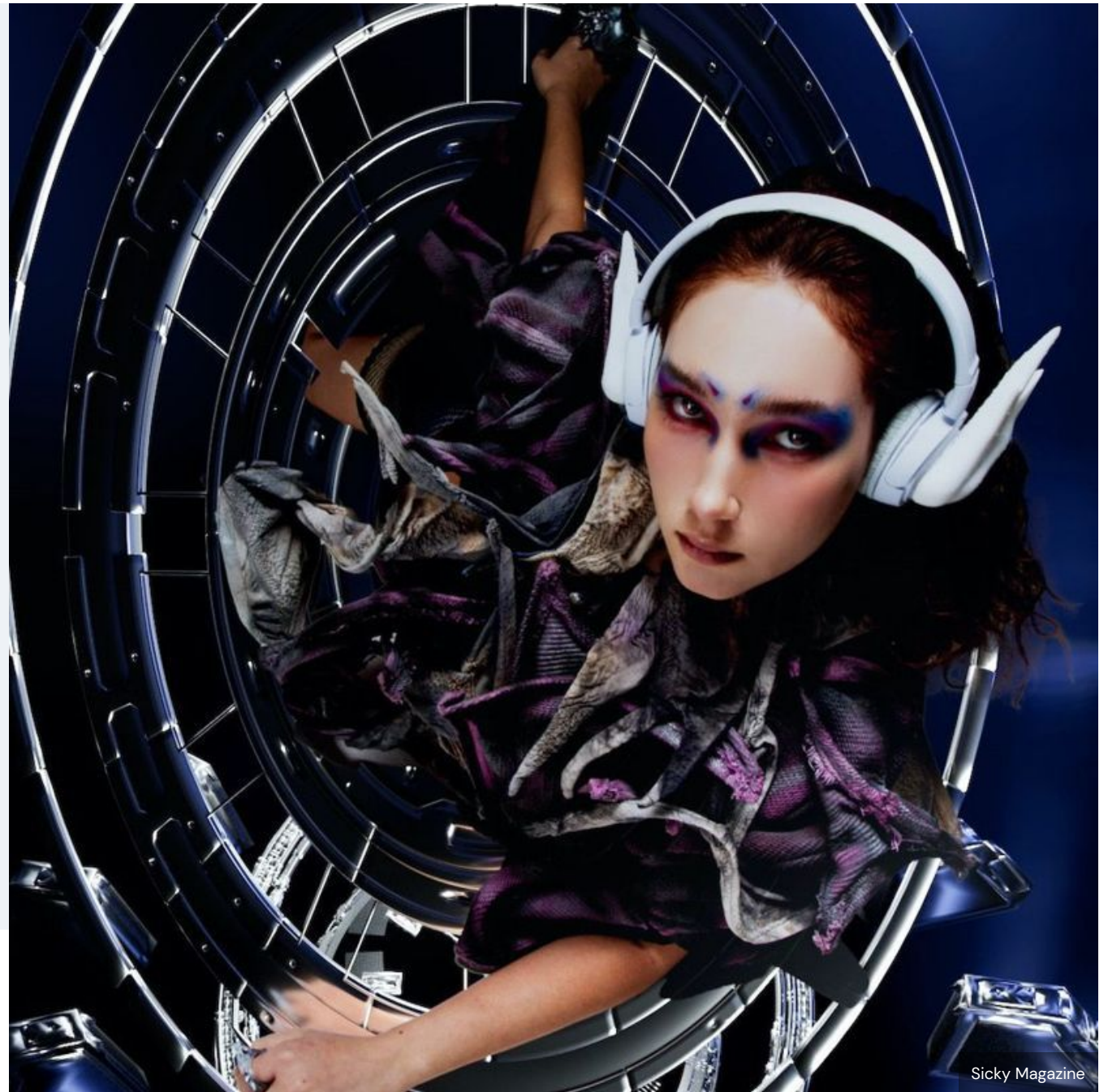


# Beauty Forecast S/S 25: Digitopia

Our three Beauty Forecasts outline the innovations and lifestyle drivers that will shape all product categories in S/S 25. Digitopia champions individuality, creativity and otherworldly aesthetics, inspired by advances in tech and AI

Hannah Mauser  
06.08.23 - 12 minutes



# Audio summary

Listen to the Beauty Team discuss the key ideas of our three seasonal beauty forecasts and delve deeper into some of the themes and opportunities



WGSN

Beauty Seasonal Forecasts S/S 25

12:20

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## Overview

**Digitopia embraces otherworldly aesthetics and new possibilities in design, driven by the rise of AI, virtual realms, and a growing focus on creativity as a problem-solving strategy. It evolves from our A/W 24/25 forecast trend, Expanded Imagination.**

WGSN's three S/S 25 forecast trends expand on the macro concepts in our STEPIC reports (covering Society, Technology, the Environment, Politics, Industry and Creativity). **Digitopia focuses on Technology and Creativity**, taking the sublime, sometimes strange visuals that are emerging from AI as its starting point.

The ethereal landscapes and impossibly smooth forms generated by the likes of DALL.E 2 and Midjourney are already changing the way we see the world, and this will become more embedded as a design influence in 2025. **Expect to see a flourishing of products and spaces (both physical and virtual) that dissolve the distinction between fantasy and reality**, embracing dreamy colours, liquid lines, sensorial textures, exaggerated shapes, and cartoonish or characterful elements.

**Beyond synthetic flights of fancy, Digitopia will also see the rise of more sophisticated, engineered and precisely personalised products and spaces that reduce waste and supercharge innovation.** Look out for designs, aesthetics and finishes that explore the interplay of light and shadow, as well as mirrored or ghostly designs that seem to disappear within their environment. We will also see the rise of intricate, digitally crafted designs and products that recall the elegance of classicism, or the ornate flourishes of Art Nouveau.

At its heart, Digitopia is powered by great leaps in how we view and interact with the world around us. As such, **it presents an opportunity to reimagine how design and technology can shape the world, encompassing idealised forms of escapism, as well as innovations that are as pragmatic as they are aesthetically pleasing.**

### More reading

Digitopia aligns with the following macro forecast themes:

**STEPIC Drivers:** [Decentralised Digital Culture](#) | [Synthetic Creativity](#)

**STEPIC Innovations:** [Digital Duality](#) | [Adaptive Design](#) | [Conscious Subcultures](#) | [AI Surrealism](#)

**Big Ideas:** [Layered Realities](#) | [Strategic Imagination](#)

**Beauty Personas 2025:** [The Techsperts](#) | [The Chameleons](#)



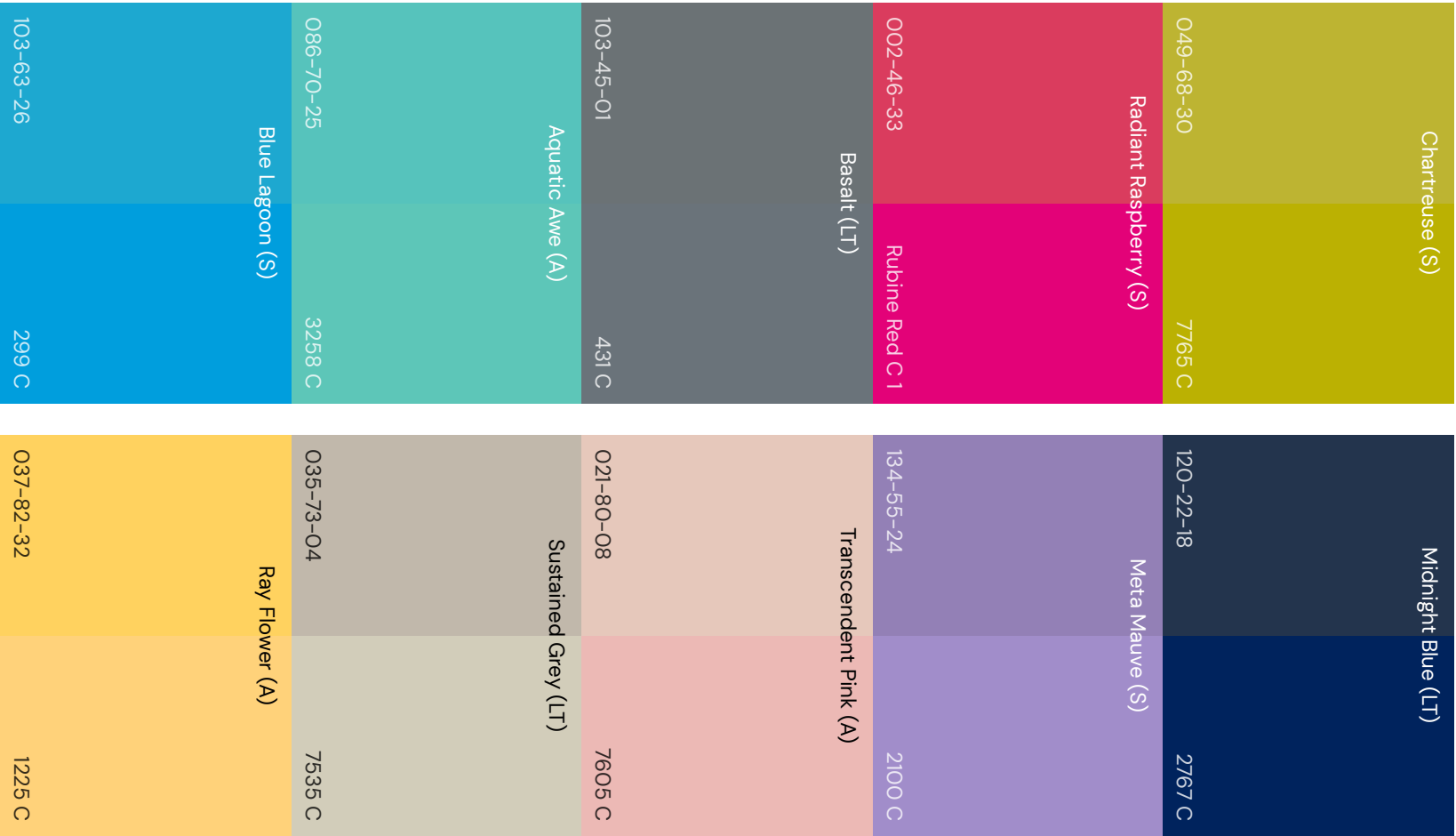
@lottielondon

# Colour

## Digitopia S/S 25

Derived from our [Beauty Colour Forecast](#), the Digitopia palette brings forth chaotic brights and intuitive synthetic hues that ooze with creative energy and reflect the dynamism of the digital realm. Radiant Raspberry, Aquatic Awe and Meta Mauve feel AI-inspired, while balanced neutrals of Basalt, Midnight Blue and Sustained Grey add futuristic but familiar weight to the palette.

To help with your long-term forecasting and sustainability goals, we have annotated which colours are seasonal (S) for S/S 25, annual (A) for A/W 24/25 and S/S 25, and long-term (LT) for A/W 24/25, S/S 25 and beyond.





## Next-gen beauty analysis

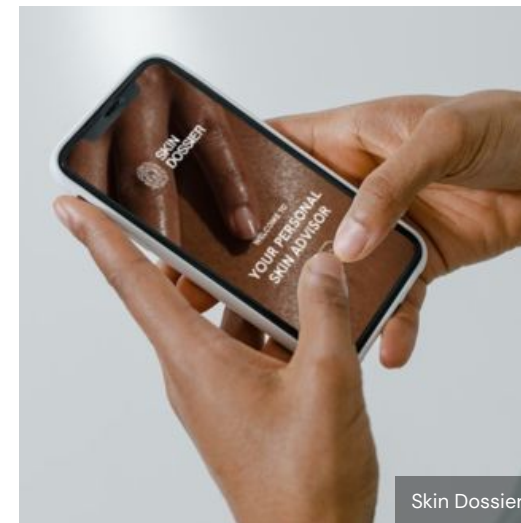
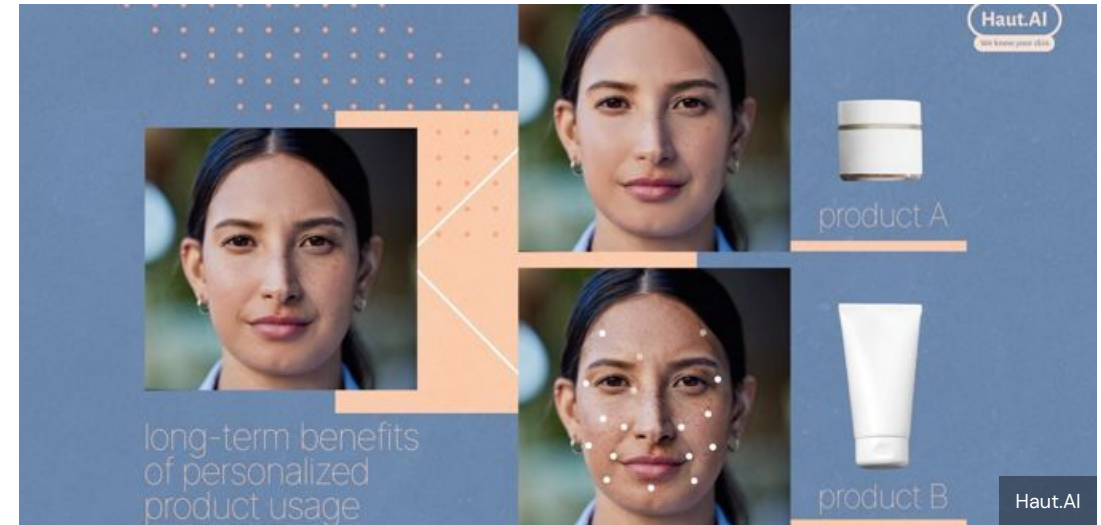
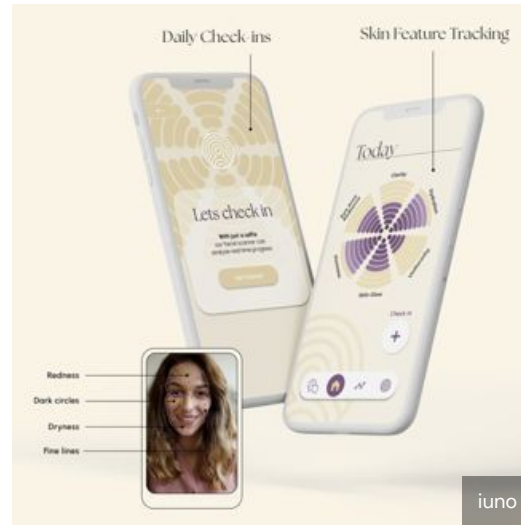
**The concept:** next-gen beauty analysis will leverage emerging technologies to further individualise the customer experience from both a product and marketing perspective.

Alongside digital twin analysis, US brands Skin Dossier and Iuno have implemented blood testing. The former uses a database of over 10k genetic variants and 50k ingredients to offer a full skin report and product recommendations. The latter features an at-home blood collection kit and app to monitor skin progress using its three-month skincare plan.

New tech and AI will continue to influence NPD processes. Similar to AI chatbot ChatGPT, Haut.AI (Estonia) launched SkinGPT. The virtual try-on tool simulates how the skin will evolve over time using a specific skincare product, influencing the future of R&D testing and appealing to Techsperts.

**How to action this:** invest in emerging analysis and AI tools not to replace teams, but to enhance customer experience, develop key insights, and save time and resources. Duradry (US) harnessed ChatGPT to reformulate its AM Deodorant by inputting consumer feedback, while UK's Hair Proud and Lottie London used it for marketing ideation. Men's brand Disco (US) used machine learning to better target its demographic, achieving 128% higher ROAs.

**Relevant for:** all categories



## Neuro-beauty

**The concept:** emotional states will increasingly influence beauty as consumers look inward to inform purchasing decisions. Accelerated by the rise of emotional beauty, neuro-beauty takes emotional health to the next level via neuroscience-backed scent diagnostics.

Driven by the mind-beauty connection, brands are harnessing the power of the brain to take the stress out of decision-making. Beauty giant L'Oréal partnered with neurotechnology company EMOTIV to create a multi-sensor EEG-based headset that formulates fragrances based on consumers' emotions. French fragrance innovator Givaudan's MoodScentz+ technology was developed for perfumers to "evoke positive moods" using its InSituScanz brain-imaging capability.

**How to action this:** prioritise expert-led partnerships, neuro-specific clinical trials and science-backed research. UK fragrance brand Edeniste is built on 30 years of neuroscientific research in partnership with Japanese fragrance company Takasago. This Works' (UK) pillow spray, Givaudan and the aforementioned are also using fMRI (functional Magnetic Resonance Imaging) scans to measure brain activity and inform NPD. Clinically proven by the European Sleep Center, The Body Shop's (UK) Sleep range helps achieve better sleep.

**Relevant for:** fragrance, bath & body, health & wellness





## AI-sourced ingredients

**The concept:** an evolution from last season, the use of AI will not only become commonplace in routines, but act as a resource to discover new ingredients and formulations.

This offers the potential to find ingredient replacements, consider multiple formulas with less trial and error, and offer more precise formulas with shorter development times. Israeli raw material company Green Mountain Biotech teamed up with software development company MeNow to create AI-generated TCM skincare formulations.

In the US, startup Osmo is digitally enhancing fragrance with an AI-powered map of odour that can predict what a molecule smells like based on its structure. German ingredients manufacturer BASF's active ingredient PeptAide 4.0 uses AI to identify four specific peptides sourced from organic rice proteins to protect against silent inflammation.

**How to action this:** use AI as an extension of NPD to combat supply chain waste. Unilever-owned brands Axe and Hourglass (US) did just that. The former developed its A.I. Body Spray with 46 terabytes of data, 6,000 ingredients and 3.5m potential scent combinations. The latter formulated its Red 0 lipstick using only computational models.

**Relevant for:** all categories



## Tech-savvy tresses

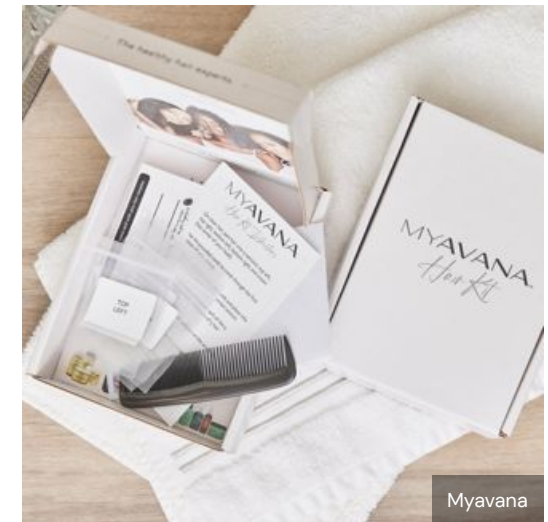
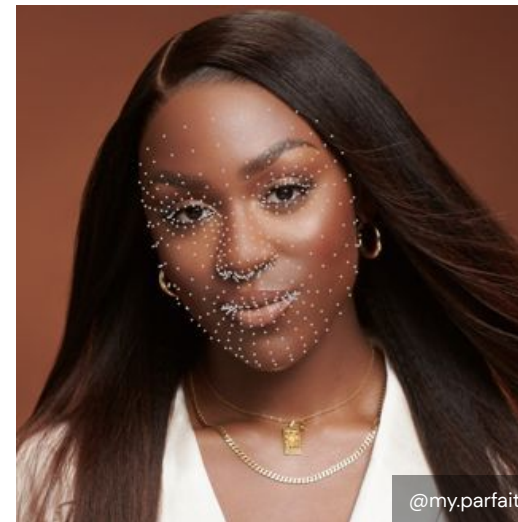
**The concept:** the haircare market is getting an upgrade as conversations surrounding scalp and hair health rise. A focus on next-gen tech and styling tools will fuel new innovations that consider diverse hair needs and concerns.

BIPOC-founded US hair brand Pattern Beauty's blow dryer is engineered for curly, coily and tight textured hair. Remington (US) takes it a step further with its AI hair styling range. The Proluxe You Collection features an array of styling tools that tailor heat settings to the user's hair type and styling preference via Intelligent StyleAdapt Technology.

Accessible at-home scalp care will remain key. UK-based Manta's Pulse device has a flexible design that moulds to the shape of the user's scalp and hand. Its vibrating bristles stimulate blood flow in the scalp, also demonstrated by Demi Do's (Japan) Tillet Smart-Gear red LED scalp device.

**How to action this:** take inspiration from the personalised skincare market to enhance haircare solutions. Myavana's (US) personalised haircare system provides a hair kit that consumers can use to send strands of their hair in for detailed lab testing and product recommendations. US-based Parfait is disrupting the wig category with AI-powered custom wig fittings.

**Relevant for:** haircare, beauty tools





## Cross-industry collabs

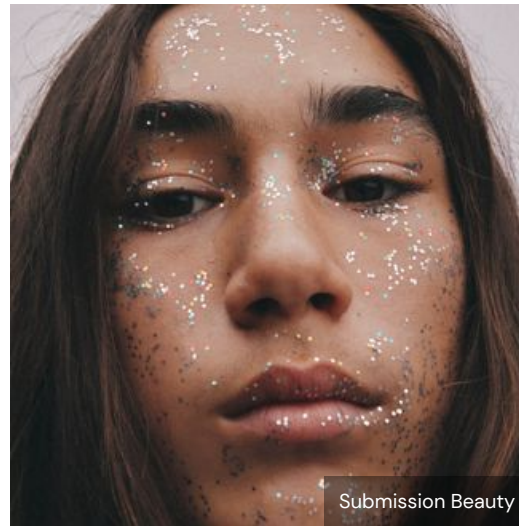
**The concept:** from food and drink to fashion and home care, beauty is pushing boundaries via meaningful cross-industry collaborations. Brands are joining forces and leveraging strategic imagination to unlock new waves of creativity, in what may appear to be unlikely pairings at first glance.

In fashion, Italian shoe brand Aquazzura teamed up with German derma brand Dr. Barbara Sturm on a capsule shoe collection and foot spray. UK fashion brand Lazy Oaf collaborated with Lush on a line inspired by laundrettes to create a self-care sanctuary at home, including body spray, bath bombs, shower powders, soap bars, towels and pyjamas.

**How to action this:** consider how branded partnerships can benefit one another by sharing resources and product expertise. Alcohol alternative Kin Euphorics (US) combined its mood-boosting drinks with the scent technology of fragrance brand Boy Smells (US) to create three functional candles, which are designed to “alter your mind”. US brands Ouai and DedCool turned the former’s bestselling scent into a laundry detergent.

Seek assistance from sustainable-led brands when developing eco-friendly products. Danish fashion label Ganni and plastic-free Submission Beauty (US) created face glitters formulated with biodegradable cellulose sourced from eucalyptus trees.

**Relevant for:** all categories



Submission Beauty



Lush



Boy Smells



@dedcool



Aquazzura

## Aquatic forms

**The concept:** influenced by social media and the catwalks, this aesthetic direction can be defined by dewy skin, wet-look hair, shimmering finishes and nail art such as #JellyNails and #OysterNails in chromatic oceanic tones and mystical pastels.

The return of Ariel in Disney's live-action *The Little Mermaid* is already fuelling this direction, alongside consumer demand for otherworldly aesthetics. Driven by the Chameleons consumer profile, look out for the rise of deep aquatic tones of blues, greens and purples throughout polymorphic cosmetics, hair and nails. C-beauty brand Flower Knows' Moonlight Mermaid make-up collection features gradient blushes, metallic eye shadows and ornate outer packs.

**How to action this:** for long-term application, translate a fascination with the sea to product textures, finishes and formulations. NYX Cosmetics' Face Freezie is a jelly-textured cooling primer and moisturiser, while Brazil-based Bruna Tavares offers its BT Body Mirror – an illuminating jelly body cream. In the UK, The Nue Co replicated the calming effects of the ocean in its functional fragrance, called Water Therapy.

Be inspired by the ocean's fluid forms for packaging, as seen at C-beauty brand Humble's jellyfish-like candle shapes.

**Relevant for:** colour cosmetics, nails, haircare, fragrance, skincare, bath & body





## Beauty's cartoonification

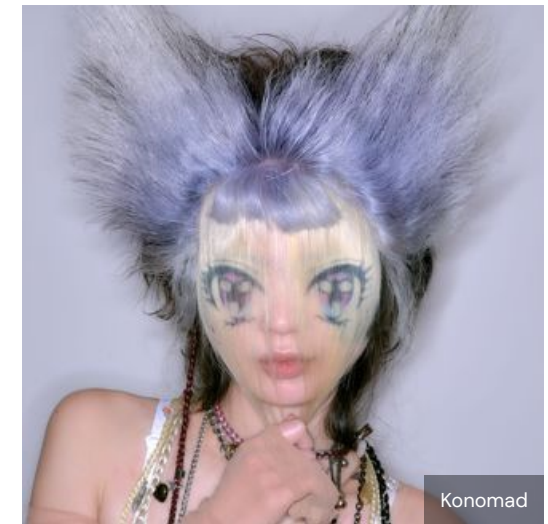
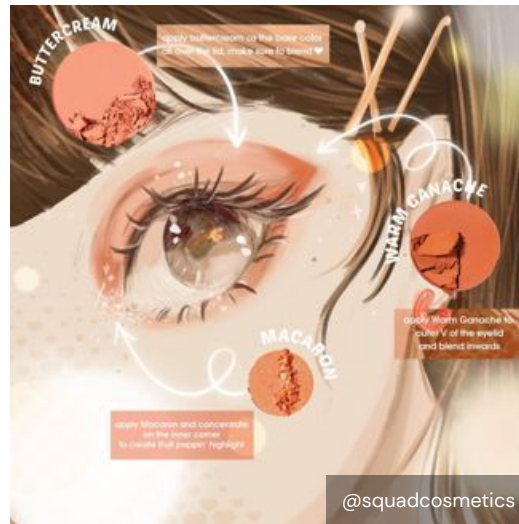
**The concept:** the cartoonification of beauty is pushing SFX into the mainstream. This can be attributed to the rise of prosthetics, as seen at Collina Strada's A/W 23/24 anamorphic catwalk show, and sported by celebrities like Doja Cat and Melanie Martinez.

This borderless beauty movement rejects the sameness of social media's "clean girl" trend. Represented by chaos and freedom, no single aesthetic reigns. More accessible versions of cartoonification are being led by APAC, inspired by characters in films, comics and anime. In China, manga aesthetics are synonymous with the Douyin beauty look. Additional iterations have taken form in the West, from doll-like features to extreme SFX that span the diverse skill sets of the Chameleons consumer profile.

**How to action this:** while SFX formats are still the preserve of MUAs and performers, consumers will be looking for accessible applications that draw inspiration from entertainment via colours, finishes and motifs. Look to Japanese wig artist Tomihiro Kono's hair clip-ins, and Filipino brand Squad Cosmetics' anime-inspired applications of colour cosmetics.

Starter kits will enable make-up aficionados and artists to experiment with more intermediate looks, such as the SFX Face and Body Paints from NYX Cosmetics, fronted by professional MUAs and influencers to inspire artistry.

**Relevant for:** colour cosmetics, haircare, nails



## Influences



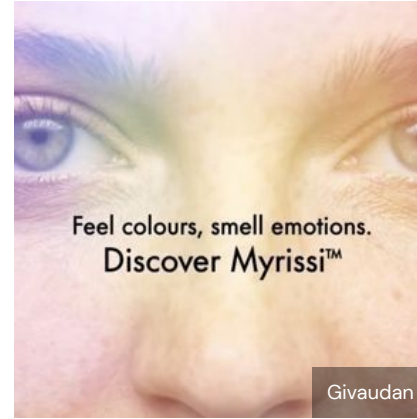
### Revela

Biotechnology beauty brand Revela (US) harnesses its AI-based molecule discovery tool to find new ingredients for cosmetic formulations. Its two current ingredients, ProCelinyll and Fibroquin, promote hair growth and skin elasticity respectively.



### Rootonix

South Korean brand Rootonix's Dr. Finger Volume Booster ver. 2.0 is a hair device that can diagnose scalp conditions and help prevent hair loss. It can be connected to an app that helps manage hair loss progress at home.



### Myrissi

Givaudan's (France) AI-powered scent technology, Myrissi, uses AI to translate fragrance into colour patterns, so that scent can be marketed without the need to smell it. It also generates a visual moodboard and verbal ecosystem surrounding the scent.



### The Little Mermaid

Anticipation built up from the return of Ariel and The Little Mermaid in 2023 is pushing aquatic beauty to the fore. Brands such as Kiko Milano (Italy) and Ulta Beauty (US) have collaborated with Disney on make-up collections following the movie's premiere



### Malina Stearns

This US-based SFX make-up artist is leading the prosthetics revolution in pop culture. The artist is known for morphing rapper Doja Cat into a cat at the Met Gala, as well as musician Melanie Martinez into an alien-esque creature on her latest album cover



## Action points

1

### **Individualise via hyper-specific analysis**

Beauty is becoming increasingly individualised with the help of next-gen analysis tools. Invest in diverse sets of databases and neuro-specific clinical testing to inform product design and take the stress out of purchasing decisions

2

### **Employ AI**

When leveraged in the right way, AI presents myriad opportunities within the product development process. Start by testing tools such as ChatGPT to analyse consumer feedback, ideate marketing concepts and combat waste in NPD

3

### **Collaborate strategically**

Look to different areas of expertise when approaching cross-industry collaborations. Use this as an opportunity to pool resources, engage with new audiences and enlist expert brands and people to facilitate product efficacy

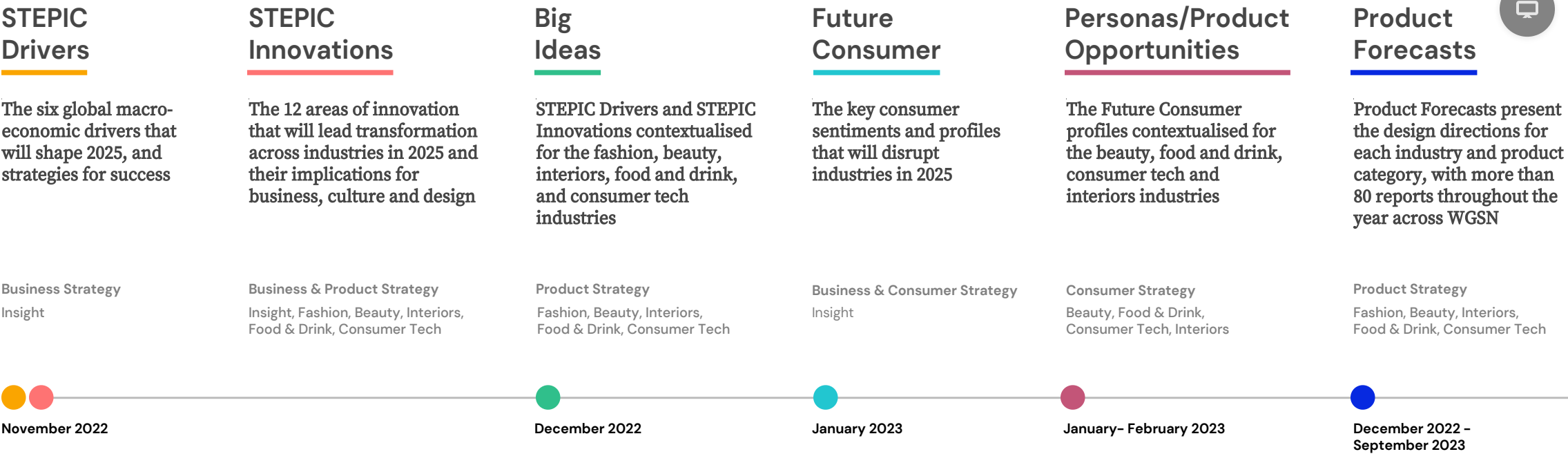
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### **Break the cycle of sameness**

Acknowledge consumer hunger for absurd and fantastical aesthetics. Partner with SFX professionals and influencers in creative marketing campaigns, and translate inspiration to products via colours, packaging, finishes and textures

# WGSN 2025 forecast schedule

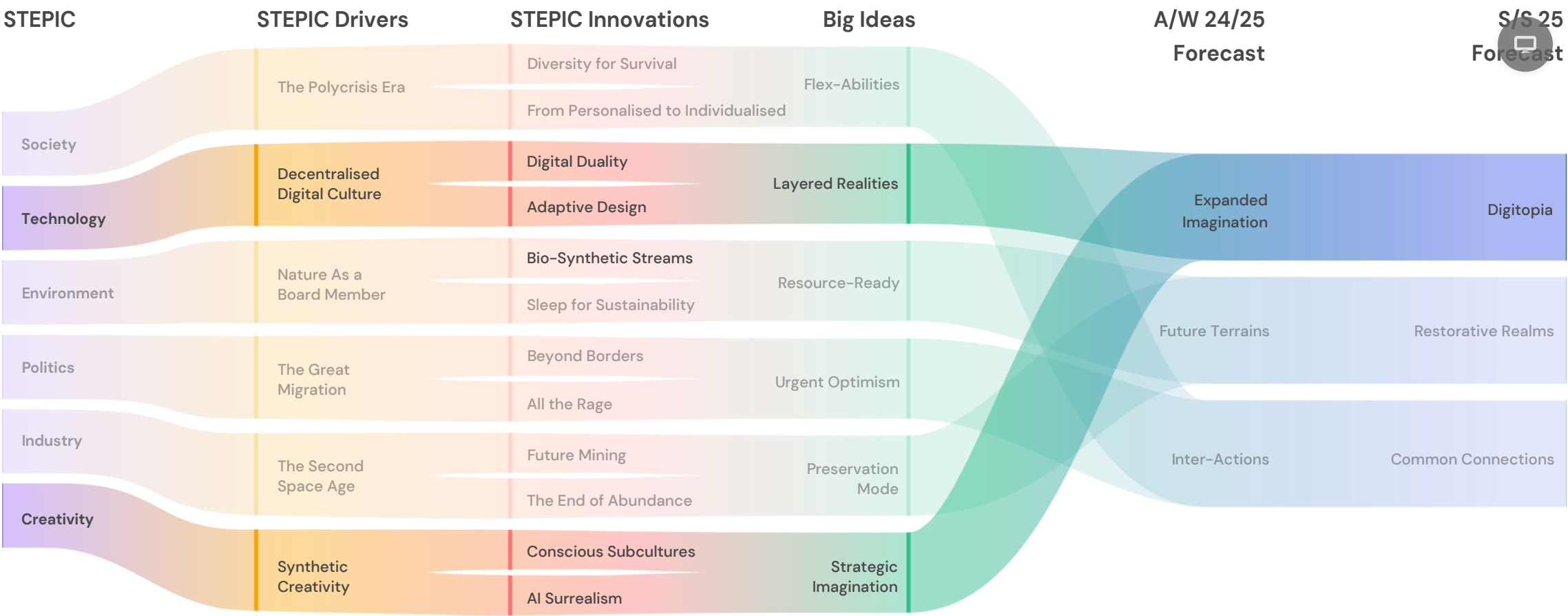
Your guide to when WGSN's 2025 forecast reports will be published.



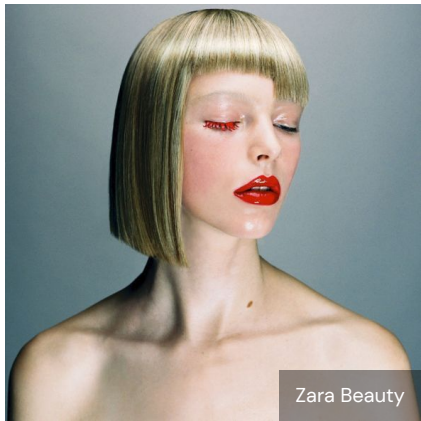


# WGSN trend matrix 2025

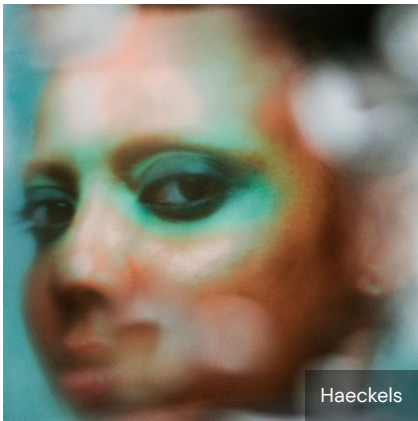
Mapping the continuity between the themes covered in our STEPIC Drivers, STEPIC Innovations, Big Ideas and Product Forecasts.



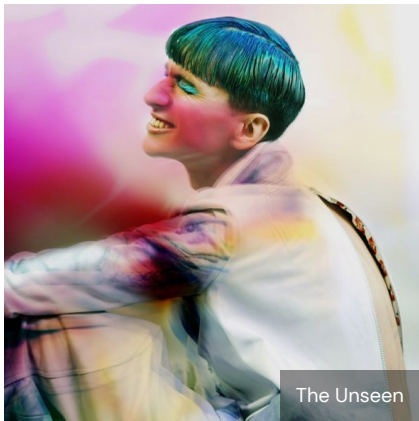
Related reports



Big Ideas 2025: Beauty



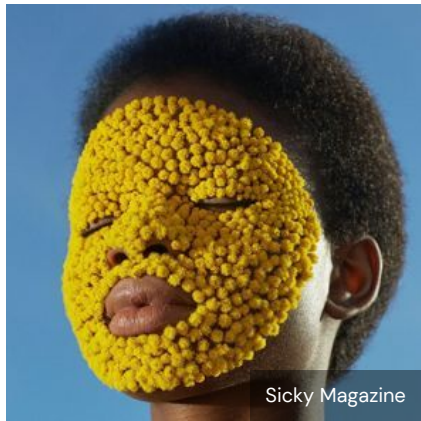
Beauty Personas 2025



Beauty Forecast A/W 24/25: Expanded Imagination



Beauty Forecast S/S 25: Common Connections



Beauty Forecast S/S 25: Restorative Realms