

WGSN for MIDO

Future Innovations 2026

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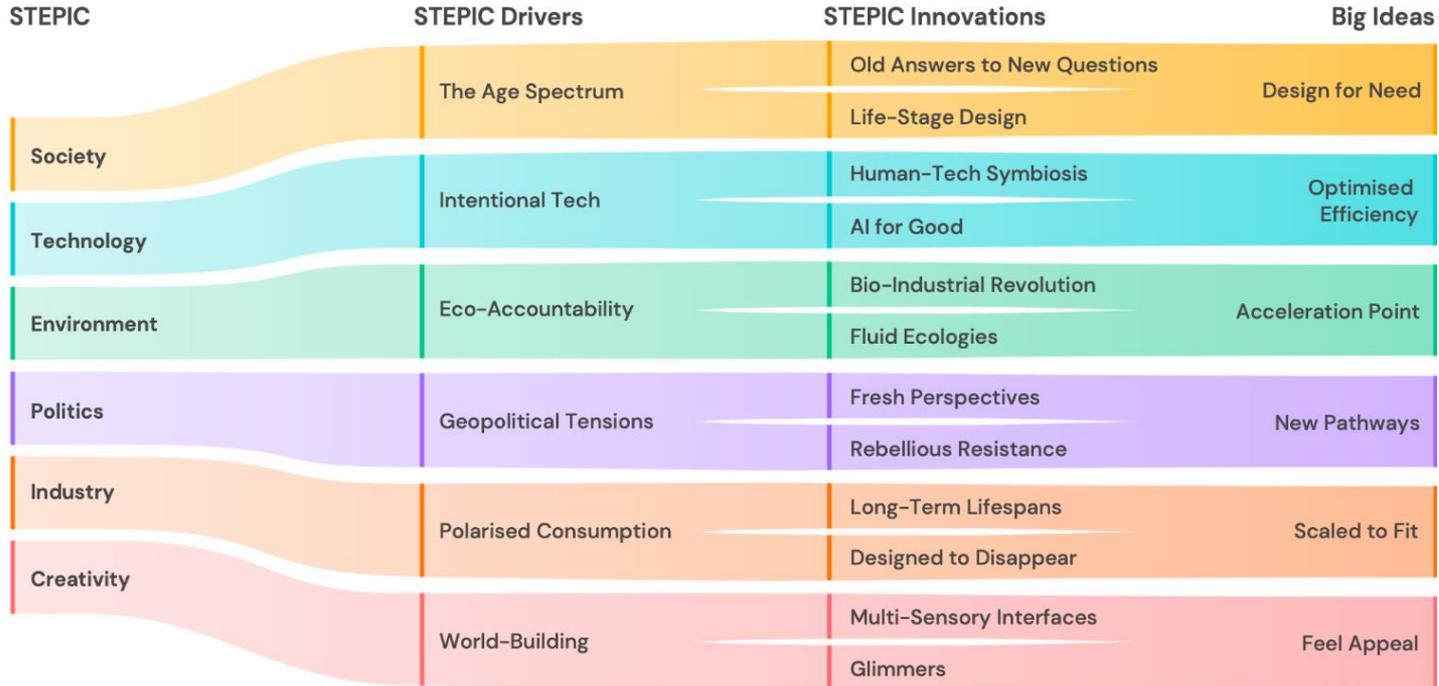
WGSN





2026 The Year of Redirection

STEPIC Framework



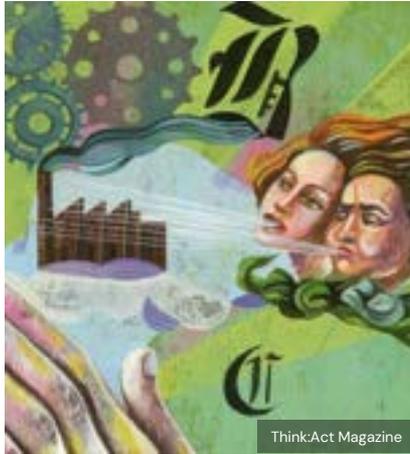
Future Innovations 2026

SOCIETY

*Innovations: Old Answers to New Questions | Life-Stage
Design*

Old Answers to New Questions

Traditional practices will increasingly be used to address global challenges.



**Give age-old practices
new relevance**



**Combine modern
science with ancient
insight**



**Design for natural
cycles**



**Explore bioregional
materials**

Life-Stage Design

Designs tailored to specific needs to meet people at the full spectrum of life stages.



Shake up your market research personas



Embed age-agnostic design principles



Prioritise accessibility features and products



Address the benefits of multi-gen living



Google Deepmind/Unsplash

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TECHNOLOGY

Innovations: Human-Tech Symbiosis | AI for Good

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Human-Tech Symbiosis

The surging AI economy will create more complementary relationships between people and automated systems



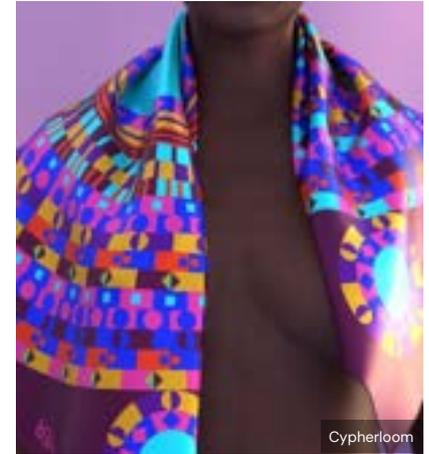
Humanise tech



Empower human imagination



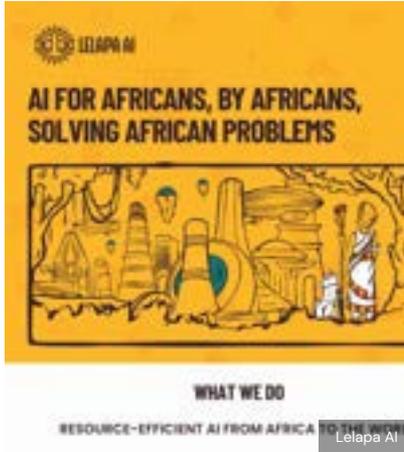
Automate tasks for efficiency



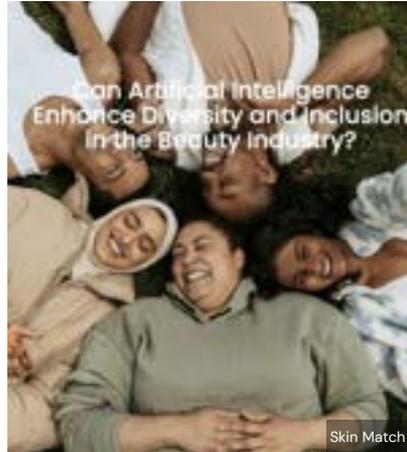
Co-create with tech as an assistant

AI for Good

As AI becomes infrastructure, its diverse capabilities will be used to build tools and solutions that have positive impact



Create trust and transparency



Address social biases



Optimise inventory and demand



Be conscious of AI's environmental impact



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ENVIRONMENT

Innovations: Bio-Industrial Revolution | Fluid Ecologies

Bio-Industrial Revolution

Biodesign will reshape materials, ingredients, supply chains and aesthetics.



Time to scale



Biologise your mindset



Explore post-natural aesthetics



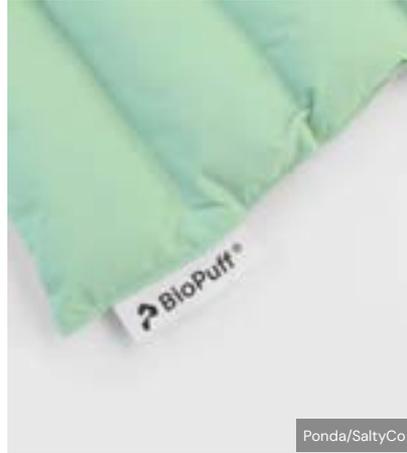
Invest in education and storytelling

Fluid Ecologies

Innovators will develop biodiverse and multi-species design methods that explore the full creativity of nature.



Move beyond monoculture



Design with a multi-species mindset



Participate in rituals to immerse people in nature



Factor in nocturnal designs and services



WGSN AI Image

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POLITICS

Innovations: Fresh Perspectives | Rebellious Resistance

Fresh Perspectives

Human migration is increasing on a global scale, and it will shape communities, workforce talent, cities and cultural dynamics.



**Embrace partnerships
with community
organisations**



**Add reassuring
touchpoints**



**Be mindful not to
displace local
businesses**



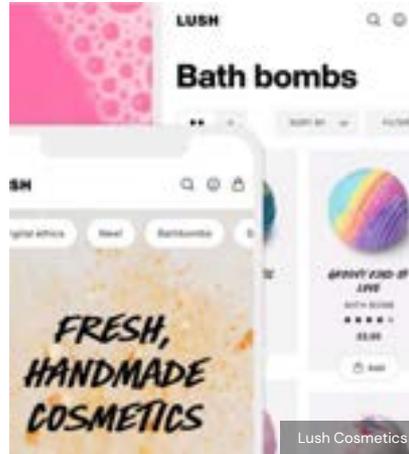
**Commit to the
economic integration of
refugees**

Rebellious Resistance

People will be speaking out against injustices, finding new ways to connect, and expecting brands to support communities.



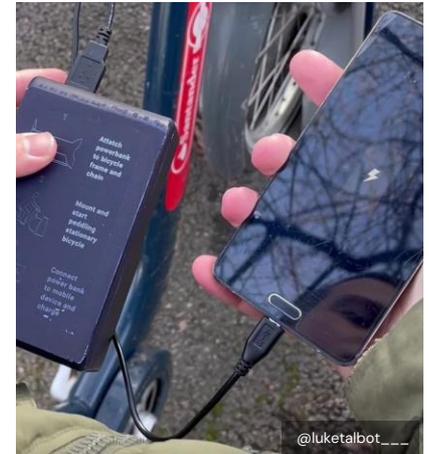
Recognise sources of frustration



Back up brand values with tangible actions



Facilitate community creativity



Design for hacking and adaptation



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INDUSTRY

Innovations: Long-Term Lifespans | Designed to Disappear

Long-Term Lifespans

Brands will double down on repair, reuse as demand grows for items that last longer and are healthier for people and planet.



Sojo

Factor repair and resale into business models



Diana Kellogg Architects

Design spaces to be climate-resilient and retrofit-ready



WNDR Alpine

Evaluate materials and ingredients for health risks



The New York Times

Prolong product lifespans

Designed to Disappear

Innovations in coatings, materials and formulations will enable products to leave zero trace behind.



Be specific in your messaging



Invest in design for disassembly



Make product disposal easy, and reward participation



Scope out potential for multi-use products



Google Deepmind/Unsplash

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CREATIVITY & CULTURE

Innovations: Multi-Sensory Interfaces | Glimmers

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Multi-Sensory Interfaces

Products will be designed as much for how they feel - and how they make us feel - as for how they look.



Bring digital experiences to life



Design sensory products that can be mixed and adjusted



Support sensory science



Investigate tactility as therapy

Glimmers

Micro moments of joy will shine through to reframe our thinking, enable calm, build resilience and boost mental health.



Facilitate IRL serendipity



Celebrate major 'minorstones'



Support guilt-free joy



Stay true to your brand values

Thank you

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