











TOP 10

FUTURE TRENDS TO LOOK OUT FOR IN 2024 BY VML



SOURCE: VML INTELLIGENCE

	NAME	DESCRIPTION
1	 SPATIAL TECH	TECHNOLOGY
2	 THE IDENTITY ECONOMY	TECHNOLOGY
3	 CO-CREATIVE FUTURES	BRAND & MARKETING
4	 CREATOR TO CONSUMER (C2C)	BRAND & MARKETING
5	 FANSPARATION	BRAND & MARKETING
6	 WORLD-BUILDING BRANDS	BRAND & MARKETING
7	 AI TRY-ONS	RETAIL
8	 IMAGINATION STORES	RETAIL
9	 METAVERSAL SHOPPING	RETAIL
10	 IMMERSIVE THEME PARKS	TRAVEL & HOSPITALITY



LIST IS PRESENTED BY CATEGORY

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1 TOP 10

FUTURE TRENDS TO LOOK OUT FOR IN 2024 BY VML



SOURCE: VML INTELLIGENCE



SOURCE: APPLE

SPATIAL TECH

TECHNOLOGY

“PHYSICAL AND DIGITAL WORLDS CONTINUE TO BLUR WITH ADVANCES IN SPATIAL COMPUTING.”

Continued advancements in immersive technologies are bridging the gap between the physical and digital worlds, propelling significant growth in spatial computing. Projections from MarketsandMarkets indicate a substantial market expansion, with estimates soaring from \$97.9 billion in 2023 to \$280.5 billion by 2028. Apple's Vision Pro headset and Sony's partnership with Siemens highlight the rise of spatial tech. While Niantic predicts smart glasses will transform smartphones into a hub for wearable devices, signaling a massive opportunity for developers and brands. The spatial computing era has arrived, with much more to come.



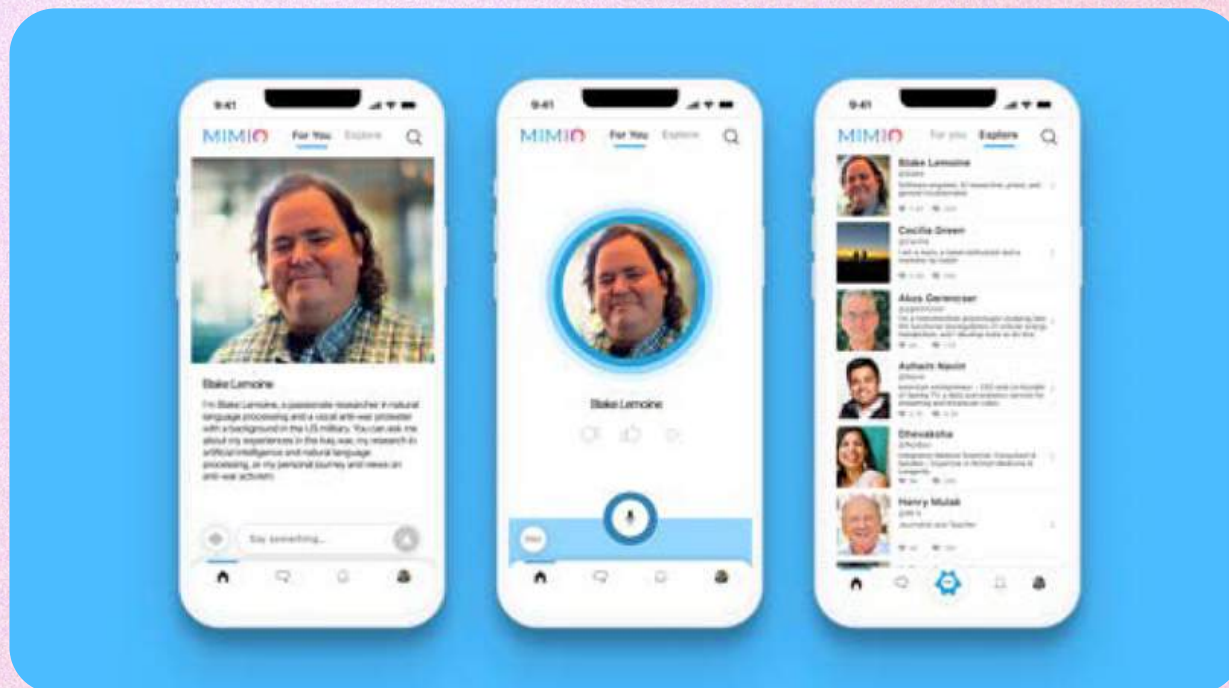
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SOURCE: VML INTELLIGENCE



SOURCE: MIMIO INTERACTIVE PERSONAS

THE IDENTITY ECONOMY

TECHNOLOGY

“A NEW ECONOMY IS FORMING AROUND DIGITAL PERSONAS.”

A new economy is emerging around digital personas as ethical and legal boundaries evolve with the rise of digital clones. The identity economy thrives, offering cost-effective ways for brands to engage talent, with only 8% anticipating virtual people integration in daily life. The Hollywood actors' strike in Nov 2023, resolved after 118 days, prompted SAG-AFTRA to secure new talent protections, requiring studios to seek consent and compensate for using digital replicas. Actors like Anil Kapoor, Scarlett Johansson, and Tom Hanks have taken legal action against unauthorized AI likenesses, shaping a new economy around human identity. Chinese influencers are ahead of the curve, using AI to their advantage as clones for live-streaming and offering deepfake avatars for \$1,000. Despite the rise of digital clones, human artistry remains preferred for live music, scripted movies and TV shows, recorded music, and branded communications.



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SOURCE: VML INTELLIGENCE



SOURCE: KIKI

CO-CREATIVE FUTURES

BRAND & MARKETING

“BRANDS ARE GIVING CONSUMERS CREATIVE CONTROL OVER THEIR PRODUCTS.”

Brands are empowering consumers through co-creation, offering customization options, and engaging them in the design process. Initiatives like Angelina Jolie's Atelier Jolie and Kiki's community-driven product development redefine consumer-brand relationships. Instead of selling pre-designed pieces, Atelier Jolie lets shoppers become designers and customize offers made-to-measure garments using deadstock and artisanal fabrics chosen by consumers. And Kiki, a US-based beauty brand, embraces co-creation in product development by involving the community in choosing product releases through voting. Whereas, Golden Goose introduces co-creation in-store experiences so shoppers can customize base products like sneakers, bags, and apparel.



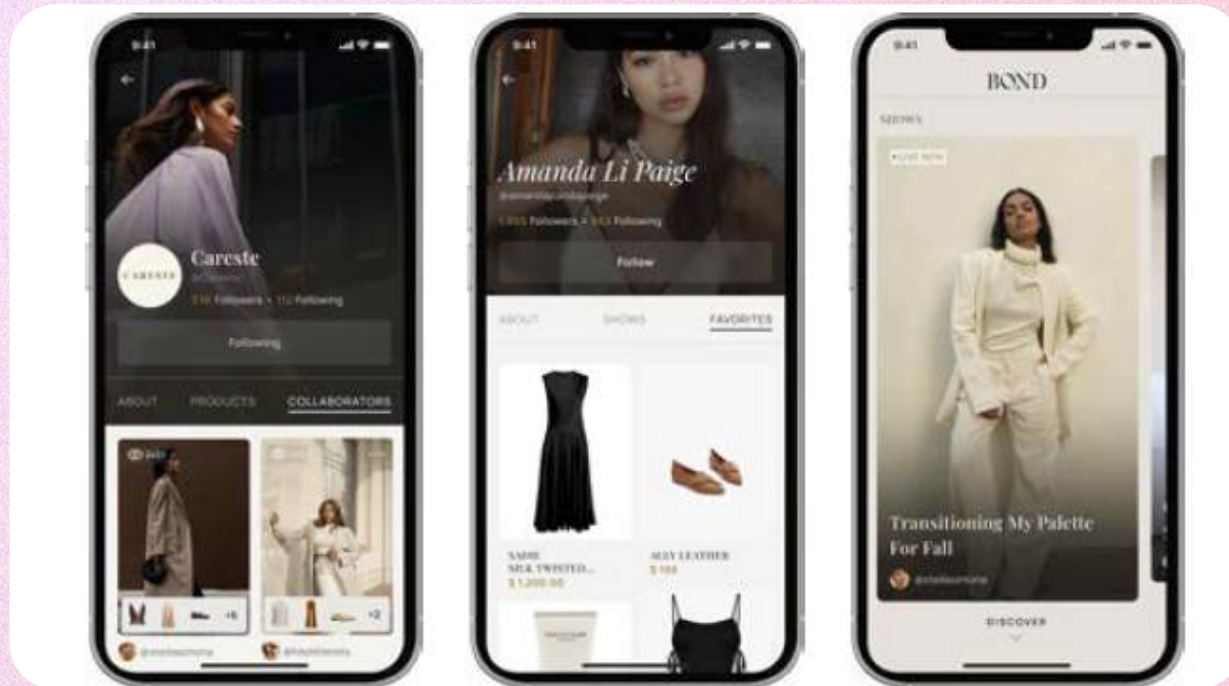
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SOURCE: VML INTELLIGENCE



SOURCE: BOND

CREATOR TO CONSUMER (C2C)

BRAND & MARKETING

“THE NEW GATEWAY FOR BRANDS—CREATORS.”

Brands are tapping into influencer marketing by leveraging creators to attract customers through storytelling and enhanced discovery. This trend aligns with the preference of younger generations for peer recommendations, with 23% of Gen Z and millennials showing interest in buying from influencers. Platforms now empower creators to set up their own storefronts, engaging shoppers with compelling content and personality. For instance, Flagship introduced ready-made storefronts for creators, allowing the promotion of products from various brand partners. Other platforms like Pedlar, Canal for Creators, and Emcee Studios offer similar opportunities, aiming to simplify collaboration between creators and brands. Major retailers such as Walmart and Target have embraced influencer-led storefronts, while Amazon launched its creator platform, Inspire. This influencer trend extends beyond retail, with startups like Wandr involving travel influencers in creating booking interfaces.



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SOURCE: VML INTELLIGENCE



SOURCE: VML (TIKTOK CREATORS KEITH LEE AND ALEXIS FROST ARE FANS OF CHIPOTLE)

FANSPARATION

BRAND & MARKETING

“VOCAL FANS AND INFLUENCERS ARE INSPIRING THEIR FAVORITE BRANDS TO INNOVATE.”

Vocal fans and influencers motivate brands to innovate, with social media wielding significant sway over Gen Z's purchasing decisions after personal recommendations. Brands can cater to the demand for creative influence by embracing "fanspiration," rewarding fans with real-life innovations inspired by viral trends. Platforms like TikTok play a crucial role as a vast focus group for brands, guiding product development. Leveraging fan hacks and viral content leads to new product opportunities, as seen with Alpinito's strawberry-flavored product and Chocoramo's new variation inspired by fan campaigns. Chipotle and McDonald's have tapped into the food hacker culture by incorporating fan creations into their menus, with McDonald's emphasizing that their menu is influenced by the fans.



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SOURCE: VML INTELLIGENCE



SOURCE: WARNER BROS

WORLD-BUILDING BRANDS

BRAND & MARKETING

“A BRAND IS NO LONGER A DISTINCT, STATIC ENTITY; IT’S AN ALL-ENCOMPASSING UNIVERSE.”

Brands are evolving into immersive universes, prioritizing storytelling, environmental responsibility, and engaging consumers in dynamic ecosystems. Companies like Mattel are turning brands into cultural phenomena, forming partnerships and world-building experiences. The brand landscape has shifted, emphasizing the importance of placing storytelling at the core of brand creation. This transformation reflects an organic ecosystem approach, where brands are seen as comprehensive worlds that engage consumers. Examples include Isamaya Ffrench's makeup brand and Mattel's Barbie reinvention through Hollywood collaborations, driving a pop culture trend. Collaboration with Warner Bros signifies Mattel's transition into a pop-culture-focused company.



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SOURCE: VML INTELLIGENCE



SOURCE: BODS

AI TRY-ONS

RETAIL

“ADVANCES IN TECH TAKE VIRTUAL TRY-ONS FROM GIMMICKY TO ULTRA-REALISTIC.”

AI-driven virtual try-ons, allow consumers to visualize designs, improve conversion rates for brands, and minimize wasteful returns. Brands like Bods and Google, are leading in the space. Bods, with backing from investors like Karlie Kloss, secured \$5.6 million in funding to pioneer avatar-based try-on tools. Partnering with Balmain, Bods offers tailored virtual fittings replicating luxury fabrics and craftsmanship, aiming for improved consumer decisions and conversion rates. Google introduced virtual try-on in the U.S., showcasing real models with diverse body shapes. Anthropics Technology's Zyler service, boosting conversion rates by 18%, is utilized by John Lewis Rental and Marks & Spencer in the UK.



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SOURCE: VML INTELLIGENCE



SOURCE: NIKE

IMAGINATION STORES

RETAIL

**“NEW CONCEPTS FOR FANTASTICAL DIGITAL SPACES
UNSHACKLE RETAIL STORES FROM PHYSICAL BOUNDARIES.”**

Imaginative digital spaces are reshaping retail, liberating stores from physical constraints. Leading brands like Nike and Adobe leverage generative AI for immersive experiences, while Metaverse tools transport shoppers to virtual realms like Bloomingdale’s surreal chocolate factory inspired by Willy Wonka or Ralph Lauren’s ‘The 888 House’, a virtual store set in a desert. Companies like Dalle-E and Midjourney offer creativity-boosting tools. Adobe's Firefly empowers users to create AI visuals with simple text prompts. Generative AI is revolutionizing creativity in business models and reinvention strategies.



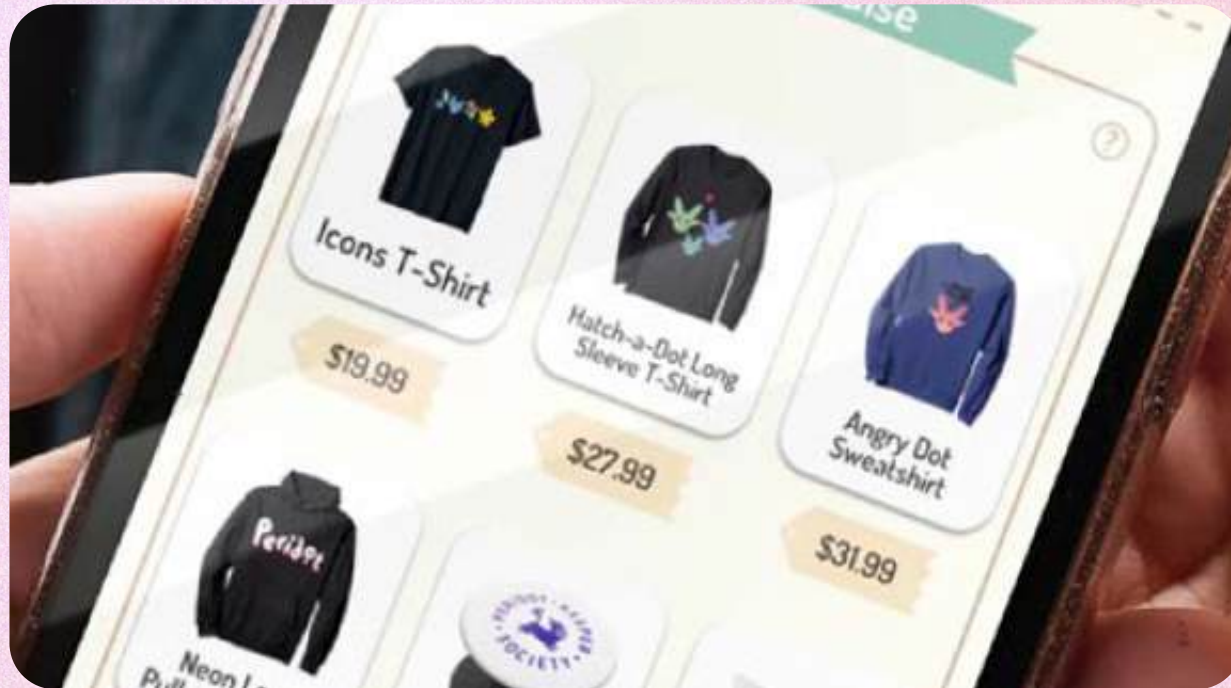
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SOURCE: VML INTELLIGENCE



SOURCE: AMAZON ANYWHERE

METAVERSAL SHOPPING

RETAIL

“VIRTUAL SHOPPERS CAN NOW BUY PHYSICAL ITEMS.”

According to VML’s “Future Shopper” report 2023, 11% of global shoppers are actively purchasing in the metaverse, mainly virtual items like NFTs, gaming skins, and accessories for avatars. In May 2023, Amazon launched Amazon Anywhere, enabling buying physical items in virtual environments such as games, apps, and augmented reality. Initially an invite-only service for developers, it links shoppers’ Amazon accounts for seamless virtual shopping. Brands showcase products in the virtual world, with Amazon handling orders, fulfillment, and after-service. Teaming up with Niantic Labs, Amazon starts by offering themed merchandise in the AR game Peridot. It then expands to 360-degree shopping for Prime Video fans and a virtual tour of Godolkin University with Gen V series merchandise. By extending this to other merchants, Amazon is paving the way for a new era of metaversal shopping.



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SOURCE: VML INTELLIGENCE



SOURCE: IMMERSIVE FORT TOKYO VISUALIZATION

IMMERSIVE THEME PARKS

TRAVEL & HOSPITALITY

“THE THEME PARK GETS AN UPDATE, REIMAGINED AS AN ALL-ENCOMPASSING EXPERIENCE.”

75% of people in the US, UK, and China seek immersive storytelling experiences at theme parks beyond thrills. This demand drives theme parks to evolve, offering narrative-rich journeys through virtual reality and live performances. In spring 2024, Katana Inc. will unveil Immersive Fort Tokyo, a 30,000-square-meter park in Odaiba, Tokyo. This site will host 12 immersive attractions, shops, and restaurants, featuring events from movies, anime, and games like murder mysteries and gunfights. Similar concepts like Immersive Fort Tokyo in Japan and Phantom Peak in London blend theater, gaming, and mystery-solving. Future Park Okinawa in Okinawa mall focuses on interactive, educational play for all ages, reflecting the trend towards collaborative, immersive theme park experiences shaping the future of entertainment.



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ABOUT

OLIVIA LEE IS AN INSIGHTFUL STRATEGIST IMMERSSED IN THE METAVERSE, SHAPING THE FUTURE OF FASHION, BEAUTY, AND LIFESTYLE IN THE DIGITAL UNIVERSE, AND CHAMPIONING WOMEN-LED INITIATIVES.

LIVVIUM BRIDGES THE DIGITAL FRONTIER, GUIDING BRANDS THROUGH IMMERSIVE COMMERCE, METAVERSE EXPLORATION, AND WEB3 THOUGHT LEADERSHIP TO THRIVE IN TOMORROW'S CONNECTED WORLD.

