

TRENDERA



WHAT YOU NEED TO KNOW:
ACTIVISM REPORT



With over a year of constant change and now the hope of the pandemic's end in sight (for many countries at least), these times feel both fraught and promising.

From Governor Cuomo's fall from grace, a resolution to the George Floyd trial, Caitlyn Jenner running for California governor, to a shocking number of random acts of violence, the world feels ready to explode, in both good and bad ways. That's why we wanted to touch on all things Activism in this issue to see where things stand.

We surveyed Millennials and Gen Z to see how they are redefining personal privacy, advocating for the causes they care about, and reevaluating relationships with people whose views don't align with their own. Additionally, you'll hear about brands that are getting Activism right, as well as who and what is trending in consumer culture right now.

As ever, we look forward to discussing these and all things trends with you further.

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BY THE NUMBERS

GEN Z, MILLENNIALS, & ACTIVISM

HOW THEY SUPPORT THE CAUSES THEY CARE ABOUT:

When asked what they think will make a significant difference in how people feel, think, and behave, Gen Z and Millennials said:

37%

Ensuring real consequences for people who are racist, misogynistic, etc.

37%

Speaking up on about issues on social media

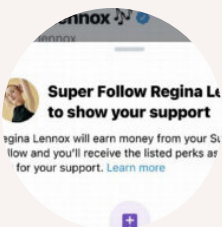
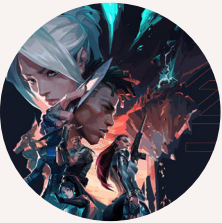
32%

Making it easier for people to consume shows and products that align with their values

NOW TRENDING



NICE SHIRT. THANKS!: Having gone viral on both Instagram and TikTok, Nice Shirt. Thanks! is a clothing brand creating a different version of customizable shirts. For an affordable \$24.99 customers can enter in a few keywords like “Harry Styles” and “Scientist” and have designers create a one of a kind shirt based on their interpretation of the keywords. The result is a hilarious creation that Gen Z customers can’t wait to post online.



ONES TO WATCH



DIZZY FAYE: Dizzy Fae is a 22-year-old singer and dancer who has already released two mixtapes, opened for Lizzo, and shared stages with Jorja Smith, The Internet, and Kehlani all since her 2016 debut single “Color Me Bad.” The rising star has released new music within genres ranging from R&B and eclectic funk to experimental electronica and smoky jazz, all with her own twist.



