

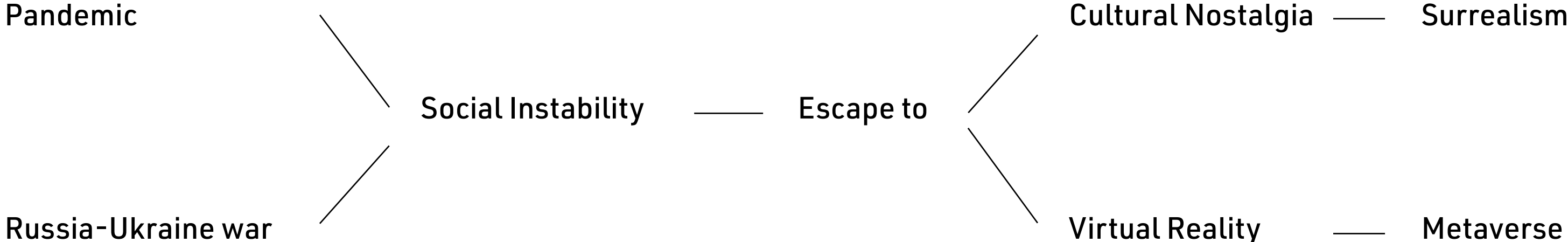
Luxury Eyewear Forecast A/W 23/24



LUKA (SHENGCHEN FANG)
2022 SPRING

Image sources from left to right: Vintage Jean Paul Gaultier; Byredo; Dereklu8; Khaled El Mays; Shiro Kuramata; Schiaparelli

Preview Diagram



Pandemic caused social instability

Stop saying 'post-pandemic'

Fueled by the spread of more-contagious variants and abetted by a profoundly unequal vaccination drive – 85 percent of all doses have been administered in high- and upper-middle-income countries – the pandemic has already killed more people in 2021 than it did in all of 2020.

Pandemic is still causing significant hardship

In the early months of the crisis, tens of millions of people lost their jobs. Unemployment remained high throughout 2020. In early 2022, some 3 million fewer people are employed than before the pandemic.

Pandemic-fueled racism happening

From March 2020 to December 2021, there were more than 6,800 cases of verbal harassment against Asian Americans, according to newly updated figures from Stop AAPI Hate, a reporting database created at the beginning of the pandemic.

<https://www.nytimes.com/2021/06/15/opinion/vaccination-pandemic-world.html?searchResultPosition=8> <https://www.cbpp.org/research/poverty-and-inequality/tracking-the-covid-19-economys-effects-on-food-housing-and#:~:text=The%20COVID%2D19%20pandemic%20and,unemployment%20remained%20high%20throughout%202020.> <https://www.seattletimes.com/seattle-news/transportation/new-data-shows-remote-work-surges-transit-use-collapses-among-workers-in-downtown-seattle/> <https://time.com/6157468/asian-americans-abuse-atlanta-spa-shootings-anniversary/> <https://www.vox.com/22820364/stop-asian-hate-movement-atlanta-shootings>



Russia-Ukraine conflict

Conflict at the Crossroads of Europe and Russia

Ukraine has long played an important, yet sometimes overlooked, role in the global security order. Today, the country is on the front lines of a renewed great-power rivalry that many analysts say will dominate international relations in the decades ahead.

Russia-Ukraine war's huge impact on global economy

As Russia bears the brunt of the sanctions imposed by the Western nations, including cutting off many Russian banks from interbank payments system SWIFT, the ongoing conflict can hit the industries which depend on supply of raw materials, especially industrial commodities, according to several news reports.

Russia-Ukraine war causing anxiety and fear

Many people are experiencing a jumbled mix of emotions right now. There's sadness and a feeling of helplessness about the brutal attacks against the people of Ukraine, as well as anxiety and fear about the threat of nuclear weapons. Add to that exhaustion after two years of worrying about a deadly virus.

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MACRO TRENDS CULTURE

Nostalgia culture getting popular under instable time

Nostalgia offers a balm to people

When the present moment is stressful or uncomfortable, when the future seems especially fuzzy or uncertain, nostalgia offers a balm. It's why many of us turned to "Friends" reunions, "Sopranos" re-binges and childhood video games earlier in the pandemic.

Youth culture reboots Y2K style

Gen Z's fascination with the 2000s is evident in the resurgence of Y2K fashion. This affinity for the early-noughties aesthetic is a prime example of a growing sense of 'nowstalgia' that has surfaced on social media, with Instagram accounts such as @2000sanxiety amassing huge followings by making celebrity style from the era aspirational.

<https://www.nytimes.com/2021/06/15/opinion/vaccination-pandemic-world.html?searchResultPosition=8> <https://www.cbpp.org/research/poverty-and-inequality/tracking-the-covid-19-economys-effects-on-food-housing-and#:~:text=The%20COVID%2D19%20pandemic%20and,unemployment%20remained%20high%20throughout%202020.> <https://www.seattletimes.com/seattle-news/transportation/new-data-shows-remote-work-surges-transit-use-collapses-among-workers-in-downtown-seattle/> <https://time.com/6157468/asian-americans-abuse-atlanta-spa-shootings-anniversary/> <https://www.vox.com/22820364/stop-asian-hate-movement-atlanta-shootings>



MACRO TRENDS CULTURE

Surrealism is coming back

A significant resurgence of interest in Surrealism.

Recently the art movement has inspired a significant resurgence of interest. The Metropolitan Museum of Art in New York and the Tate Modern in London have co-curated an ongoing, important exhibition on global Surrealism; fashion designers have rolled out Surrealist-inspired collections; Surrealist works have been fetching record prices at auction.

Surrealism elements are popular in the fashion show

The Loewe show was entirely a surreal experience from start to finish: dresses were adorned with 3-D lips and balloons cheekily positioned on the chest, and, as seen in our favorite look here, hands caressed the body. Even emerging Central Saint Martins designer Steve O. Smith was in on the trend, putting hand-painted works of art on his designs.

“Euphoria,” surrealism and the ever-present high school drama

If it hadn't already, HBO's "Euphoria" undeniably ascended to cultural phenomenon status this season. Its surrealism visuals guide a narrative woven in between memories, dreams, fantasies, and nightmares, blurred together further than ever. In addition, there is a bit of surrealism inherent to the high school setting itself.

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MACRO TRENDS TECHNOLOGY

Digital technology blends into everyday life

All the VR Feels; Beyond the visual and auditory

Services like OVR Technology's ION VR headset will introduce scent to these virtual worlds, while advanced haptic feedback devices such as Meta's glove controller will activate the sense of touch.

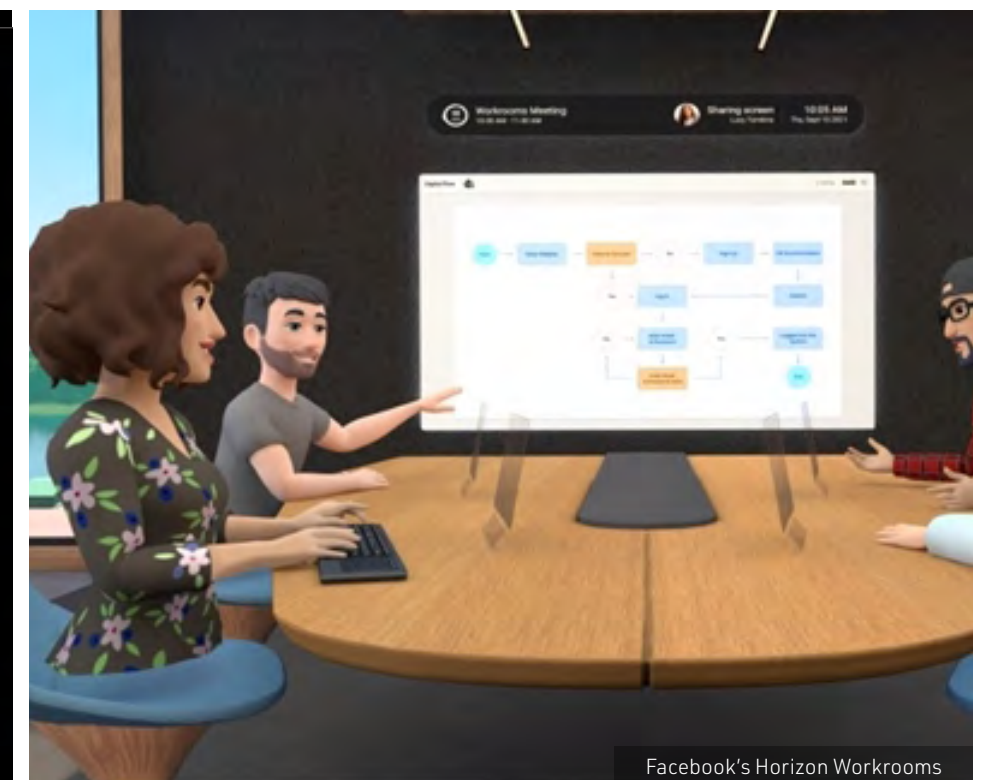
The Workspace Enters Cyberspace

Providing an immersive alternative to traditional e-commerce, branded metaverses matured at pace during 2021. For 22/23, expect wins from more proprietary brand-built spaces, IRL/virtual overlaps, consumer-creator supporting concepts, and the fetishisation of metaverse event attendance.

Lidar Elevates Personal Electronics

The next generation of consumer electronics will incorporate lidar remote sensing technology to usher touchless interactions into the mainstream. In addition, Glamos, a lidar-equipped smart device developed by ex-Samsung engineers that brings touch-free control to any existing screen.

<https://ovrtechnology.com/>
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MACRO TRENDS ECONOMY

Metaverse commerce is skyrocketing

NFT frontiers: collectibles, portability, experiences

With the buzz around NFTs hitting fever pitch in 22/23, astute brands will cut through the noise and negative connotations surrounding NFT culture with beyond-hype projects that prioritise utility and experience.

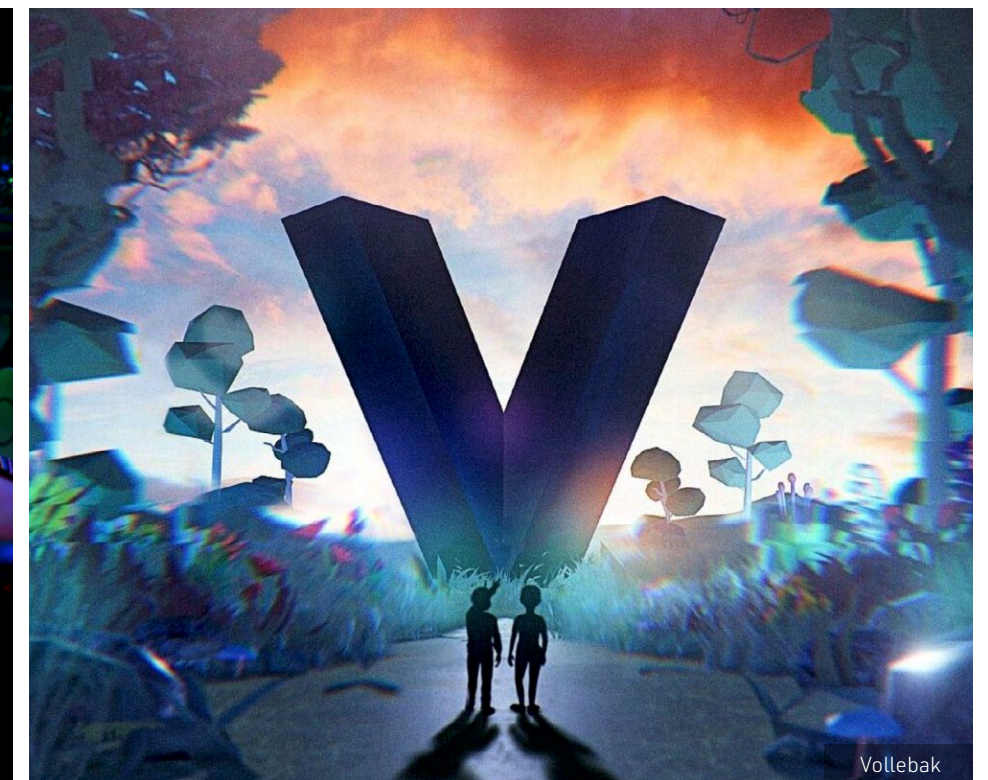
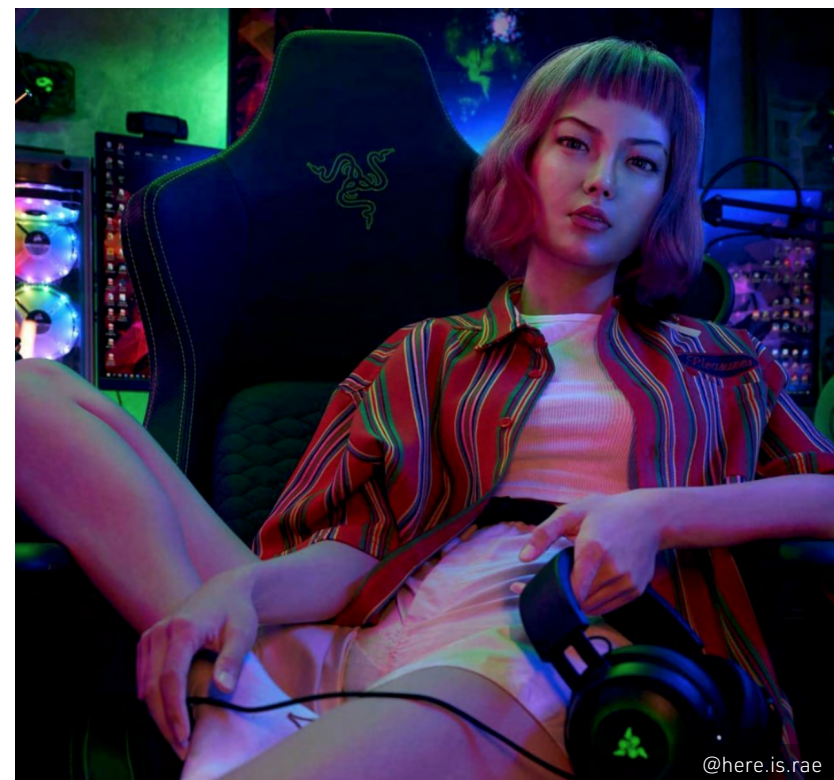
Metaverse brandscapes: a new e-commerce dawn

Providing an immersive alternative to traditional e-commerce, branded metaverses matured at pace during 2021. For 22/23, expect wins from more proprietary brand-built spaces, IRL/virtual overlaps, consumer-creator supporting concepts, and the fetishisation of metaverse event attendance.

Virtual influencers appearing on social media

Amassing over a 500k following on social media since debuting last Oct, the virtual celebrity is featured in various projects such as streetwear label SBTG and the recent Audi ad. Set to debut in the world of NFTs with a three-piece animated artwork series titled Take A Byte, the virtual star is creating a talking point in the physical world and the metaverse.

<https://www.bbc.com/news/business-54658147>
<https://www-stylus-com.artcenter.idm.oclc.org/the-consumer-of-2040-digital-worlds>
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Shield Eyewear

Facebook bought the Oculus VR company. VR gained momentum rapidly after this.

VR possibilities started becoming widely available to the general public

HTC released the first commercial release of a headset with sensor-based tracking.



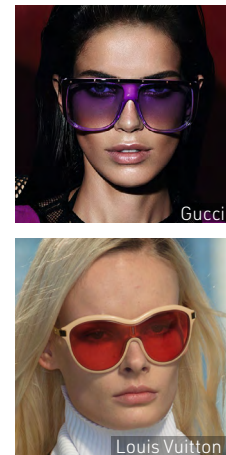
Ernest Cline's novel Ready Player One was adapted into a film of the same name, directed by Steven Spielberg

Dior; Fendi; courreges; Dior;



vintage 1970s-1990s

Shield eyewear appears in some major brands' collections featuring **modern and futuristic aesthetics**.



2014

Start to see shield design elements appear from time to time while the **oversized retro frame and sporty frame** become popular.



2015



2016

As **VR technology** becomes available to the general public and gets involved in the popular culture, shield eyewear design that is similar to the **VR headset** becomes popular.



2017



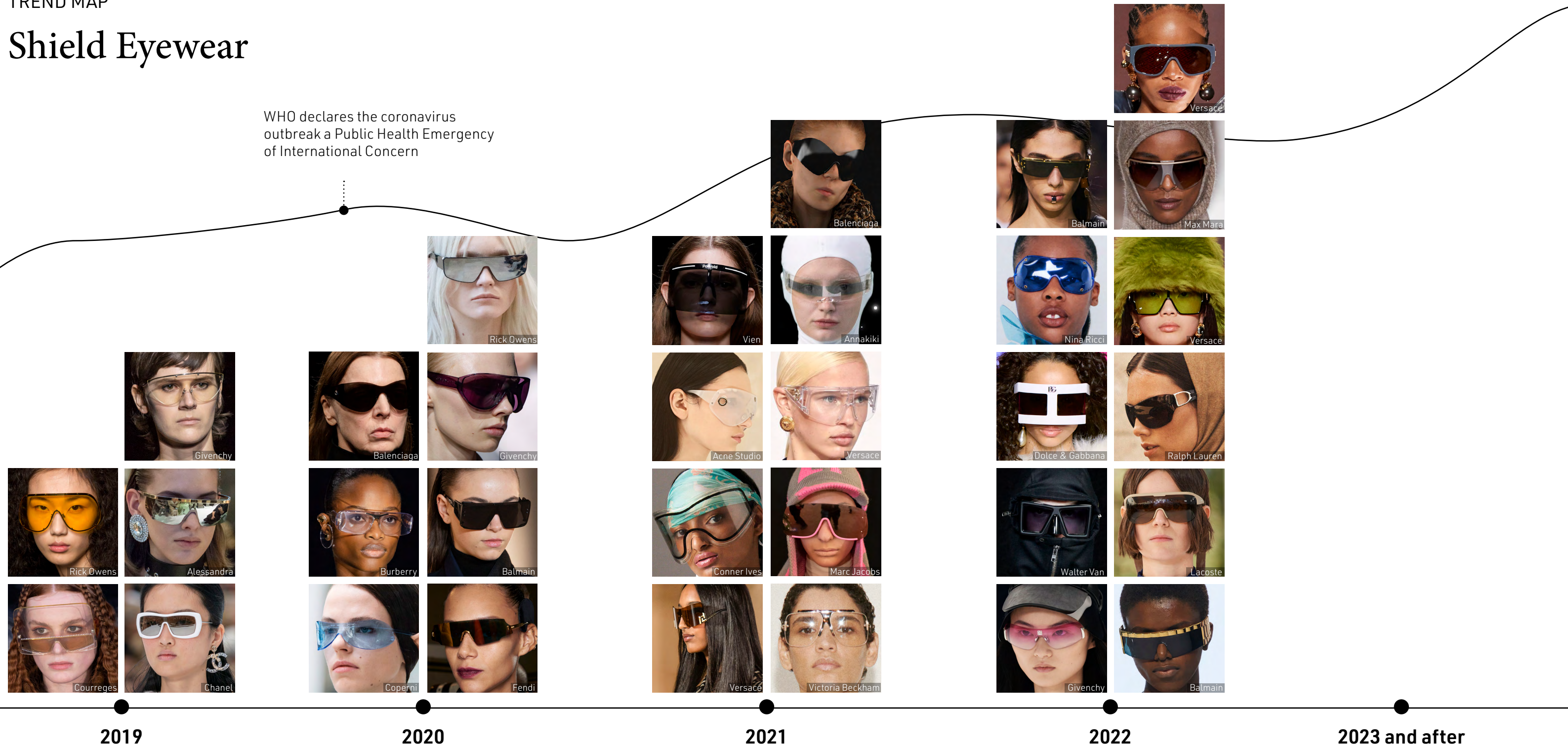
2018



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Shield Eyewear

WHO declares the coronavirus outbreak a Public Health Emergency of International Concern



Due to the impact of the **epidemic**, the shield design elements appear more often. They are used in a more obvious and literal way, highlighting the **protective qualities and statement aesthetic**.

Shield eyewear will be more popular while **metaverse skyrocketing**. The trends will become **diversified** and start to integrate with other trends like **dreamy digital worlds, space & technology elements, bold jewelry elements, and body sculptures**.

<https://virtualspeech.com/blog/history-of-vr>
<https://medium.com/@Computecoin/the-metaverse-a-brief-history-ff36afb5dc78>
<https://www.cdc.gov/museum/timeline/covid19.html>
<https://www.forbes.com/sites/bernardmarr/2022/03/21/a-short-history-of-the-metaverse/?sh=4cf6dd485968>

Style Research



MESO TRENDS

CMF: Artificial Garden

Refective & Metallic

As virtual and digital technology gradually blends into everyday life. Influenced by sci-fi culture and digital game aesthetic, more metallic and reflective materials appear in the design of eyewear and accessories.

Bright Fluorescent

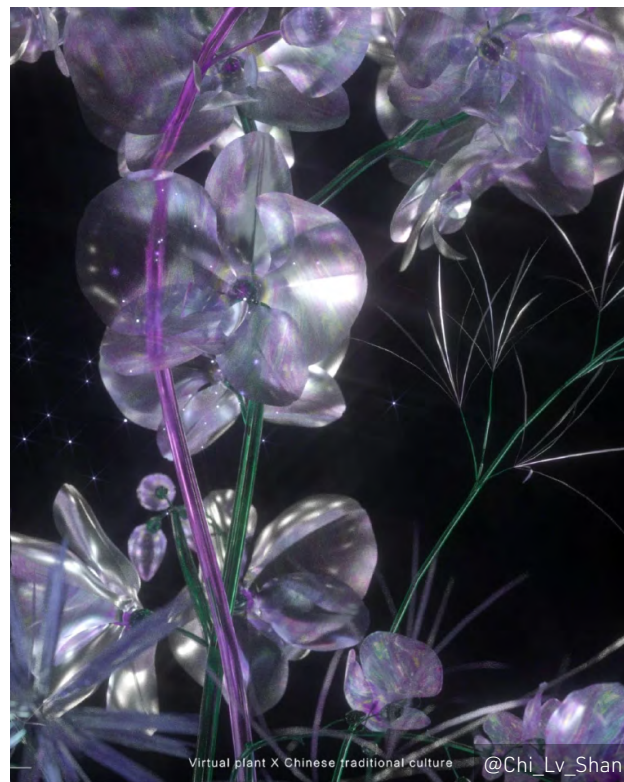
The color palette that can represent the virtual world and the electronic / digital world is also more popular.



Earon



Moncler x 1017 Alyx 9SM



Virtual plant X Chinese traditional culture @Chi_Lv_Shan



YVMIN



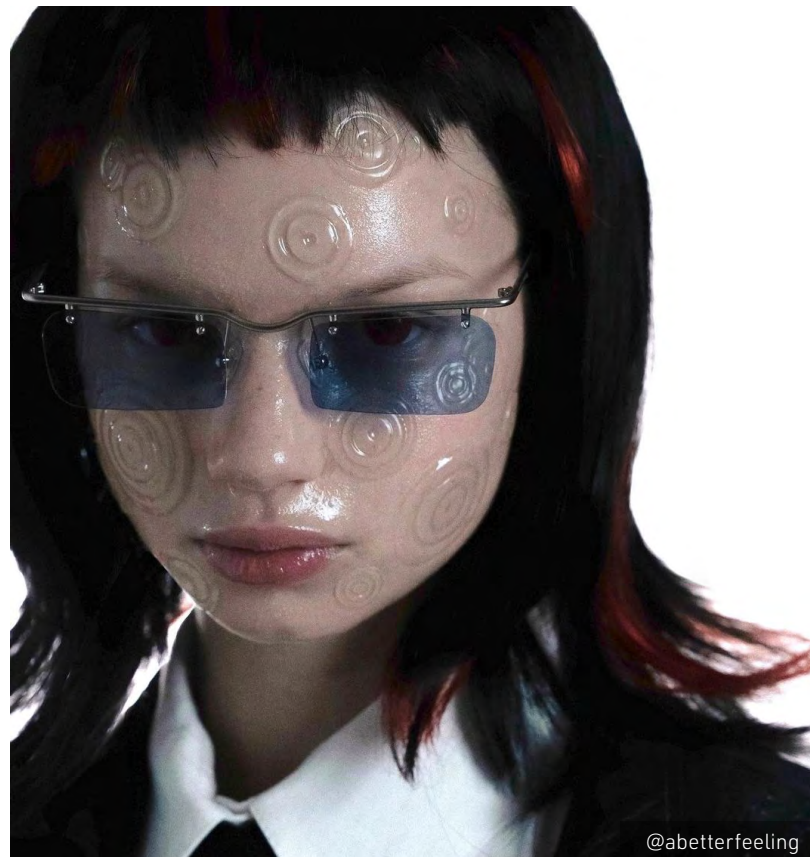
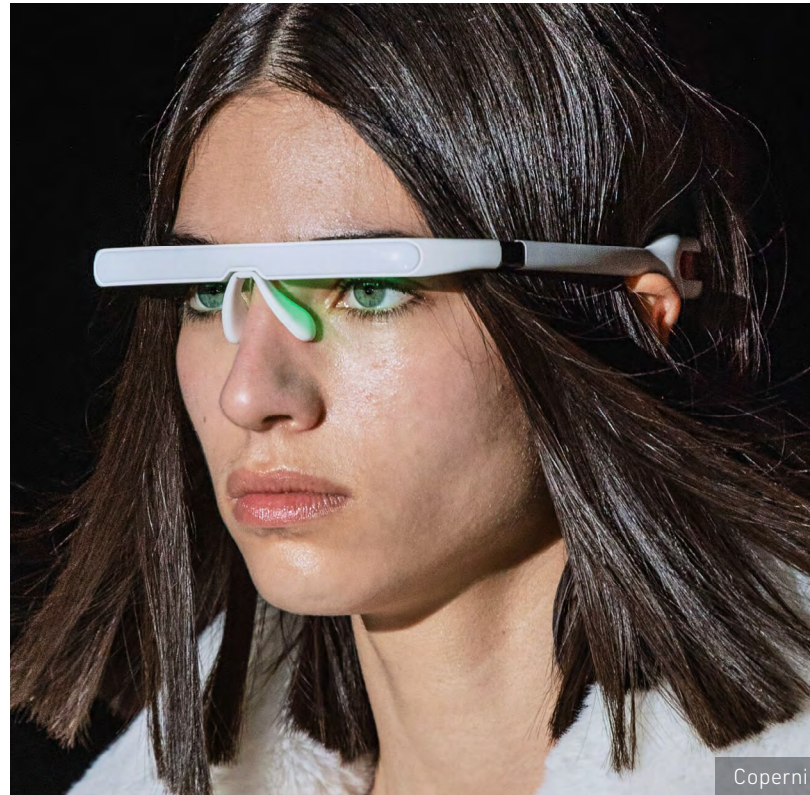
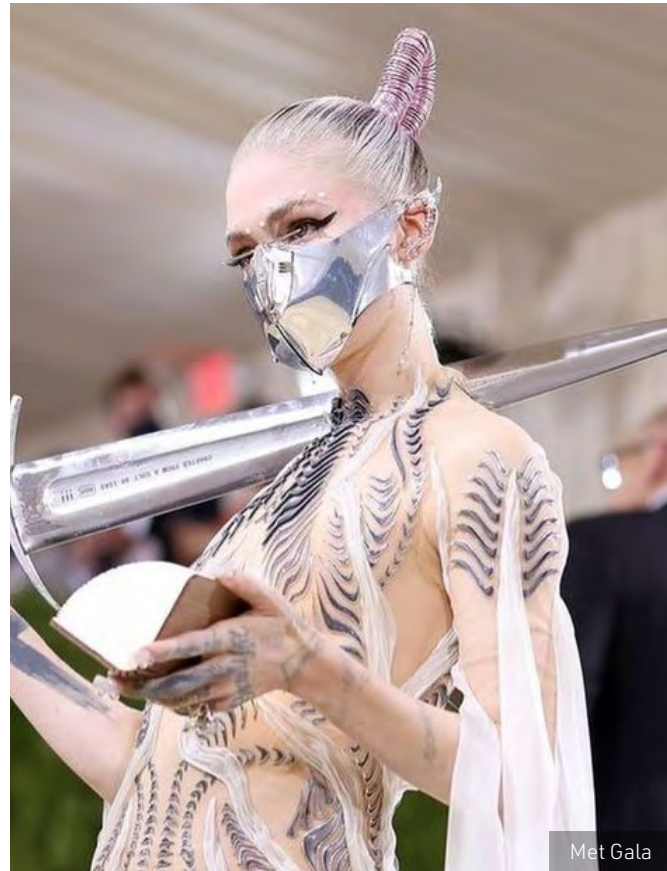
@safsafu

MESO TRENDS

Key Shapes: Sci-Fi Inspired

Since the headset is the eye tool for people to get into the metaverse, elements and design languages that are **inspired by virtual reality. Digital technology and sci-fi culture** are getting popular in eyewear design.

Keywords:
wearable
techy
futuristic
vr headset
sci-fi film

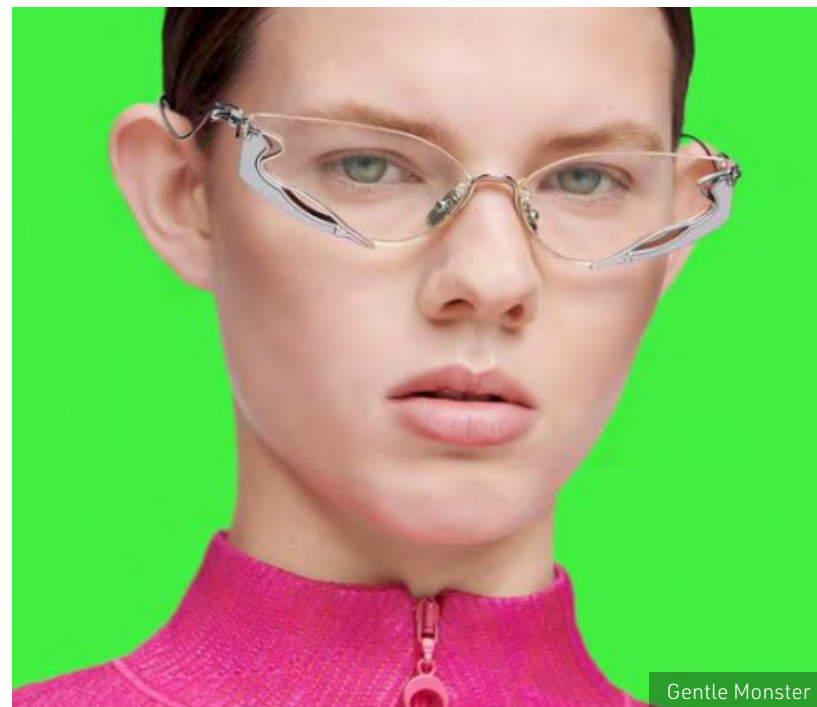


MESO TRENDS

Key Shapes: Melting Dali

Many brands are translating the **codes of Surrealist art** directly onto their eyewear design in different formats. Such as applying painting and printing, or sculpting their accessories with **human body parts**.

Keywords:
surrealism
liquidy
sculptural
organic



FORECASTED DIRECTION

Surrealism Meets Digital

As the boundaries between **virtual and physical** worlds blur, a new generation of **dream-like surreal narratives** are explored that are going to become popular again in the near future. They will be presented with the **latest digital and visualization technology** across different mediums.



FORECASTED DIRECTION

Dreamy Ditgital

Keywords:
story-telling
material misplacement
distortion
nostalgia
unexpected
body sculpture
surrealism



Image sources from left to right: Vintage Jean Paul Gaultier; Byredo; Dereklu8; Khaled El Mays; Shiro Kuramata; Schiaparelli

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