



# NEXT YEAR IN BEAUTY

CONSUMER TREND REPORT: BEAUTY



# EYES, LIPS, FUTURES

As pop culture archeologists, we love drawing threads across disparate communities and forecasting where they will lead to in the near future. We've been eyeing the beauty industry for a while, and after countless conversations around the watercooler, we decided to put all of our thoughts in one place.

It's a deep dive into four trends we think will dominate the beauty industry for the months, and possibly years, to come - with a keen focus on the why. After a brief market analysis to catch you up on how we got here, we'll provide an overview on each trend, how we imagine it playing out with consumers, and a range of activation concepts to bring the trend to life.

Alongside this deck, we will be publishing weekly articles on our Substack [@ThoughtEnthusiast](#) digging further into each trend. Follow to get the full scoop.







# ABOUT US



## ABOUT ADHOC

AdHoc is an experiential & creative agency made up of people who grew up going out and still hit the streets, rain or shine.

For over a decade we've turned up-and-coming artists into established icons as NYC's most-trusted party thrower and artist collaborator.

Over the years our taste has revolutionized the NYC underground. Now, we use it to forge unfound connection and create new communities for brands.

Simply put: **we don't buy fans, we earn them.** While others trade in creative forged by algorithms, our inspiration comes from earnest experience, excitement, grit, and unmatched creative.

**We were born out of a love for the game we're still playing.**



# OUR SERVICES

## STRATEGY

We leverage deep research & personal anecdote to dive deep into the essence of your brand, setting a foundation that drives real authentic connection.

### Services:

- Brand Strategy
- Social Media & Content Strategy
- Experience Blueprinting

## CREATIVE

From turnkey to bluesky, our creative is rooted in audience insight & trend, crafting experiences that stick with audiences forever and turn them from window shoppers to forever fans.

### Services:

- Event & Experiential
- Creative Technology Activations
- Guerrilla & Live Stunts
- Full service Content Campaigns

## PRODUCTION

Years of grassroots organizing to world class stages have formed us into elastic experts, enabling us to perfectly calibrate each production to create truly dynamic experiences.

### Services:

- Onsite Content Production, Pre & Post Production
- Talent Buying, Booking, & Artist Relations
- Event Production and Technology

## MARKETING

From OOH to omnichannel, our marketing practice seeks to resonate your brand with your audience. Leveraging the *tried and tested* and *utterly unique* all the same.

### Services:

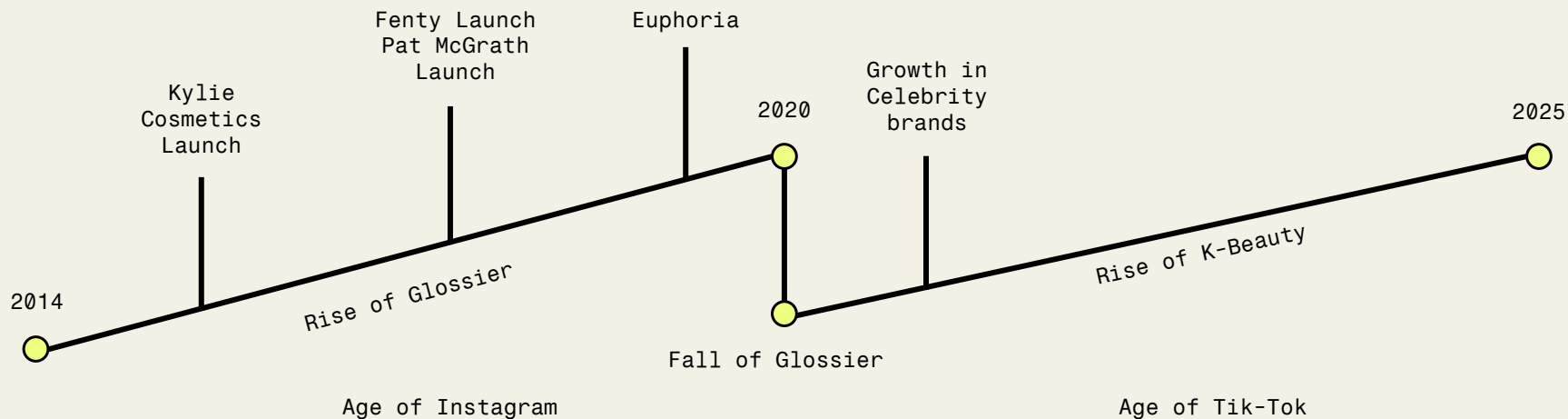
- Digital & OOH Advertising
- Event & Campaign Marketing



# MARKET ANALYSIS



# BEAUTY INDUSTRY LANDMARKS



In the past decade alone there have been seismic shifts in the beauty industry. Informed primarily by shifts in technology, globalization, and industry reactivity. From 2014-2020 the industry was divided; Glossier's *Clean Girl* look vs Full Glam fronted by Kylie Cosmetics, and Glossier's exclusive vs Fenty's Inclusive foundations. Glossier fell from grace, which was in no small part due to criticism they faced during racial reckonings in 2020. They were replaced with a rapid growth in interest in K-beauty. Informed by a growing American fixation on health, induced broadly by the pandemic and the shift away from image based social (Instagram) to short form video (TikTok). Priming us for multi-step routines eventually expanding to the "nightly shed." A divide inside the beauty industry quickly grew, between playful and maximal looks born from shows like *Euphoria*, and the minimal leaning trend of Glass Skin promoted by K beauty brands. This tit for tat is what fuels innovation in the and will continue to shape the trends and products to come.

# BEAUTY TREND CYCLES

Although the industry is rapidly reactive, these trends are microcosms for much larger shifts in culture.

The ever growing multi-hundred-billion dollar industry has been deemed recession proof and is only growing. However, it's elastic nature is imperative to sustaining growth, providing us with tools & products that respond in real time to rapidly developing trends. This speed run through the product launch process, from development to adoption, has given rise to an unprecedented set of influencer entrepreneurs and international competitors. The birth of a trend that takes hold over social can see hundreds of products launched almost overnight, pointing to the dramatic role consumer innovation plays in the industry at large.

The fact remains though that these trends aren't created in a vacuum, often responding to broader political shifts and international events, largely informed by increasingly troubling surroundings and contentious discourse happening on social.

**When we imagine the future of beauty, we are imagining daily acts of expression, an act of resistance in the face of an uncertain future.**





# THE TRENDS

# THE TRENDS



## SISTER WE'RE PICKLED

We are entering the next phase of body modification. Much like the dead internet theory, there will come a time where nearly everyone has altered their vessel.



## SWEAT IS IN

In a time of uncertainty, particularly the rapid removal of women's rights over their bodies, physical strength is having a moment.



## FINGER PAINTING

Fingers are back in pots, indicating that we are hungry for human connection - - ready to touch and be touched.



## RED WAVE

The next wave of cultural influence to the US consumers is incubating in China. Unlike previous waves of Korean and Japanese culture, this shift will take a form in political resistance, embracing heritage and collectivist ideals.



# SISTER WE'RE PICKLED

INTRODUCING: SURG CON



CONSUMER TREND REPORT: BEAUTY

# A TREND WE'RE EXCITED ABOUT

## SISTER WE'RE PICKLED

If beauty is pain, wear your stripes.

Up until very recently, plastic surgery in the US has been seen as incredibly taboo, with clearly surged celebrities denying ever going under the knife amidst constant media speculation. Perceptions have shifted as medical tourism to Korea has grown hand and hand with the rise in visibility of trans people and awareness of the gender affirming surgeries. Phrases like “Buccal Fat Removal” “FFS” “Upper Bleph” “BBL” “Ponytail Lift” “Top Surgery” are now firmly part of the lexicon.

Recently, we were all taken aback by the famous Guadalajara facelift on Michelle Wood. This brought to light that the kind of work previously only afforded to celebrities, presumably Lindsay Lohan, is now becoming accessible to all. Michelle was incredibly open about her process, hosting a continued AMA on TikTok regarding the process. Simultaneously, the Kardashians are finally admitting to previous procedures, even go so far as to reveal their surgeons.

Obviously cosmetic surgery isn't going anywhere, and it's in every beauty insider's interest to increase understanding and informed decision making.





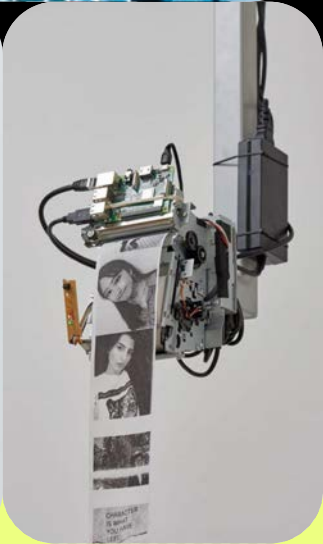
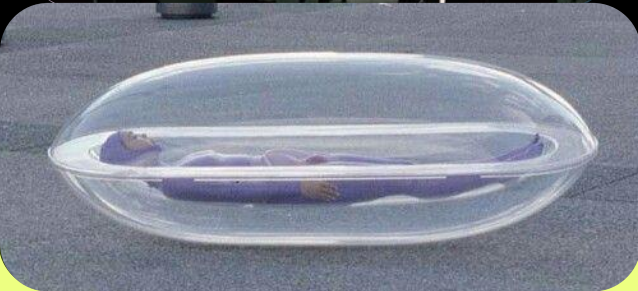
## SURGE CON

We give transgender surgeries to aliens.

The possibilities of body modification are only growing, and the people are hungry to understand the risks surrounding shaving and filling their avatars.

From topicals, to injectables, to procedures, we can bring together the minds leading the future of body modification to spark a massive moment online and IRL. Hosting consumer-facing talks and AMAs about the latest treatments and organize one-on-one consultations for eager enthusiasts. To expand awareness, we could even pair these talks with performances by our favorite cyborgs, like Cobrah, Arca, and Eartheater to create a cultural event around the future of our vessels.

# MOODBOARD



# WHAT IT LOOKS LIKE



## EXPERT TALKS

We will host open access talks with leading experts in the field featuring the latest technology in bodily modification, hosting a public open forum Q+A afterwards to spur engagement.

## ONE-ON-ONES

Guests can schedule brief one-on-ones with physicians to learn about the risks of procedures and whether or not they are candidates for them.

## LOW RISK TREATMENTS

Guests can receive high barrier but low risk treatments like IV drips, microneedling, and more on site with the best professionals available.





A full-page background image showing two female boxers in a ring. The boxer on the left is in motion, wearing a white and green striped singlet and red gloves. The boxer on the right is in a ready stance, wearing a colorful singlet and red gloves. A male referee in a white shirt and white pants stands between them. The scene is lit with dramatic, cool-toned lighting.

# SWEAT IS IN

## INTRODUCING: THE BEAT DOWN



# A TREND WE'RE EXCITED ABOUT

## SWEAT IS IN

### Beauty's expansion into sports

Beauty constantly expands it's universe and who can take part of in it. In recent years, sports legends like Ilona maher, Coco Gauff, Serena Williams and Sydney Carter have been welcomed with open arms as beauty and fashion Icons.

Brands have taken notice; Glossier became the first beauty sponsor of the WNBA in 2020, and last year e.l.f. partnered with hockey star Kendall Coyne Schofield. Most recently Serena Williams launched WYN Beauty, and Fenty released an exclusive lip gloss for the New York Liberties.

There is still significant growth to happen in this category, and we know just how to take it to the next level.





## THE BEAT DOWN

Beauty that hits hard.

Muscle Mamis are on the rise. With fitness creators like @leanbeefbatty leading the charge alongside a global interest in wrestling: from Joshi Puroresu to American WWE stars like Rhea Ripley.

Wrestling has taken over LGBTQIA+ nightlife. The Louisiana collective Choke Hole has been traveling the nation, the famed LA based T-Boy Wrestling just touched down in NYC, and Twinks VS Dolls hosted their third pride celebration sponsored by Mac Cosmetics.

For quite some time trend forecasters have been shoving down our throats that Gen Z wants to: 🐰🌈🌐 express themselves 🎀🎨✨ But they also want to: 🧑🏽🧑🏽🪑 express themselves. 🌟🐱💪.

It's time to rage.



# MOODBOARD



adidas

CONSUMER TREND REPORT: BEAUTY

# TOUCH POINTS



## SELF DEFENCE WORKSHOP

Prior to the show VIP guests will be invited to an exclusive self defense workshop.



## GLITTER SFX PRODUCT TESTING

Our on site makeup artists will apply glitter blood drips, black eyes and tear stained cheeks for guests get in on the glam, and leave with sparkling war scars.



## BOUNCE HOUSE ACTIVITY

Guests take a try at jumping, flipping, and slipping at our bounce house equipped with inflatable versions of WWE classics - folding chairs, championship belts, waste bins, etc.





# FINGER PAINTING

INTRODUCING: PLAYGROUND



# A TREND WE'RE EXCITED ABOUT

## FINGER PAINTING

Beauty fans are going back to basics.

Dipping fingers directly into products took a backseat during the pandemic, with more sterile products like the Drunk Elephant pump container and k-beauty masks coming with individual tongs. Seeing fingers in pots is an indicator of our excitement to go outside and connect, and technology around products has been evolving accordingly to keep up with this behavior. Packages are designed to better withstand rattling around purses and be accurately applied on the go.

These hand applied products range from BB creams with hyaluronic acid and SPF, to multi-chrome shadows that bridge the gap between maximalism and minimalism via effortless application. **These are products designed for use beyond the internet, beyond multi-step intricate looks that are to be washed off after hours of application.**

We have also seen the canvas expand, expanding eye makeup over the nose bridge and to the ears. We expect this to evolve, extending nail applications up the fingers and more casual applications of body makeup.





## PLAYGROUND

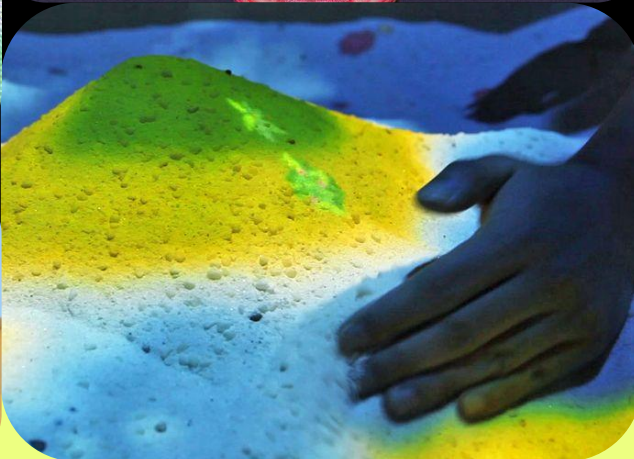
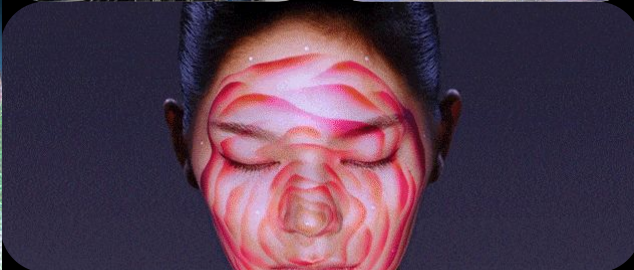
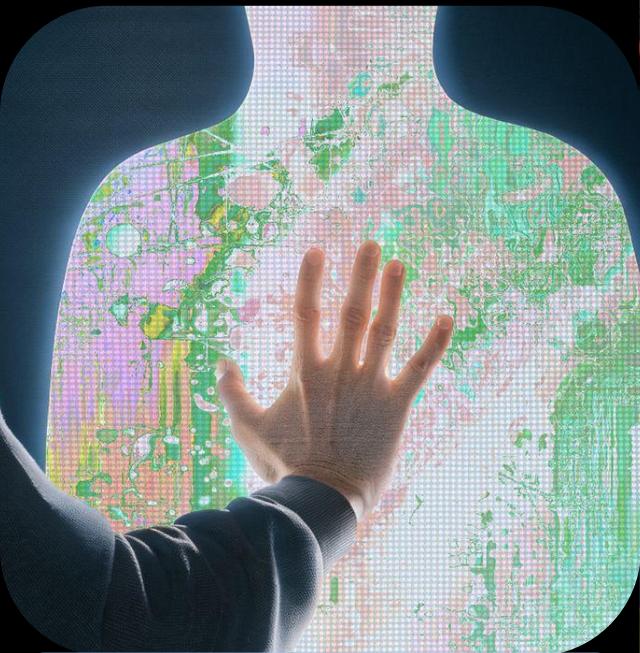
**An interactive beauty sandbox.**

In an age of ever-evolving technology, we're all constantly trying to find ways to connect back with our humanity, starved for touch and connection. The fact remains that the act of applying makeup with the fingers is an act in re-centering and grounding oneself. Whether that be rubbing crushed berries on cheeks or molten silver like pigment on eyelids.

Using this insight, we can encapsulate both the future, present, and past in a larger than life exhibit that paints a world bent in time for consumers to explore. Featuring interactive exhibits like massive humanoid sculptures that erupt from a sand covered floor. Further immersion can be made by utilizing projection mapping technology on the sculptures themselves, further utilizing motion capture to afford guests the chance to “paint” all over them using their hands.



# MOODBOARD





## TOUCH POINTS



### UNCOVERING TREASURE SAMPLING

Limited edition beauty product can be dug into the dunes, allowing for surprise, delight, and excavation by guests.



### REAL TIME TRY ON INTERACTION

While guests are painting the sculptures, we can offer other guests the chance to wear the featured looks themselves by live mapping it onto their faces.



### MEDITATION SESSIONS WORKSHOP

In addition to interactive exhibits and try ons, we can host limited access meditation workshops in our constructed oasis alongside curated soundscapes to round out the experience.



# RED WAVE

INTRODUCING: MADE IN  
CHINA



# A TREND WE'RE EXCITED ABOUT

## RED WAVE

Gen-Z is defying years long anti-China propaganda

Americans have had sinophobia spoon fed to them since birth. However, studies have shown Gen Z is more skeptical and discerning by nature, having lived through an unprecedented amount of historic events; wars, recessions, natural disasters, etc. Though unlike previous generations of rebellious youth, Gen Z has a portal to the world directly in their pockets. Allowing them instant connect to people around the world, hearing about their lives first hand and stacking this up to the propaganda they've been fed.

As the administration threatened to shut down TikTok a second time (Gen Z's primary mode of organizing, culture seeking, and entrepreneurship) countless young Americans migrated to Xiaohongshu (Red Note). Resulting in a blindfold being instantly lifted from their eyes. They were finally able to interact with Chinese youth directly; they made friends, were inspired by their fashion and beauty, and were floored by their advanced infrastructure, accesses to education, and healthcare. Chinese girls shared their traditional medicine tips for cramps and pimples for western girls in the throws of PMS. As tariffs were imposed, Chinese factories went viral on Tiktok showing how our favorite designer items were manufactured and offered Americans the option to purchase directly.





## MADE IN CHINA

### Time to paint the town red

C-Beauty exists now in surely what will become a much larger cultural movement. Chinese music is dominating TikTok, Labubus need anti-theft attachment devices, C-Dramas are taking over online forums, and Chinese and Chinese American designers have long been moving fashion forward, from Sandy Liang, to Kim Shui, and Susan Fang.

Chinese immigrants were one of the first massive waves of immigration to the US but have historically been positioned as “Un-American”. As we continue to barrel forth towards darker times, Chinese values could become a light at the end of the tunnel and be integrated into the American way of life.

It's beyond wearing GuanYin necklaces and eating snow fungus soup, it's an awakening to embracing heritage for some and collectivist values for others.



# MOODBOARD



## TOUCH POINTS



### TRADITIONAL MEDICINE ONE-ON-ONE

We can introduce this new way of life by giving consumers the opportunity to speak to a Chinese medicine doctor, gifting product directly through a sachet of medicine.



### KEYCHAIN FLASH BAR Customization

We'll create an instantly viral moment by hosting BYOBubu tattoo sessions for guests to get their baby yatted on by our on site artists.



### C-BEAUTY BAR Product Testing

To create the event of the summer we can bring together top C-beauty brands from across the web all in one place for beauty lovers to try IRL before bulk ordering off of Alibaba and Temu.

**TYSM**