

THOUGHT-STARTER: WILL AGE BE THE NEXT FRONTIER FOR INCLUSIVITY?

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It's time for brands to get informed of the nuances of ageing, writes Sarah Douglas, director of The Liminal Space.

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When the #MeToo movement gained online traction in late 2017, the impact it would have on consumers and brands alike could never have been predicted. Less than two years on, companies like Nike, Dove and Gillette have all committed to addressing sexism and gender equality in their advertising, while the Black Lives Matter campaign has similarly sparked its own moment of corporate enlightenment. But when it comes to diversity, what is the next frontier for brands?

From our research: ageism. We expect both consumers and brands to rethink assumptions around ageing. There is no single way in which we age and as with other diverse communities such as gender, race and sexual identity, brands will have to face up to the reality that one size does not fit all.

As our **Unclaimed** exhibition at the Barbican in London reveals, at the heart of our longevity lies deep inequality. Yet, we should all consider carefully how we think about and treat older people. Because 'old' is the one minority group to which we will one day all belong.

Read Sarah's full opinion [here](#).