

TREND REPORTS

UPDATED: 21 DEC 2017



The Stylus team looks ahead to the industry influencers who will matter in 2018 – indexed according to our Innovation Platforms and cross-referenced by directory.



CONSUMER LIFESTYLE



Sam Shames, Co-founder, [Embr Labs](#)

Shames has designed a wristband that helps you warm up or cool down, providing the luxury of a personal thermostat in challenging environments. The Embr Wave will start shipping in February 2018.

FOOD & BEVERAGE



Virgilio Martinez, Founder & Head Chef, [Lima / Central](#)

His food lab and restaurant on the edge of a remote Incan plateau is located 11,500ft up in the Andes and employs foragers, botanists and anthropologists, who explore how ingredients grow at different altitudes and the area's ancient history for culinary inspiration.

HOSPITALITY



Rob Katz, CEO, [Vail Resorts](#)

Bringing social consciousness to the luxury ski sector, Katz' new \$58 charitable billion fund will empower local communities where the Vail Resorts brand operates its sites.

FASHION


Arun Gupta, Founder & CEO, Grailed & Heroine

Streamlining streetwear re-sale culture and responding to the new rules of luxury, Arun Gupta created websites Grailed and more recently Heroine – aimed at the growing female sneakerhead community.

BEAUTY


Clara Ferré Molloy, Founder, Floriaku

The French creative director of niche fragrance house Memo Paris has launched Floriaku – a brand that fuses perfume and Japanese poetry while pioneering new layering rituals for luxury scent.

PRODUCT DESIGN


Eric van Hove, Artist and Social Entrepreneur

Based in Morocco, Van Hove illustrates a resurgence of patriotic manufacturing in the face of globalisation. His ornate Marrakesh moped will be available for limited release in 2018 to reinvigorate the city's economy.

COLOUR & MATERIALS


Woojai Lee, Designer, Studio Woojai

Material alchemist Lee explores the transformation of waste materials into perceived luxury materials such as marble through experimental application and technique.

RETAIL


Holly Rogers, CEO, Browns

CEO of (Farfetch-backed) cult fashion boutique Browns, Rogers is reinventing the luxury brand environment from myriad angles - omni-channel smart fixturing, a members' club style community and immersive 'wellness programming'.

MEDIA & MARKETING


Louise Burns, Head of Strategic Marketing Projects, Bentley

Bentley has enjoyed a boom in the past 18 months. Much of it down to its innovative marketing, led by Louise Burns: sales have gone up 59% since Burns oversaw the opening of a brandship store in Dubai in August 2017. Burns is working to open up the brand beyond high net worth individuals in 2018.



CONSUMER LIFESTYLE


Herman Narula, CEO, Improbable

Narula is recreating reality through his SpatialOS platform, which can be used to simulate vast virtual worlds. 2018 will see the release of multiple groundbreaking games built with the innovative technology.

FOOD & BEVERAGE


Randi Zuckerberg, Founder, Sue's Kitchen

Sue's Kitchen is a new tech-driven dining experience pop-up travelling the US to inspire children outside of Silicon Valley to get involved in the fields of science and technology.

HOSPITALITY


Paul English, Founder, Lola

Co-founder of flight search engine Kayak, English' latest travel-based initiative uses human and AI-centric platforms to smooth the travel experience for 'road warriors'.

FASHION


Jeni Ni, Co-founder, Frilly

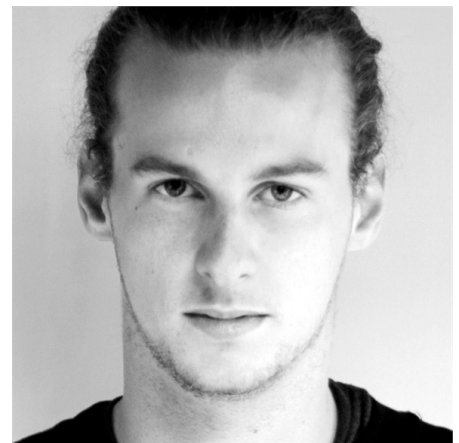
Jeni Ni co-founded LA-based ecommerce site/brand Frilly which offers consumers customisable, made-to-order garments. The brand's progressive technology taps in to the shift in consumer attitudes towards sustainable yet original design.

BEAUTY


Omar Fogliadini, Founder & CEO, My iDNA

Fogliadini's new app offering has the potential to revolutionise DNA beauty. The skin analysis and lifestyle app combines with DNA test data to produce a tailored skin regime that changes every month in line with the user's skin fluctuations.

PRODUCT DESIGN


Pieter-Jan Pieters, Co-founder and Head of Design, Owow

Pieters creates musical instruments that translate motion into sound. With the Wiggle vocal device reaching customers in December 2017, he is helping digital interfaces become more intuitive.

COLOUR & MATERIALS



Lucy Hardcastle, Creative Director, [Lucy Hardcastle Studio](#)

British rising talent Lucy Hardcastle blends physical and digital aesthetics to produce captivating interactive and immersive experiences. We expect to see more enticing visuals in this style that merge the two realities together.

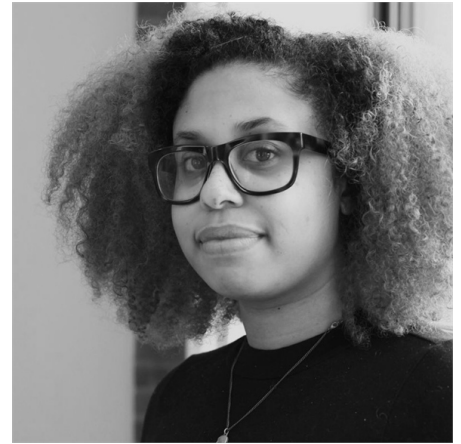
RETAIL



Adam Levene, CEO, [Hero](#)

Levene is the brains behind Hero software - an exemplary version of the pioneering 'cultural tech' using social media aping interfaces to connect e-consumers and in-store sales associates and exploding barriers to omni-commerce success.

MEDIA & MARKETING



Jasmyn Lawson, Culture Editor, [Giphy](#)

At Giphy, Lawson curates GIFs that reflect what's trending in pop culture. Essentially, she's the mastermind behind the visual tools that Gen Z and Y use to communicate online. Expect her influence to be felt even more acutely in 2018 as she works to ensure GIFs better reflect diverse cultures, genders and attitudes.

SUSTAINABLE FUTURES
INFLUENCERS

CONSUMER LIFESTYLE



Adam Dixon, CEO, [Phytoponics](#)

Phytoponics has developed a way of growing plants using 10 times less land and water than other agricultural processes. The company hopes to bring its system to market in late 2018.

FOOD & BEVERAGE



HOSPITALITY



Katherine Miller, Founder, Chef Action Network

US-based non-profit Chef Action Network educates chefs on key food issues such as sustainable food systems and child nutrition to mobilise them to use their influence to make a difference.

Tom Marchant, Owner and Co-founder, The Black Tomato Group

Black Tomato's new Blink initiative enables travellers to design their own temporary accommodation in remote, pristine and uncharted locations, leaving no trace on the environment.

FASHION



Ryan Mario Yasin, Designer, Petit Pli

Winner of the James Dyson award 2017, Ryan Mario Yasin creates children's clothing that expands bi-directionally to custom fit a child's growth fluctuations between the sizes 0 to 48 months.

BEAUTY



Elsie Rutterford, Co-founder, Clean Beauty Co

Alongside Dominika Minarovic, Rutterford wrote a book called Clean Beauty and launched Clean Beauty Co in the UK in 2017, which produces clean-living content and sells natural skincare products. Early revenue figures show great growth potential.

PRODUCT DESIGN



Floris Schoonderbeek, Designer, Studio FS

Schoonderbeek developed peer-to-peer charging station Lolo for NewMotion, Europe's largest electric vehicle charging provider. NewMotion was recently sold to oil and gas giant Shell, offering customers greater flexibility for on-the-go charging.

COLOUR & MATERIALS



RETAIL



MEDIA & MARKETING



Fernando Laposse, Designer

Laposse won the Future Food Design Award 2017 with Totomoxtle, a project working with Mexican farmers to develop a new sustainable veneer made from naturally coloured, native corn husks. It reduces waste whilst raising local income.

Kathleen Talbot, VP of Sustainability, [The Reformation](#)

Epitomising credible sustainable fashion retailing, 2017 alone saw Talbot's Reformation ally with 'frenemy' Filippa K on a new ideas-exchange e-platform and instigate a factory system using real-time sales and browsing data to reduce over-production.

Lucas Joppa, Chief Environmental Scientist, [Microsoft](#)

Joppa leads Microsoft's AI For Earth project, which aims to help researchers, organisations and brands use artificial intelligence to solve big environmental issues.

FAST CONSUMPTION

INFLUENCERS

CONSUMER LIFESTYLE

**Julian Hitch, Director of Wellbeing, [Leon](#)**

Hitch's upcoming book, *Winning not Fighting*, will focus on applying the principles of the martial art Wing Tsun to life and business – an approach that has radically improved Leon's barista training scheme.

FOOD & BEVERAGE

**Tina Sharkey & Ido Leffler, Co-Founders, [Brandless](#)**

Online supermarket Brandless, launched this year, is a new forward-thinking grocery retail concept that keeps food costs low for consumers by keeping all of its products free from branding.

HOSPITALITY

**James Watt & Martin Dickie, Founders, [BrewDog](#) & [DogHouse](#)**

Launched by craft beer brand BrewDog (recently valued at £1bn), The DogHouse in Columbus, Ohio is the world's first craft beer hotel and sour brewery, bringing artisanal production to mainstream US audiences.

FASHION

BEAUTY

PRODUCT DESIGN



Ulrika Bernhardt, Creative Director, Arket

In response to the new consumer's sustainable outlook, Arket creative director Ulrika Bernhardt is raising the high street's standards: helping bring quality-focused, curated yet affordable luxury to the masses.



Katie Jane Hughes, Make-Up Artist & Influencer

As a micro influencer, New York-based Hughes is a leader in experimental but wearable beauty looks that champion surprising texture and colour combinations. Her work is inspiring product development.



Antoine Tesquier Tedeschi, Co-Founder & Brand Manager, MyPack Connect

Internet of Things packaging start-up MyPack Connect allows users to scan goods to access online content. As co-founder, French designer Tedeschi is helping to bridge the divide between a product's physical and digital presence.

COLOUR & MATERIALS



Kristaps Politis, Founder, Studio Krisp

Dutch designer Politis uses 3D printing technology to produce toys with modular add-on components, allowing children to create pieces on demand as they learn and develop new skills.

RETAIL



Per Cromwell, Co-Founder, Wheely's Moby Mart

Self-proclaimed "ad man, activist and inventor" Per Cromwell's Wheely's Moby Mart is an on-demand (app-controlled) micro mobile supermarket. While outlandish now, we expect spin-off versions to proliferate at speed in 2018.

MEDIA & MARKETING



Tony Sella, CCO, All City

All City is the in-house marketing department of Twentieth Century Fox launched in May 2017. Headed by Tony Sella, it aims to develop entertainment and creative platforms for the world's largest brands. These sorts of "brand studios" are the future of advertising.

WRAPAROUND WELLNESS

INFLUENCERS

CONSUMER LIFESTYLE



Christina Blach Petersen, CEO, LYS

Blach Petersen has created the first wearable to measure your 'light diet'. We expect to see an explosion in interest in circadian rhythms next year, now that body clock researchers have won a Nobel prize.

FOOD & BEVERAGE



Dr Lisa Mosconi, Founder & Director, Nutrition & Brain Fitness Lab at NYU School of Medicine

Dr Mosconi's timely and innovative book, *Brain Food: The Surprising Science of Eating for Cognitive Power*, will launch in March 2018 and will focus on the importance of nutrition for boosting brain health.

HOSPITALITY



Katelin Sisson, Co-Founder, Yoga For Bad People

Yoga For Bad People combines wellness travel and yoga for quiet time and reflection with high-energy activities and nightlife. The thriving concept is expanding, adding two new locations to its roster in 2017.

FASHION



Zhijun Wang, Designer

Zhijun Wang is a Beijing-based designer who makes anti-pollution masks from upcycled sneakers, tapping into sustainability, personalisation and luxury, as well as pragmatic design.

BEAUTY



Katie Sturino, Founder, Megababe

Sturino's new US personal care brand touts a real vision of female beauty – acknowledging the genuine but often 'hush-hush' issues women face, such as thigh chafing, without sugar-coating its offering.

PRODUCT DESIGN



Justine Kontou, Art Director, Kontou

Kontou's Contemplation Spaces are a spatial design concept that engages the senses to create a restful escape from urban living. Different incarnations of her project will be realised in hotels, workplaces and health facilities.

COLOUR & MATERIALS

**Julian Melchiorri, Designer**

Melchiorri has produced the world's first living bionic chandelier, which purifies the air indoors. He demonstrates how advances in biotechnology and engineering can be applied to everyday environments to improve our quality of life.

RETAIL

**Craig Elbert, CEO, [Care/of](#)**

Elbert helms pioneering US customisable vitamin start-up Care/of – a major player to watch on the developing circuit of tech-powered personalised wellness initiatives with an affordable price tag.

MEDIA & MARKETING

**Carlo Cavallone, Executive Creative Director, [72andSunny](#)**

Dutch ad agency 72andSunny offers its male employees one month's paid paternity leave. This belief in male wellbeing is evident in its ad work too, particularly Axe's 2017 #IsItOKForGuys campaign, which tackled toxic masculinity in a subtle and sophisticated way.

DIVERSITY OUTLOOK

INFLUENCERS

CONSUMER LIFESTYLE

**Kalpesh Kapadia, CEO, [Deserve](#)**

Kapadia's mission is "to provide access to fair credit to deserving but underserved populations". With \$12m in new funding, his company is driving a much more democratic future for consumer finance.

FOOD & BEVERAGE



HOSPITALITY

**Jaja Jackson, Director of Global Multifamily Partnerships, [Airbnb](#)**

Jackson is taking the lead on Airbnb's first apartment complex project Niido Powered by Airbnb, which will offer serviced accommodation designed specifically for Airbnb use.

**Martha Hoover, Founder,
Patachou**

US-based Hoover is a restaurant entrepreneur and former sex crimes prosecutor, who creates culinary concepts based in Indiana under the brand Patachou Inc. that double as vehicles for social change.

FASHION



**Edward Enninful, Editor-in-Chief,
British Vogue**

As the first black male editor-in-chief of British Vogue, in 2018 the influence of Edward Enninful on diversity in fashion and increased ethnic representation in mainstream media cannot be overstated.

BEAUTY



**Ateh Jewel, Diversity Activist &
Beauty Journalist**

This British journalist battles against discrimination in the beauty industry, and celebrates the brands and initiatives getting it right. Her influence in the blogger/vlogger world is growing, and we expect to see industry-shaping collaborations in 2018.

PRODUCT DESIGN



**Elle Shelley, Executive Vice-
President, Launch Forth**

Shelley heads up the product development lab for US manufacturer Local Motors. She encourages free discussion between brands, designers and the public during the open-source design process of #AccessibleOlli – a self-driving shuttle bus.

COLOUR & MATERIALS



RETAIL



MEDIA & MARKETING



**Sheona Alexander, Founder,
Restoration Station**

Restoration Station is a London-based social enterprise helping people in recovery from addictions to rebuild their confidence while gaining skills in furniture restoration and retail. We anticipate some inspiring designer-led collaborations in 2018.

**Rachel Bremer, Head of
Communications, Asos**

Bremer's changing the game for ethical mega-brand communications with initiatives such as the Asos Supports Talent funding/mentoring programme – platforms so progressive as to (temporarily) remain unconstrained by financial return on investment.

**Phillip Picardi, Digital Editorial
Director, Teen Vogue & Allure**

Picardi helped make Teen Vogue one of the most zeitgeisty magazines in 2017 and in October launched Them – an LGBTQ-focused multi-platform publication, which we think will set the agenda in 2018.

TOPICS: Digital Worlds | Fast Consumption | Influencers | Luxury Perspectives | Sustainable Futures | Wraparound Wellness