



FUTURE FORECAST 2017: BEAUTY AND WELLNESS

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Future Forecast : 2017 Trends : Beauty

As the year comes to an end, LS:N Global examines the nascent trends and behaviour patterns that will be shaping the beauty sector over the next 12 months.

Waterless Beauty

More brands in 2017 will be considering their ecological footprint, and considering how to limit their water usage both in their products and in their supply chain. Part of a wider consumer expectation around Whole-system Thinking, Waterless Beauty products such as Nannette de Gaspé reveal an opportunity for brands to innovate in this area.

Bathed in Colour

As mindfulness enters the mainstream, boutique studios will experiment with chromatherapy to create distraction-free and multisensory experiences. ChromaYoga, a yoga studio due to open in January 2017, will bathe participants in the colours of the visual spectrum to induce a meditative state on the premise that colour can affect your state of consciousness.

Active Recovery

As our obsession with fitness and Pro-formance Training accelerates, recovery will play a significant role in individuals' workout schedules. To help a growing consumer group reset, restore and rejuvenate, brands in this sector will co-opt a new slowdown mentality. Snapbac is already making waves in the clothing sector with its pre-recovery gear, and Core Collective has launched a class dedicated to stretching.

Brain Spas

The amount of information we consume on a daily basis is starting to have a detrimental effect on our ability to focus. In 2017, expect brain spas to emerge that help us achieve optimum health. The Corinthia Hotel has already launched a Brain Power Residential Package, which includes a bespoke brain-boosting menu and a Brain Lab where guests can learn to develop mental resilience.

Hyper-transparency

Enter a new wave of beauty brands that are striving to offer increasingly educated consumers complete cost transparency of their beauty regime in 2017. Deciem's The Ordinary line is providing an effective, easy-to-understand product with an affordable price tag, while Beauty Pie is challenging the traditional pricing model by offering a subscription service that enables consumers to buy products at cost price.

The Big Picture

Look out for our Future Forecast 2017, revealing our top 60 trends across food and drink, design, interiors, technology, retail, luxury, beauty and wellness, and travel and hospitality.