

# *Autumn/Winter Trends*

Seasonal Guide 2023/2024





# Table of contents

## *Introduction*

**03** In with the new.

## *Trend Insights*

### AUTUMN

**05** Mindfully unwinding.

**09** Continuous learning.

**13** Sensory style.

**16** Moving towards lasting wellbeing.

### WINTER

**21** Restorative lifestyles.

**24** Ski, sea, and status.

**27** Community and third spaces.

**31** Holidays blend old and new.

## *Design Resources*

**33** Curated collections.

**35** Seasonal color palettes.



# In with the new.

If there is much sense to be made of the term “post-pandemic,” it seems to be found less in a clear “end” of the COVID-19 virus and more in the profound and lasting changes it has had on everyone on the planet. It’s clear that consumer behavior, creative trends, and economic changes can clearly be contrasted before 2020 and after 2022.

Autumn and winter this year will be seasons of discovery, experimentation, playfulness, and optimism. Industries as diverse as travel, education, wellness, medicine, design, fashion, food, and tech are all entering new territory as they find ways to live with structural changes, like remote work and inflation, as well as value changes, like a move towards more sustainable living and holistic health.

These once-in-a-generation changes provide an opportunity for creative professionals and brands to engage with a new set of values. A case in point: before 2020, the number one reason people joined a gym was to lose weight. This year that reason is to manage stress. Where notions of body image and health used to be central in fitness, food, and lifestyle, now creative professionals have the opportunity to visualize these everyday activities in terms of mental, emotional, and physical health and wellbeing.

**Regardless of industry, the close look at upcoming trends in this guide will help you strategize effectively for recent shifts in mainstream priorities and behaviors, and engage on a deeper level with the current cultural landscape.**

*Brenda Milis  
Principal, Consumer and Creative Insights  
Adobe Stock*

# Autumn





## AUTUMN TREND

Explore the *Mindful and Sustainable Travel* collection →

# Mindfully unwinding.

Travel this autumn will be informed by two major trends. On the one hand, consumers are traveling at record levels<sup>1</sup> for business, pleasure, and increasingly both, a trend called “bleisure.” On the other hand, consumers around the world are acutely aware of climate change and it’s now a major factor in their decision-making when it comes to travel.

While these behaviors might seem at odds with each other, they actually inform each other. Consumers bring their values for lowering their carbon footprint, creating less waste, and living sustainably to each of their travel plans, from airfare to lodging.

The worldwide surge of interest in outdoor activities and travel thrives off a pairing between consumers looking for local, sustainable, eco-friendly experiences and brands that can offer them. Global brands like Patagonia and The North Face integrate these values into their core missions and have grown into markets like food and natural wine by understanding the unity between outdoor activity and sustainable living.

Consumers interested in sustainability and community-building are also looking for hyper-local travel experiences. In China, searches for “nature on your doorstep” on Xiaohongshu increased by 287%.<sup>2</sup> On the Pacific West coast, organizations like Forage SF and WildCraft Studio School are offering local mushroom foraging trips<sup>3</sup> and educating hikers about the delicate ecosystem in which they exist.

With Millennials and Gen Z prioritizing mental wellness and preventing burnout, travel is also motivated by a desire to unwind, relax, and rejuvenate. Rather than planning packed itineraries and major sightseeing, consumers are hungry for travel that promises a break from the pressures of day-to-day life.



1

# 10,840

The number of acres of forest IKEA acquired in the US state of Georgia from nonprofit The Conservation Fund, to protect the land from being broken up and exploited by commercial investors.<sup>4</sup>



2

# 300%

The percentage airplane emissions are set to increase<sup>5</sup> by 2025.



## Trend takeaways

- Incorporate “bleisure” in travel visuals, branching out from traditional vacation narratives.
- Consider visuals that connect an awareness and celebration of sustainability and natural environments to promote discovery and wellbeing.

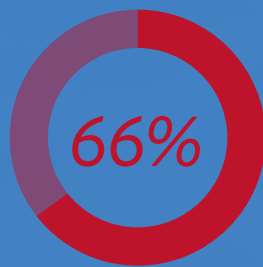
## More insights:

- **More than half** of respondents in a McKinsey study said they’re “really worried” about climate change, and that aviation should become carbon neutral in the future. →
- Outdoor activities and sports market expected to **grow at 10% each year** between now and 2027, with the largest growth in China →
- **40%** of Gen Z surveyed in the US rank climate change as a top 3 issue →
- “The ocean is also — physically — our biggest ally in the fight against climate change”  
- Rebecca Hubbard, the director of the High Seas Alliance →

## Protecting our oceans.

In March of this year, more than 190 countries have reached a landmark treaty for protecting the biodiversity of the world's oceans, agreeing for the first time on a common framework for establishing new protected areas in international waters.

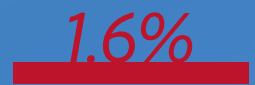
Environmental advocacy groups heralded the finalized text — which still needs to be ratified by the United Nations — as a new chapter for Earth's high seas.



of the ocean  
protected  
by treaty

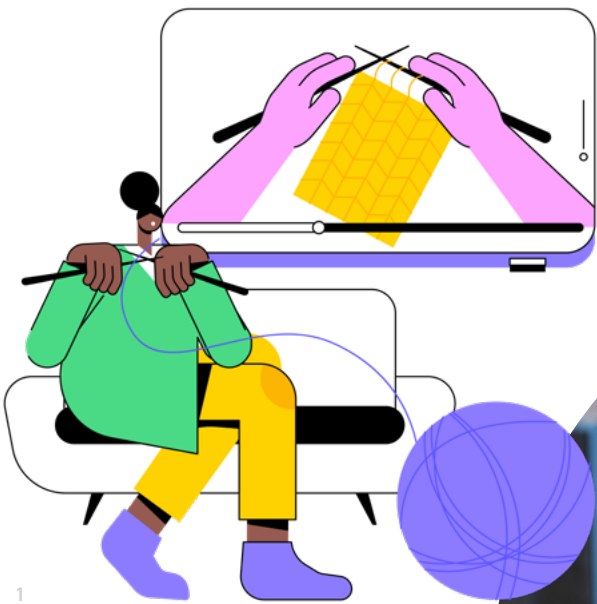


years spent  
waiting for  
the treaty<sup>6</sup>



of the ocean  
currently  
protected<sup>7</sup>





## AUTUMN TREND

Explore the *Hybrid and Remote Learning* collection →

# Continuous learning.

Education is often imagined to be a discrete part of our lives, one that begins after infancy, ends as we enter adulthood, and is centered around a classroom. But a quick look at educational trends shows how learning is bound neither by location nor age. Worldwide people continue to spend time, energy, and money learning new skills, languages, and crafts long after their formal education ends.

At the core of this trend is a multigenerational ideology that's rooted in orienting education and learning to our individual needs. Instead of being told what to learn, students are asking "what does this mean for me?" and "How will this make my life better?"

These questions are motivated by economic anxieties over the cost of education and the burden of debt, as well as a strong sense of DIY personal development.

Consumers' thirst for education and learning impacts their activity across the physical-digital divide. Online, the majority of people under 40 use social media as a tool for learning something new. #EduTok on TikTok has over 150 billion views, with many users gravitating towards learning personal finance and career development skills. These behaviors spill over into an ecosystem of socially integrated apps like DuoLingo, Skillshare, Masterclass, and Calm.

For digital natives like Gen Zs, who don't see a separation between online and offline behavior, this has also meant a rise in brick-and-mortar spaces that facilitate learning and a sense of community. Globally bookstore cafes with events, book clubs, and reading groups are seeing a surge in popularity, filling in a need for what sociologists call a "third space" separate from work and home.

## Trend takeaways

- Incorporating the widespread trends towards ongoing personal development and "third spaces" means seeking out visuals that nod to these both literally and conceptually.
- Search for photographs, illustrations, and video footage with keywords like: Online learning, personal development, hybrid learning, diverse students, adult learning technical training, and vocational classes.





“Intellectual growth should commence at birth and cease only at death.”

- ALBERT EINSTEIN




41%


US parents considering homeschooling for their children post-pandemic for political, safety, and educational quality concerns.<sup>8</sup>

### More insights:

- 41% of US parents are still considering homeschooling their children post-pandemic →
- Nearly **three-quarters** of 13-39-year-olds are turning to social media to learn something new →
- A recent study of bookstore-cafes in Shanghai shows their numbers **quadrupling** over the last decade, as young consumers flock to brick-and-mortar locations to socialize, educate themselves, and share ideas →
- **Over half** of Millennials and Gen Z believe their careers depend on continuous learning →
- **More than a third** of students in a UK study reported they are now less likely to do further study after their course has completed due to the cost of living and education →



Success in their careers depends on updating their skills and knowledge frequently.<sup>9</sup>




58%

Millennials



52%

Gen Z



34%

Gen X &  
Baby Boomers



## AUTUMN TREND

Explore the *Fall Style* collection →

# Sensory style.

The fast-fashion industry assumes that consumers have an insatiable appetite for new clothes and a short attention span for styles. And with so much of fashion being informed by niche, internet, and microtrends, it's easy to think that what is hip today will be passé by next Monday. But increasingly consumers are rejecting this kind of lifestyle and opting for styles that are more sustainable, conscious, and lasting.

Part of this trend can be seen as the impact of inflation and cost of living increases on consumer spending. A recent study<sup>10</sup> found consumers were less likely to buy from familiar brands and spending less on clothing. At the same time, as Gen Z gets more money to spend on fashion they're bringing with them their values: over 60%<sup>11</sup> of Gen Zs surveyed prefer ethical and sustainable clothing brands.

Don't let this fool you into thinking fall fashion will be stagnant: the latest runway shows from New York to Paris show how styles are pushing new boundaries and breaking new ground. Particularly with texture, color, and silhouette, these styles are meant to stimulate the senses, arousing curiosity and delight in how clothes sound, look, smell, and feel.



## 6.1 Million

Number of views on TikTok stylist Allison Bornstein's #3word method for intentional styling and buying less impulsively as of April of this year.<sup>12</sup>



60%+

Percentage of Gen Zs who prefer ethical or sustainable fashion brands.<sup>13</sup>



## Trend takeaways

- What do these style industry trends mean for your brand visuals? Think about communicating in ways that tickle all five senses, offering visual cues that spark sense memories of touch and texture.
- Still photographs or video clips that play with light, color, and graphic silhouettes can elevate your creative with instant moods.
- Music plays a huge role in adding layers of emotion or heightening the mood for creative projects. Find continuous background sounds and music from [Adobe Stock Audio](#) → for your reels, videos, and podcasts.



## AUTUMN TREND

Explore the *Holistic Health and Wellness* collection →

# Moving towards lasting wellbeing.

The ripple effects of the COVID-19 pandemic, and the societal changes it brought with it, continue to have lasting and profound consequences for fitness and wellness.

While traditional gym memberships have not yet reached their pre-pandemic levels, they are seeing a substantial rebound this year. Consumers are placing a priority on gyms that offer classes and the sense of community that come with it, with instructors, motivation, and accountability ranking among their number one reasons<sup>14</sup> for joining a gym. Workouts that can't be done at home like reformer Pilates and boot camps are among the most popular.



Remote work and hybrid work continue to increase in popularity, even as lockdowns have eased worldwide. While this offers greater flexibility, savings, and less stress, it also means substantially less time moving around. As people grapple with “tech neck” and the health consequences of a more sedentary lifestyle, searches<sup>15</sup> for “mobility exercises” and “mobility training” have grown.

The growth of interest in workouts and fitness targeted to lifestyle is part of a much larger and deeper trend of fitness moving away from diet culture and body sculpting and towards being a part of overall health and wellness.

Pre-pandemic the biggest reason people worked out was to lose weight. Today, it’s to manage stress,<sup>16</sup> with feeling better mentally the second. Fitness is also seen as a key to mental health and longevity among consumers over 65.

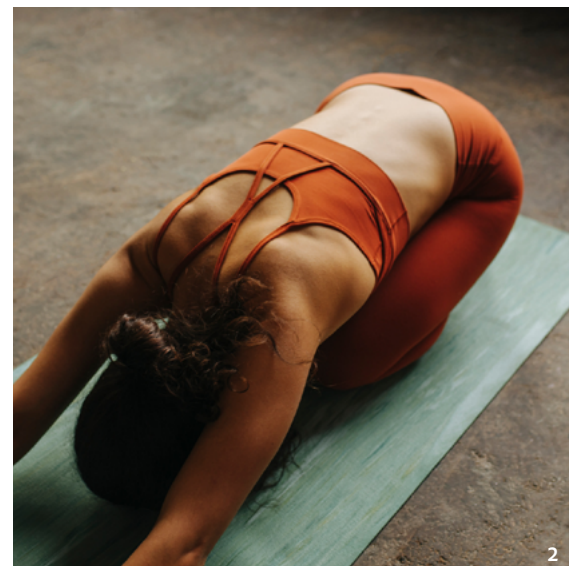


100%

Increase in classes offered by US-based mobility platform, Glo. Peloton and Alo Moves (both in US) are also launching mobility workouts this year.

78%

Percentage of Americans in 2022 that said mental and emotional well-being is the top reason for exercising. That’s ranked above physical well-being (76%).<sup>17</sup>



## Trend takeaways

- With younger consumers taking the lead on a gentler approach to fitness and the continued mainstream growth of holistic wellness, brands in a wide range of industry sectors have a chance to connect through relevant visuals.
- Inclusiveness continues to be key across industries, especially with North American consumers, with campaign visuals featuring models of diverse ages, ethnicities, genders, body and skin types, and more.
- **Tutorial** → Seamlessly splice your own footage with Adobe Stock video and Adobe Premiere Pro.



## More insights:

- The number of workers choosing to work remotely in 2022 **increased 24%** since 2021. Interest for in-office work, however, **dropped by 24%**. →
- While global fitness industry revenue remains lower than it was pre-pandemic, it's gained back more than **\$4 billion in losses** over the last two years →
- Low-impact exercises, such as the **75 Soft Challenge**, are gaining popularity. Each day, participants are meant to move their bodies for 45 minutes, drink three liters of water, and read 10 pages of a book, for 75 days. →
- The probability of living beyond 90 years is now roughly **one-in-three** →

Google searches for “tech neck stretches” have increased 130% globally year over year (YOY) and “primal movement” was a buzzword in Pinterest Predicts 2023, increasing 120% on the site YOY. Searches for “mobility stretches” (140%), “neck hump exercises” (210%) and “knee mobility exercises” (135%) on the platform have also increased.



*Winter*





## WINTER TREND

Explore the *Restorative Spaces and Places* collection →

# Restorative lifestyles.

By now it's becoming clear that technology, particularly screens and social media, impacts everything from our mental health and political unity to our attention and self-image. As our knowledge of the harms as well as the benefits of technology grows, the world of design and how we furnish our homes has responded.

Many of the leaders in these types of design and lifestyle products are former techies themselves. Organizations like the Center for Humane Technology<sup>20</sup> are founded by former tech employees who became aware of the negative impact of many technology products. Mixing research with partnerships and advocacy, this new generation of technology and design aims to be human-centered rather than profit-centered.

While one may assume a retreat from the anxieties of technology and overstimulation leads to nostalgic and vintage design, consumers and brands are in fact envisioning new ways to meld the benefits of technology with mindfulness and wellness as an integral part of the design. Wearables like Citizen's CZ smartwatch<sup>21</sup> still capture biometric data but are designed to use that data to help guide your mental health. Devices like Light Phone<sup>22</sup> similarly keep apps like maps, texting, and calling while being advertised as "being designed to be used as little as possible."

Gen Z lifestyle and design trends echo this idea of taking the good in technology while jettisoning the bad. A band of NYC-based teens, dubbed the new "Luddites,"<sup>23</sup> show a gleeful embrace of analog and digital tech, integrating paper journals and in-person hangouts with digital point-and-shoot cameras and flip phones. At the core of this trend is a healthy skepticism of products that are now ubiquitous mixed with a dose of optimism about our ability to make tech work for us rather than against us.



50%

of Gen Z spend half their waking time looking at screens.

83%

of American Gen Zers have a newfound appreciation for in-person interactions as a result of the pandemic.





## Trend takeaways

- How might these lifestyle shifts show up in your campaigns? We're seeing a mix of digital and analog technology and means of communicating popping up in brand visuals. Overlaps with the creative trend we've dubbed "Retro Active"<sup>24</sup> are widely present, with creative professionals rediscovering the aesthetics of the 1990's and Y2K.
- Get inspired with search keywords for visuals like: Y2K, noughties, nostalgia, neon, stickers, handmade aesthetics.



## More insights:

- 68.6% of people say that screen time has had a negative effect on their mental health →
- China limits TikTok use to 40 mins a day and only between 6 am and 10 pm, for users under 14 →
- MRIs show that heavy users of Facebook develop poor attention, impulsivity and brain patterns that look like ADHD →



## WINTER TREND

# Ski, sea, and status.

Explore the *Winter Travel:*  
*Ski and Sea* collection →

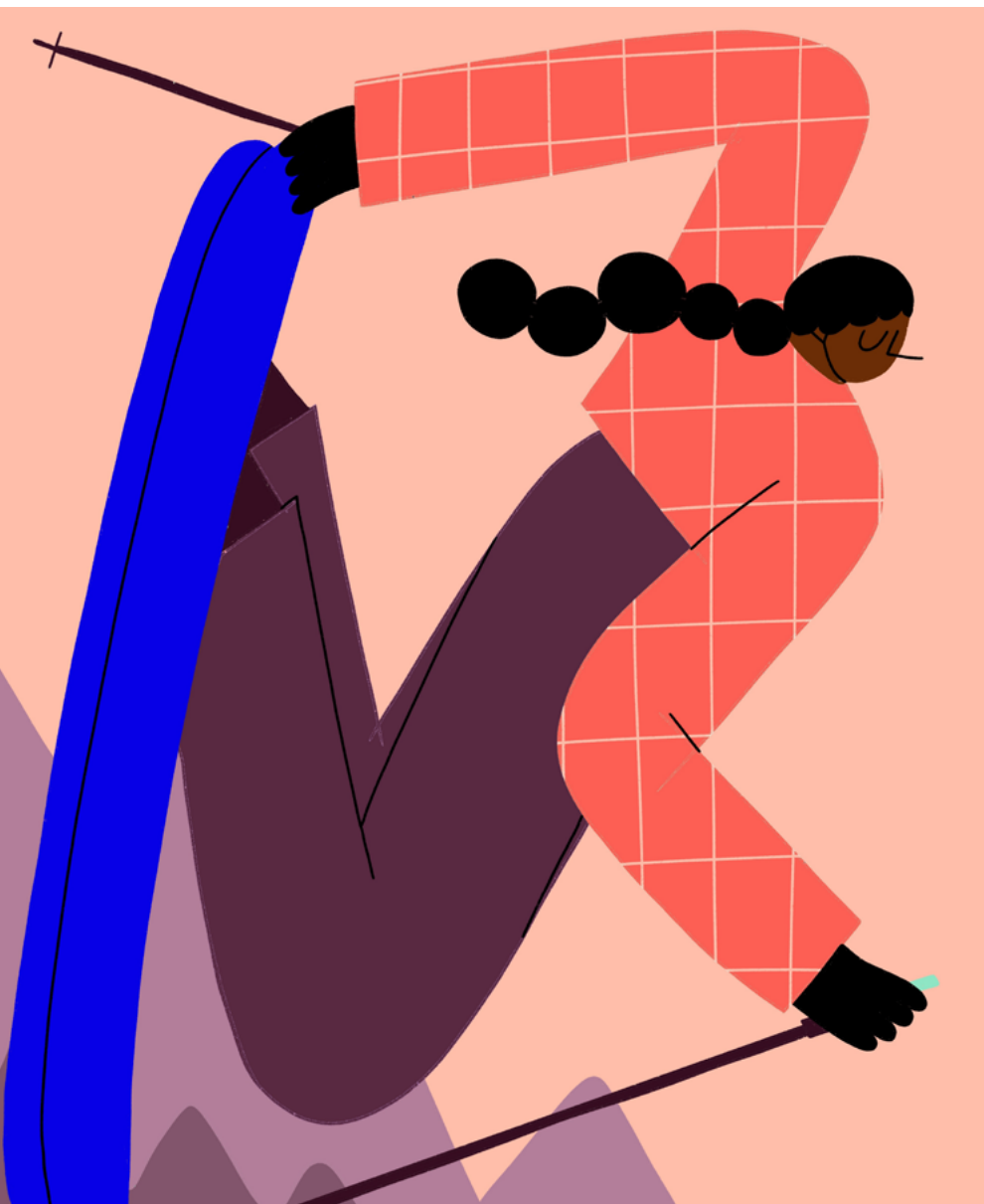
There are two main types of winter travelers: Those who plan to spend their time off on warm, sunny beaches, and those who make the journey to colder, snowy destinations. Winter sports, skiing, and snowboarding in particular, saw a massive rise in the years following the pandemic. The promise of socially distanced exercise and incredible views appealed to a population feeling largely stuck and bored at home. As we look at the end of 2023 and the beginning of 2024, this trend seems to be keeping a steady pace.

As consumers' pandemic anxieties ease, climate change is becoming top-of-mind. Staring down the possibility of wet, dark, snowless winters, snow and snow sports are a rapidly declining luxury: Due to rising temperatures, the Western US has lost 20 percent of its snowpack since the 1950s.<sup>25</sup> And in a world where even the iconic Swiss Alps are becoming largely snowless,<sup>26</sup> our chances to experience the joys of snow are dwindling.



This enthusiasm and curiosity about snow sports, especially from younger and BIPOC snow enthusiasts, is butting up against an industry that has rapidly oriented itself to catering to the ultra-wealthy. But rather than being discouraged, consumers are envisioning ways for more accessible, approachable, and community-oriented winter sports.

In the Pacific Northwest, thriftier travelers are rediscovering the joys and sense of camaraderie in ski-side RV camping.<sup>27</sup> Backcountry slopes in Colorado, with \$39 day passes and affordable rentals,<sup>28</sup> are seeing a surge of interest. And nature sports mecca REI teamed up with WonderCamp and Native Outdoors to produce a film documenting a Hunkpapa Lakota<sup>29</sup> skier's lifelong love of winter sports and his quest to decolonize them.



## *Trend takeaways*

- Include a range of winter adventure and leisure activities in your winter messaging as well as a diverse variety of people participating in sports (and après-ski fun!) to appeal to a wide audience.
- From “roughing it” camping to luxurious resort living, take advantage of the span of appeal and offerings popular in the winter travel and leisure industry now.

## 1.6 Million

the number of people van camping has increased since 2019 according to the 2022 North American Camping Report.<sup>30</sup>



## 77%

Increase in areas with vegetation growing above the treeline in the Alps since 1984, according to a press release from the University of Basel.<sup>31</sup>

### More insights:

- In the 1980's a lift ticket to Vail cost around \$10. Today it's roughly \$210 →
- It's predicted that the Western US could be entirely snowless within 35-60 years →
- Black travelers spend over \$68 billion on travel annually, and yet appear in only 3% of tourism advertising →
- Mount Noire, a UK-based company, organizes ski-trips for Black winter sports enthusiasts →



## WINTER TREND

Explore the *Community Living* collection →

# Community and third spaces.

The growing centrality of the internet and virtual communication in our lives had undoubtedly made the world a more interconnected space. Globally, the majority of humankind<sup>32</sup> uses the internet and social media regularly. The benefits, like keeping in touch with your friends and family, easy exchange of information, and the ability to work across several continents together, quickly became part of our expectations for daily life.

But as this centrality in our lives grows, it's had the unexpected effect of making people feel simultaneously interconnected and isolated. The pandemic only exacerbated this feeling that our digital lives and virtual communication were supplanting rather than supplementing our flesh and blood lives. There is ample evidence that excessive use of social media and isolation can be harmful to our mental and physical health.

In response, there's a resurgence of interest in fostering environments and opportunities to feel the comfort of community. Consumers are seeking to balance their increasingly digitized lives by retaining and nourishing in-person connections, whether it's at home, in the workplace, or third spaces.<sup>33</sup> Dinner parties, both at home<sup>34</sup> and increasingly at restaurants,<sup>35</sup> are surging in popularity. Despite the spectacular fall of WeWork, smaller, low-commitment co-working spaces are seeing a steady comeback.<sup>36</sup> Even traditionally quiet spaces like spas and saunas are programming social events and encouraging intermingling.<sup>37</sup>

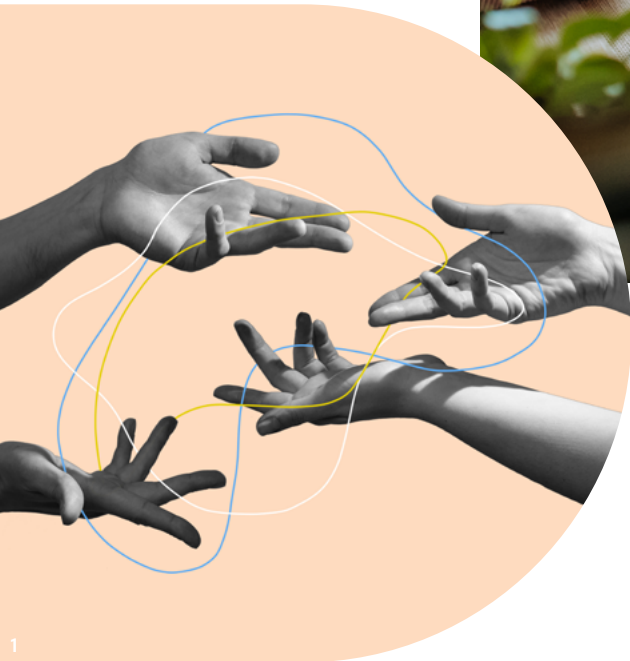
## Trend takeaways

- Brands can bring a sense of connectedness and warmth to digital campaigns with lifestyle imagery featuring diverse people working and communicating in authentic and candid settings.
- With audiences watching YouTube, accessing streaming services, and scrolling social feeds on their phones, mobile-first video is critical for campaigns today. **Adobe Stock vertical videos** → are edited in the 9:16 aspect ratio, so they're ready to go for your mobile creatives and don't require any cropping.
- Explore curated collections of "living wall" motion **backgrounds** → and model-released **candid clips** → on Adobe Stock.



## \$13bn+

Research and Markets' predicted value of the global market for co-working spaces in 2025, growing at a compound annual growth rate of 12%.<sup>38</sup>



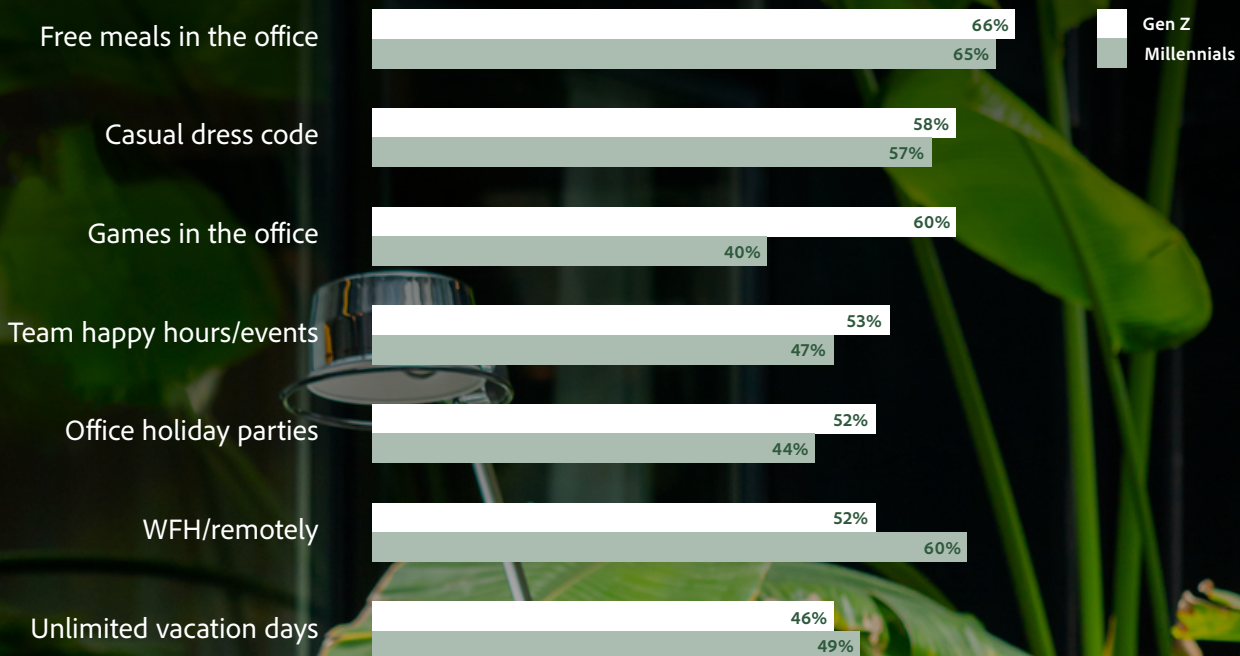
771%

Increase 'fractional ownership' in real estate in the US as evidenced by people co-buying with different last names between 2014 and 2021, according to ATTOM Data Solutions.<sup>39</sup>

## More insights:

- It's estimated that **over 16,000** child-care centers closed down during the pandemic →
- Multigenerational living has **quadrupled** over the past decade →
- **70%** of Gen Z workers think in-person socialization is important →
- Greater use of social media is correlated to higher feelings of **loneliness** and **isolation** →

# If your job incorporated the following workplace trends, would you enjoy working there more?<sup>40</sup>





## WINTER TREND

Explore the *Winter Holidays and Family Traditions* collection →

# Holidays blend old and new.

Holidays in the 21st century have always been a balancing act between religious tradition and contemporary trends. This balance can seem askew in a world where organized religion is steadily losing followers.<sup>41</sup> But the fact that almost every Christmas movie is about remembering the “true meaning” of the holiday shows that, despite the pressures of presents and merrymaking, people still yearn for the sense of connection, goodwill, and charity that come with the holidays.

A closer look at the role spirituality and faith play in contemporary life show that rather than living in a completely secular world, people are redefining what religion and belief mean to them. Even if traditional churchgoing is on the decline, the majority of Gen Z<sup>42</sup> still believe in a higher power and consider themselves slightly religious. These beliefs manifest themselves in a free flowing curiosity about spirituality, wellness, and community.

## Trend takeaways

- Think beyond Christmas clichés in campaign visuals that capture diverse communities and takes on the soulful or spiritual. Gathering in person is also a strong theme, with families eagerly reconnecting IRL after years of pandemic precautions.
- Make it easy and try out [Adobe Express](#) → to add animation to your holiday social posts, ads, flyers, posters, cards, and more. Or edit and crop out videos with new Quick Action features that make it simple to elevate any campaign.
- Add some holiday cheer to your end of year reports and presentations with templates from [Adobe Express](#) → that elevate your work.



## More insights:

- In Spain, **lapsed Catholics** now make up the largest religious group →
- Last year Americans planned on spending an **all-time high** during Christmas →



# Curated collections.

Explore curated seasonal collections on Adobe Stock.

Try the suggested search terms on Adobe Stock to find more seasonal stock photos, vectors, illustrations, and videos.

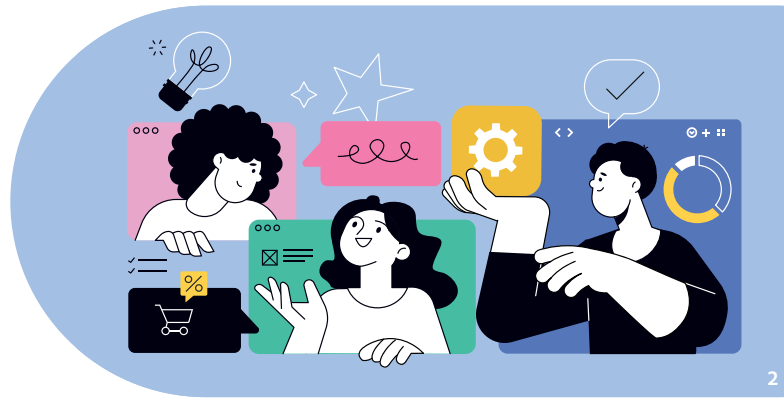


## Mindful and Sustainable Travel →

Similar search terms: autumn travel + diversity + mindful/outdoor adventure/hiking/bleisure/relax

## Hybrid and Remote Learning →

Similar search terms: students, classroom, school, learning, education + diversity + online/virtual



## Fall Style →

Similar search terms: autumn style portraits, autumn street style + diversity, texture/layers/silhouette

## Holistic Health and Wellness →

Similar search terms: autumn gym, autumn + hiking/cycling, stretching, autumn fitness + movement + diversity, group fitness



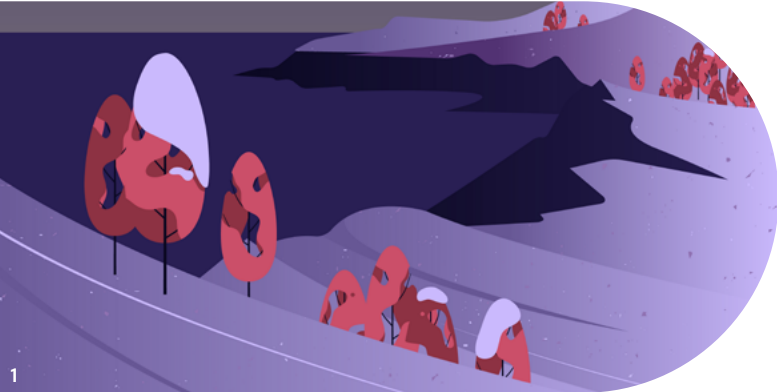
## Fall Colors and Textures →

Similar search terms: magenta, red, orange, deep yellow, gold, dark green, peach, olive green, textured background, (color) + abstract, (color) + gradient, pattern, autumn colors

# Curated collections.

Explore curated seasonal collections on Adobe Stock.

Try the suggested search terms on Adobe Stock to find more seasonal stock photos, vectors, illustrations, and videos.



## Restorative Spaces and Places →

Similar search terms: winter restorative, winter cozy, winter relaxation + outdoors/indoors/pets, winter soothing, winter restful

## Community Living →

Similar search terms: winter embrace, winter community, community workspace, winter friends + diversity, winter gathering



## Winter Travel: Ski and Sea →

Similar search terms: winter + diversity, winter sports, skiing, snowboarding, beach vacation, surfing, winter adventure, winter travel

## Winter Holidays and Family Traditions →

Similar search terms: winter celebration + diversity, winter holidays, holiday party, holiday decorating, winter holiday family/friends, winter festive, winter festivities

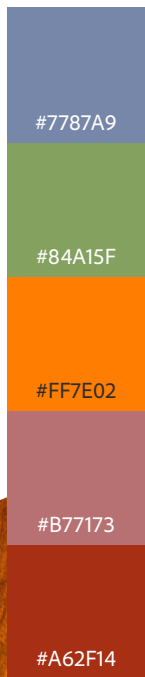


## Winter Colors and Textures →

Similar search terms: pastels, emerald green, lavender, peach, lime green, magenta, pink, textured background, (color) + abstract, (color) + gradient, pattern, winter colors (edited)

# Color palettes.

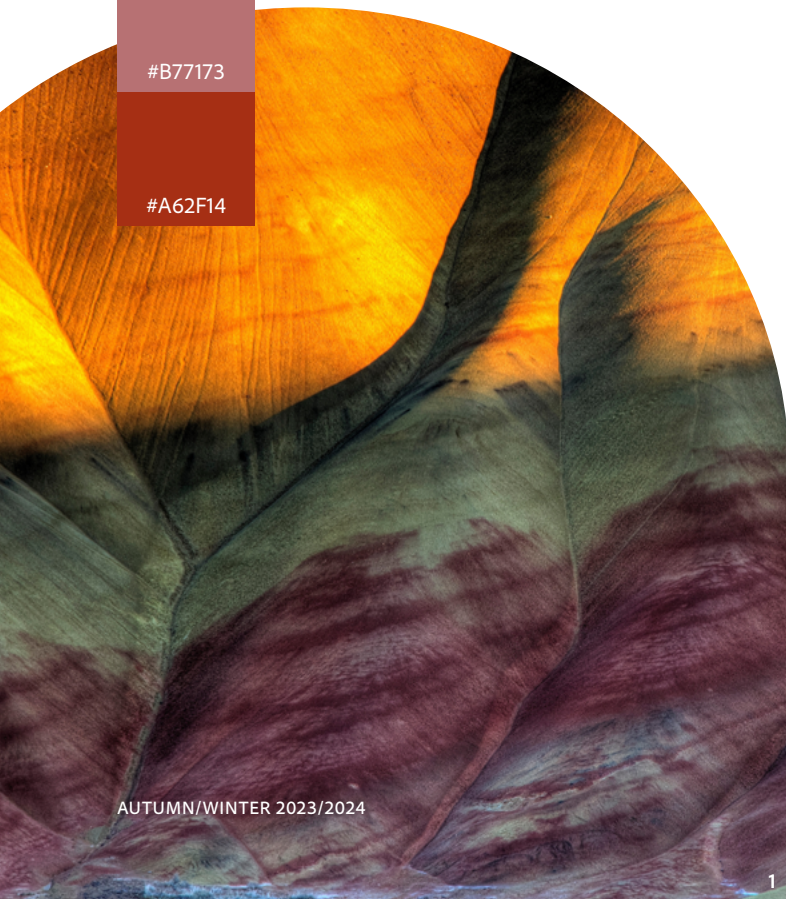
Use the Color filter on Adobe Stock to quickly find assets that match these specific Autumn/Winter HEX codes, or your brand palette. To use, either pick a color from the Color filter or enter the hexadecimal (HEX) value of the color to get color-specific search results.



## AUTUMN

### *Painted Desert* →

This blend of vivid and muted hues recalls the unique tones of Arizona's Painted Desert.



## AUTUMN

### *Sunny Days* →

Blue skies and golden light enhance the colors of autumn days.

# Color palettes.

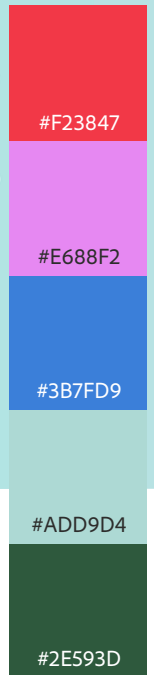
Use the Color filter on Adobe Stock to quickly find assets that match these specific Autumn/Winter HEX codes, or your brand palette. To use, either pick a color from the Color filter or enter the hexadecimal (HEX) value of the color to get color-specific search results.



WINTER

## Hand Knit →

A delectable range of winter pastels.



WINTER

## Under the Tree →

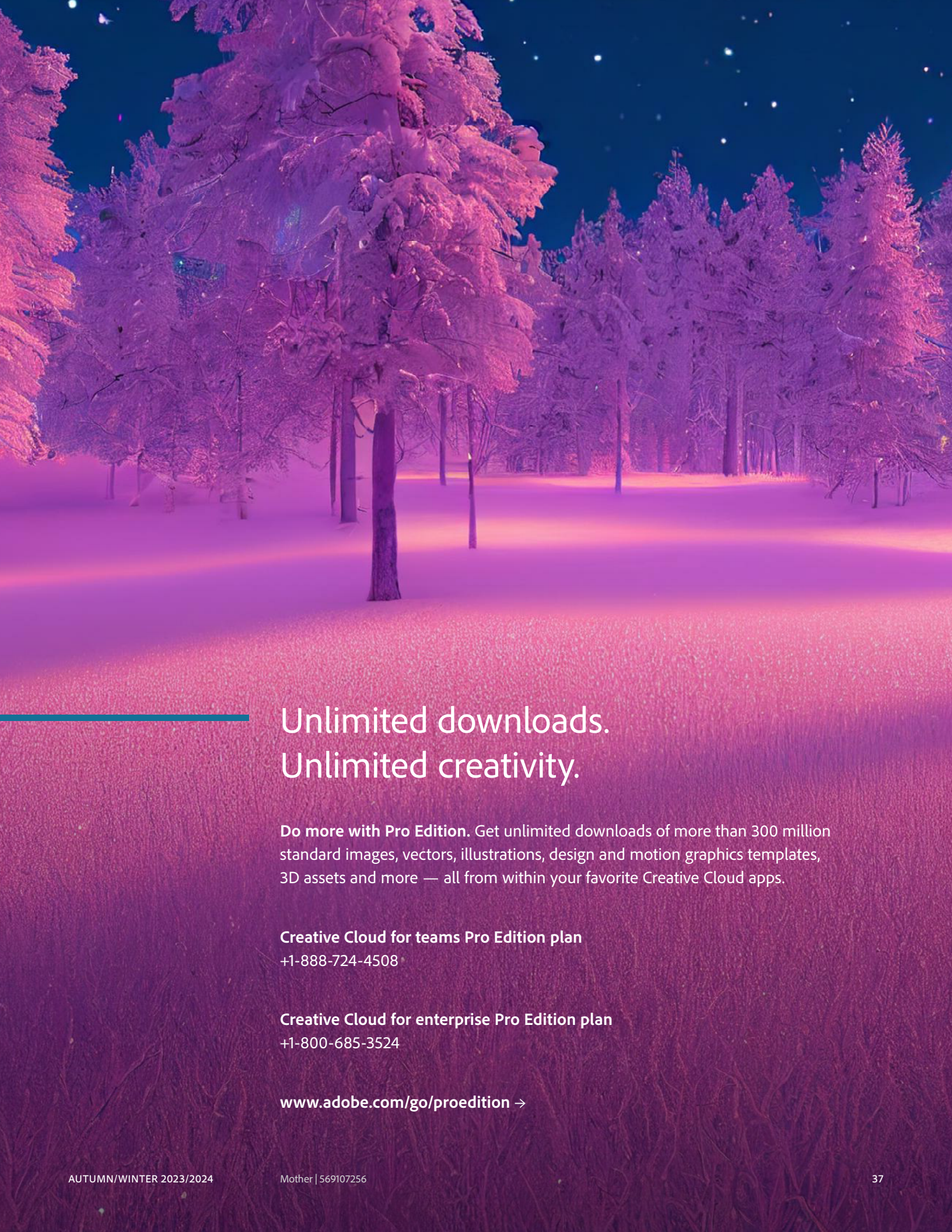
Use this palette to create a delightful 'present'ation.



WINTER

## Ski Slopes →

Ski suit brights to make your seasonal projects stand out from the crowd.



---

## Unlimited downloads. Unlimited creativity.

**Do more with Pro Edition.** Get unlimited downloads of more than 300 million standard images, vectors, illustrations, design and motion graphics templates, 3D assets and more — all from within your favorite Creative Cloud apps.

**Creative Cloud for teams Pro Edition plan**  
+1-888-724-4508

**Creative Cloud for enterprise Pro Edition plan**  
+1-800-685-3524

[www.adobe.com/go/proedition](https://www.adobe.com/go/proedition) →

1. Mia Taylor, "US Travelers' Spending Abroad Reaches All-Time High," *Travel Pulse*, March 16 2023. →
2. "Xiaohongshu releases '2023 Life Trends'," Xiaohongshu and *the Institute of Sociology of the Chinese Academy of Social Sciences*, December 21, 2022. →
3. Lauren Sloss, "Mushroom Boom: How to Plan a Foraging Adventure on the West Coast," *the New York Times*, February 23, 2023. →
4. "Future Drivers 2024: The Caring Economy," *Worth Global Style Network*, 2023. →
5. Hiroko Tabuchi, "'Worse Than Anyone Expected': Air Travel Emissions Vastly Outpace Predictions," *the New York Times*, September 19, 2019. →
6. "Successful Conclusion of Negotiations Under Singapore's Presidency on a New United Nations Agreement on Marine Biological Diversity of Areas Beyond National Jurisdiction," *Ministry of Foreign Affairs Singapore*, March 5, 2023. →
7. "What does ambition look like for the High Seas Treaty?" *High Seas Alliance*. 2023. →
8. Kathryn Flatley, Helenor Gilmore, and Pete Maginn, "Raising Gen Alpha: How Millennial Parenting is Affecting the Next Generation," *Beano Brain*, 2023. →
9. "Gen Zers and Millennials More Likely Than Older Generations to Embrace Continuous Learning; Also Feel More Stressed by Pressure to Learn New Skills," *getAbstract*, January 14, 2020. →
10. "Research: Inflation, Other Economic Factors Driving Consumers to Seek Out Deals and Promotions, Streamline In-Store Shopping and Buy Online More Frequently," *Blackhawk Network*, June 29, 2022. →
11. "Gen Z Leading The Sustainable Fashion Movement," *The Momentum*, June 1, 2022. →
12. "#3wordmethod," *Hashtag, TikTok*, 2023. →
13. Blaise Hope, "How Gen Z shapes sustainable luxury fashion through digital," *Sustainability*, May 28, 2022. →
14. Anthony Vennare, Joe Vennare, and Ryan Deer, "Issue No. 213: Year-End Review," *Fitt Insider*, December 13, 2022. →
15. Jennifer Heimlich, "Mobility Training Moves Out of the Physical Therapist's Office," *Well + Good*, 2023. →
16. "2022 Wellness Index: Fitness Report," *mindbody*, 2022. →
17. "In-person gyms to make a comeback as only 15% of US exercisers feel digital platforms have eliminated the need for gyms," *Cision PR Newswire*, March 23, 2022. →
18. "tech neck," *search term, Google Trends*, 2023. →
19. "Pinterest Predicts Primal Movement," *Pinterest Business*, 2023. →
20. "Center for Humane Technology," *website, the Center for Humane Technology*, 2023. →
21. Jeremy Freed, "Citizen's New CZ Smart Is a Wellness Concierge for Your Wrist," *Sharp Magazine*, February 13, 2023. →
22. "The Light Phone," *website, the Light Phone*, 2023. →
23. Alex Vadukul, "'Luddite' Teens Don't Want Your Likes," *the New York Times*, December 15, 2022. →
24. "Creative trend: Retro Active," *Adobe Stock*, 2023. →
25. "Snow may vanish for years at a time in Mountain West with climate warming," *Washington Post*, December 3, 2021. →
26. Cristen Hemingway Jaynes, "Climate change is turning the Alps from white to green, study finds," *World Economic Forum*, June 17, 2022. →
27. Heather Hansman, "Where #Vanlife Meets #Skibum," *the New York Times*, February 9, 2023. →
28. Heather Hansman, "A Colorado Ski Area With No Lift Lines? This One Has No Lifts at All," *the New York Times*, March 10, 2023. →
29. "Spirit of the Peaks Film," *REI Uncommon Path*, 2022. →
30. "Annual North American Camping & Outdoor Hospitality Report," *KOA*, 2023. →
31. Cristen Hemingway Jaynes, "Climate change is turning the Alps from white to green, study finds," *World Economic Forum*, June 17, 2022. →
32. "Internet and social media users in the world 2023," *statista*, January 2023. →
33. Stuart M. Butler and Carmen Diaz, "'Third places' as community builders," *Brookings*, September 14, 2016. →
34. Laura Rysman, "How to Host a Dinner Party," *the New York Times T Magazine*. →
35. E. Alex Jung, "'How Do You Capture the Warmth of a People?' The dinner parties happening inside New York's restaurants," *Grub Street*, February 23, 2023. →
36. Erin Woo, "In Uncertain Times, Start-Ups Flock to Co-Working Spaces," *the New York Times*, May 17, 2022. →
37. "Othership: House of Transformation," *website, Othership*, 2023. →
38. "Coworking Space Global Market Report 2021: COVID-19 Growth and Change to 2030," *businesswire*, June 4, 2021. →
39. Neil Howe, "Are Millennials Really Co-buying Homes Together?," *HEDGEYE*, December, 1, 2021. →
40. "The Workplace Perks Gen Z & Millennials Actually Want," *Ypulse*, November 17, 2021. →
41. "In U.S., Decline of Christianity Continues at Rapid Pace," *Pew Research Center*, October 17, 2019. →
42. "Key Findings: What Young People Are Telling Us," *Flipbook*, 2020: 36. →