

TrendER



September 2020

>>Spring Edition<<

A TrendER Insights trend report

Introduction

Our TrendER Insights' analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent – at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.

Ideas.Love.Insights

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The Return of the Fanny Pack

Away with the trench coat and winter boots and enter the fanny pack. It is the most useful accessory during the fashion era. The fanny pack has been around for centuries and has made a reentry with the Spring and summer fashion trends as it holds our accessories for these seasons. It holds our shades, new licenses, and importantly our masks, to get entry to groove.

Given our social economics stance as a Country and the high crime rate, which is exacerbated by the pandemic, our pant and jacket pockets will become redundant. The fanny pack assures, to a certain extent that, they will not be anything stolen out of sight. The Most trendy fanny pack is rainbow-colored and will most definitely have the masses giving you a thumbs up as it is a sign that shows inclusivity of the LGBTQI+ Community.

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The Rise of the Rose Petals

Forget the garnishes when making gin, the masses have dubbed that as a waste of groceries because you never get to eat what's left over after the end of the drink. What garnishes do is make the drink look amazing, but does it tickle your tastes is the ominous question.

Introducing rose petal and the magic it comes with terms of flavor and aesthetics. Rose petal will rule when it comes to drink that needs a little bit of aesthetic or that needs to be "Instagrammable". Not to forget that we are in the budding season when it come to flower and trees .

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Pot Plant Pets

Welcome a new pet that South Africans hold in high regard, the pot plant. In the nineties through to the early two thousands seeing a pot plant in a household was a norm. In this season we will see more and more social media story showing us how they take care of their plants. Looking back when the entire country was under lockdown, we all became culinary fundi's or we were forced to know how to cook and shared these experiences with the digital natives. This trend is emulated when we speak pot plants or purchase a new plant and giving it a name. This trend shows ones maturing side and their ability to keep a plant live and beautiful.

Having a pot does add life into one's space and sort of gives you a different perspective. For the creative mind that is threatened by the mandane, the pot of the plant offers you space to doodle your creative idea on by painting it what and a piece of art is developed. This means that one cannot be twiddling their thumbs when "do it yourself" idea are wafting about.

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Souvenirs and Tourism

Last week I announced to my friends that there is a possibility that I might be travelling from the Karoo to Johannesburg and almost all of them asked me to bring them a miniature windpump. The Karoo is known to be a place that faces water scarcities and that people in the Karoo still make use of windpumps to extract water. This is not an unusual request as my friends have done this for years, even I am guilty of taking a windpump with me everywhere I go, it reminds me of home.

This is not a uniquely Karoo trend as many tourists make a point of leaving their holiday destinations with a small reminder of where they have been.

One would think that people would not ask for souvenirs during the Corona pandemic and that they would shy away from bringing souvenirs from multiple provinces, but this is not the case. People want to continue experience travelling and the finer thing attached to it. From here it can be deduced that souvenirs play an important role in tourism and will continue to do so post Corona. Are your Souvenirs unique to your destination? If you ensure they are, people that have never visited your place will also be in possession of these souvenirs, as they will ask friends to bring one along.

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Our Services

TrendER Insights is an African consumer insights research agency. We offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.

Our services :

We are a full service advertising agency:

- Consumer research
- Insights
- Trends
- Strategy
- Creative development

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