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# THE TRIBE: THE UNCOUPLED

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Watch this video at <https://www.lsnglobal.com/news/article/23973/the-tribe-the-uncoupled>

Coinciding with our new macrotrend **Uncoupled Living**, our latest **Tribe** gets to know the people choosing to embrace singledom, polyamory and platonic love over traditional romantic relationships.

In this Tribe we meet Emily, Boris and Scarlett, who live in a warehouse in North London and identify as a polycule, a system of interconnected polyamorous relationships they describe as familial. From his studio apartment in Seoul, tribe member Jang advocates that brands should better cater for honjok, a South Korean term for single people who willingly live, and undertake activities, alone.

Meanwhile, in Ottawa, Canada, law professors Natasha and Lynda are challenging accepted ideals around parenting, raising their child Elaan as platonic, but highly compatible, friends, provoking the question: Why must romance between parents be considered necessary in order to raise a child?

In response, brands must rethink their marketing, products and services to accommodate the myriad lifestyles of the uncoupled. For more on the mindsets, motivations and expectations of this tribe, read **The Uncoupled**.