

# EXPERT OUTLOOK

## 2015: JOINED-UP THINKING

A summary of perspectives outlining what to expect in 2015.

This report explores why we'll be eating more subnatural foods, whether Apple will transform the payments industry and how Zoella will influence which beauty products we buy.



# INTRODUCTION

## EXPERT OUTLOOK

### 2015: JOINED-UP THINKING

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At Canvas8, we kick off every year by holding dozens of discussions with our experts - people who closely monitor how consumer behaviour is changing across different sectors, from technology to shopping. We ask them about the big shifts they're anticipating in 2015, and these discussions inform our agenda for the year ahead.

This year, we've decided to open up this process and share these insights directly with our members. We've selected three perspectives per sector, created a series of in-depth reports on the library, and summarised them in this visual briefing: a snapshot of what to expect this year.

Smart watches, retail beacons, mobile payments - digital innovations will continue to change how we live, shop and work. Rather than disrupting people's behaviour, the smartest innovators will make the glittering possibilities of new technology feel familiar and everyday.

As you leaf through these 33 perspectives, we invite you to visit the [library](#) and explore each idea in more detail. Meanwhile, we'll continue to keep you ahead of all the important shifts, across sectors, as they happen.

We hope you find these insights useful as you plan for the year ahead.

Jo, Sam and the Canvas8 team

“ Rather than disrupting people's behaviour, the smartest innovators will make the glittering possibilities of new technology feel familiar and everyday



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Please get in touch with [Olly](#), Head of Client Services, to learn more.

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Executive Vice President of Technology Chaotic Moon



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Games design consultant



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Senior TV editor at Variety



# 1 OUTLOOK TECHNOLOGY

In 2015, Apple will remain the brand to keep a close eye on. While their Apply Pay and Touch ID will transform how we spend, the Watch will bring credibility to the wearable market. Expect to see some exciting demonstrations of how wearables will link with the environment - iBeacons being an obvious place to start.



We're still waiting for many of the 'top technologies' of 2014 to fully come into play (Lubomir Panak)

“ Passwords are getting a massive overhaul. People are realising that passwords are theatrical rather than real security measures

Taylor Davidson



## BEYOND BEACONS

**C.K. Sample** is the Executive Vice President of Technology at Chaotic Moon

We're still waiting for several of the 'top technologies' of 2014 to come fully into play. Wearable computing, for example, hasn't taken off properly, with things like Google Glass and Android watches falling short of a 'magical wearable future'. But with the Apple Watch there's a chance that it can legitimise the space as a 'hot new thing'.

Digital payments will continue to grow in 2015. Apple Pay and other NFC-based payment contenders may well lead to a real decline in the use of credit cards, in the same way we saw a decline in cheques once ATMs became widely available.

Wearables and beacon technology will combine in 2015. Successful retailers will be those that further streamline retail experiences, enabling customers to flow freely within retail space - whether that's using beacon technology to tell customers where products are, or employing sophisticated NFC payment schemes to make checking out as easy as possible.



## THOUGHTFUL GAMING

**Mark Sorrell** is a consultant and advisor on game design

In the technology sector, retailers will continue to be marginalised by the move to mobile and digital distribution. Mobile is already retail free and it's now possible to have a console that uses digital distribution only. As bandwidths increase, and streaming becomes the norm, the physical ownership of games, movies and music will do nothing but continue to decline in 2015.

In the console gaming area at least, there will be changes around social issues and elements of representation. There will be a wider acceptance of feminist viewpoints, considerations of race and so on. As gaming moves out of the dark corners of society and takes its place firmly in the mainstream, the industry will have to show that it understands it's not just white, young men playing their games anymore.

Developers will become more thoughtful in their portrayal of race/gender/sexuality, even if for some that will mean strengthening traditional models, rather than broadening the appeal of their games.



## SMALL DATA

**Taylor Davidson** is a consultant and technology expert

Wearables and proximity location technologies, both of which are primed for massive growth in 2015, will facilitate 'small data' strategies. Companies have traditionally used location-based technologies as ways to track people, to help create bigger stores of data and to help create better inferences.

But we're beginning to see the potential of using location technologies to provide more functionality and better services. Rather than using big data to collect consumer insights, perhaps beacon technology will allow for more individualistic insights on a one-to-one level.

Passwords are getting a massive overhaul. People are realising that passwords are theatrical rather than real security measures. The result of this will be mass-market implementations of two-step, two-factor, biometrics (Touch ID, for example), and alternative forms of identity authentication.



# 2 OUTLOOK GETTING AROUND

Cities will become easier to navigate in 2015, whether that's through increased vehicle sharing, smart navigation apps like CityMapper, or the explosive growth of on-demand services like Uber. And as roaming charges are scrapped, we'll use these services not just locally, but globally.



“ Vehicle-sharing companies address a growing need for on-demand mobility as instant gratification becomes the industry standard

Emilio Frazzoli



## DRIVER ON DEMAND

Emilio Frazzoli is a Professor of Aeronautics and Astronautics at MIT

In 2015, we'll see public transport making cities more efficient, and electric and self-drive cars will become the stuff of everyday life. People will have access to more responsive public transport. With platforms like Citymapper, cities are becoming more user-friendly and easier to navigate.

Cities and governing bodies are more willing to make data about public transport available; this serves to better inform people about their travel options. The result? More people will rely on public transport. Vehicle-sharing companies address a growing need for on-demand mobility as instant gratification becomes the industry standard. This in mind, on-demand services such as Uber - which have revolutionised this market - will continue to grow in 2015.

Once the stuff of science fiction, automated cars are a viable option for the future. The UK and Singapore have announced plans to start autonomous vehicle testing programs on public roads as of 2015. These countries will consequently join the USA in boosting the development of this technology, which will hopefully lead to consumer-ready applications within a few years.



## ROAMING WILD

Kevin May is the editor and co-founder of Tnooz.com

Travel brands will further embrace mobile by connecting travellers with other companies and services whilst they're on the road. Whereas once travel operators sold you your flights and sent you on your way, now they're just a click away to answer any questions or solve any problems you might have whilst travelling. By smartening up their mobile offerings in this way, travel companies will provide people with new and exciting ways to make all elements of their journey stress-free.

Brands that will set the travel industry alight in 2015 are those that push the boundaries of what a travel brand should be, and cross over into new areas of the industry. For example, Marriott toured a 4D travel 'teleporter' in 2014, allowing people to 'visit' far off lands via Oculus Rift headsets before committing to booking a trip there. And with smartphones and the abolition of roaming charges, the modern traveller is able to sort, arrange and understand their travel arrangements with minimal hassle.



## TICKETS IN THE CLOUD

David Watts is the Managing Director of CCD Design & Ergonomics

The biggest trend we'll see in 2015 will be an increase in the use of rail services. Passenger numbers are going up enormously, hence the industry trying to keep pace with infrastructure improvements, improve reliability, provide capacity and better the basic level of service. More passengers means greater expectations.

It's amazing to me that stations and operators are still handing out paper tickets - I haven't had a printed boarding pass for years. The paper ticket will surely disappear and instead tickets will exist solely in the cloud, on our phones or laptops.

There's a desire to make stations into 'destinations' as much as they are the start or end point of a journey. A few years ago there was a desire to make train stations more like airports with high-end retailers; but that hasn't quite come into fruition. In reality, the scope for this is limited - the space is quite constrained and stations are generally cold and open to the elements.



# 3 OUTLOOK SHOPPING

Whether it's a girls' day out, or borrowing a dress from Rent the Runway, shopping in 2015 will be a shared experience. Technology will also play an important part. From click and collect, to apps that help you locate the perfect pair of shoes, digital is being integrated to make spending more straight-forward.



Mobile is the first point of interaction for many people. In 2015 click and collect will continue to grow (Home Retail Group)

“ People are increasingly enjoying the experience of ‘going shopping’ – it’s a good antidote to our overload of digital interactions

Glynn Davis



## SHARING SHOPPERS

Glynn Davis is editor and founder of Retailinsider.com

In 2015 we'll see an even greater focus on the physical store. People are increasingly enjoying the experience of 'going shopping' – it's a good antidote to our overload of digital interactions. It'll be crucial for digital to be integrated into the in-store experience. Free Wi-Fi is the most obvious way to go about this.

Sharing is going to be perhaps the most significant thing we'll witness in 2015. Sharing services such as Rent the Runway, Uber, Airbnb and Zip Car successfully chime with people's desire to live more mobile lives, whilst avoiding the unnecessary accumulation of goods.

This in mind, Rent the Runway is an exciting company to watch. Now it's mastered the sharing model within the tough category of high-end clothing, it intends to broaden out into others. Anything for short-term usage could work, it's largely a logistics exercise. They run a very tight ship with their clothing turnarounds and are the biggest dry cleaner of clothes in the US.



Shopping in 2015 will be all about sharing experiences (Daniel Foster)



## FRESH AND LOCAL

Philippe de Mareilhac is CEO of French agency Market Value

In 2015, two significant changes will occur in the world of supermarkets: there'll be more digital services and innovation in management of fresh produce.

The growth of 'click and collect' is important. When faced with a 48-hour wait and delivery costs, a physical store and its stock is still a competitive advantage over buying online.

Smartphone apps will continue to make shopping in-store faster and easier. You'll be able to locate products you don't usually buy, see what's in stock, get recipes, read customer reviews and choose the right check-out.

The fresh areas in supermarkets are going to have to mix pleasure, inspiration and creativity in the same way TV cooking shows do. The focus will be on local produce. It won't just happen on a national level, it'll be regional. Think Manchester supermarkets stocking veg from Lancashire.

Carrefour will surprise us in 2015. They're looking to innovate in Europe. Having already launched a premium format in Italy, they're going to do the same in France.



## GOING INDIE

Kate Nightingale is the founder of Style Psychology

Shoppers are becoming more independently-minded. They're demanding more efficient service, and personalised products. Individualism will be very important in 2015. The possibility to personalise (Coke bottles) or completely design your own product (Upper Street Shoes) will become the norm.

The rise of entrepreneurial shopping sites such as Etsy and the growing availability of 3D printers have made people realise that they can get amazing service and products without spending a lot of money. They're starting to demand the same from the retail giants.

Media narratives focus on achieving dreams, and this drive towards empowerment is not only affecting people's personal and professional lives but their decisions as shoppers. Bolstered confidence sees them only buying products that they really like; they have no qualms returning things they're not happy with or sharing their experiences on social media.



# 4 OUTLOOK FOOD & DRINK

People will dare to be more adventurous with their food in 2015, with the growing popularity of 'nose-to-tail' eating and a boost of confidence in the kitchen. But convenience is still important. It will fuel both the online grocery market and the desire for simple ways to cook from scratch.



People are becoming more adventurous both with what they're eating and cooking (Leo Hidalgo)

“ Seeking out the latest subnatural or ‘authentic’ food experience remains a privilege for those who can afford it

Signe Rousseau



## OFF-PUTTING FOODS

Signe Rousseau is the author of Food Media and Food & Social Media

Hopefully in 2015 there'll be less talk about kale! On a more serious note, there'll be an increasing focus on what some scholars have dubbed 'subnatural' foods - foods that have been historically regarded as off-putting: offal, fermented foods and smelly cheese. We've seen this to some extent with the growing popularity of 'nose-to-tail' eating, but now it's getting intellectual attention, for example Noma's Nordic Food Lab and Duke University are collaborating.

Another trend which doesn't show signs of slowing is the LCHF (low-carb-high-fat) movement. Committing to these trends remains a privilege for those who can afford it. The majority of people will be more interested in a new crisp flavour or soft drink than revolutionising their eating habits.

Brands should focus on aligning brand logic and think carefully about the implications of breaking that mould. Take the example of Coke Life. From a consumer perspective, it's easy to think "if this is 'Life', should we associate other Coke products with death?" Clearly, the product isn't supposed to evoke this association but it easily does. Innovation is important but it has to make sense.



## CONVENIENT COOKING

Emily Ash is the Founder of cookery school Food at 52

In 2015, the trend for buying locally produced food will continue, with an increased interest in anecdotes around provenance. Shopping at farmers' markets will be about meeting the producers.

Whilst celebrity chefs are always going to be important, people are inspired by real people. YouTube channels enable people to feel much more connected to the 'experts' they're learning from so we can expect to see more of these.

People seem to be busier than ever. They don't have time to prepare elaborate meals but are sick of buying supermarket meal deals. In 2015, therefore, people are going to look for more convenient ways to cook from raw ingredients (scratch cooking). High quality frozen foods such as those from French chain Picard will see growth.

We've responded to some of these themes by introducing new classes for 2015. For instance 'Mid-Week Seasonal Suppers' provides foolproof, healthy, and inspiring main meals that can be cooked in less than 30 minutes, and use ingredients you'll find in your local convenience store.



Whilst celebrity chefs are always going to be important, people are inspired by real people (Jaume Escofet)



## EXOTIC EATERS

Fred Ward is the Head of Sales and Marketing at Hello Fresh UK

In 2015, we expect the food industry to become more competitive as the UK 'big four' continue to lose market share both from the discounters and upmarket retailers.

We've seen people become more comfortable and confident with online shopping. Online is still a very small percentage of the overall grocery market but it's growing quickly. I think, partly, there's been a rise in standards because people can now get the same or better quality food delivered to their door as they'd pick for themselves.

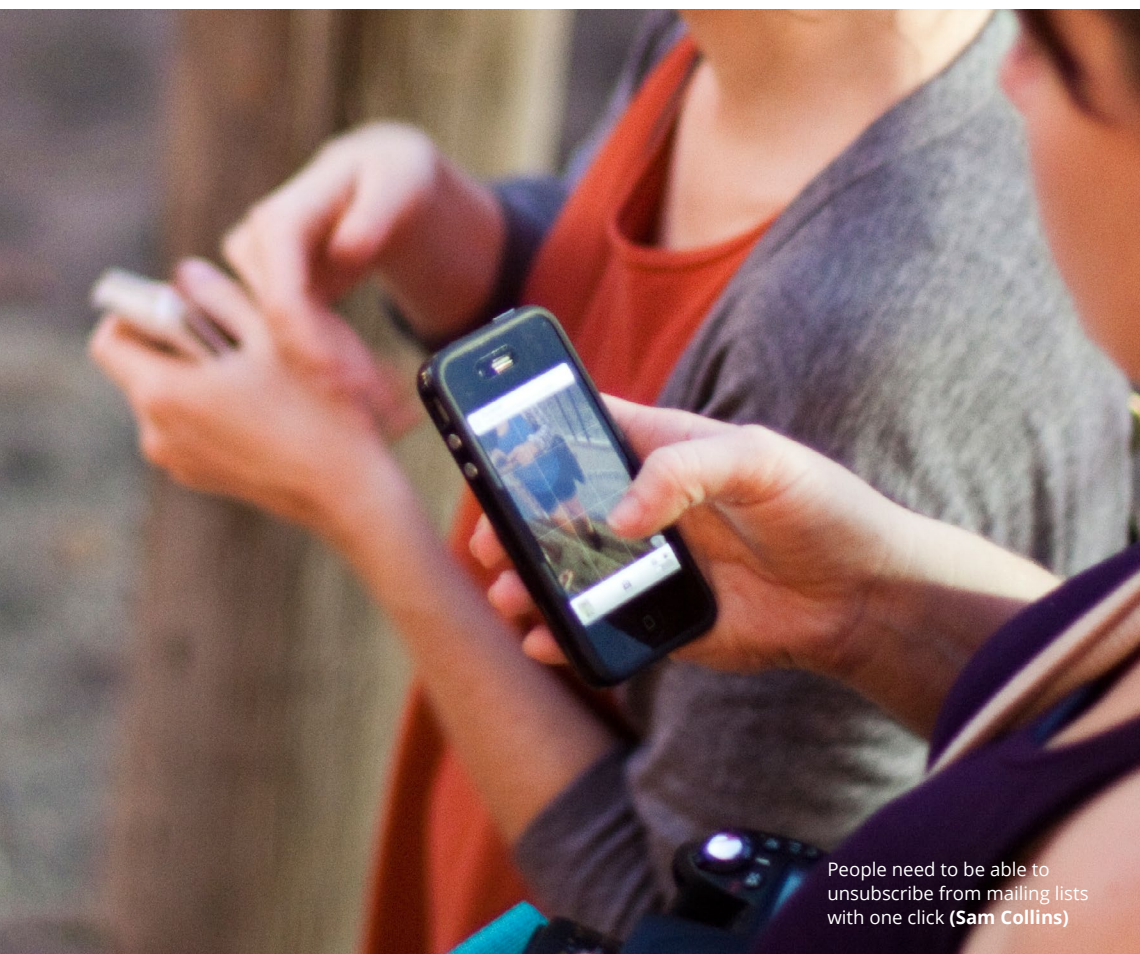
The rise of subscription models such as Graze and Hello Fresh suggest people also enjoy an element of surprise. People are becoming more adventurous both with what they're eating and cooking. Our customers are showing a growing interest in more exotic flavours - particularly Asian.

We're big fans of EatFirst who deliver food to your desk. This highlights the key trends towards convenience and provenance with great quality suppliers and a small delivery window - in this case, 15 minutes.



# 5 OUTLOOK COMMUNICATION

2015 will be about stripping back the glut of content and information pushed out by people and brands. A generation gap is also emerging. The young will continue to use Whatsapp, and Snapchat, but for people over 40, email remains king.



People need to be able to unsubscribe from mailing lists with one click (**Sam Collins**)

“ Despite 35 million people in the UK using mobile, brands and marketers are still reluctant to take it seriously

Simon Andrews



## FLEXIBLE MESSAGES

**Helen Keegan** is a specialist in mobile marketing, advertising and media

We're seeing a decline in SMS and voice calls, that will continue in 2015. At the same time, we're using our phones more to connect on social media and through messaging apps. Despite the fact that many of us are drowning in email, it's still an effective communication channel.

Companies need to be flexible in how they communicate with their audience. This means email has to be mobile-friendly and people need to be able to unsubscribe from mailing lists with one click.

Services like Vine are a real hit. We'll see more attempts at video-based messaging in the next year or two. Hopefully companies running these services will respond more to the privacy issues. I'd like to see better explanations of what data is used.

I love what Swiftkey is doing to speed up mobile communication. Their recent project with Professor Stephen Hawking shows that these tools can improve life and productivity for those with accessibility issues - something we often overlook in tech circles.



## LIFE CONTROLLERS

**Simon Andrews** is the Founder of Addictive, a full service mobile agency

Despite 35 million people in the UK using mobile, brands and marketers are still reluctant to take it seriously. Rather, they're focusing on wearable tech like Oculus Rift. When 5 million people are using wearable technology we'll take it seriously - until that point, it's just a PR stunt.

Messaging is going to keep growing, with players like Line & Kik poised to grow in the West. There's a big generation gap. If you look at messaging habits among 16 to 24 year olds, apps such as Whatsapp, Instagram and Snapchat are popular, but for people over 40, email is still king.

Apps are like CDs - it was all vinyl and then along came CDs with better digital technology, then along came streaming services. Apps are changing in a similar sort of way. We'll see entertainment in new formats. For instance, Facebook could be a great place to try out episodic content. Could Hollyoaks create a small soap opera that ran every day at 12pm on Facebook?



Access to the lock-screen on a smartphone is the most valuable real estate in the world (**Peter Barlett**)



## PERFECT TIMING

**Danny Hakimian** is Yo's Director of Marketing

In 2015 the age of 'infobesity' - the glut of content and information being pushed out by brands, companies and individuals - will end, giving way to relevant, targeted communications.

People *do* want a relationship with the brands and companies they choose, but brand messages need fine-tuning to deliver exactly what customers want. Feed-based platforms pumping out content every 20 minutes are really inefficient and unpopular.

We don't want to hear from our favourite brand every few minutes: we would much rather hear when they're doing something special.

Access to the locked-screen of a smartphone is a hugely valuable piece of real estate. People are happy to give access to their pockets and purses, as long as it's a conscious choice.



# 6 OUTLOOK MONEY

A big story in 2015 will be Apple Pay, which will turn the smartphone into a payment device, triggering an explosion of payment apps. At the same time banks will make concerted inroads into becoming trusted 'infomediaries' - managers of people's identities as well as their money.



Will local retailers adopt NFC payments? (Jill G)

“If you ask people who they want to manage their identity - social media players come bottom

Philip Farah



## MOBILE MONEY

Philip Farah is Director Financial Services Practice at Cisco

With Apple Pay, the acceleration of the adoption of NFC and RFID payments will be a major headline in 2015. The smartphone will become a payment device. Waving your phone to pay is not what's interesting; it's the explosion of potential applications that build on a connected commerce experience that is.

Imagine at point of sale deciding whether to pay with loyalty points, asking your parents to supplement or authorise the transaction, getting credit approval from a bank, or capitalising on location-based offers.

This shift to a connected commerce ecosystem that spans mobility, retail, banking and telecommunications has the potential to unlock significant value for consumers. A key challenge is that people will have to allow companies to use their information and personal data securely. Is there a role for banks to play here?



In 2015 the smartphone will become a payment device (Apple)



## SMART SECURITY

David Birch is author of Identity is the New Money and is a director at Consult Hyperion

If I had to pick out a single thread for the coming year, it'd be security. Now that the smartphone can provide an online identification and authentication that's as secure and familiar as chip and pin, the ability to deliver high-value financial services over the web, as well as on the phone, is significantly enhanced.

People aren't using mobile instead of other channels, they're using it as well as. When I log in to my bank, my mobile app should authenticate me. When I walk into a branch, my mobile app should open automatically and tell them I am there.

Starbucks set an early example; but I want to see what will happen when the big retailers start adding payments to their apps. I'd love to see the myWaitrose app develop Bluetooth smarts to connect to the in-store scanner and deliver POS-less shopping.

Brands I'm finding interesting in this space are the non-bank financial services apps like TransferWise, Venmo and Simple. If I had to pick one for 2015, it would be Apple.



## CASH BACK

Miles Kimball is a Professor of Economics and Survey Research, Quartz Columnist and blogger on economics

This year, I expect to see a continued increase in the average size of the rebate given for credit card purchases. More people will switch to using cards that provide substantial rebates and more cards will compete to match and exceed these rebate percentages.

Larger rebates for credit card purchases and other forms of electronic payment like PayPal will continue to encourage people to make more digital payments, proportionally, than ever before. Paper currency and cash will become increasingly subordinate to digital modes of transaction.

Meanwhile, negative interest rates on paper currency from central banks will become more significant. It's no surprise these trends are interrelated: the less everyone uses paper currency, the less flak central banks will get for pushing the interest rate on paper currency below zero.



# 7 OUTLOOK LUXURY

People are rejecting predictable luxury brands in favour of ones which are understated and locally-crafted. Brands which quietly capture our imaginations rather than blind us with bling will be the ones to attract and keep customers loyal in 2015.



Brands that whisper, rather than shout, have credibility and cache in 2015 (Weslie Leung)

“ More than ever before, people won't be attracted to the 'bling bling' of empty possessions; they'll look for substance

Marco Bevolo



## IMAGINATION RULES

**Marco Bevolo** is a lecturer at NHTV University of Applied Sciences. He co-authored the book Premium by Design

More than ever before, people won't be attracted to the 'bling bling' of empty possessions; they'll look for substance. Sales of 'investment' brands will increase, and people will become more savvy when it comes to making luxury purchases. They'll opt for items that keep their value over time, using these purchases to replace more volatile forms of savings.

As a society we've exhausted our imagination. To keep things fresh, and brands constantly renewed, we will need to find new worlds of reference: from sci-fi to 'new ethnic'. A successful example is Vlisco. This Dutch company embraces African premium textiles. Vlisco manages to create an authentic dialogue between traditional luxury imagery and exciting visual themes that emerge from a vibrant continent.

The automotive sector is also an area to watch. The 'high premium' segment is pretty lively. Brands like Tesla have injected 'design sexiness' into the electric car proposition.



## LOCAL LUXURY

**Christopher Jenner** is Creative Director for the Eurostar and started his luxury interior design studio in 2010

In 2015, smaller brands will grab a larger piece of the pie. There will be a renewed appreciation of Italian craft. This rediscovery will spur a renaissance in smaller companies in highly specialised, niche sectors.

Luxury brands will increasingly think local, learning to connect on deeper cultural and demographic levels. The big losers will be the predictable, global, brands. Can luxury brands continue to define themselves as truly luxury with a 200-store network?

We're at the start of a consumer revolution. The average Joe is no longer so average. Everyone has an opinion and everyone is informed; consumers will be making personality-driven choices, seeking out that point of difference which enhances and defines their 'uniqueness'. This is especially true in emerging markets; the so called 'emerging consumer' is already very visible.



The historic French trunkmaker Moynat closed in 1976. In 2010, Bernard Arnault spotted the dead brand's potential and bought its rights (Moynat)



## NEVER MAINSTREAM

**Morag Bruce** is co-director of Astrid Media and is former acting editor of UHNWI lifestyle magazine Alto

The UHNWI is the spender who really gets high-end brands excited. They are the 200,000 or so people who travel the world in a special stratosphere, towering way above first class. You won't find them visiting stores, and you can't target them through mainstream channels. You need to understand their lifestyles, be where they are.

A luxury brand getting it right is Moynat. This historic French trunkmaker, opened in 1849 and closed in 1976. In 2010, Bernard Arnault spotted the dead brand's potential and bought its rights. It's now making timeless handbags from its French atelier. Its creative director, Ramesh Nair, came from Hermès, so knows the understated approach well. In an age of instant accessibility, if you want a Moynat bag, you have to speak to Moynat. And there's no e-commerce.

To attract the consumer who can afford to buy regularly from the top end, rather than fragrances or sunglasses, brands need to think as they do. Digital wizardry in-store is wasted on them, as they may well be shopping from their hotel suite. Brands that whisper, rather than shout will have credibility and cache in 2015.



# 8 OUTLOOK LEISURE

In a digital age, when everything from movies to food can be ordered in, what are we prepared to go out for? People want social media moments and bragging rights in the office – whether it's Vodafone offering customers VIP seats at festivals or themed dress up evenings to replace the traditional cinema.



Which leisure experiences will get people out of the house in 2015? (Joe Schwartz)

“ People are cocooning at home – there's no reason to leave. You can go online and order almost anything directly to your door, from the comfort of your couch

Randy White



## LIFESTYLE EVENTS

Ivor Wilkins is the director at MAMA & Company

In 2015, festivals are going to become less about the artists, and more about the experience of the event as a whole. Customers have got money, it's just that they're being a lot more precious about how they spend it – they're going where they'll get more for their buck.

Glastonbury is a perfect example. Tickets sell out before the artists are even announced. Its not about seeing Metallica, it's about entertaining people and making them part of the experience. Diversity is one of the key aspects, too. There's a blur of what people listen to these days.

We're seriously looking at RFID cashless systems for 2015. It's a great way of streamlining so many aspects of the festival experience. People can pay in advance and get served more quickly, and we can analyse the drinking habits of our customer. We can even pre-program wristbands to prevent people from drinking under age. This is integral, as we always have problems with licensing – young people will always try and get alcohol. RFID wristband wallets could be the perfect solution to this problem.



## COUCH COCOONING

Randy White is the CEO of White Hutchinson Leisure & Learning Group

In 2015 there's going to be a continuation of a trend we've been seeing for a while, where leisure is migrating to the digital world. You can now readily access music, movies and entertainment on your TV, or your mobile device. You don't need to go out.

The market has shrunk and what is attracting people from that smaller market is what we call high fidelity experiences. Why settle for just popcorn and drinks and the cinema when you can pay a little more for a fully themed evening. And people are paying for it; when people do go out they are looking for high quality experiences.

But mostly, people are cocooning at home – there's no reason to leave. Money is being spent on technology and smartphones and subscriptions. You can go online or on an app and order almost anything directly to your door, and this increased spending on home electronics is enabling people to have the full cinematic experience of a movie from the comfort of their couch.



Events managers are challenging themselves to be more creative (Ariële)



## BRANDED MEMORIES

Ray Jones is the business development director at Time Out London

Brands outside of the leisure sector are using unique experiences to add value for their consumers. They're telling their customers, "because you're a client of this brand, we'll enable you to have 'X' experience." You can't go to a festival without seeing seats reserved for Vodafone customers.

Look at Converse. They sponsor a ton of gigs. They're a shoe brand. But they're sending a message that they're a bit down and dirty, they're rock 'n' roll.

Events managers are challenging themselves to be more creative and really push the envelope. The Rooftop Film Club is taking over roofs and car parks in Shoreditch and Peckham. People watch on the big screen whilst looking out at some of the most iconic views in London.

If you're going to spend money on something, you want it to be valuable. If you're going to do something in your free time, you want it to be memorable. People are more precious with their leisure time than ever. You want to go to the office and say; "you'll never guess what I did last night."



# 9 OUTLOOK HOME

Shrinking living spaces and a changing property market will concentrate consumer attention on interiors - towards DIY and multipurpose furniture. And as technology integrates into every room, we'll see smart thermostats and TVs appearing alongside vintage pieces as nostalgia becomes a dominant aesthetic.



With tablets becoming flexible domestic gadgets, the modern family is the 'touchscreen family' (Famapa)

“ 2015 might be the year where homeowners embrace nostalgia. Classic, vintage items such as butler sinks and freestanding baths have been very popular on Houzz this year

Victoria Harrison



## LUDDITE CHIC

Victoria Harrison is the editor of Houzz UK

In 2015, homeowners will continue to improve their homes, with renovating the kitchen being central. As the heart of the home - the one room where families and friends always gather - people are increasingly opting for an open-plan kitchen space.

Meanwhile, technology will continue to integrate into the home, with smart TVs and integrated sound systems on the rise. Smart thermostats are also becoming more common as people seek to save on their household bills. Few rooms now remain tech-free.

Aesthetically, the industrial look will continue to be popular - with indigo and charcoal predicted to be big, along with accents of warm metals like copper and brass. Perhaps a reaction to the advance of technology, homeowners will continue to embrace nostalgia. Classic items like butler sinks and freestanding baths are becoming more popular, signalling a shift to more individual, cosy homes, and a move away from stark minimalism.



## COMPACT LIVING

William Knight is the Show director of 100% Design and Clerkenwell Design Week

The entire notion of property ownership is changing in the UK, particularly in London. Investment will continue to shift towards interiors rather than the fabric of the building itself, hence the need for products to be flexible and compact. Consumer budgets will still be squeezed. However, investment in high quality, stand-out pieces made from durable materials is likely to continue.

We'll see more compact pieces of furniture designed especially for smaller living spaces. Multi-purpose units that provide a number of configurations will rise in popularity as will hackable products - those pieces of furniture or interior products that are designed to be finished by the consumer. Expect to see smart furniture before long, too.

There are several brands that excite me for 2015. Stellar Works is the first Chinese brand to break into the 'Western' market. Fashion brand Eley Kishimoto is set to breakthrough into interiors this year. They're strong on pattern, colour and contrast. In the lighting sector, Dyson is starting to re-write some of the rules. The brand has just released Ariel, a light that lasts 40 years before any element needs replacing.



More space-efficient and compact pieces of furniture are being designed especially for smaller living spaces (Simon)



## TOUCHSCREEN FAMILIES

Deborah Chambers is the author of A Sociology of Family Life

2015 will see the rise of the touchscreen home. Brits are still watching nearly four hours of television a day, on average, but the way families access it is changing dramatically.

Mobile device usage in the living room is encouraging parents and children to engage separately but in the same room: the modern family is the integrated multiple touchscreen family. People are commenting on live TV with friends and strangers across the nation through hashtags.

Tablet computers were among the most popular sale items last Christmas. This year, smartphones with bigger screens are superseding tablet capabilities, yet tablets are now more popular among children and people over 60, as versatile and flexible domestic gadgets.

Work and leisure will become more challenging to balance. When jobs are scarce and people worry about job security, workers are more likely to feel compelled to work longer hours and from home. 2015 will be a year of anxious networking from home.



# 10 OUTLOOK HEALTH & BEAUTY

While the beauty vlogger – now a household name – will begin to take her rightful place as a corporate entity, has the ongoing discussion about inaccessible beauty ideals finally hit home? Holistic health is taking over skinny girl dogma as the new normal in the wellness world.



ModiFace technology allows users to virtually apply lipstick via their device's camera (L'Oréal)

“ There's a growing emphasis on 'Stealthy Health' – being healthy without feeling like you're giving up on things, so you forget you're trying to be healthy at all

Taylor Anderson



## GIRLS ON FILM

Anna-Marie Solowij is a beauty journalist and co-founder of BeautyMART

Video will become more important in 2015 – it's content that everyone shares. The beauty industry feeds off it. Whether you're a brand with a product to sell or someone showing how to use that product. What specifically works is editorialisation – making it seem like it isn't a hard sell.

The ASA have said that vlogger content must be annotated as advertising if someone is getting paid. Some of the excitement will be taken out of these videos. Brands are capitalising on people like Zoella, but there's a risk that young consumers don't understand what is happening.

Only 10% of beauty products are online – the touching, the smelling, talking to an advisor before you commit to the purchase – all of that is important. When people shop online, they shop for the best price. It's no surprise that the UK's biggest beauty retailer is Boots. And the majority of their business is driven by '3 for 2s'.

It'll be interesting to see what Birchbox will do in 2015 with the launch of the brick and mortar store. There's an increasing movement of beauty retail leaving the department store and doing something standalone.



## STEALTHY HEALTH

Taylor Anderson is the UK editor of Cosmo Body

In the last year, everything has become about body acceptance. Before, health was focussed on weight loss and getting the 'perfect' figure. There's been a huge backlash.

Feeling good is the new looking good. Wellness has become a mental thing. Take work as an example. People are trying to find a job that makes them feel happy. Overall, it's not just about having the perfect body or having the perfect job, but having the right job – and the right body – for you.

It's about making health seem glamorous too. Protein World does that really well. They make protein powder look feminine.

There's a growing emphasis on 'Stealthy Health' – being healthy without feeling like you're giving up on things. Food brands are also dressing up healthy foods to make them feel more luxurious. But the problem is that some people still see health foods – whether it's Spirulina or nut butter – as too expensive. Making things accessible is really important.



## PERSONALISED TECHNOLOGY

Philip Frah is the founder and CEO of ModiFace

2015 and beyond will be all about personalisation. When consumers see a photo of themselves with a beauty product on, it is a far more convincing reason to purchase something than seeing it on a model. And having it in 3D is even better – the more lifelike the simulation, the better.

ModiFace technology is based on facial recognition tech. One example of how it's implemented is the L'Oréal Make- Up Genius app, which allows users to virtually apply 300 L'Oréal lipsticks, eyeshadows and blushers via their device's camera.

Mirrors have been a set part of the beauty regime for hundreds of years. Our technology allows you to look at a mirror and see not only your reflection, but all the different product options a brand can offer. The best technology is that which feels seamless. By integrating it into an item that is already required in the application of make-up, the technology does just that.



# 11 OUTLOOK MEDIA & ENTERTAINMENT

Self-publishing will become even more popular in 2015. But will it change the way we think about reading? Are we set to see smart TVs revolutionise viewing habits? Who is 'unhitching' from their favourite shows? And why are we seeing the return of live spectacles on the small screen?



How will interactive publishing change the way we read?  
(James Popsys)

“ I expect to see content becoming much more innovative. Broadcast television is one-way transmission, but internet television is all about two-way engagement

Tom Cape



## CHEAP READS

Ed Nawotka is the founder and Editor-in-Chief of online magazine Publishing Perspectives

The big story over the last five years has been the growth of self-publishing, particularly in genre fiction. Harlequin was one of the first in the digital space, and they smashed it from the start. They quickly realised that romance readers like affordable books, they tend to read them very quickly and they don't demand high quality.

Self-publishing has proven that a large audience will pay £3 for a book and if it sucks, who cares? It's still cheaper than going to the cinema. The cheaper things get, the more quickly people dismiss them.

Plus, the question of multimedia is pressing; every form of media is cannibalising every other form of media and book publishing is no different. Publishers are making videos, and pulling music and gaming into their products.

Penguin Random House's project, My Independent Bookshop, is interesting. It's curated, it's interactive, it's got a lot of users. It's essentially a competitor for Goodreads. Any of the subscription services are going to be worth watching closely in the coming year.



## TWO-WAY TRANSMISSION

Tom Cape is the Director of Connected Solutions at Arqiva

One of the most interesting things happening is the convergence of TV and the internet. This has been going on for 10 years but this year you'll be able to buy a TV that offers you a choice of online content and traditional TV broadcasts in a more seamless way. Freeview Connected, coming out in 2015, will see Freeview become an internet-connected service, with iPlayer, and other content delivered over the internet appearing as part of the main TV listings.

I also expect to see content becoming more innovative. Broadcast television is one-way transmission, but internet television is about two-way engagement. There will also be more niche content because it will be cheaper to distribute.

Vice is a brand that interests me right now. They've got big plans for the youth market next year. And we shouldn't rule out what will happen with Google and Apple, who continue to poke at the TV space. Apple TV has been on their radar for a couple of years now, but they're yet to come up with the killer app and Google is ceasing 'Google TV' to focus its effort on Android TV.



2015 will see a convergence of TV and the internet  
(Sameer Vasta)



## SOCIAL NEWS

Brian Steinberg is senior TV editor at Variety

In 2015, news outlets like CNN and NBC News will start to break their stories first via social media and then provide links to video and TV programming.

Netflix will lose its distinction as its rivals attempt to move into the same space. HBO and CBS have already unveiled their intentions to do more with video streaming.

Viewers will continue to find more comfort and fun in getting 'unhitched' from their old-school TV sets. They'll watch more late-night TV the next day via YouTube; they'll pay less attention to when a show is 'on' TV and more attention to services that let them watch whatever they want at a moment's notice.

Stunt programming has become all the rage on TV, whether it's an NBC live broadcast of 'Peter Pan' at the start of the U.S. holiday shopping season or a live telecast of daredevil Nik Wallenda trying to cross the Chicago skyline via tightrope. Live programming that dares you to miss it - and miss what everyone else is talking about - is one of the few kinds of programming that can lure broader audiences.



# EXPERT OUTLOOK

## 2015: JOINED-UP THINKING

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