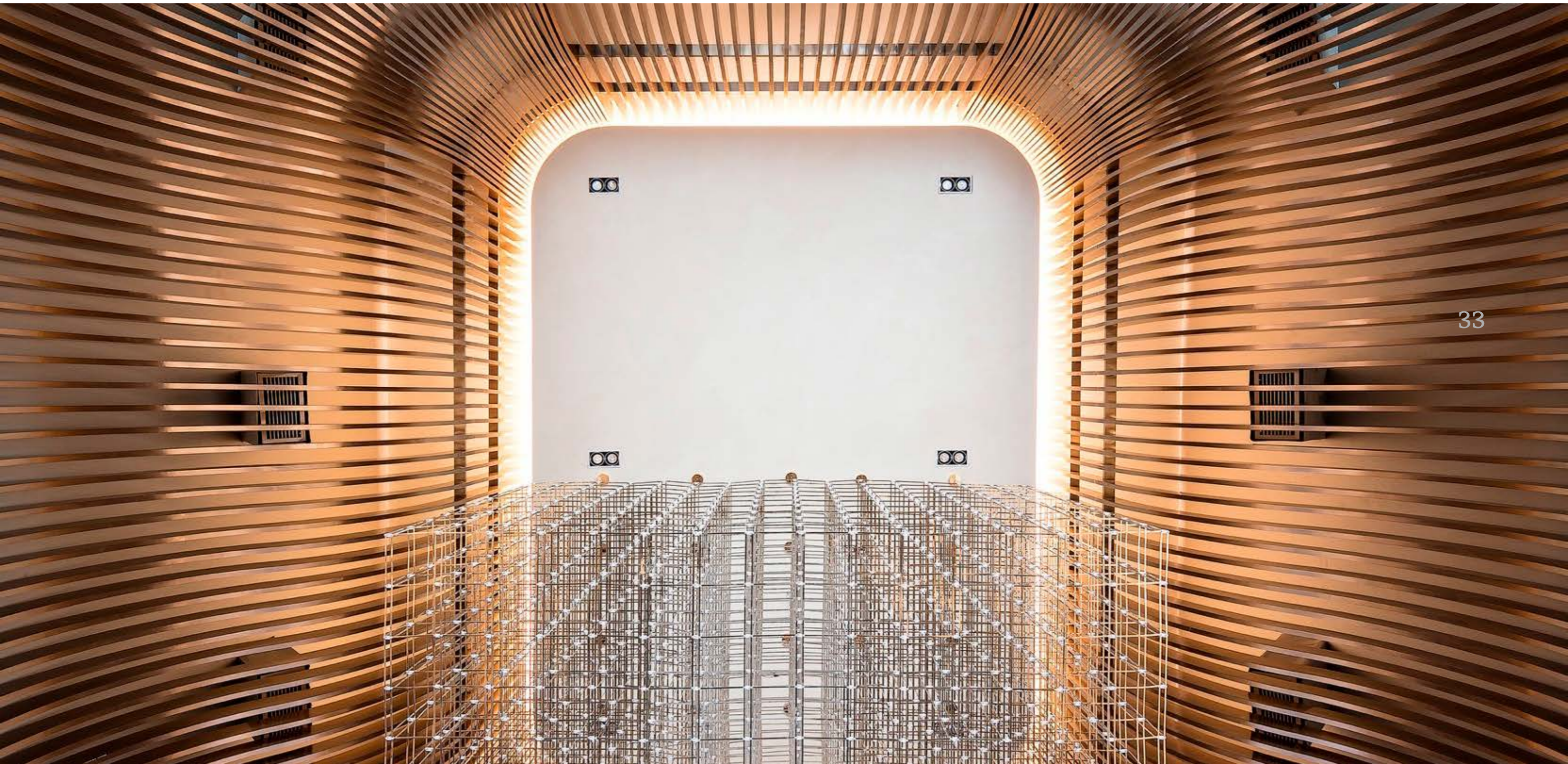
Digital enablement turned what could have been disconnection and confusion into hyper connectivity and production. We have multiple platforms which support our ability to connect, work, find meaning and be productive.

Our consumer experiences are also changing and we're seeing inroads to virtual and augmented shopping realities. Virtual is becoming real, and in a weird twist of surrealism, our real is trying to be virtual. The images in this series depict how, very soon, it's going to be impossible to distinguish the actual from digital.

The key take-away for many should be that digital has been our enabler, and not the detractor. We can still find authenticity and humanity using digital as the platform through which we express our need to connect.



















TRENDS
2021/2022

Move over the images for more



Colour references



15-4704 TPG



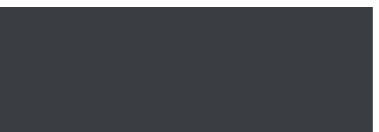
17-1230 TPG



17-1545 TPG



19-3935 TPG



19-4007 TPG



15-6307 TPG



16-1429 TPG



19-1557 TPG



17-3907 TPG



19-5414 TPG



14-0108 TPG



16-1347 TPG



18-1420 TPG



15-3912 TPG



18-0121 TPG



16-1212 TPG



15-0948 TPG



19-1617 TPG



14-4206 TPG



18-0515 TPG



18-1110 TPG



13-0624 TPG



15-1315 TPG



15-0703 TPG



16-0110 TPG

