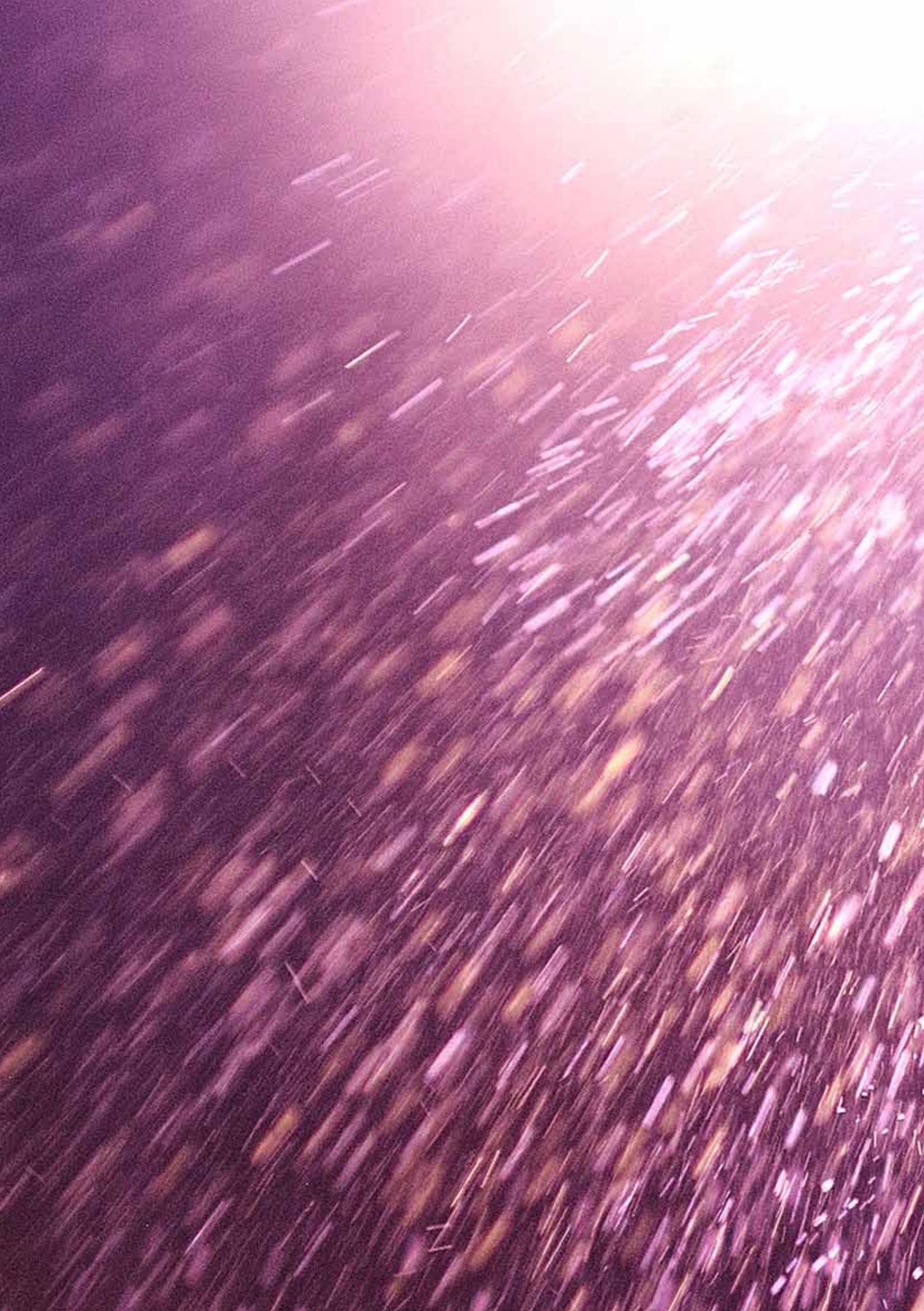


CULTURE VULTURE *beauty*

◇◇◇◇◇◇◇◇◇◇

GEEK CHIC, THE HUMAN TOUCH,
JUST PRESS REWIND, AND MORE ...

MINDSHARE



introduction



The real definition of beauty has always been up for debate.

But no matter whether perceptions about it are focused on aesthetics or characteristics, the concept of beauty provides a perceptual experience of pleasure that everyone aspires to revel in.

In branding, beauty attracts consumer interest and attention, which are important to the customer journey and sought after in brand communication. In a world of fragmented media and content overload, it is the things of beauty that stand out, becoming 'social currency' that people want to associate with and pass along through word-of-mouth.

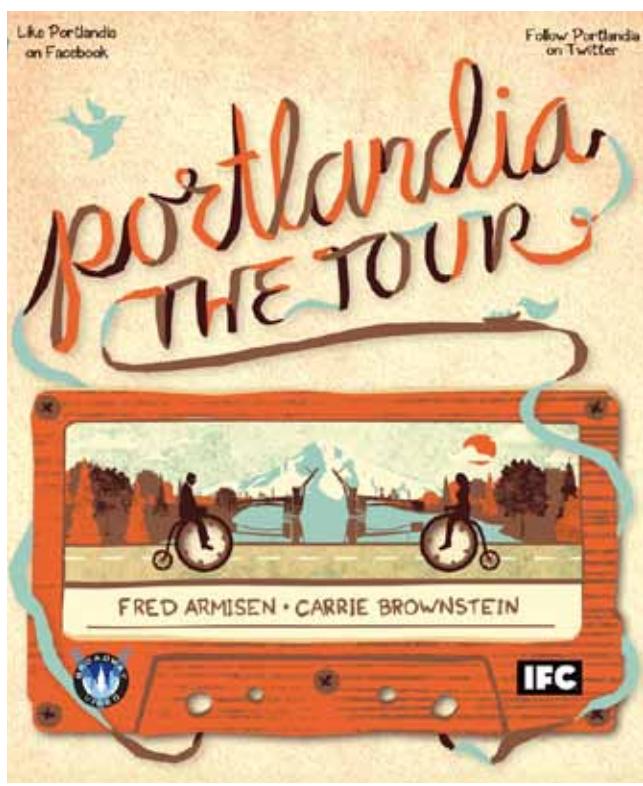
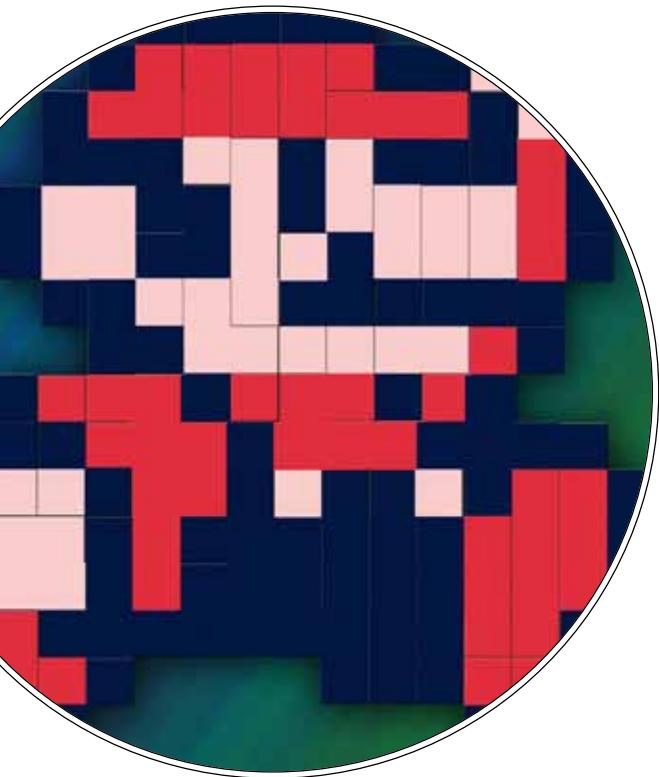
'Beauty' is the second edition of Culture Vulture that seeks to explore how today's societies look at, appreciate, define and experience beauty in its various forms – delving beyond the realm of physical aesthetics into all the aspects of culture ranging from architecture to technology to food.

Our study has identified 15 'cultural dynamics' – patterns in social behaviors and attitudes that capture the prevailing spirit of the times – that are related to how beauty is perceived by youth around the world.

From these cultural dynamics, five umbrella themes have emerged that may be applied to inspire brand communications: Skin Deep, Anarchy & Rebellion, Depth & Substance, Rebirth, and Experiential.

Adapted to fit a brand's unique essence, these trends can help springboard communication ideas to deliver a brand experience that delights, awes, and captivates consumers at all points of the customer journey.





CONTENTS



CULTURE
VULTURE
beauty



Skin Deep	8
Geek Chic	12
Beauty Quotient	16
Love at First Sight	20

Anarchy & Rebellion	26
Against the Flow	30
My Life My Style	34
The Beauty of B-Sides	38

Rebirth	44
Just Press Rewind	48
Old-School is the New Space	52
Home Grown	56

Depth & Substance	62
More Than Meets the Eye	66
Stars with Substance	70

Experiential	76
The Human Touch	80
Let's Get Physical	84
Beyond Nourishment	88
Breathe Again	92



COMMUNICATION CURVES

The five communication curves below are a visual representation of the behaviour that each of the themes embodies:

Skin Deep confirms the visual aspect of beauty – the seductive power of images, shapes, colours, and other aesthetic elements. Skin Deep's curve skims along the surface, making impact with superficial, immediate impressions.

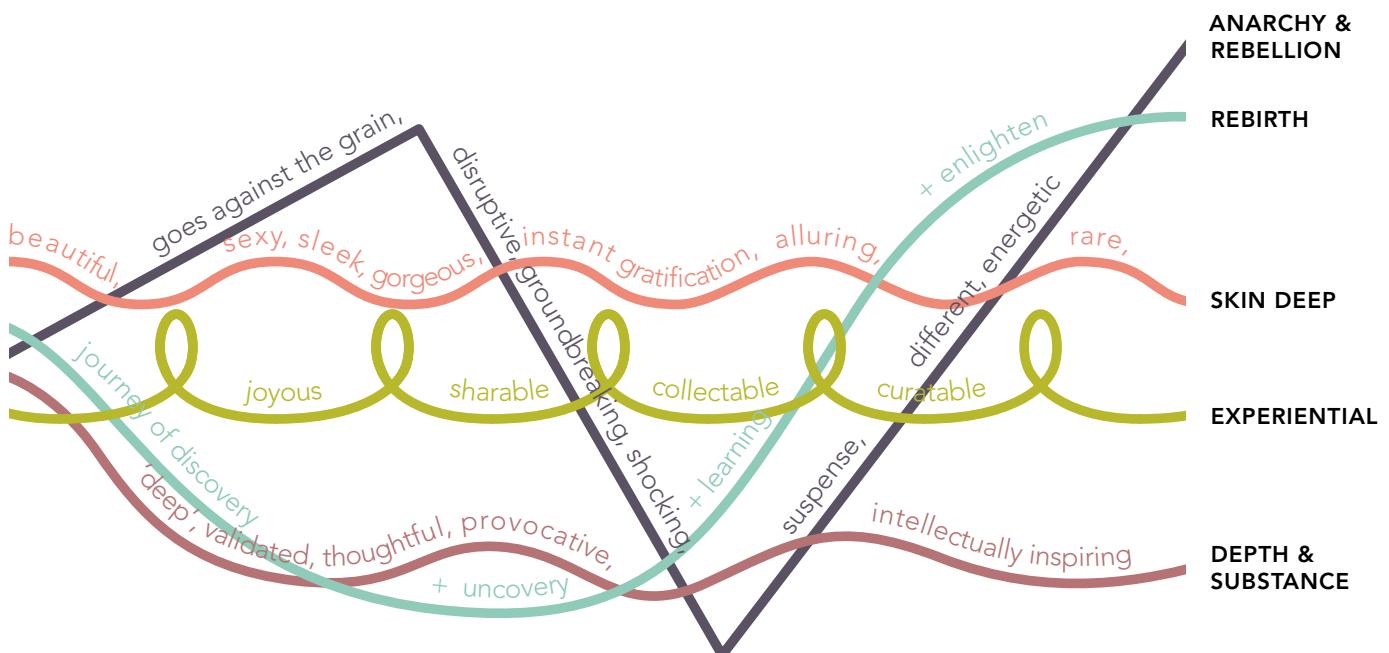
In **Anarchy & Rebellion**, beauty is found in the disruptive and unconventional, in going against norms and mainstream conformity. It rocks the boat and is unafraid of taking on positions of the extreme.

The beauty in **Rebirth** is about looking back in time and into our roots – a renewed appreciation of history and heritage. Rebirth's curve takes the audience on a journey of learning and discovery that digs into the past to feature it in the present.

Depth & Substance shows that beauty lives beyond the surface, in the communication of opinions that lead and stimulate thought. Its curve takes us to an underlying meaning and purpose which provokes progressive thinking along with debate and discussion.



In **Experiential**, beauty is experienced by indulging in our physical senses and the spirit that makes us human. Experiential's curve links together all aspects of life in balanced harmony, stringing together sensorial pleasures in a holistic manner.





METHODOLOGY

Findings from Culture Vulture's Beauty issue have been drawn from a rigorous process that integrates desk research, brainstorming sessions, and our Culture Vulture framework with primary research from the following sources:

The Scout Network

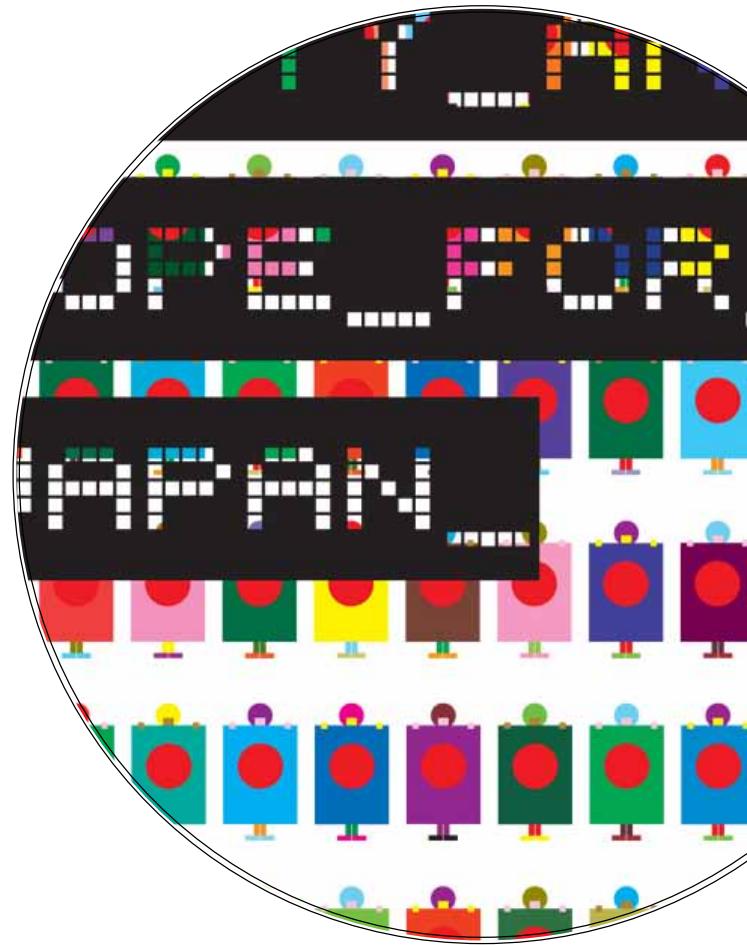
The Scout Network is a group of individuals living in key cities all over the world, whose lives are immersed in music, fashion, design, sports, technology, and brands. They contribute their thoughts and observations at the site: www.scoutnetworkblog.com. Collected from our scouts in Asia-Pacific, Europe, North America, and Latin America, these observations around the concept of beauty have enabled us to build a conceptual framework to help make sense of the constantly shifting values and attitudes that make up perceptions around beauty.

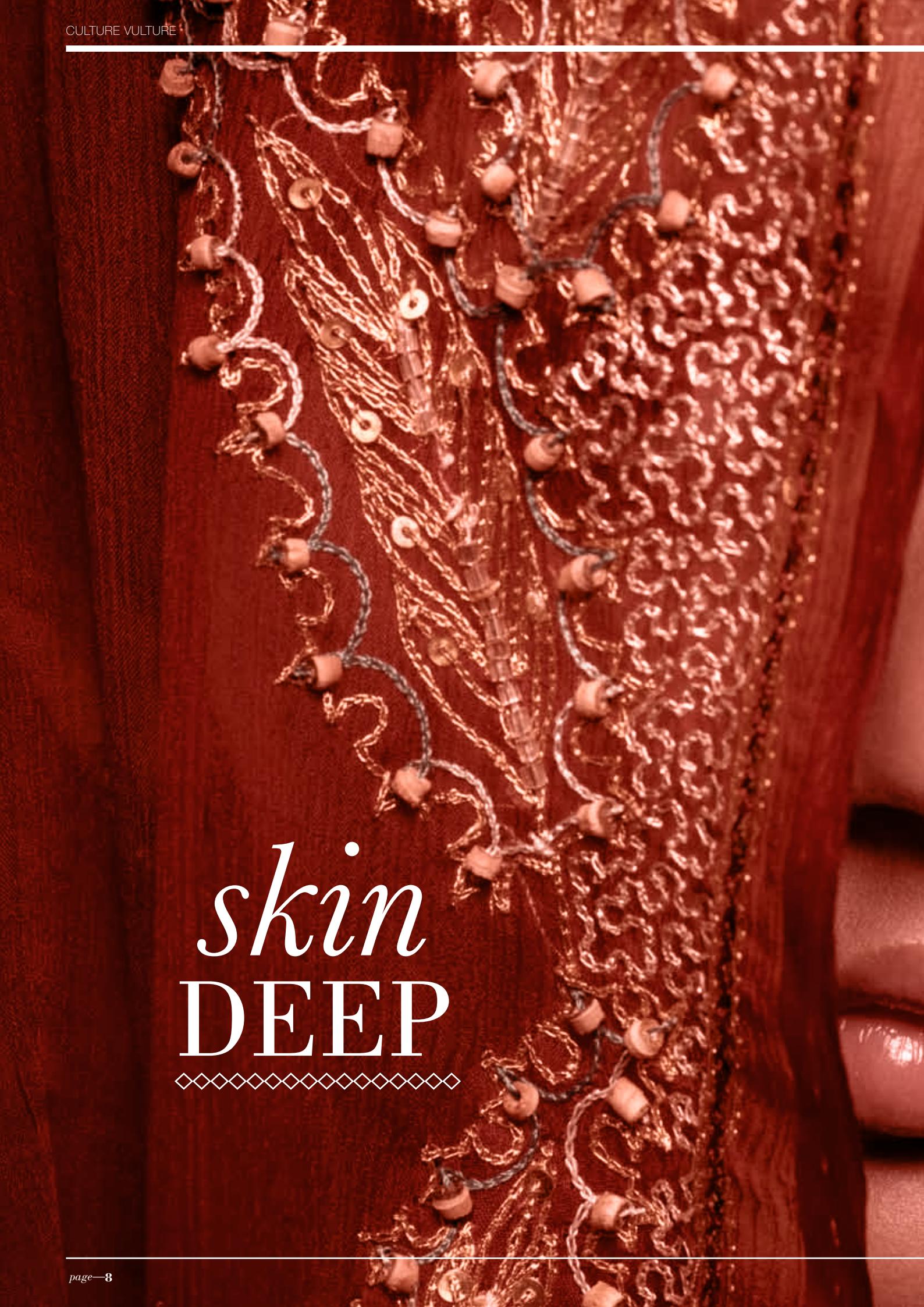
Expert Interviews

For an in-depth perspective, we've also incorporated learnings from 30-minute discussions on beauty with opinion leaders from Asia-Pacific, Latin America, North America, and Europe.

Mindreader

Mindreader is our global study amongst 40,000 people in 40 countries about their attitudes, interests and use of communication. Data from 2011 has been used to provide a quantified perspective to the themes we've identified.





skin DEEP





forecast

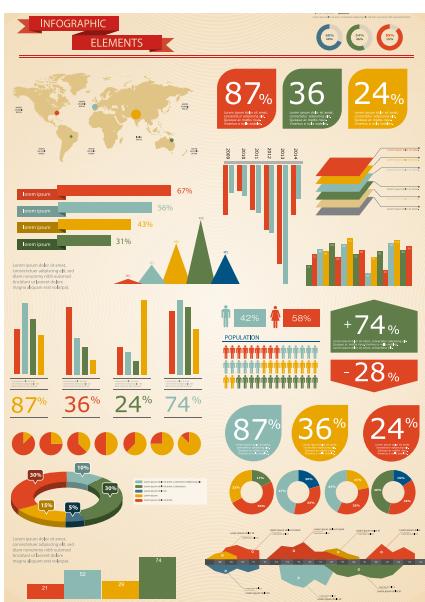
2012

- Cosmetic surgery trumps personal development
- Fair skin fetish continues to take over Asia
- Form integrated into function as the norm in technology
- The rise of visual culture

2015

- Beauty will be defined at a superficial level as it will be equated with physical attractiveness more than anything else. This will influence the way people view aesthetics in art, fashion, music, design and more.
- Cosmetic surgery will be accepted as a norm in most developed societies and technology will play an active role in enabling people to envision an 'upgraded' version of themselves through virtual/ augmented reality and smartphone apps.
- Technology will also serve as the medium where brands will leverage visual culture to engage consumers through infographics and hyperrealism. The popularity of 'second screen' innovations (smartphones, laptops, tablets, etc.) will now replace TV as the first screen. This will result in the rise of real-time interactive content that allows an immersive experience while maximising visual appeal.

Infographic advertising



Video-gram apps (eg SocialCam)



Cosmetic surgery apps / Augmented Reality beauty



Personalised smartphone artwork



Second screen as the first screen eg ('Social' TV)



Hyperrealism in film and TV



Hologram fashion



Virtual reality eyewear (eg Google Goggles)

skin deep

implications

FOR BRANDS

DEFINITION

Skin Deep Beauty maximizes the sensory role of sight as it places emphasis on visual allure and image.

ROLE FOR COMMUNICATION

Visual appeal is the focus of Skin Deep Beauty, with graphic cues serving as a primary source of inspiration.

MEDIA BEHAVIOUR

Skin Deep Beauty leverages instant gratification to promote engagement that is spontaneous, direct and inclusive.

USING THE SKIN DEEP APPROACH FOR YOUR BRAND

Be a leader in today's visual culture by providing inspiration through creative eye candy that communicates your brand's vision.

tips on SKIN DEEP BEHAVIOUR

Inject some playfulness in your communications by experimenting with unconventional formats.

Uphold visual creativity through the bold use of media.

Provide opportunities for engagement through customisable visual content.

Maximise the impact of your messages through cutting-edge out-of-home (OOH) advertising, cinema, cinematic content and rich media digital advertising.

Leverage today's visual culture in developing technology-led approaches.

SKIN DEEP
inspired original thinking

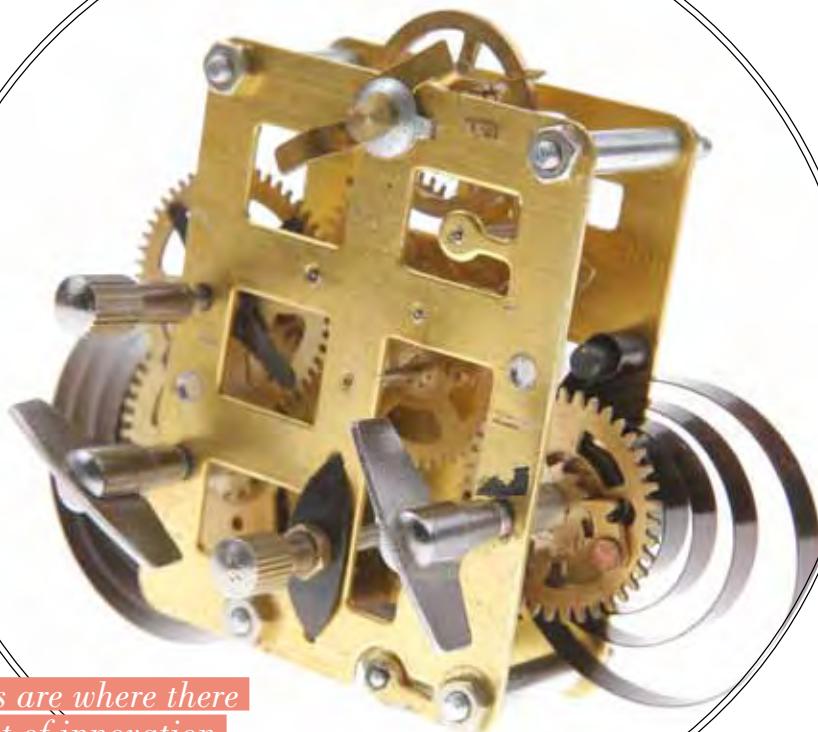
geek CHIC



beauty in technology
IS NOWADAYS DEFINED THROUGH
AESTHETICS AS MUCH AS
FUNCTIONALITY.







"Nails are where there is a lot of innovation – you had the crackle, you had the magnetic nails, you had the shellac and gel – that's where science is defining different trends."

ilana buterman

GROUPM, NEW YORK

~~~~~

## Prêt-à-Écouter

REGION: EUROPE  
CITY: STOCKHOLM  
SCOUT: MILENE

Swedish headphone fashion house Zound Industries' latest release - the premium brand Molami - is a haute couture take on headphones. Maria von Euler, a former fashion journalist turned industrial designer, says that Molami is the first headphone brand ever to be carefully designed from scratch to enhance the features and follow the structure of the feminine face. The result is classy, neat and elegant headphones that complement your look and don't feel 'too much' in combination with other accessories.

The three available headphone models (in-ear earphones, over-ear headphones and an innovative headband) come in black or white, in exclusive materials ranging from napa and stingray leather to sand-washed Japanese satin silk, with twisted textile-wrapped leads and rectangular gold or silver plated brand pieces.



## functional DESIGN

REGION: NORTH AMERICA



In the exhibition 'Tools for Everyday Life' at the City's International Contemporary Furniture Fair (ICFF) in NYC, designers from Northumbria created prototypes of tools that not only highlight their utilitarian value, but also celebrates the nature of the tools' shape and form, as a form of art.

They created variations of the tools to showcase the beauty of the tools themselves. The result include, for example, a jug described as follows:

*"To amplify the functional value of the design, each jug is produced from 30 ounces of Britannia silver (purer and whiter than sterling silver) and employs the traditional manufacturing process including hand forming, spinning, polishing, and plating resulting in objects without obsolescence."*

The project is self-described on its site as:

*"Recognizing an increasing desire for us to reconnect with the physical world and the objects within it, this project explores both the design language of their utilitarian products and the value of making skills. The premise here is that knowing how to make something leads to a better understanding of an object's logic, beauty, and meaning."*

References: [sightunseen.com](http://sightunseen.com), [psfk.com](http://psfk.com)



## *technological advancement in FRESH HAIR-DO!*

REGION: APAC CITY: SEOUL SCOUT: JEANNIE

Technology in Korea is more about making people's lives easier and more comfortable by improving small details of their routines. One place where these improvements are mainly applied is at the hair salon. When you first walk into a Korean hair salon you feel as though it is like any other. But once you get immersed in the experience, that is when the magic begins.

Once you have decided on your new hairstyle, you move to the hair washing area. There would be an amazingly comfortable and hi-tech sofa chair waiting for you. You just sit there and everything

happens automatically. Your legs are raised and your head and back are lowered, while your face is covered with a lavender scented towel, while your hair goes through an exhaustive cleaning and massaging process.

After this, you move to the 'robotics station' where you find the machines capable of turning your hairstyle upside down – from instant lengthening of your hair to the shortest style in vogue; from the perfect straight to the most luscious curls – your wish is their command. Nothing in Korean salons is impossible.

## *art and utility DESIGN*

REGION: LATAM CITY: BUENOS AIRES SCOUT: ROBIN

Functional design has existed for years and it's becoming more fashionable. People prefer elegant and sophisticated objects, particularly works of art. One example is Argentine designer Fernando Poggio who is very well known for his avant-garde seats.

As a result of this growing interest, the exhibition 'Art and Design/Utility' has invited leading artists, architects and designers to exhibit their works: Marta Minujín, Edgardo Giménez, Rogelio Polesello, Marcia Schwartz, Eduardo Pla, Mariano Cornejo -among others- are the selected participants who represent Argentina's contemporary art and creative design.

Curated by Andrea Sanguinetti – interior designer, fashion and art producer in Argentina and US – the exhibition brings together artists who help to shape a more aesthetic visual culture and build our environment.



*"Because they are more tech-savvy, even the make-up they use would have some element of 'newness' to it, of being almost 'gadgety', fast and easy to apply. They would want multi-functional products."*

**barbara kch**  
SINGAPORE WOMEN'S WEEKLY





# *beauty* QUOTIENT



*beauty today*

IS NOT BEAUTY UNLESS IT IS QUANTIFIABLE  
– ESPECIALLY AMID SOCIETIES THAT  
CRAVE TRANSPARENCY.



# *the eye OF THE BEHOLDER*

REGION: LATAM  
CITY: BOGOTA  
SCOUT: PATRICIA

Pageants are of great importance to Colombians. The main incentive to being a *reina* (beauty queen) is securing a spot as an actress in a *telenovela* (soap opera), even if she has no acting training at all. Beauty is of great importance in Colombian television, with little value or emphasis placed on acting skills.

If you take a look at all of the women in the industry, one thing you can guarantee is that these women will have had surgery on parts, if not all, of their body.

Colombian women pursue a particular aesthetic, and it creeps me to see how many women have the exact same nose or the same boobs, as well as the same butt and the same hair. Almost every woman here is born to fit this aesthetic.

Loly Fuentes is the new Bogotan *Reina*. But she is one of the few who fits in the pageant's profile without "retouching" herself. Her intentions are to avoid having plastic surgery and remain as real as possible. Kudos to Loly!



*"Looks are very important for the Gen Y to be accepted in society, whether amongst their friends or for their careers."*

*nam sirimon*  
MARIE CLAIRE  
THAILAND

## *face time FACELIFT*

REGION: NORTH AMERICA

'FaceTime Facelift' is a term coined by a Washington D.C.-based cosmetic surgeon who noticed patients increasingly asking to 'correct' their faces to look good in video chat calls such as FaceTime or Skype. In response, he developed a liposuction surgery with the same name, that does away with the double chins and turkey jowls that are accentuated by the camera's angle.

According to the Daily Mail Online, there has been a whopping 71% increase in the number of chin implant procedures being carried out in the US in 2011, bringing the total to more than 20,000 procedures, which is more than Botox, breast augmentation, and liposuction combined.

The American Society of Plastic Surgeons believe this is fueled by technology such as Skype and smartphones. With the rise in videos and photos being captured candidly, or sometimes even unknowingly, self-conscious teens are taking concrete measures to look their best from every angle – even if it means going under the knife.

References: Daily Mail, Mashable

*"Across social networks, people put up their best photos. Nobody uploads an ugly photo—people make sure it's their best angle, their best side, their best shot. Because beauty does make an impression."*

*alefiyah  
faizullabhoy*  
MINDSHARE ASIA PACIFIC





*"Aesthetic treatments have lost that stigma that people used to have about plastic surgery. It's now as normal as putting on make-up every day."*

**vanessa tai**

COSMOPOLITAN SINGAPORE

## classic BOYISH CHARM

REGION: EUROPE  
CITY: BARCELONA  
SCOUT: PAUL

Bruce Weber has done more to shape the way that masculine beauty is portrayed in the media than any other artist. His ads, most famously the billboards and videos he's produced for Calvin Klein and Abercrombie and Fitch since the mid-'90s draw their appeal from the 'boy next door' fantasy, itself borrowed wholesale from the 'girl next door' pinup of the '60s.

As with the nature of the industry, this ideal has gone from high fashion to mainstream and now is erupting once again into the vanguard. Young photographers such as Brett Lloyd, Alasdair McLellan and publications such as Luis Venegas' EY! Magateen have all been inspired by the work of Weber. While we're yet to have someone do for men what Terry Richardson achieved with his exposure of the 90s' Pamela Anderson aesthetic as mind-blowingly tacky, there's a sign that the mainstream appetite for impossible abs might well be on the wane.

Although there's obviously no way of looking into the future (yet), it's possible that androgyny will become the new dominant aesthetic over the next decade. It reflects the corresponding insecurities and identity crises among consumers, as another one of high fashion's impossible ideals becomes mainstream.

## fix ME UP!

REGION: APAC  
CITY: SHANGHAI  
SCOUT: CHRISTINE

"I want a higher nose!", "I want bigger eyes!", "I want to be taller!.."

These are but some of the most common aspirations among the beauty-conscious Chinese. With three million procedures performed annually, China today is the second largest executor of cosmetic surgeries in the world, right behind USA and just ahead of Brazil.

"Western culture has enormous influence on aesthetic standards. Our patients ask us to recreate Caucasian features," says Dr. Qing, Chief Surgeon of Shanghai Ninth Hospital.

Others are willing to be unable to walk for more than six months and endure the great pain of leg extension surgery, a high-risk procedure, for the sake of increasing their height by a few inches. There have been several cases of deformities and infections, and nerve damage is common, with some people even ending up permanently crippled.

The French adage *Il faut souffrir pour être belle* 'One must suffer to be beautiful' proves right in Shanghai, where beauty is a global obsession and a merciless law.







*love at*  
**FIRST SIGHT**



*visual culture*

IS TAKING OVER THE WORLD AS HUMANS  
ARE NOW HIGHLY PREDISPOSED TO USE  
THEIR SENSE OF SIGHT TO 'FEEL'  
THE WORLD.

# *hats, skateboards AND GRAFFITI*

REGION: LATAM CITY: MEXICO CITY SCOUT: JORGE PEDRO

The first thing I see everywhere when my friends log-in to Foursquare is a bunch of hats. When did they become so fashionable? In this identity and visually strident city, urban tribes are hard to distinguish. Emos, Cholos, with their mazahua background, punks with their gothic accessories and the gay bear community – just to name a few random examples – coexist in such proximity that it sometimes becomes hard to distinguish one from the other.

That is what's happening right now with all these hatted people. These people are into skateboards, designer shoes and graffiti. They are not an urban tribe, but they have become an identifiable group, one which goes to DJ Aztek's shows and gallery openings at Fifty24mx, who reads Tongue magazine and who likes thecitylovesyou.com or the urban art festival All City Canvas.

The word "urban" is common in their speech, and I recently heard someone say graffiti was "the new muralism". It is also accepted that the city's youth is ever more sophisticated in terms of aesthetics – architecture, contemporary art, design, interior design, music – illustrated by the success of Centro University and that of publications such as El Fanzine. The doors are opening to all kinds of aesthetic manifestations.



*"Beauty is a universal language. It's all the visuals, about feelings and emotions."*

**sabrina tan**  
SKININC, SINGAPORE

*"We look up to Koreans more because of the aesthetic bit. They're stars with dewy and moist skin - they have visual impact."*

**sabrina tan**  
SKININC, SINGAPORE

# *food PORN*

REGION: NORTH AMERICA / GLOBAL

According to Wikipedia, 'food porn' is a "glamourised spectacular visual presentation of cooking or eating in advertisements, infomercials, cooking shows or other visual media, exotic dishes that arouse a desire to eat. Food porn often takes the form of food photography and styling that presents food provocatively, in a similar way to glamour photography or pornographic photography."

With the proliferation of digital cameras, broadband internet, 'for-dummies' imaging effects apps, and social networks, food porn, or perhaps attempts at, has exploded in the US and all over the world.

The popular website "Tastespotting.com" features a tantalizing collection of 140,000 images of seductive food images submitted online. Attracting 5 million visitors each month, Tastespotting is the golden real estate for food bloggers looking to attract traffic to their sites and recipes by getting their food porn pictures featured on the site by the LA-based site's owner, Sarah Gim.

Anyone and everyone with a smartphone and social network profile seems to be participating in the movement of making viewers salivate, by taking and uploading pictures of the food they make and order. Need proof? Check out the blog called Pictures of Asians Taking Pictures of Food.

Reference: *LA Times*, *Wikipedia*



## *pet portraits* RELIVE MEMORABLE MOMENTS

REGION: APAC  
CITY: MUMBAI  
SCOUT: BHAVIKA

India has an ancient association with the love of animals, and this reverence for our four-legged friends has given rise to a new and a beautiful concept – pet photography.

Pet Photography is offered at pet grooming salons, pet stores and specialised pet studios in Mumbai. Services cost Rs 3000 (about US\$54) onwards, depending on the location and photographer. Social media networks also play an important role in spreading awareness about this service through online portfolios, word-of-mouth publicity or blogs.

"I have received requests for pet photography from two very different kinds of people: 'pet owners' and 'animal lovers'. The pet owner's brief to the photographer is almost always to make the animal look good. The animal lover's brief is almost always...to capture a moment between them and their beloved companion. I love taking pictures of animal lovers with the animals they adore," says Akshata Joshi, an animal lover and aspiring pet photographer.

## 'heads' by PHILLIP LORCA DICORCIA

REGION: EUROPE  
CITY: LONDON  
SCOUT: ANDY

Philip Lorca DiCorcia's shooting style falls somewhere between documentary/street photography and the images of movie posters and advertising billboards. The contrast between the sometimes mundane subjects and the photographic language in which they are portrayed removes subjects from their original context and transports them to higher cinematic realms, whilst their nature as still images retain a Rorschach-like quality of being entirely open to viewers' interpretations.

The beauty of these photographs comes from the fact that these subjects are normal people – transported into a cinematic realm of romance, deceit and subterfuge through the skill of capturing somebody's real life. In a single image, the subjects transcend their own life story and adopt the life of a character in a movie. The use of a telephoto lens and the subjects' obliviousness to the image being taken creates a totally pure image, free of self-consciousness.

*"When it comes to beautiful things, the story behind the art can always strike a responsive chord in the hearts of people, make them feeling beauty & pleasure"*

**jia shac**  
FASHION EDITOR, CHINA

*"Real beauty can arouse people's inner desire and bring about feelings of joy, love, and interest."*

**celine**  
BEAUTY EDITOR  
GRAZIA, CHINA



# *powered by* MINDREADER

MINDREADER IS OUR GLOBAL STUDY AMONGST 40,000 PEOPLE IN 40 COUNTRIES. WE'VE BEEN TALKING TO PEOPLE ABOUT THEIR ATTITUDES, INTERESTS AND USE OF COMMUNICATION FOR THE PAST 4 YEARS.

## *beauty* QUOTIENT

~“*I go to great lengths to look young*”

- \* The five countries with people who are most likely to put effort in maintaining their youth are China, India, Hong Kong, Thailand, and the Philippines, with an average of 54% saying they would do so, and China leading at 76%.
- ▲ The five countries with people least likely to do so are the Netherlands, UK, Japan, Australia, and Sweden, with only 16% agreeing that they would do so.

The average across all surveyed countries is 32%.

~“*I read fashion and beauty magazines.*”

- + The five countries with people mostly likely to read fashion and beauty magazines, in print or online, are Thailand, China, Philippines, Hong Kong, and Malaysia, with an average of 74% of people reading the magazines.
- The five countries with people least likely to do so are the Netherlands, USA, UK, Denmark, and Germany, with an average of 31% doing so.

The average across all surveyed countries is 49%.





*anarchy*  
& REBELLION

---



# forecast



## 2012

- The rise of trendspotters, not slaves
- Street cred as the new cool
- Underground tribes in the spotlight
- Individuality as culture's main driving force

## 2015

- Individuality will be reinforced by advanced technologies, which would minimise the need for real human interaction.
- As consumers are further empowered by information, the need to rebel against the status quo will rise and give way to the concept of the 'anti-culture'. There will also be an increased need to 'personalise' media as well as products of mass consumption to cater to various tastes and attitudes. This will pave the way for mass personalisation and new apps that enable behaviour modification.
- The pulse of popular culture will be fueled by independent and underground movements. Media will be harnessed by the power of communities in the form of crowdsourcing and crowdfunding.

*Anarchy-inspired apparel*



*Behaviour modification apps*



*Crowdsourced & crowdfunded advertising*



*Digital street art*



*No-name fashion*



*Anti-culture is the new culture*



*Mass personalisation*

# *anarchy*

## *implications*

### FOR BRANDS

#### DEFINITION

Beauty Anarchy takes aesthetics to another level by introducing groundbreaking innovations that challenge existing conventions and stereotypes.

#### ROLE FOR COMMUNICATION

Beauty Anarchy is at the forefront of a shift in perceptions by providing revolutionary ideas that ignite new conversations.

#### MEDIA BEHAVIOUR

Beauty Anarchy goes against the flow of established norms by exploring radical channels for cutting-edge communications.

#### USING THE ANARCHY APPROACH FOR YOUR BRAND

Rebel against your current brand proposition and be open to brand-new avenues of creative thinking.

#### *tips on ANARCHY BEHAVIOUR*

Lead disruptive conversations by introducing insight-led innovation.

Champion an advocacy that would reflect your brand's revolutionary vision.

Challenge mainstream thinking by presenting unconventional viewpoints through digital and social media channels.

Focus on driving endorsement and PR-led by untapped local icons who serve as new thought leaders.

Be at the forefront of independent lifestyle movements that empower community consciousness.

**ANARCHY & REBELLION**  
*inspired original thinking*



# *against* THE FLOW



*the emergence*

OF ANTI-Stereotypes, such as  
female tattoo artists, challenge  
today's mainstream beauty  
standards and acceptable  
gender roles.



*“The definition of beauty in our parents or grandparents is different from ours, their standard of beauty was unified, gentle & pretty, big eyes and long hair is the only standard.”*

**Celine**  
BEAUTY EDITOR  
OF GRAZIA, CHINA

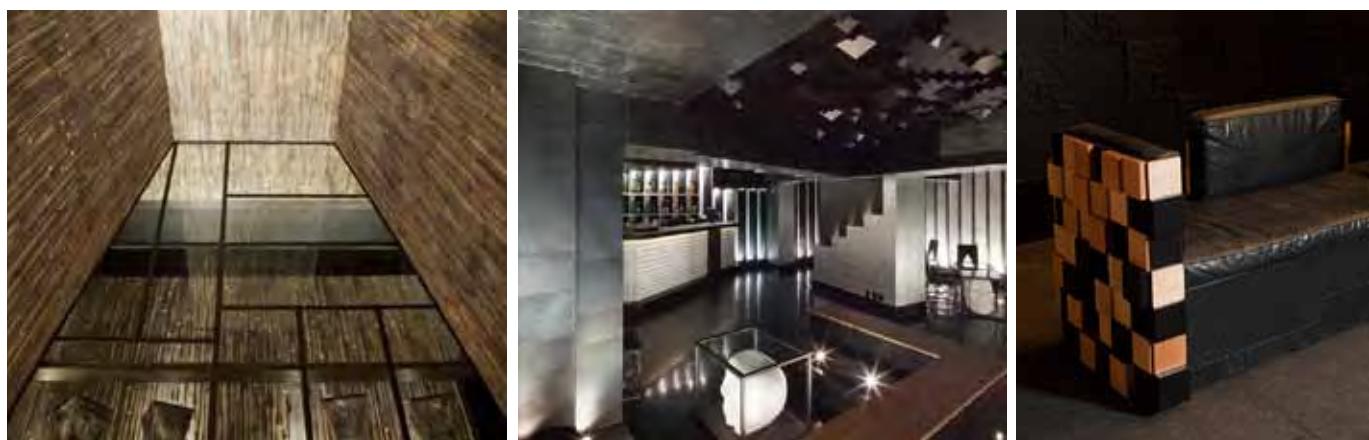
## *the curious world of FEMALE TATTOO ARTISTS*

REGION: APAC  
CITY: MANILA  
SCOUT: ALICE

“The thing I love about my work is that it concerns making things beautiful. The same thing goes for tattoos, where even bare skin becomes lovelier,” says Wiji Lacsamana. After more than a year of working on dozens of tattoos, she is poised to join a growing community of female tattoo artists.

While there is nothing new about tattooed ladies, the phenomenon of needle-wielding women is fairly new; and while it is reminiscent of the novelty behind *Suicide Girls* and shows like Kat Von D’s *L.A. Ink*, there is no doubt that ‘art sleaze’ stereotypes are changing for the better.

Once a mark of obedience and association, the tattoo has evolved into a mark of individuality, channeling both male and female expressions of beauty. What this phenomenon highlights is not only the growing number of female artists, but the growing influence of a distinctly feminine aesthetic. Names like Sarah Gaugler of Snow Tattoo come to mind, establishing the legitimacy of a practice which has allowed female artists to go beyond simply ‘making things pretty’ and making a mark in what was once, more or less, exclusively a boys club.



## *Public & CLANDESTINE*

REGION: LATAM CITY: MEXICO CITY SCOUT: JORGE PEDRO

It has become fashionable to open new places that only a few privileged people can have access to. Such is the case of the M.N. Roy, first of this type of nightclubs, which “opened its doors”, last year on Mérida street and offers the best parties. It wasn’t long before a competitor showed up in Polanco, Jules, a discreet and by invitation-only bar. Entrance to the first speakeasy in Mexico City, according to its owners, is through a restaurant’s refrigerator.

Recently, there are also rumours about a new “clandestine” club called Walther, in the southern area of Roma neighbourhood. Finding out the exact location is the first problem you encounter.

You have to call through Skype and try your luck. At Walther they’re very concerned with their music selection, and attendees must be hipsters at the very least.

Once you start looking into things, you realize there are more speakeasies in the Mexican capital than you’d imagine. We have the Paprika hair salon, for example, by Yumiko, a girl from Monterrey with Japanese origins, who besides working as a hairdresser, performs as a DJ. Only insiders have access to her most radical haircuts, such as the Die Antwoord.

The list goes on, but best we honour their secrecy. Otherwise they’ll become too fashionable.



## man bun RISING

REGION: NORTH AMERICA

CITY: NEW YORK

SCOUT: CALLAN

While fashionable gay men in New York continue to dye their hair light yellow or gray-blue etc., fashionable straight dudes in Brooklyn have found a new trend. It's a bun and it's worn on a man's head. It's a bit lower than the corresponding ubiquitous top-knot found on women in Brooklyn, but suggests the same thing – “I am too real and too busy to be fussy about my hair right now.”

The New York Times article kinda blew the trend wide open, but oddly enough the same day this was printed, my girlfriend was texting me about how annoying the bartender bun trend was, and she was complaining about the very same Michaelangelo interviewed in the article. It's kind of a macho thing, for whatever reason. You saw it first on rich guys with really expensive designer leather jackets and scruffy faces, but now you see it a lot more on fixed gear guys who usually wear beanies. I am not mad at it. Do I seem resentful? Cuz I am not.

~~~~~



beauty IN DEATH

REGION: EUROPE

CITY: BERLIN

SCOUT: FELIX

Iris has a great affinity for animals. But not in the typical way where you have a bunch of cats, dogs and rabbits to take care of and give them a warm home. No, Iris Schieferstein from Germany has a 'devotion' to skinned animals. While people have pizza and Coke in their fridge, she has dead animals. With them, she creates masks, shoes, sculptures and other art.

The essence and the incentives behind her work is highly contrasted. The paradox of sexuality and emancipation; of the vengeful God and the love of the Christian doctrine; of life and death; of her fascination with religion and her unbelief at the same time. Like her inspiration, the reaction of society is a paradox for her too. She receives death threats and hate mail for the fact that she's making art out of dead animals.

Her art, which is met with repulsion and fascination, has gathered critical acclaim from across the world. Her exhibitions are about death, sex and religion. One installation she presented in a church depicted erect penises moving through water in a Jesus Christ-themed exhibition. As you can tell, her work is pretty controversial...





my life
MY STYLE



people refuse

TO BE MERE FASHION SLAVES IN THE
NAME OF BEING BEAUTIFUL BY
DECIDING TO MAKE THEIR OWN
SARTORIAL CHOICES.



a new fashion ATTITUDE

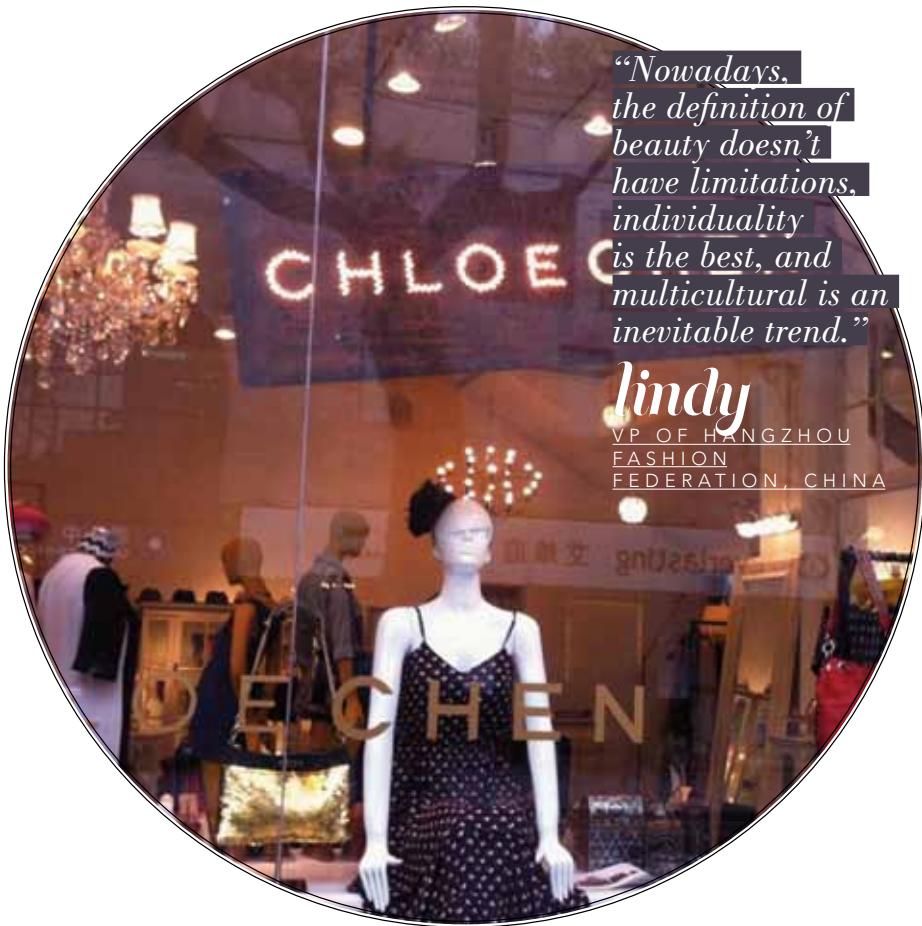
REGION: APAC
CITY: SHANGHAI
SCOUT: CHRISTINE

It is only recently, with a better fashion education and more alternative choices, that women in Shanghai have started having their own sense of style and stopped being the slaves of fashion trends.

It was the growing sophistication of these city fashionistas that made Chloe Chen decide to open boutiques in Shanghai. Her flagship store doesn't resemble any of the Chinese shops, which are completely packed with displays and racks so jammed with clothes that wanting to try an item becomes intimidating. The combination of modern design and vintage decor creates a special atmosphere in Chen's boutique. "We want our customers to come in and feel comfortable enough to try different pieces on and discover elements of style they have never tried before," says the young Taiwanese fashion designer.

The brand has no flashy logo and the price tag is not among the highest. Today, in Shanghai, women are looking for unique pieces to complement their own style, rather than trendy items that last for only one season. They are learning how to mix independent designs with pieces from big and mass brands. They are creating their own unique beauty, and when it comes to fashion, there is a growing demand here for outstanding individuality.

~~~~~



*"Nowadays, the definition of beauty doesn't have limitations, individuality is the best, and multicultural is an inevitable trend."*

***lindy***  
VP OF HANGZHOU  
FASHION  
FEDERATION, CHINA

*"When you get to the Millennials, it really is so much about self-expression. It's not just about 'what's on trend' and 'how am I supposed to look' – it's 'how I want to look.'"*

***llana buterman***  
GROUP M, NEW YORK

## *uniqueness starts A FASHION REVOLUTION*

REGION: EUROPE  
CITY: MILAN  
SCOUT: SARA

When fashion designer Alessandra Facchinetti was dismissed as head designer of Valentino, she came back and started a new project: Uniqueness. Produced by Italy's ready-to-wear affordable brand Pinko, the first collection was on sale, online, on the same day, at the same hour and at the same minute as it was first unveiled at Paris' fashion week in September last year.

But now there's even more. Through a new section of the brand's website Cast, people get to see what happens behind the scenes of fashion and are even called to action, invited to join the creative process. Alessandra will pick the contributions that inspire her the most and make them an active part of the production of the world's first user-generated collection.

# Mr. sunshine ROB CONLAZO

REGION: LATAM CITY: BUENOS AIRES SCOUT: ROBIN

Argentine artist and creator of beauty Rob Conlazo, shares his point of view to help us reflect on what is beauty. Rob Conlazo is part of Post Traumatic Kunst Ensemble, selected for arteBA-Petrobras Prize Visual Arts 2012 under the name of "Splatter Morfogenético/ Arlt Maschine"

Who are you and what do you do? I'm Rob Conlazo, musician and painter, founder of Reynolds band, with which I've made over 100 albums in various countries and played with Lee Ranaldo, Damo Suzuki, Pauline Oliveros, Nihilist Spasm Band, among

others. Since 2005, I have dedicated all my time to painting, video installations and performances.

Your conception of beauty coincides with the world's definition of beauty? What I consider beautiful is not necessarily beautiful for others... What I consider beautiful, doesn't match with what is beautiful for the world... For example, for me beautiful is the elephant man Joseph Carey Merrick, I've recently read his writings and felt really moved. He was more beautiful than thousands of models!

*"The trend of beauty advice now is really getting tips from real people. DIY through online photos and videos are gaining popularity because of the accessibility of it."*

**niccole yee**  
COZYCOT, SINGAPORE



*actual pain that  
doesn't HURT  
THAT BAD*

REGION: NORTH AMERICA  
CITY: VANCOUVER  
SCOUT: KUMA

I like metal. I'm also partial to the new generation of designers lifting from metal and industrial-inspired imagery in their new generation of designs.

The fun part is finding the ones that actually feel original, as opposed to simply a cut-and-paste job. Which is what makes Seattle's Actual Pain so much fun. Actual Pain are shameless in their appreciation of the dark side, they just don't give a damn and it shows.

As influenced by traditional metal as they are by the sounds of modern dark wavers like Cold Cave, the Actual Pain experience seems to be one that embraces a full lifestyle more than it is simply being a haven for t-shirt freaks.

The quality is there, I know this because I own a few of their shirts and have put them to work. Design-wise, it swerves everywhere from symbol-based abstraction to the kind of twisted imagery that the likes of Mishka only wish they could wrap their heads around.



# *the beauty* OF B-SIDES



*music's undertones*

CONSTANTLY SHAPE THE DIRECTION  
OF THE FUTURE BY MOVING TO  
THEIR OWN BEAT.



# *the sound and VISION OF EVY JANE*

REGION: NORTH AMERICA CITY: VANCOUVER SCOUT: KUMA

If anyone is going to blow up in Vancouver this year, it's Evy Jane. Beauty in music is not just the sheen on top, it's just as much the heart, the grit and the shadow. All of that and more is reflected in Evy Jane's debut 12", an opus two years in the making.

I'm not the only one that thinks that. Evy Jane's debut 12" got serious kudos from a number of major publications. Producers like the Bug have been spotted bigging up the 12" on Twitter. Sometimes it's a combo of viral transmissions, a good record and boom, that's all it takes for the music to get recognised.

Evy's one of us, as she has been a familiar face on the Vancouver bass music scene for ages. In a sea of people making music, Evy Jane's work is standing out beyond being just an R&B project or dubstep thing. Vancouver's got lots of people doing lots of stuff but rare are those manifesting something new.



# *yuna redefines the CULTURAL DIVIDE WITH MUSIC*

REGION: APAC  
CITY: KUALA LUMPUR  
SCOUT: STEPH

In the Malaysian urban music scene, audiences are divided into English-speaking and Malay-speaking crowds. Indie music tends to be made up of more English-based artistes, who have a devoted but rather small fan base, as opposed to more mainstream Malay music that caters to the masses. Yuna, a local singer of Malay ethnicity, has redefined this divide.

She gained recognition quickly through her MySpace page, which she describes as "a cross between Mary Poppins and Coldplay". This speaks volumes of her sound, which is definitely a unique one for Malaysia, whether in the Malay or English landscapes.

Yuna has been able to release songs in both Malay and English and they've proven to be hits in both markets. She's gone on to court American audiences as well. Recently, she has worked with Pharrell Williams to produce a track, has appeared on the Conan talk show and has been nominated for the Nickelodeon Kids' Choice Awards.

She is perhaps one of the only Malaysian singers to find fame and success both internationally, and across the Malay-English divide at home. She's proven that a universal appeal in music and personality can be beautiful in Malaysia.

*More and more people tend to deviate away from the mainstream when it comes to fashion and music.*

*People want to be the first to discover cult or underground brands or obscure indie bands. We (Gen Y) want to forge a unique identity for ourselves.*

**vanessa tai**  
COSMOPOLITAN  
SINGAPORE



## *the essence OF A SONG*

REGION: LATAM  
CITY: BOGOTA  
SCOUT: JORGE PEDRO

Maybe nowadays it is harder to form a band. Maybe we are all tired of dancing. Maybe the smaller indie stages from the summer festivals are getting bigger. Maybe a withdrawal from modern, hip culture is taking place. Whatever the cause or trend, there has been a growing return to and appreciation of the essence of a song: the lyrics.

For example, Juan Cirerol, born in Baja California took México by storm in 2011 with his *norteña polka* with punk soul. This led to critics comparing him to the likes of Johnny Cash and Bob Dylan. However, songs from his record *Haciendo leña* (Vale Vergas discos, 2011) show that Juan Cirerol is very much a Mexican. Similarly, many have said Carla Morrison is the new Lola Beltrán. Carla Morrison is also from Baja California and is currently recording a song with all time Mexican mariachi icon Juan Gabriel.

Both Carla and Juan have been announced as headlining acts in the upcoming Vive Latino Festival for spring 2012.

oooooooooooooooooooooooooooo



Juliana Barwick



Julia Holter

## *the 'new' NEW AGE*

REGION: EUROPE CITY: PARIS SCOUT: GUILLAUME

Certain trends taking place with music acts such as Julianna Barwick, Julia Holter and a recent favourite of mine, Mirroring, the collaboration between Grouper and Tiny Vipers, have attracted much attention from music critics lately. To me, these acts are all demonstrating a new possible definition of beauty in modern music.

Naturally, one could not help but notice that these are all female singers and musicians. Prior to even hearing their music, you can gauge an understanding of these artists as creative adult women just from reading about them or seeing an image of them. In contrast to the majority of female R&B stars who have

large creative teams and project a typical celebrity image, these women seem to be entirely in control of their music and their agenda. One could compare these female artists to the likes of Kate Bush, Clare Hamill, and the Cocteau Twins.

The relaxing nature of these female voices, used in several layers and most frequently bathed in glowing reverbs, has a hypnotic and spiritual effect. This is particularly apparent given the context of information overload we generally encounter with other music. These artists represent serenity and escape to a peaceful space where music and beauty seem to be infinite.

# *powered by* MINDREADER

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## *against THE FLOW*

*~ "I like taking risks."*

- \* The five countries with people most likely to take risks are India, Columbia, Turkey, the Philippines, and Peru with an average of 70% saying they like to do so.
- ▲ The five countries with people least likely to do so are Japan, Netherlands, Germany, South Korea, and Belgium with 24% agreeing that they would do so.

The average across all surveyed countries is 41%.

## *my life, MY STYLE*

*~ "I live life by my own standards, not others."*

- † The five countries with people mostly likely to agree that they live life 'by their own standards' are Brazil, Indonesia, India, Portugal, and Thailand, with an average of 87% stating so.
- The five countries with people least likely to agree to this statement are Japan, South Korea, Hong Kong, Netherlands, and Sweden with 70% agreeing that they would do so.

The average across all surveyed countries is 79%.









*rebirth*



# forecast



## 2012

- Nostalgia cravings lure consumers
- Heritage-inspired modern urban spaces define modern architecture
- Local love takes center stage in the global marketplace
- Backtrack is on the fast track

## 2015

- As consumers become bombarded with information through various touchpoints, they will start seeking for simpler ways to experience life, largely driven by their yearning to relive the good old days. Retro packaging, 1990s exhibits and 'neo-vinyl' record revivals will be among the advancements that will address this need.
- Due to this shift, nostalgia marketing will be taken to a whole new level. Once again, technology serves as an active enabler, encouraging consumers to backtrack using the latest innovations, such as retro gaming apps or social media time capsules.
- Heritage and history will play key roles in brand messages. Local brands will have a presence in the global marketplace as consumers showcase a sense of pride and trust in homegrown products.

*The return  
of 8-bit media*



*Social media  
'time capsules'*



*Retro packaging/  
antique branding*



*Retro gaming  
apps/games*



# *rebirth*

## *implications*

### FOR BRANDS

#### DEFINITION

Beauty Rebirth embarks on a journey of discovery, exploring new possibilities by celebrating history and heritage.

#### ROLE FOR COMMUNICATION

Beauty Rebirth looks to the past for inspiration, moving forward by learning through deconstruction.

#### MEDIA BEHAVIOUR

Nostalgia is invoked by Beauty Rebirth as its muse, seeking to reinvent the familiar with a modern twist.

#### USING THE REBIRTH APPROACH FOR YOUR BRAND

Develop a progressive mindset by introducing innovations that leverage your brand's legacy.

#### *tips on REBIRTH BEHAVIOUR*

Strive to recreate experiences that resonate with the pulse of popular culture.

Be at the forefront of the 'Virtual Nostalgia Movement' by creating opportunities that capitalise on both the human element and new media technologies.

Establish relevance by highlighting the role of brand milestones in key messages.

Be inspired by elements of local heritage and culture to fuel world-class communications.

Focus on delivering genuine value through embodying a credible heritage that would speak for itself through word-of-mouth and PR.

**REBIRTH**  
*inspired original thinking*





# *just press* REWIND



*people in today's*  
DIGITAL AGE REDISCOVER THE APPEAL  
OF LOOKING BACK TO THE PAST



## grunge, graff AND GRIMES

REGION: NORTH AMERICA CITY: TORONTO SCOUT: ERIN

References to the epic '90s show *My So-Called Life* have been popping up everywhere lately. A pair of patchwork printed cut-off shorts labeled #RayanneGraff had me digging back into the show's archives to get some style candy.

*My So-Called Life* had no shortage of style inspiration in its heyday and clearly, with the '90s resurgence in modern fashion the legacy lives on. Rayanne Graff (played by A.J. Langer) was the rebellious best friend of Angela Chase (Claire Danes) and had a wild, eclectic style that reminds me somewhat of the Montreal-based musician, Grimes.

Whether or not Grimes is channeling Rayanne Graff, *My So-Called Life*'s cult status grows stronger with the continuation of 1990s trending. Despite critical acclaim, *MSCL* only ran for one season because Danes didn't want to be involved with the second season, letting down a lot of fans. I cringe at the thought of a modern-day remake of the show, I just can't picture another Angela, Rayanne or Rickie. Although I wouldn't be surprised that if the show was recast and remade, the style of the original cast is definitely referenced through contemporary style icons, grunge resurgence and '90s nostalgia.

~~~~~

ideal APPEAL

REGION: EUROPE
CITY: MOSCOW
SCOUT: IGOR

Strangely enough, to me the most beautiful things that ever came from Russian creative debris are those drab yet charming products of Soviet industrial design. If you look closer at some of those awkwardly constructed devices (and even buildings!), you would see a broader picture of the burgeoning design scene of the 1970s to the '80s. It was a perfect manifestation of the regime's chaotic agony which was struggling to compete with the rest of the world amidst a total economic disaster.

There were some genuinely outstanding designs though. Folding plastic cups, noisy vacuum cleaners called The Rocket, Smena cassette players were simply ubiquitous and lived in hearts of Soviet people for generations. Take the Lomo cameras which still beat any other analogue competitor by a wide margin. Look at those stunning buildings of Druzhba sanatorium or Wedding Palace in Tbilisi. Their creators went far beyond modernism or brutalism, paving the way for a new type of futuristic architecture inspired by space travels and future lunar housing.

The modern notion of beauty isn't particularly applicable to the world of Soviet design. But one thing's for sure— it was expressing one of the most controversial and sentimental stages in the human history, and for that reason I'm more than happy to give it extra credit.



"Fashion and art also incorporate elements from the past. Old-fashioned elements are reincorporated, reinterpreted, and new references are established. But the breaking point is actually set by whomever is able to create a new reality"

andrés gal
SCULPTOR, CHILE

chamku peeks into mumbai's UNFORGETTABLE PAST

REGION: APAC CITY: MUMBAI SCOUT: BHAVIKA

Beauty can sometimes be found in recreating a familiar past that appeals to the senses in some way. This defines the newly-launched stationery product line Chamku, which uses obsolete bus tickets, matchbox covers and retro styles – once an integral colorful part of every urbanite's lives, now, just a memory – to create unconventional diaries, notepads, calendars and more.

"We are products of our culture, whether we admit to it or not. Matchboxes, bus tickets, 'hit me' dolls, polka dots, these are all

images I've grown up with in the '80s and '90s and these images linger in my subconscious," says Chamku's founder, Neeti Mehra.

The appeal of her products lies in the fact that they are accessible to most who appreciate beauty in everyday life. Beauty doesn't need to be a pure imitation of life, it needs to represent the spirit of life – something which Chamku strives to achieve.

the new VINTAGE IN BA

REGION: LATAM
CITY: BUENOS AIRES
SCOUT: ROBIN

In case you have not noticed, vintage is very popular. Juan Perez sells used clothes from individuals, shops and famous people, from all decades: Kenzo, Hermes, Valentino, Moschino, Armani, Dy, Gap, Polo, Banana Republic etc. It is always a great experience going to Juan Perez shop; to have fun and find something unexpected for half price.

Retro Boutique, is BA best kept secret. It's a small vintage shop in Palermo with fancy, flashy, funky, funny clothes and accessories. Everything will certainly make you feel part of a movie: dresses and nightgowns, skirts and jackets, necklaces and rings that are unique and totally retro. Stock changes regularly, I would recommend you go often. But shhhh!, don't spread it too much because we want to keep it special!





old-school IS THE NEW SPACE

◇◇◇◇◇◇◇◇◇◇

urban spaces

INTEGRATE HISTORY AND CULTURE,
REDEFINING TODAY'S DEFINITION
OF MODERN ARCHITECTURE.

urban beauty GOES UP AND DOWN

REGION: APAC
CITY: SHANGHAI
SCOUT: CHRISTINE

Hyatt, Hilton, Le Méridien, Sofitel, InterContinental, Westin...The city already feels saturated with all the five-star players, and yet, Shanghai still can't get enough of high-rise buildings. Today, all these towers form part of the city's urban beauty.

"Shanghai is already a skyscraper city and this trend is going to continue. We see old areas that are to be rebuilt into high-rise buildings. The scale and the pace of the construction are often astonishing," says Asmus Ziegler, a German architect mainly working on five-star hotel projects.

The Langham Yangtze, an art deco chic boutique hotel housed in a building with a history of over 80 years, brings back a taste of old Shanghai from the 1930s. The Waterhouse, as a result of renovating a three-story Japanese Army headquarters building from the 1930s, contrasts the old and the new. Meanwhile, Urban Hotel is a sustainable project developed from a renovated factory warehouse.

Set in the heart of Shanghai, these little gems create and offer a new kind of refined beauty as an alternative to the grandiloquence of the standardized big chains.



bohemian DISTRICTS

REGION: LATAM
CITY: MEXICO CITY
SCOUT: JORGE PEDRO

There has been a growing trend of people moving into more traditional and bohemian neighborhoods. These areas were high class living spaces in the 19th century and are now deteriorating, for example San Rafael and Santa María la Ribera. While the outside of these buildings may look run down, within these buildings strong efforts are being made to preserve their dignity and beauty.

Further examples of the growing appreciation for local culture and history, is the interest in the vast art déco heritage scattered throughout the city, Mexico City's old pictures on Facebook, and the extensive remodeling undergone by one of downtown's most emblematic buildings in order to become the new Downtown hotel.





there's a red flower in the heart OF DOWNTOWN VANCOUVER

REGION: NORTH AMERICA CITY: VANCOUVER

SCOUT: KUMA

The Red Gate was beautiful. I say was, because right now, the Red Gate doesn't exist as a tangible thing, but as a philosophy and a mandate. Up until its eviction from its location at 152-156 West Hastings Street, the Red Gate was a cultural hub in Vancouver's downtown East Side.

Legendary indie band The New Pornographers had their jam space there. Pornographer John Collins had his JC/DC recording studio on the third floor, a spot that spawned many classic Vancouver recordings. The Red Gate was beautiful because it was the impetus to the creation of art that blew people away.

The Red Gate has been embraced by every musician that's played there, every artist that's shown work there and every individual that has come through its doors. It didn't matter that it wasn't the prettiest, or was in an area where you're likely to step over someone shooting heroin. It was an acceptance that, in the quest to make beauty, you do it wherever and whenever you can.

The best part is, it'll be back. The Red Gate is currently working with the City of Vancouver to find a new space, one that may allow them to continue this trend of making beauty in the most unlikely of places.

lambrate is COOL AGAIN

REGION: EUROPE CITY: MILAN SCOUT: SARA

Lambrate is one of Milan's suburban, post-industrial areas. Up until recently, it has been largely understood by local people and '60s-vintage aficionados all over the world as the area where Lambrettas were born. This is a result of the local factory being abandoned almost 20 years ago, allowing the neighbourhood to slowly turn into a dormitory for those that could not afford to get a flat in the Navigli district or around Porta Venezia.

Well, things have recently changed. Thanks to the titanic work of architect and art collector Mariano Pichler, Lambrate, in particular the area surrounding Via Ventura (one of the city's hidden treasures), is turning into Milan's contemporary art and design centre. Old factories have been turned into lofts that host some of Italy's most important art galleries, such as Massimo De Carlo, design studios and publishers.





home GROWN



homegrown products

ARE THE NEW COOL AS PEOPLE TAKE PRIDE
IN WEARING THEIR OWN CULTURES
ON THEIR SLEEVES.

*root, root,
root for
THE
HOME
TEAM*

REGION: NORTH AMERICA
CITY: TORONTO
SCOUT: ERIN

It seems like everything old is new again and the logo for the Toronto Blue Jays is no exception. Perhaps this explains the Blue Jays mania that is sweeping the streets and the cool kids that inhabit them. Do they all love baseball, have fierce Toronto pride, or is the retro logo making baseball chic?

The Blue Jays haven't won a World Series in close to 20 years and going to the game is fun for heckling, but you'd go broke buying \$10 beers every inning to pass the time. So what's up with the Blue Jays hats, t-shirts, and even beer cans that are everywhere right now? It must be the return of the original Blue Jays logo – a bit modernized of course, but still keeping it old school.

I didn't think the previous Jays logo was that great – all metallic and black with a stylized bird that looked like it wants to peck your eyes out – that doesn't say Blue Jays to me. Not like the cute blue jay head and patriotic maple leaf that seems to have made baseball fans out of the least sporty of them.

"Beauty stereotypes have changed in time: we left behind the blondie Barbie-style women, and we have understood that our Latin roots and nature also have an interesting market"

mónica fonséca
MODEL/POLITICAL
SCIENTIST / TV
PRESENTER COLOMBIA



*the comeback of
PAH KAH MAH*

REGION: APAC CITY: BANGKOK SCOUT: AU

Pah Kah Mah is an age-old Thai traditional garment. Thai men and women have been dressed up in these colorful plaid-patterned fabrics for centuries.

These days, Pah Kah Mah is not yet obsolete, but rather unappreciated. However, young Thai designers are finding new ways for it to make a comeback in Thai fashion scene.

New brands like Pakamian and Korn-ra-nit use Pah Kah Mah in creating original accessories. With its pattern already embedded into most fashion styles, these products fit perfectly into branded clothing.

It would be hard to say whether Thai trends will shift in favor of the Pah Kah Mah in the future. But with young trendsetters recognising its potential, it looks like Thai society will not be forgetting it anytime soon.



taste of POLAND

REGION: EUROPE CITY: WARSAW SCOUT: DORI

Flavours of Podlasie is a project that contains a conceptual solution for its packaging and graphic identity. The essence of the project is creating a new brand which integrates different local producers in terms of graphics. Particular groups of products are identified by distinct colour codes, while the essential graphic theme is based on a typical pattern of double-warp fabrics from Podlasie Region.

Called the "Green lungs of Poland", Podlasie is popular with foreigners, who come here to see the latest primeval forest. The idea may contribute to an increase in sales of Podlasie food

which is famous for its good quality and ecological values as well as the region's economic development and its promotion.

Also, the jam Krakowski Kredens is a sweet reminder of how the wealthy bourgeois from Krakow dined before 1939. The brand offers a taste of traditional Polish products that are made specially by small artisan manufacturers. I'd say it's the first proper deli chain in Poland that stocks cold cuts, soups, pickles, jams, honeys, tinctures and many other products. What's worth noticing is the heritage style packaging.



grassroot GUERRILLA

REGION: LATAM
CITY: BRAZIL
SCOUT: CAROL

A group of three advertising professionals in southern Brazil joined forces in August 2010 with a common ideal in mind: to transform the city of Porto Alegre in a better place through random unexpected action. With good ideas and unconventional projects, they initiated the creative collective 'Shoot the Shit'.

Giovani Groff, Luciano Braga and Gabriel Gomes actions help the capital city to breathe the air of art through a five feet tall panel, which prints classic poem "Butterfly" by Mario Quintana, one of the most celebrated writers of all time from Porto Alegre. In other action, the group made a film playing Urban Golf with holes and cracks in the asphalt of the city streets, concluding by calling it "the golf paradise of the world".

The group's success is in part due to a strong sense of local pride in the region. Gauchos, as those born in southern Brazil and in the borders with Argentina and Uruguay are called, have a history of preserving their cultural memory and folk tradition like no other state in the country.

Local brands have been successfully working this approach in marketing, as is the case of a popular beer brand that refuses to sell outside the state.



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home GROWN

~ “I like to buy products locally”

- * The five countries with the strongest tendency to buy local products are Columbia, Mexico, Peru, the Philippines, and Australia, with an average of 76% of the people saying that they would like to buy local products.
- ▲ The countries least likely to buy local are the Netherlands, Japan, Brazil, Singapore, and Hong Kong, with only 38% of the people saying they like doing so.

The average percentage of the people who like to buy local across all the surveyed countries is 57%.







depth
& SUBSTANCE



forecast

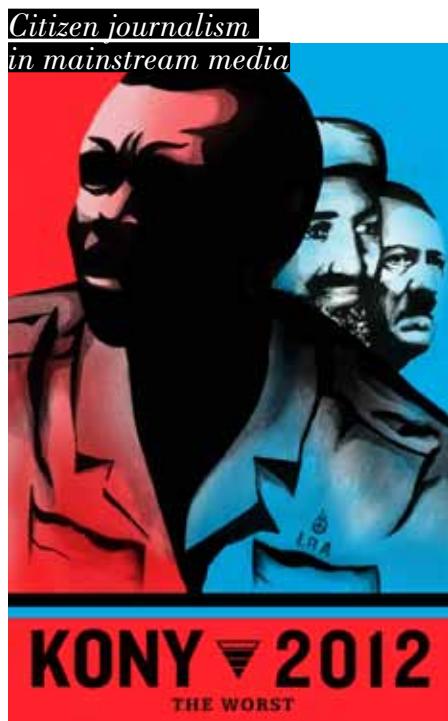


2012

- The resurgence of intelligence as a virtue
- Celebrity fandom is on the wane
- Authentic beauty icons in the spotlight
- Sarcasm as the new mainstream humour

2015

- Cynical consumers are now looking for new thought leaders to look up to, and new lifestyle movements to sweep them off their feet. They want to find meaning amid all the clutter, which is why there is a constant attempt at depth.
- Free speech will take on its own momentum as social media becomes the default communication channel. Consumers will play an active role in media as citizen journalists, which will help drive emerging social movements such as armchair activism.
- Authentic and 'real' personalities will steal the limelight from celebrity fandom. As a result, untapped talent and indie revolutionaries will serve as the more credible thought leaders and endorsers.



depth

implications FOR BRANDS

DEFINITION

The value of intelligence is central to Beauty Depth, as it transcends boundaries by stimulating new thought.

ROLE FOR COMMUNICATION

Beauty Depth maintains an introspective outlook as it generates buzz and leads conversations.

MEDIA BEHAVIOUR

Beauty Depth is characterised as intellectually inspiring and at the forefront of challenging current perceptions on what effective channels should be, riding on authentic vehicles powered by communities.

USING THE DEPTH APPROACH FOR YOUR BRAND

Aspire to come up with radical and provocative ideas that would rouse a shift in today's communications landscape.

tips on DEPTH BEHAVIOUR

Strive to make data as the foundation of your creative communications.

Create socially-relevant content that drives engagement across non-traditional media channels.

Focus on product truths that would highlight differentiation from the competition.

Harness the potential of earned media (PR, Influencer Engagement) to share your insight-driven messages.

Offer engaging means to help consumers better understand themselves, the products, and the world.

DEPTH
inspired original thinking



more than MEETS THE EYE



intelligence prevails

AS A VIRTUE AS SOCIETIES INCREASINGLY
BECOME EMPOWERED BY THE WEALTH
OF INFORMATION AVAILABLE.



costantino della gherardesca VS. THE REST OF THE BEAUTY WORLD

REGION: EUROPE

CITY: MILAN

SCOUT: SARA

A very low-budget short video made by Italian TV-star Costantino Della Gherardesca has recently become viral. It has been shared on the Facebook walls of all major beauty editors, featured on Vogue Italy's online version, and appeared on many more online spaces.

I've been following Costantino for quite a while now. From his appearances on late night shows disguised as a scandalous, truth-speaking magician; to his role as opinion leader on everything involved in fashion, beauty and contemporary lifestyle; to the launch of Ingranforma, his irreverent diary-like website that follows his weight loss adventure. Costantino is the perfect incarnation of an Italian icon, standing out for his great irony and very direct manner. Even when discussing make-up.

The video in question is a mock-up version of make-up tutorials shot by hordes of beauty bloggers these days. It's entitled *Rapid Rotation* and it mixes mascara and blush with philosophy and politics.

Costantino chose to adopt a style that is quick, sometimes flat, and nowadays almost overrated, to analyse the influence of bloggers on our choices regarding fashion, lifestyle, and beauty. It's a very subtle and intelligent way of pointing out the errors often made by our beauty editors.

"Most Colombian women are very independent now. The idea that education is the key to progress and not beauty is already present in Columbian women"

lila cchca

FUCSIA MAGAZINE DIRECTOR
AND FOUNDER/DIRECTOR OF
LILA BOUTIQUE COLOMBIA

finally: PORTLANDIA!

REGION: NORTH AMERICA

CITY: PORTLAND

NAME: SAGE

IFC has launched a new show: *Portlandia*. I have seen multiple clips on the IFC website. It seems to skewer the city in ways that non-natives will recognize immediately. It is also sort of a love note to this fair city, as it is overwhelmingly a city of subcultures. There are countless little jabs in the clip "Putting a Bird On Things" and the bike culture is praised and parodied. Largely a flat city, the bike culture has become militant here and takes itself way too seriously.

Portlandia nails many of the strange and wonderful Portland hipster stereotypes. Fred Armisen (of SNL fame) and Carrie Brownstein (of Sleater-Kinney) want people to experience Portland in the similar humorous way they navigated through the city.

It is great to see so many people that only Portland can produce being lovingly made fun of by outsiders. It's about time, as these are all things I find interesting and weird. Watch the clips. It's the only way, apart from coming here to see for yourself, that you'll get the joke of Portlanders taking themselves way too seriously.





the rise of VIETNAMESE MEMES

REGION: APAC CITY: HO CHI MINH SCOUT: VAN

Vietnam is a communist country with limited freedom of speech and strict Internet censorship. However, there's no stopping memes from being the 'it' thing in popular culture today. The country's 16 to 30-year-olds create memes to make fun of politicians or celebrities; they may also create memes about school, relationships and Vietnamese characteristics.

Anything could be meme material, really. It could be inspired by a catchphrase, viral videos, an amusing or shocking website, among others. Users mostly translate memes from 9gag (the world's number one meme website). Vietnamese youth have also

fallen in love with international memes like 'Y U No', 'Problem?', 'Lol', 'Troll' guys, apart from creating their own original memes.

The Vietnamese meme community has made some progress by coming up with some brilliant copycat versions and creative wisecracks. Everyday there are hundreds of new memes born in Vietnam. Apart from seeing these memes as jokes, we have to admit the fact that these also influence changes in our modern language and culture. They shape how Vietnamese youth live their lives and speak their minds. So who ever said Asians have no sense of humour?

the holy beauty PROJECT

REGION: LATAM CITY: BOGOTA SCOUT: PATRICIA

The Holy Beauty Project is a satire about seduction. It is a multimedia creation, which integrates a series of drawings, paintings, photographs and videos that parallel the gravity in the seductive power of religious iconography. The representation of women is explored amid modern social canons created by publicity through contemporary models, celebrities and pop stars. The project questions, in various ways, the principles of beauty and morality.

Rossina Bossio, the performer, is a Colombian multidisciplinary artist who grew up in a highly conservative and catholic environment. According to Rossina, there isn't much of a difference between the ancient religious icons and all of the excessively retouched images involved in current media. The exhibition emphasises how both forms of icons have been created to advertise an aesthetic code of their respective times.

Rossina believes that we are constantly bombarded with countless images that invite us not only to be seduced but also to seduce with specific values: "It's no longer our obligation to be chaste by these saints and virgins who are portrayed as an example to follow. They are conscientious images seeking to fulfill the ideal of being wealthy and attractive as a reflection of success".



stars with SUBSTANCE



new beauty icons

COME TO THE FOREFRONT AS PEOPLE DEVELOP AN INCREASED NEED FOR AUTHENTICITY AMID THE BARRAGE OF INFORMATION.



the style ROOKIE

REGION: NORTH AMERICA CITY: NEW YORK SCOUT: CALLAN

I have been a fan of Tavi Gevinson for a few years now. She is a prodigious kid, whose imagination and artistic gaze has made her an unusual and refreshing style icon. As a blogger, she reminds us why fashion is fun and good for the world and not just a cruel, status-enforcing illusion.

Her blog *Style Rookie* has become highly regarded, and she is courted by designers, given front-row seats and all that stuff. Also she is only about 15 years old. What is she doing at all these parties? Probably partying responsibly. God bless her. She is like the new Bill Cunningham. I mean, not really, but she reminds us that fashion is supposed to be fun and a celebration of life, and that real people wear the clothes best.



"I definitely consider that there is beauty when something is interesting, original, when it is natural or spontaneous, with no masks"

ncel romero

FASHION DESIGNER AND FOUNDER OF A.Y. NOT DEAD, ARGENTINA



beauty with A CAUSE

REGION: APAC
CITY: KUALA LUMPUR
SCOUT: STEPH

Malaysians love their beauty queens first and foremost for their good looks. But the beauty queens of the past few years are using their natural good looks, and the fame that accompanies it, to do a bit more. We're starting to see them give back to society in more meaningful ways.

2011 Miss Malaysia Universe Deborah Henry started the Fugee School to provide free education to children from the refugee community in Malaysia. The school now has over 100 students receiving an education which gives them the opportunity to succeed later in life, an opportunity they might not otherwise have. Recently, Miss Malaysia World 2009 Thanuja Ananthan joined a climbing expedition to the top of Malaysia's Mount Kinabalu, as part of a fundraiser by the National Cancer Society of Malaysia, which currently employs Thanuja as its ambassador.

Malaysians tend to idolise their beauty queens because they epitomise the ideal physical appearance. But because the Malaysian notion of beauty often includes someone whose inner beauty matches their ideals, such as strong cultural values or a likeable personality, they're happy to find beauty queens who are also model citizens. That's why when these beauty queens do lend their name to a cause, it goes a long way.



"Beauty has to be relatable. It's not just a cold façade anymore. You can now be up close with a celebrity just by reading their tweets, or have a conversation with them if you want to – so they're more approachable and more relevant in today's lives. Beauty is not on a pedestal anymore. It's become a way of life."

*alefiyah
faizullabhoy*
MINDSHARE SINGAPORE

the power of BEING REAL

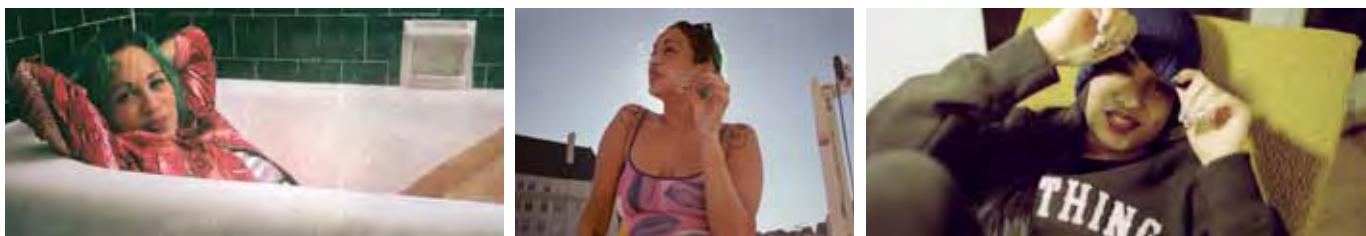
REGION: LATIN AMERICA
CITY: SAO PAULO
SCOUT: CAROL

Gaby Amarantos is the biggest representative of the music style known as techno-brega. A blend of electro-pop and cheesy music made in Northern Brazil. Techno-brega producers use makeshift studios to record versions of popular Brazilian songs and international music from the '80s, ignoring copyright concerns and distributing it in the streets on homemade CDs.

Gaby reached fame in her '30s, when she caught media attention by blending an explosion of colours with a mix of different influences thus redefining beauty. She is not concerned with the fact that she is considered overweight and maintains that she sees herself as a hot, powerful woman. Her self-confidence and style has led her to become a new beauty icon for Brazilian women.

Women in general recognise and cherish Gaby's strength as it has done much for their self-esteem. If they had any doubt whether they should assume their natural looks and reinforce a new beauty standard, then Gaby is the answer.

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## *symbolising all POSSIBILITIES*

REGION: EUROPE CITY: BARCELONA SCOUT: PAUL

Venus is fast becoming a style icon in the rap fashion blog world, a self contained extension of the A\$AP brand. She's not Bez, or Lady of Rage. She's more like Edie Sedgewick.

I asked the Italian fashion stylist Silvia Bianchi who runs the tumblr and art collective barriobajero.com what she thought about her in terms of beauty and she told me "she's not beautiful in a classical sense but she's got pretty features and an amazing body". What makes her perceived as beautiful is as much to do with how she's positioning herself as different to hipster rap girls like Kreayshawn or Iggy Azalea.

Her looks, her style, her attitude of being able to hold it down with the boys and stay feminine, all make her attractive to onlookers.

Like all people at the cutting edge these days, being appealing has more to do with being a composite of different historical approaches and ideologies, and from that forming an identity that is thought of as unique, and 'authentic' to that particular individual. Not to one particular subculture as occurred in the late 90's and 00's. "She creates fashion and follows it at the same time" says Silvia "and what's more she's black and latino – symbolising all possibilities".

# *powered by* MINDREADER

MINDREADER IS OUR GLOBAL STUDY AMONGST 40,000 PEOPLE IN 40 COUNTRIES. WE'VE BEEN TALKING TO PEOPLE ABOUT THEIR ATTITUDES, INTERESTS AND USE OF COMMUNICATION FOR THE PAST 4 YEARS.

## *more than MEETS THE EYE*

*"I am defined by how I see myself"*

- \* The top five countries where people believe they are 'defined by how they see themselves' are Venezuela, Mexico, Colombia, Peru & Brazil, with an average of 65% stating so.
- ▲ The countries least likely to agree are Japan, South Korea, Hong Kong, China & Netherlands, with only 21% of the people likely to agree.

The average across all surveyed countries is 39%.

*"Anyone can achieve anything regardless of beginnings."*

- + The five countries with people mostly likely to agree that 'anyone can achieve anything regardless of beginnings' are Venezuela, Colombia, Mexico, Philippines and Peru, with an average of 90% stating so.
- The five countries with people least likely to do agree to this statement are Netherlands, South Korea, Germany, Italy and Spain with 54% agreeing.

The average across all surveyed countries is 71%.







A dramatic aerial photograph of three skydivers in freefall against a bright, cloudy sky. They are positioned diagonally across the frame, with one diver in the foreground pointing towards the bottom right, another in the middle ground pointing towards the top left, and a third slightly behind the first. All three are wearing dark flight suits and helmets. Below them, a patchwork of fields and roads is visible, creating a sense of speed and altitude.

*experiential*



# *forecast*



## 2012

- Eco-friendly products capture the consumer yearning to go back to basics
- The beauty of movement is celebrated amid fast-paced lifestyles
- The strength of the human spirit prevails in today's advanced age
- Food is taken to greater heights as a holistic experience beyond mere sustenance

## 2015

- Consumers will feel the pressure to reconnect with themselves as they live in a plastic digital world. This will lead to the rise of the 'Experience Economy', which equates memorable life events as prized commodities. 'VolunTourism' will be among the new business concepts that will emerge from this movement.
- People will also seek to balance technology with the human element through innovations such as sensory replication.
- There will be an increased concern over fitness and health in a world overcome by excess, which will drive the popularity of fitness reality gaming. The luxury market will seek to compromise with the demands of the changing world through sustainable creations in the form of biodegradable luxury and 'bio-glamour' architecture.

**Biodegradable luxury**



**Rise of the 'Experience Economy'**



**'Social Energy Saving' apps**



**'VolunTourism'**



**Fitness reality gaming apps (e.g. Zombie Run)**

**'Bio-Glamour' architecture**



**Sensory replication (e.g. Cyberhugs)**



# *experiential*

## *implications*

### FOR BRANDS

#### DEFINITION

Experiential Beauty is a joyous celebration of sensorial pleasures in an attempt to better understand the world and go beyond the virtual realms of the digital.

#### ROLE FOR COMMUNICATION

Experiential Beauty collects and shares wisdom from reality with the purpose of enhancing the quality of life.

#### MEDIA BEHAVIOUR

Experiential Beauty is defined as intuitive, with an openness to observation and immersive learning through the senses.

#### USING THE EXPERIENTIAL APPROACH FOR YOUR BRAND

Focus on creating and curating meaningful experiences that are inherent in your brand DNA.

#### *tips on EXPERIENTIAL BEHAVIOUR*

Foster a culture of active curation and highlight relevant content that embodies your brand's authenticity.

Engage in creative collaboration with other brands or icons that share the same vision.

Create experiences that would ignite sharing and maximise word-of-mouth across social media and digital channels.

Drive and sustain interest through word-of-mouth and PR by addressing global concerns through technology-driven yet environment-conscious solutions.

Amplify creative communications through experiences that apply the senses and physical activity.

**EXPERIENTIAL**  
*inspired original thinking*



# *the human TOUCH*



*the allure of creating*

'INSTANT COMMUNITIES' VIA SOCIAL  
MEDIA NETWORKS HAS LED TO  
THE EMERGENCE OF THE NEW  
'GLOBAL VILLAGE'.

# *the inside OUT PROJECT*

REGION: NORTH AMERICA/GLOBAL

TED, the progressive Californian non-profit that brings together inspirational figures from around the world, awarded its 2011 TED Prize to a 27-year old street artist known by the pseudonym of JR. The choice was an unusual one as previous awards had been given to high-profile figures such as Bill Clinton, Bono, and Jamie Oliver.

The \$100,000 grant was meant to help grant 'a wish' to the recipient. JR had been nominated for his work with poor, neglected communities to paste gigantic, enlarged portrait photos of the community members onto the walls of the city's houses or buildings, exposing the face of the slums to the world.



JR used the grant to help create and fund the ongoing Inside Out Project. The project encourages people to take their own photos and send them to him with a statement of purpose, after which he prints out the photos large-scale and sends them back to the participants for them to paste the photos wherever they choose. He explained that the idea is that you have to stand for what you care about.

According to the New Yorker, "JR's preoccupations reflect a deeper set of contemporary artistic concerns: how to produce work out of human relationships, or 'relational art.'"

References: *New York Times*, *The New Yorker*



*"Beauty is part of society. It's closely connected to harmony and general well-being"*

**andrés galaz**  
SCULPTOR, CHILE

~~~~~

generosity BOX

REGION: EUROPE CITY: WARSAW SCOUT: DORI

Szlachetna Paczka Project is a nationwide Christmas aid campaign which has been organised since 2001 by Stowarzyszenie Wiosna.

With the goal of providing direct aid that is effective, personal and meaningful, the project's private donors act with the help of volunteers, who visit poverty-stricken families and ask them about their needs. About a month before Christmas, the information is placed in an anonymous Internet database, allowing the donors to select a particular family and prepare a Christmas parcel especially for them.

Every person involved in the project – from volunteers and donors, to people who receive the aid – say that this idea is wonderful and makes them believe in the kindness of humanity again.

What also distinguishes *Szlachetna Paczka* is its efficiency. By helping thousands of people for the past decade since its inception, the total value of aid the project has distributed has amounted to PLN 16 million (about US\$4.6 million).



sr. amor, FASHION MADE WITH LOVE

REGION: LATAM CITY: BUENOS AIRES SCOUT: ROBIN

Sr. Amor is an exciting project by the advertising agency JWT for the Salvation Army, which brought together very prestigious Argentine designers – Hermanos Estebecorena, Pablo Ramírez, Mariano Toledo, Tramando, 12-NA, Ay Not Dead, Laurencio Adot and Bandoleiro – to create a collection using donated clothes and exhibiting them at an incredible fashion parade in La Rural.

The project has 6 sets: a fashion collection created from donated clothes, a song chosen from vinyls donated to the Army and covered by a live musician, and a video inspired by the fusion of all these elements. During the show, music was played by dj Stuart, Leo García, Nacho Loizaga, Deborah De Corral and Maxi Trusso; and short artistic and fashion films were gorgeously produced by Primo, Rebolución, Cinco, Landia, Úrsula Cine and Nunchaku.



kizuna: THE BOND RE-FOCUSSED

REGION: APAC
CITY: TOKYO
SCOUT: CHIHIRO

The value of a beautiful relationship is not something we invented recently – it has been present throughout human history and is the reason why we're here today. But in Japan, the word *kizuna*, or the bond between people, has regained its place as one of the buzzwords in daily life.

A year after the world's largest earthquake and tsunami struck Japan, *kizuna* has become a pivotal force, as people are still trying to make sense of the tragedy which hit the country.

Engagement rings are selling well after the earthquake. Let Us Be a Family, a song originally written and sung by Masaharu Fukuyama, has become the number one hit on Japanese music charts. Members of the Japan Graphic Designers Association have founded the Kizuna Project, aiming to gather various works on this theme to lift the spirits of the people.

People's values have changed dramatically since the March 11, 2011 disaster. The fear and anxiety brought about by the tragedy have taught us that we have something to be thankful for. Sometimes we do have to speak up and appreciate what we have, despite the lack of straight forwardness in Japanese culture.

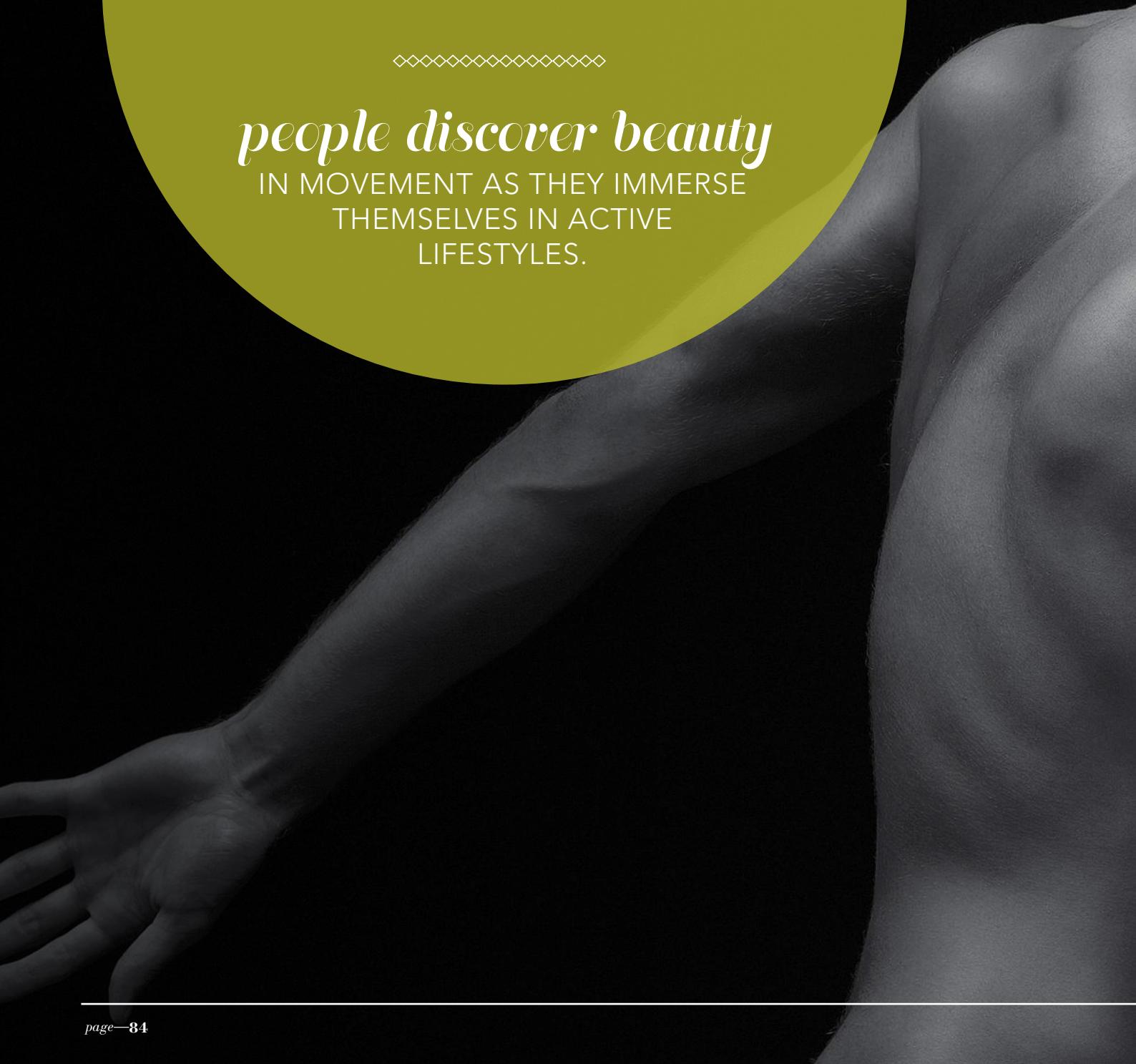


let's get PHYSICAL



people discover beauty

IN MOVEMENT AS THEY IMMERSE
THEMSELVES IN ACTIVE
LIFESTYLES.





zombies run! mixes horror, fitness, and TECH IN ONE INTERACTIVE APP

REGION: NORTH AMERICA CITY: MIAMI SCOUT: ARIELLE

Zombies, Run! isn't just another regular workout program, but an interactive game that melds real-life activity with a fictional story line and a bit of Sims-like gaming. The story line is thus: You're one of the rare survivors in a future dystopia overrun by killer zombies. The last of the remaining humans are all corralled in protected townships.

It's unclear why you haven't made it to one yet, but as the game opens, you're dodging zombies as the leaders of a nearby township radio you instructions. You have to collect various tools and documents to help fortify your base. Because the app is

meant to be, well, taken running, you don't have to do anything to collect these items except to keep going.

You can also set the app up to surprise you with a zombie mob in hot pursuit. This serves as a surprisingly effective motivation to speed up or sprint for a bit, if you have a vivid imagination.

This is a pretty amazing combination of a virtual world-type game with some real-life exertion. Be warned, though, if you're the kind of person who gets carried away with stories, this could almost be a little scary in the dark.



bicycle REVOLUTIONARIES

REGION: EUROPE CITY: PARIS SCOUT: GUILLAUME

There's nothing like riding your bike down the lane la coulée verte, overtaking people who seem to walk so slowly as you feel the wind caressing your face. Well, some people like it so much that they believe having a bike should be a basic transportation right.

They started with the association Vélorution, which organizes huge bicycle gatherings. To make things easy, they created this collective bicycle mechanics workshop near Bastille where you can find everything to fix your own bike: spare parts, tools and skilful volunteers who will help you determine what's wrong with your wheeled friend and make it work better.

The idea is to share skills and knowledge to promote bicycle riding everywhere, everyday (whatever the weather). In order to do this, you need to subscribe to the association Vélorution and of course believe in the bicycle revolution.



"I think a lot of younger guys today are more aware of how to take care of their skin. It's also because they're out in the sun a lot. A lot of them are into marathons and bicycles...they tend to be very athletic and since Singapore is very humid, we have created products that are geared toward them."

sabrina tan

SKIN INC, SINGAPORE

controversial BEAUTY

REGION: APAC
CITY: SHANGHAI
SCOUT: CHRISTINE

Pole dancing has become a favorite of the urban youth who have been embracing a new set of morals. Not surprisingly, in a society where traditional values dictate that women should be humble and modestly dressed, this new activity is seen as controversial and has attracted critics.

"Ten years ago, this enticing dance would probably not have been permitted, but when Souldancing opened the first pole dancing class in Shanghai in March 2006, it was well-accepted right away," says Julia, a Russian dance instructor at Souldancing, the pioneer in Shanghai's pole dancing movement.

Most women who join their classes belong to the newly-affluent middle class, who are keen on shaping up and adhering to new beauty standards.

Being beautiful in Shanghai today is no longer about being lean and lanky – it's about looking fit and luscious. Pole dancing for them is an exercise, even a form of art, that allows women to stay fit and express their sensuality and beauty, rather than a vulgar erotic show.

roller derby: THE LADIES OF HELLTOWN

REGION: LATAM
CITY: BRAZIL
SCOUT: CAROL

A vintage tough sport from the 60s is the new trend for Brazilian girls who like action. The female Roller Derby is a competition where two teams of five girls fight each other, roller skating in the same direction around a track or on a flat track.

Following the success of the independent movie Whip It in 2009, directed by Drew Barrymore, and dealing with the theme, girls all around the world started their own leagues. This was the case with The Ladies of Helltown, the first Flat Track Roller Derby team in Brazil.

While this sport is violent for some, it also has a lot of style and grace. In Brazil, Roller Derby has already a lifestyle of its own which involves clothing, references to Japanese cartoons and pinups. It has also made the Helltown ladies a reference for the sport in Brazil, being featured in the press all over the country.





beyond NOURISHMENT



the rise of foodie culture

REFLECTS NOT ONLY AN IMPROVED
STANDARD OF LIVING, BUT OPENNESS
TOWARDS SEEING FOOD AS
BEYOND NOURISHMENT.





Flippin' BURGER FEVER



REGION: EUROPE
CITY: STOCKHOLM
SCOUT: MILENE

Given the past year's health food craze, which has resulted in Swedish stores carrying more flavours of sparkling water than soda brands, it was only a matter of time before someone opened a restaurant with absolutely nothing healthy on the entire menu (not even a tiny side salad). And naturally, it has been an instant success. Stockholm's restaurant clientele are so excited about their new quality burger joint Flippin' Burgers, that they happily spend a couple of hours queuing outside, even in the rain, to get a table.

This retro-style diner on Kungsholmsstrand is tastefully decorated, and the one-page menu features a choice between beef or bean burgers with three different toppings, a side order of chips, a few carefully selected varieties of beer and soda, and Ben & Jerry's milkshakes. That's all.

The brains behind Flippin' Burgers is former finance guy Jon Widengren, who famously toured the entire US last year in search of the perfect burger. He blogged about his travels, and burger-crazed Swedes followed his every move, and contributed towards the realisation of this burger haven that recently opened its doors to thrilled customers.

Raising the ICE CREAM BAR

REGION: NORTH AMERICA
CITY: SAN FRANCISCO
SCOUT: PATRICK

SF's gourmet ice cream scene feels ridiculously overcrowded at this point, so it's nice to see a new addition doing something more interesting than just taking a flavor that you'd "never think could be an ice cream flavor" and making ice cream with it.

Rather than rely on over-wrought ice cream flavors, the Ice Cream Bar offers up homemade sodas, malts, shakes, lactarts (what!?), phosphates, tinctures, crushes, floats, egg creams, and panaceas, all served up by authentic 'soda-jerks'. I assume they're called such because they wear ties and funny hats while making ice cream floats.

With a 'bar program' (their words, not mine!) designed by an artisanal mixologist (again, not my words!), Ice Cream Bar features a wide range of homemade syrups, tinctures and extracts for flavoring all of those lactarts (I wish that was my word) – everything from molasses and ginger, to dill weed and anise. Apparently the liquor license is still in the works, but hopefully they'll be able to put their mixologist to use on a real bar program in the future.





Keuken: Food Fest Meets CULTURAL CONVERSATIONS

REGION: APAC CITY: JAKARTA SCOUT: WIKU

The creative world of Bandung youth now also extends to the culinary segment with Keuken, which is not your usual food fest.

Launched in city's public space, this event not only showcased food booths but also featured new music and performances, as well as art made right on the spot – all of which are part of Bandung's burgeoning creative culture.

The influence of Gen Y was very evident in the food booths and highlighted with the presence of youth figures.

Among them some members of a local band, who surprised the crowd with their impromptu cooking.

Indeed a refreshing concept, Keuken can be perceived as similar to a youth fashion bazaar also known as the 'distro', which refers to a distribution outlet, although this one takes on a modern culinary approach.

the art of eating WITH YOUR HANDS

REGION: LATAM
CITY: BOGOTA
SCOUT: PATRICIA

There are many restaurants in Bogota, with new ones popping up every day. I have found that out of all of the innovative meals to be found in the restaurants of this city, Conosur is one of few that scores well in all of the important fields: it's delicious, it's affordable and it's practical.

This small place is inspired by the Brazilian "Temakerías", but they use thin sheets of plantains as a temaki shell...And for dessert, they make cones out of Rice Crispies, which is another way they break the mould.

Your visit to this place has to end with a "Milo" Brownie-Rice Crispies Cone. It's as sweet as it can get, but completely worth it! They also have real temakis, but the fusion with standard Latin ingredients is what makes these extraordinary. You will find Ropa Vieja Cones, Chicharrón Cones and Ceviche Cones; it is imperative you try the three.



breathe AGAIN



appreciating nature's beauty

HAS BECOME A WELCOME RESPITE FROM
THE RAT RACE OF DAILY LIFE.



palatable PALLETS

REGION: NORTH AMERICA CITY: TORONTO SCOUT: ERIN

Spring sun is beaming down and has me thinking about what I am going to plant in my rooftop garden and how to keep those pesky squirrels from eating everything. A neat design idea that peaked my interest is the pallet garden.

Pallets often appear amongst the likes of milk crates, abandoned in alleys and doorways for creative minds to pick up and repurpose. I am a big fan of reclaiming old materials and using them in ways that were never intended. The ugly utilitarianism of

the pallet is radically transformed, with just a few modifications, into a unique and lovely piece of design. I think I will capitalise on the structural trenching to grow different kinds of leafy greens, like kale and lettuce. Now, if I could only find the ultimate squirrel shield...

Complete instructions on how to create your own pallet garden can be found online.



gardening TOGETHER

REGION: EUROPE
CITY: PARIS
SCOUT: GUILLAUME

Gardening can become highly addictive if you're not careful. I started out with a single pot of thyme, because it smells good and makes nice herbal tea, now here I am with some mint, bellflowers, a ficus, some plants of which I don't even know the name and I even harvest potatoes. A balcony is good, a real garden is even better, and in Paris you can find many collective gardens cultivated by a group of neighbours or the inhabitants of a whole district. A common interest like this can help you interact with the people who live around you.

Gardening is becoming a social activity. These gardens are totally open to the public and usually result in an attractive mix of flowers and vegetables. People are increasingly looking for outlets from everyday stresses and technology, and gardening is becoming an outlet for more and more people who want to be involved in community gardens or create their own.

These shared gardens provide a really nice space to take a stroll on a Sunday morning. You have the *Jardin du Moulin de la Vierge* in the 14th district, the *Jardin sur le toit* (the garden on the roof) in the 20th or the *Jardin de Perlimpinpin* in the 17th.



“Across Asia there’s a trend that binds all the markets. The similarity would be the perception that nature is the best cure. From China to India to Southeast Asia—Indonesia’s got this Jamu, which is a local understanding of herbs and how they play on your skin, India’s got its Ayurvedic culture, China’s got its herbs and Thailand’s got this very rich spa treatment and massage culture.”

**alefiyah
faizullabhoy**
MINDSHARE SINGAPORE

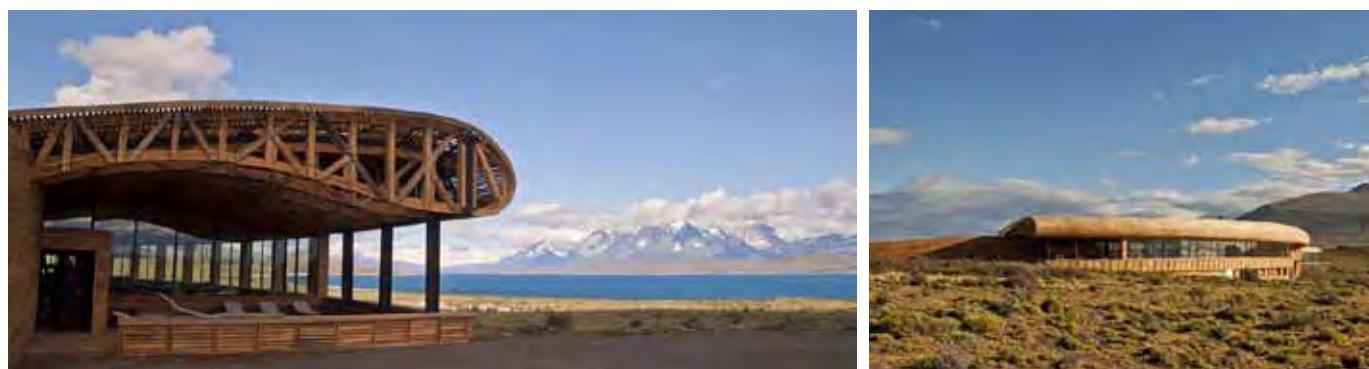
the life **ORGANIC**

REGION: APAC CITY:
SYDNEY SCOUT: MADI

Australians are blessed with a fertile land. Farming and agriculture are firmly entrenched in our roots, as is a love for food and an environmental conscience. Yet modern farming has led to an overabundance of genetically-modified food, ingredients and crops reeking of pesticides. Australians are now saying “No” to these products, and going back to organic. Organic living, however, isn’t just about the products— it’s a lifestyle.

Sydney’s Surry Hills is perhaps the most densely-populated organic hotspot in Australia, with dozens of organic cafés. Among them is Kawa, Australia’s largest supermarket stockist of organic goodies, Kawa doesn’t take bookings, and people often wait up to an hour for their organic toast and eggs in the morning. Celebs are often spotted there, and it is somewhere you wouldn’t be caught dead with a hangover or any other sign of an impure lifestyle. Sydney’s trendsetters are ditching the party lifestyle in favour of the wholesome, fresh and unsullied lifestyle of organic goodness.

Why all the sudden interest in going organic? As a society obsessed with perpetual youth, an obvious reason would be the health and beauty benefits of clean living. There’s no fashion accessory quite like youth—and organic, clean living will help us stay bright-eyed and bushy-tailed.



landscape HOTELS

REGION: LATAM CITY: BUENOS AIRES SCOUT: ROBIN

A new hotel and spa has opened on the edge of the Torres del Paine national park in Patagonia. The Tierra Patagonia was designed by three of Chileans leading architects – Cazu Zegers, Roberto Benavente and Rodrigo Ferrer. The exterior structure, designed for minimum impact on the environment, features a low-lying shell that mimics the surrounding landscape.

The interior has a clean, Scandinavian aesthetic, with traditional Patagonian textiles and trims incorporating a sense of local culture. Each of the hotel’s 42 rooms look out over Lake Sarmiento and the iconic Paine Massif creates a reinvigorating outdoor experience. Various outdoor activities are available, including horseback riding and hiking.

the human TOUCH

*~“I think social networks
are diluting the quality of
human interaction.”*

- * The five countries with the highest percentage of people agreeing that “social networks are diluting the quality of human interaction” are Portugal, Columbia, Hungary, India, and Mexico, with an average of 61% stating so.
- ▲ The five countries with people least likely to agree to this statement are Japan, South Korea, Denmark, Poland, and Sweden, with 34.2% on average agreeing so.

The average across all surveyed countries is 49%.

let's get PHYSICAL

*~“I prefer to be active in
my leisure time”*

- * The top five countries with the highest percentage of people preferring to be active in their leisure time are Thailand, India, Columbia, Mexico, and Peru, with an average of 77% stating so.
- The five countries with people least likely to do so are Japan, South Korea, Hong Kong, Netherlands, and Australia, with 42% on average stating so.

The average across all surveyed countries is 55%.

breathe AGAIN

*~“Well-being: Time spent
in nature/outdoors.”*

- △ The five countries with the highest percentage of people who associate wellbeing to time spent in nature/outdoors are China, Hong Kong, Hungary, Russia, and Switzerland, with an average of 34% stating so, and China leading at 45%.
- ◊ The five countries with people least likely to do so are Indonesia, Brazil, Philippines, Venezuela, and Australia with 15% on average stating so.

The average across all surveyed countries is 24%.



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We recommend brands use Culture Vulture as inspiration for creating new ideas for business and communications - as thought-starters for targeted communication strategies, brand positioning, services, packaging and product development studies.

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