

# PRODUCT OF THE FUTURE

Through our puffer vest, which is controllable through your smartphone the wearers can feel the pressure around their upper body as if they are being hugged. Your friends can also send you a variety of different hugs, for example, you can be hugged from the back or the front, which makes it individual and people can adjust their vest. It has the ability to show different colors to represent a mixture of different emotions, which describe the wearer's mood to other people, but also themselves. It can be really hard to categorize and understand your emotional plurality and the vest can help the wearer to better understand themselves.

GLOBALIZATION  
SPEED OF  
DIGITALIZATION

CLIMATE CRISIS  
COVID-19

LITANY

SYSTEMIC  
CAUSES  
WORLDVIEW

CAPITALISM  
CONSUMPTION  
URBANIZATION

SOCIAL MEDIA  
MENTAL HEALTH AT RISK  
REPLACEMENT OF  
FACE-TO-FACE INTERACTION

AGGRESSIVENESS  
COMPETITIVENESS

# S T E E P V

**SOCIAL:** Work-Life-Balance, Lock-down and Social distancing due to Covid-19, mental health issues, rise of Social Media, Climate Activism Social media as an emotional tool, used for aggressiveness and hate speech  
Media coverage: lack of good news

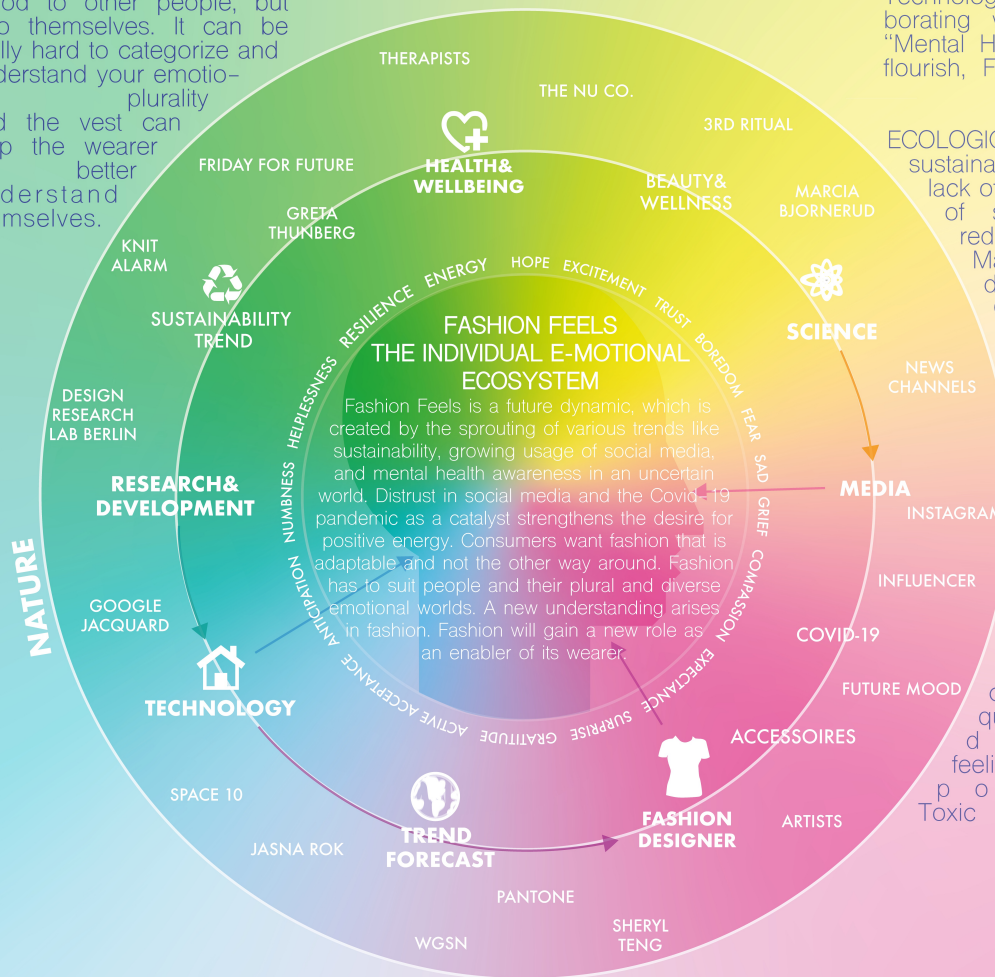
**TECHNOLOGY:** Biofeedback, signaling psycho-physiological changes, ai-technology f.e. to analyse mood, home technology, sensory technologies for clothing, Digitalisation, leaving the Digitalisation behind

**ECONOMIC:** Wellness and Beauty market share is increasing, More Technology companies are collaborating with fashion companies "Mental Health" based companies flourish, Feel -Good-Management

**ECOLOGICAL:** Awareness for sustainable fashion is increasing, lack of resources and extinction of species, climate crisis, reduce distribution = CO2 > disasters, Climate Anxiety

**POLITICAL:** Germany employees are justified to do home office, Paris Agreement, Data Security policies, demonstration (FFF, Anti-Covid), Legislation against hate speech, Legislation for mental health

**VALUES:** Emotions, Mental-Well-Being, Me-Time, Sport as a compensation, questioning existing standards, feeling of freedom, body positivity, Toxic social media



GOOD HEALTH  
AND  
WELL-BEING

3

INDUSTRY,  
INNOVATION &  
INFRASTRUCTURE

9

RESPONSIBLE  
CONSUMPTION  
& PRODUCTION

12

PEACE, JUSTICE  
& STRONG  
INSTITUTION

16

PARTNERSHIP  
FOR THE  
GOALS

17

ECOSYSTEM

EMOTIONAL

"Vital signs: Psychological responses to ecological crisis." A book already illustrated the responses of our psychological world to multiple ecological crises.

"The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at COP 21 in Paris, on 12 December 2015 and entered into force on 4 November 2016."

First case of Covid-19

"Continuing the planet's long-term warming trend, globally averaged temperatures in 2017 were 1.62 degrees Fahrenheit (0.90 degrees Celsius) warmer than 1951 to 1980 mean, according to scientists at NASA's Goddard Institute for Space Studies (GISS) in New York."

"A demonstrator wears a face mask to prevent the spread of COVID-19 as they participate in a Fridays for Future demonstration near the ancient Colosseum on the occasion of World Environment Day, in Rome, June 5, 2020"

Floods in Schuld killed at least 165 people across western Germany and neighboring countries

The 27 EU Member States will be expected to transpose the new CSRD (Corporate Sustainability Reporting Directive) into national law by 31 December 2022.

The threshold for dangerous global warming will likely be crossed between 2027 and 2042, research indicates

In a 2018 report, the IPCC stated that the world had to achieve net-zero carbon emissions by at least 55% by 2030 sets Europe on a responsible path to becoming climate neutral by 2050

MOOD

2030 Climate Target Plan- The Commission's proposal to cut greenhouse gas emissions by at least 55% by 2030 sets Europe on a responsible path to becoming climate neutral by 2050

-10

0

+20

"The Paradox of Wealth: Capitalism and Ecological Destruction"

The Link Between Clothing Choices and Emotional States

"The Psychology Behind Your Outfit" - Elle

Emotions are a universal language. Future Mood sells aura-altering luxury sunglasses (2020); "Within" Violet Zhou translates mental states into ethereal fashion collections

Audio Auras by Spotify, capturing users' moods as part of its 2021 Wrapped feature; SPACE 10 Research and Design Lab

Pantone color of the year 2022: Veri Peri. Invention of google jacquard thread that lights up by touch

"The global adaptogens market is set to reach \$19.2bn by 2027" - WGSN

colour-changing thread being developed by Google Jacquard responds to electrical charges to change colour. Jacquard also aims to develop fabric that is responsive to touch

Emotional clothing: change colour depending on your body temperature, stress levels, movements, and even emotions

