



# FUTURE OF PRESENT

2022 Trends  
Adi Yoffe  
December 2021

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# WHAT THE F\*#@ JUST HAPPENED?

(Farewell, 2021)



COVID: Global pandemic



Environmental catastrophes

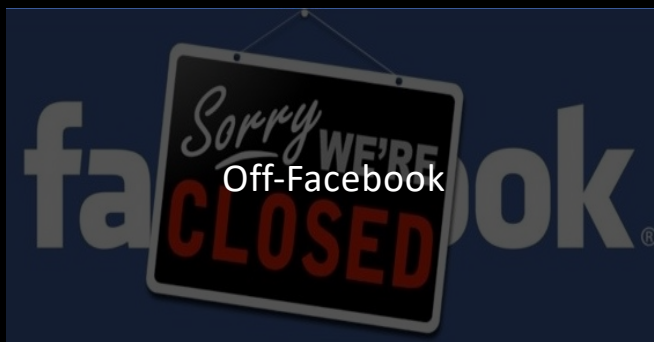


Israel-Palestine crisis of May 2021

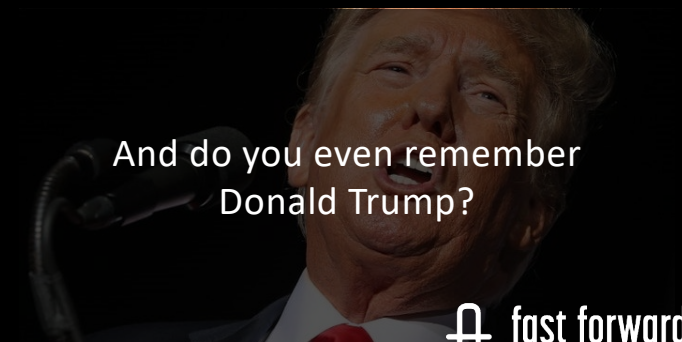
WHAT THE F\*#@ JUST HAPPENED?  
It's all happening **FASTER. HARDER. CRAZIER.**



Cyber Attacks of unknown proportions



Off-Facebook



And do you even remember Donald Trump?

# FUTURE OF RE-OWNING 2020 — TRENDS

// ADI YOFFE

DECEMBER 2019



DECEMBER  
2019



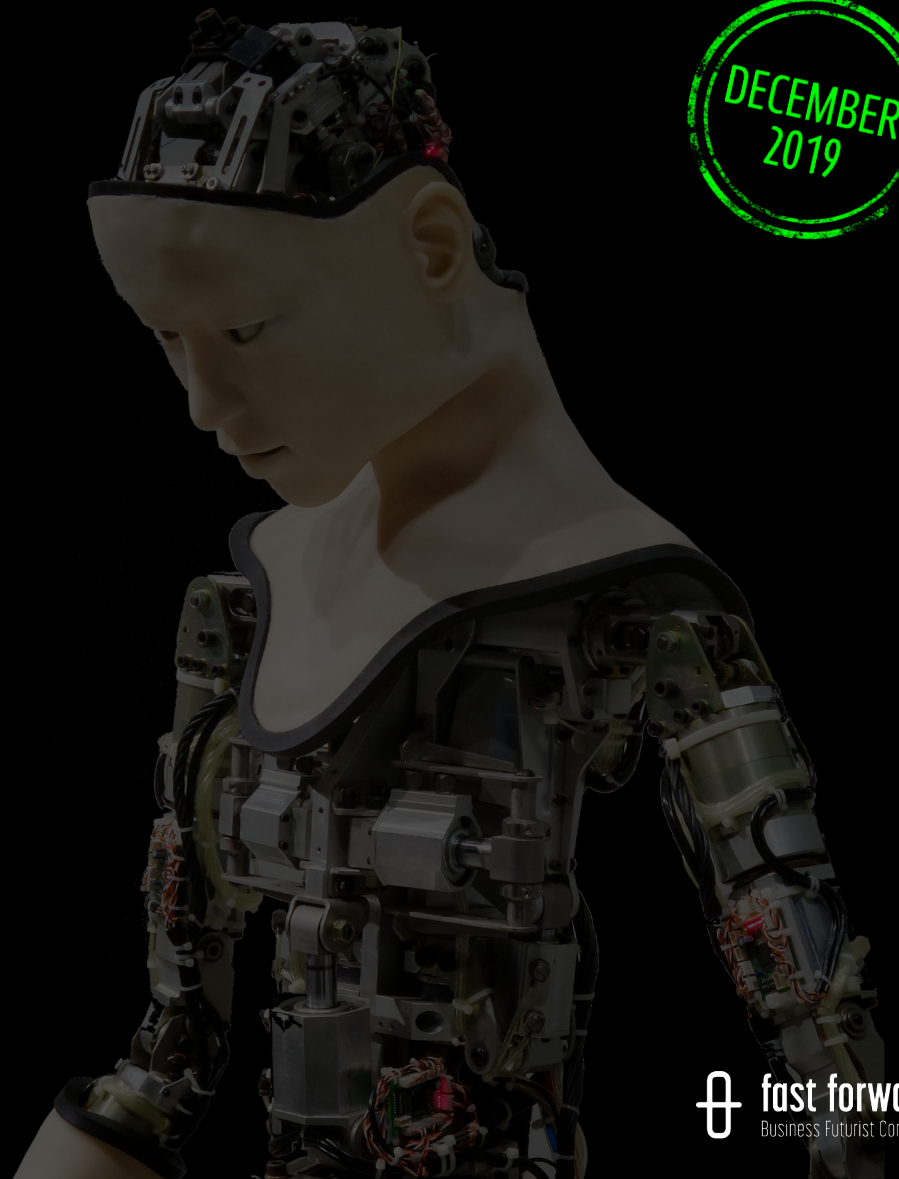
DECEMBER  
2019

# Mobile is OLD NEWS

beyond physical  
beyond borders  
beyond local  
beyond time & space  
beyond meat  
beyond corporate  
beyond money  
beyond the living

# BEYOND HUMAN

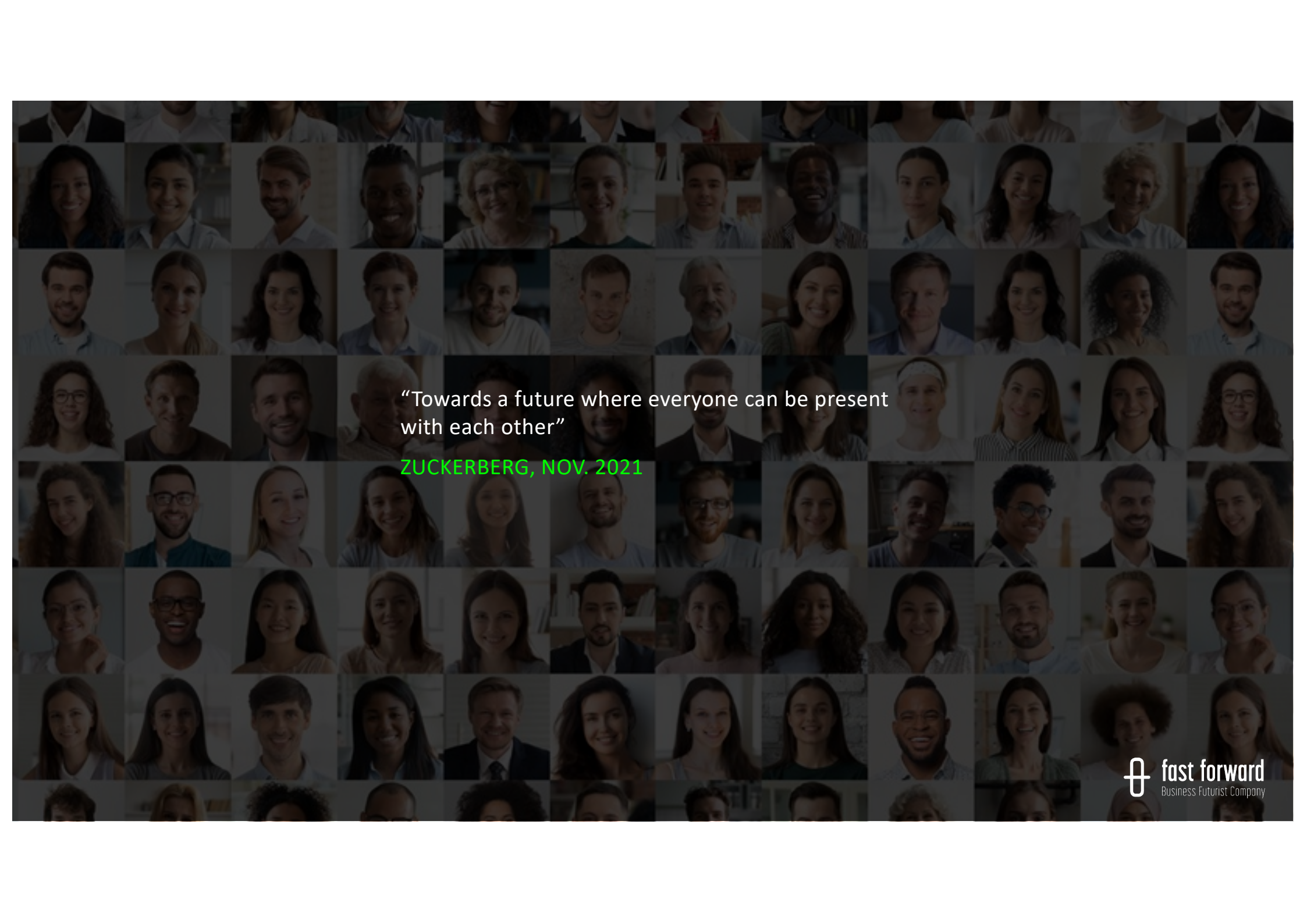
DECEMBER  
2019



# THE VISION OF THE METAVERSE

Says Zuckerberg

And the word "meta" comes from the  
Greek word meaning "beyond".



“Towards a future where everyone can be present  
with each other”

ZUCKERBERG, NOV. 2021



CAN BE PRESENT?


# HOW ARE WE PRESENT?

“The pandemic, she said, had taught them that they'd been playing it too safe with their life choices, and missing out on valuable family time. The executive then sent me a quote from the Buddha about impermanence, and the value of realizing that nothing lasts forever.”

The YOLO Economy: <https://www.businesstimes.com.sg/government-economy/welcome-to-the-yolo-economy>



More Americans are retiring from their jobs




According to a recent Microsoft survey, **41 percent** of the global workforce is considering leaving their current employer over the next year.



Olympic gymnasts  
choose the  
here and now





# More and more people choose to **GO SOLO**

Less people live in couples/ roommates and choose to live alone.

In the US, national census data revealed that in 1990, only **29%** of people aged 25-54 lived alone, yet in 2019, about **38%** of the same age group did so.

We choose to be free of long-term commitments.

Source: PEW research

We no longer plan.  
We create options and  
choose the most  
suitable one -  
**for the moment**





we choose to float away.  
sever all ties.

**GO WITH THE WIND**

Goodbye, commitment.



# HOW SHOULD THE PRESENT BE LIVED?

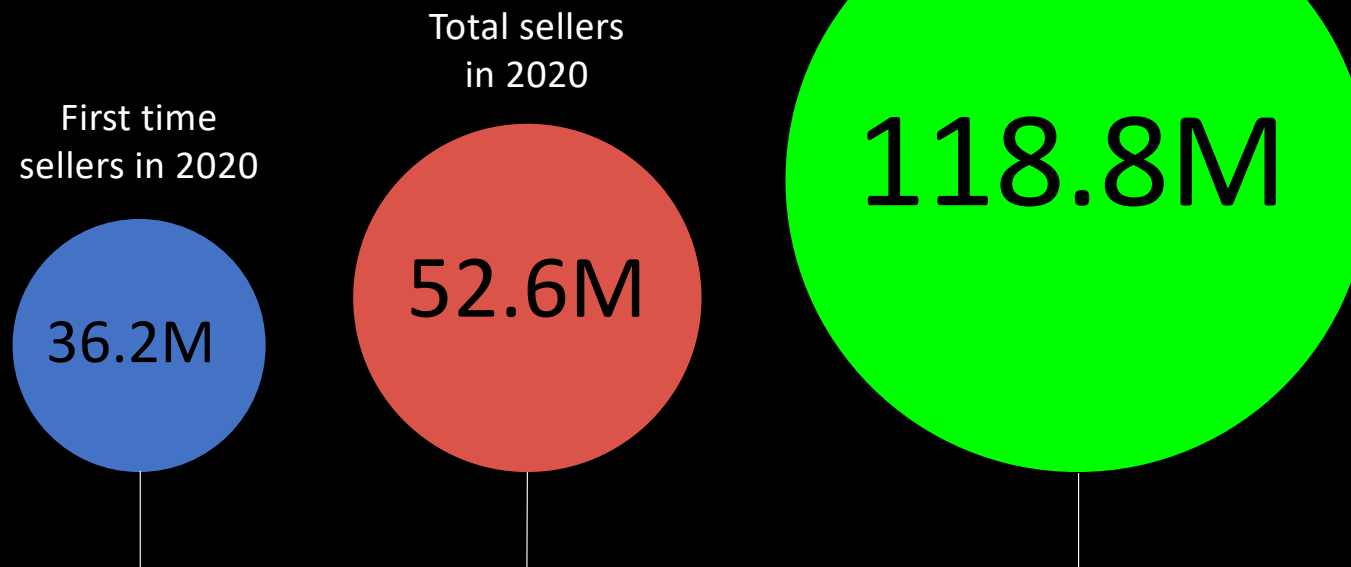


## RESALE'S PROJECTED GROWTH IS DRIVEN BY MORE SELLERS PUTTING GREAT PRODUCT INTO THE MARKET

As it becomes easier to sell clothes online, more consumers are purging their closets

Anticipated future sellers ←

**76%** of people who have never resold clothing are open to trying it





*A new phase  
of evolution*

What happens after we reclaim concepts like THE NEW GOOD in terms of society, ecology, nation-state, organization?

UTOPIA

# We don't want to **WORK AS HARD**

Work-life-balance / 4 day work week /  
Hybrid employment

By 2035 - a billion people  
will be working from home



Exploring new formats  
of life:

CHINESE COMMUNES

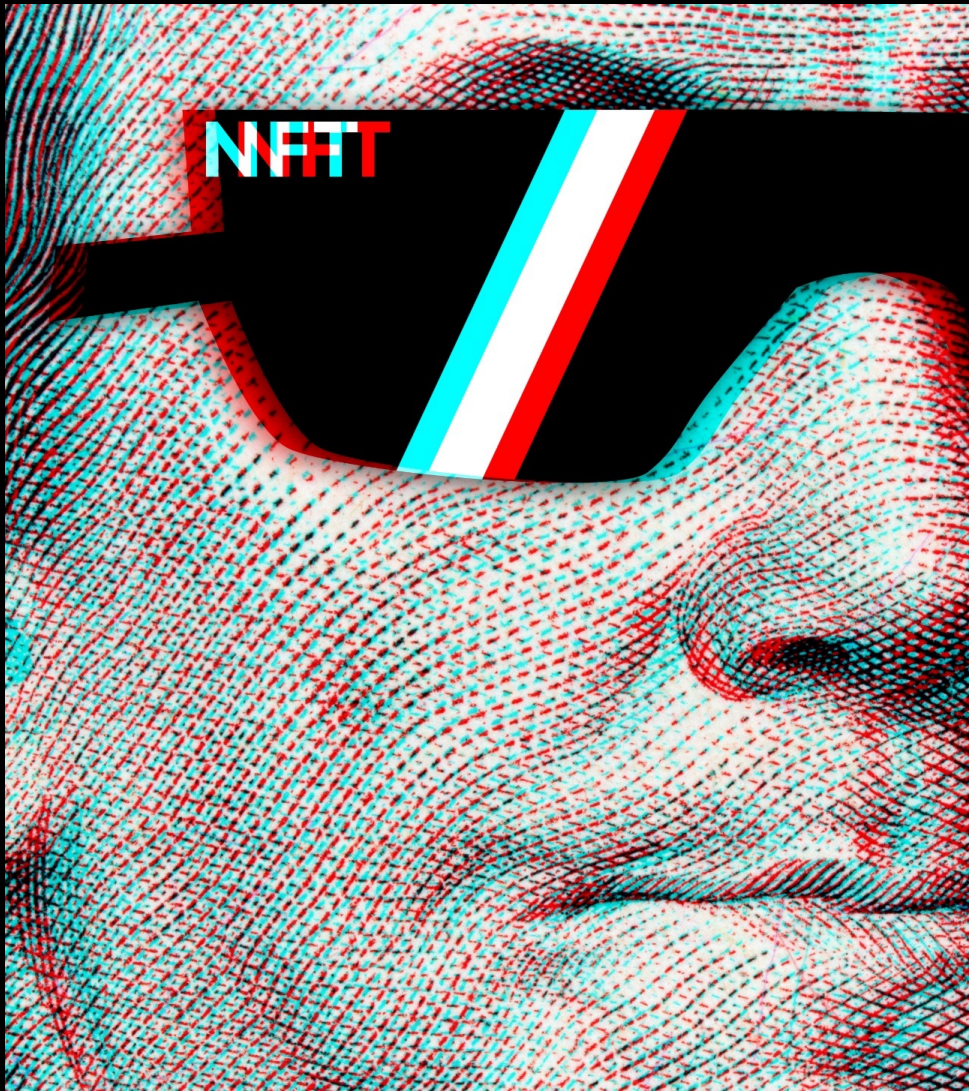
UTOPIA





and so  
Utopia is facilitated

# Utopian Metaverse Avatars



**NFT**  
redefining  
the world's  
order



IT'S NO LONGER HUMAN VS. MACHINES

IT'S NO LONGER A DISCOURSE ABOUT ROBOTS

A NEW WORLD IS BEING CREATED EVEN AS WE SPEAK

A NEW WORLD

A NEW ORDER

# IN THE WORLD OF THE **FUTURE**

**I'M** my own master.


**I OWN** things. Many things.

**I'M** an entrepreneur, I'm a creator.

**I'M** a share holder.

**A NEW WORLD IS BEING ENABLED.  
A MORE ENABLING WORLD.**





An issue for our  
future selves:  
**WHAT WILL BE THE  
CONNECTIONS  
AND INFLUENCES  
BETWEEN THESE SPACES**

# THE NEW GAME

Has new rules  
New business models  
New marketing plans



Brands should ask themselves:

**WHAT ARE WE SELLING?**

Their goal is:

**TO ENABLE US TO LIVE IN OUR OWN UTOPIA**

The new  
space is a new  
business and  
marketing  
opportunity.

- Brands should enable my utopian life in every time and space.
- Even when it means quitting the present business model.
- Brands should evolve very very quickly and adapt to the new ecosystem.
- Brands should be stronger than ever, easily recognizable in the new space.

METaverse  
+  
NFT  

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BIG BANG



This is the

**REAL UTOPIA**



The present role of brands:

ENABLE

ME to live my utopian life in every space I choose

**NO**

**FUTURE**



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