Coronavirus: WGSN Content Guide

Your go-to reference for WGSN's latest reports and analysis on Covid-19, across Fashion, Insight, Beauty and Lifestyle & Interiors



WGSN Original Image



Brewdog



Insight Analysis

- **Coronavirus: Community Strategies**
In times of social isolation and fear, communities are banding together to overcome adversity as a group

- **Coronavirus: Digital Human Connection**
As at-home lockdowns are expanded and prolonged across the world, we analyse how social media and tech are stepping in to connect, entertain and educate consumers who are isolated, lonely and bored

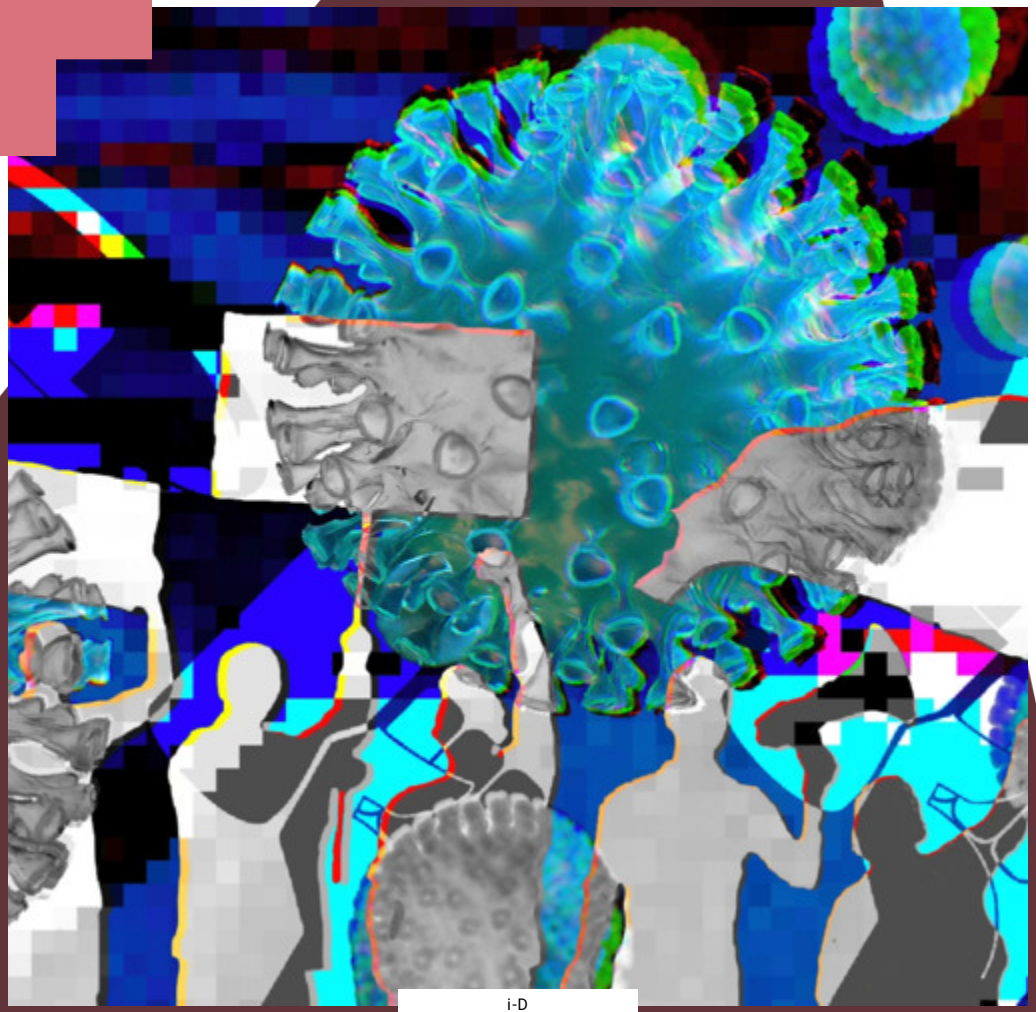
- **AR-Powered Shoppers: Retail Strategies**
Blurring the physical and digital realms, AR commerce is ushering in innovative ways to engage and empower today's shoppers, particularly amid the ongoing coronavirus outbreak forcing consumers into self-isolation

- **Coronavirus: Corporate Care Strategies**
As the outbreak paralyses the economy and affects the global workforce, major corporations are stepping up to make a difference with strategic support solutions

- **Coronavirus: Media & Entertainment Shifts**
With consumers self-isolating at home due to the ongoing coronavirus outbreak, we look at how they're staying entertained and how brands can engage

- **Coronavirus: Marketeers' Toolkit**
As consumers adapt to the new normality of self-isolation, advertisers need to change their communications strategies to offer reassurance and support

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i-D

Insight Analysis

- **Coronavirus: Strategies for the Home Economy**

The focus is shifting back towards the home, with new attitudes emerging around how people will want to be served in their new reality

- **Coronavirus: Global Change Accelerators**

We take a look at how the current situation will accelerate a number of strategies we had already predicted

- **Coronavirus: Brand Strategies**

Brands and retailers are stepping up in times of crisis with innovative and caring strategies that look to help, reassure and connect with fearful consumers

- **The Evolution of Business Purpose: Toolkit**

As coronavirus changes business and consumer value systems globally, this report unpacks the key strategies to align your brand with the shifting expectations of society on corporate governance

- **China: Post Coronavirus Health and Wellness Trends**

As Chinese consumers emerge from the Coronavirus pandemic, these digitally savvy consumers seek connection and convenience, while traditional methods still largely influence health and wellness habits

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Creative Review

Insight Analysis

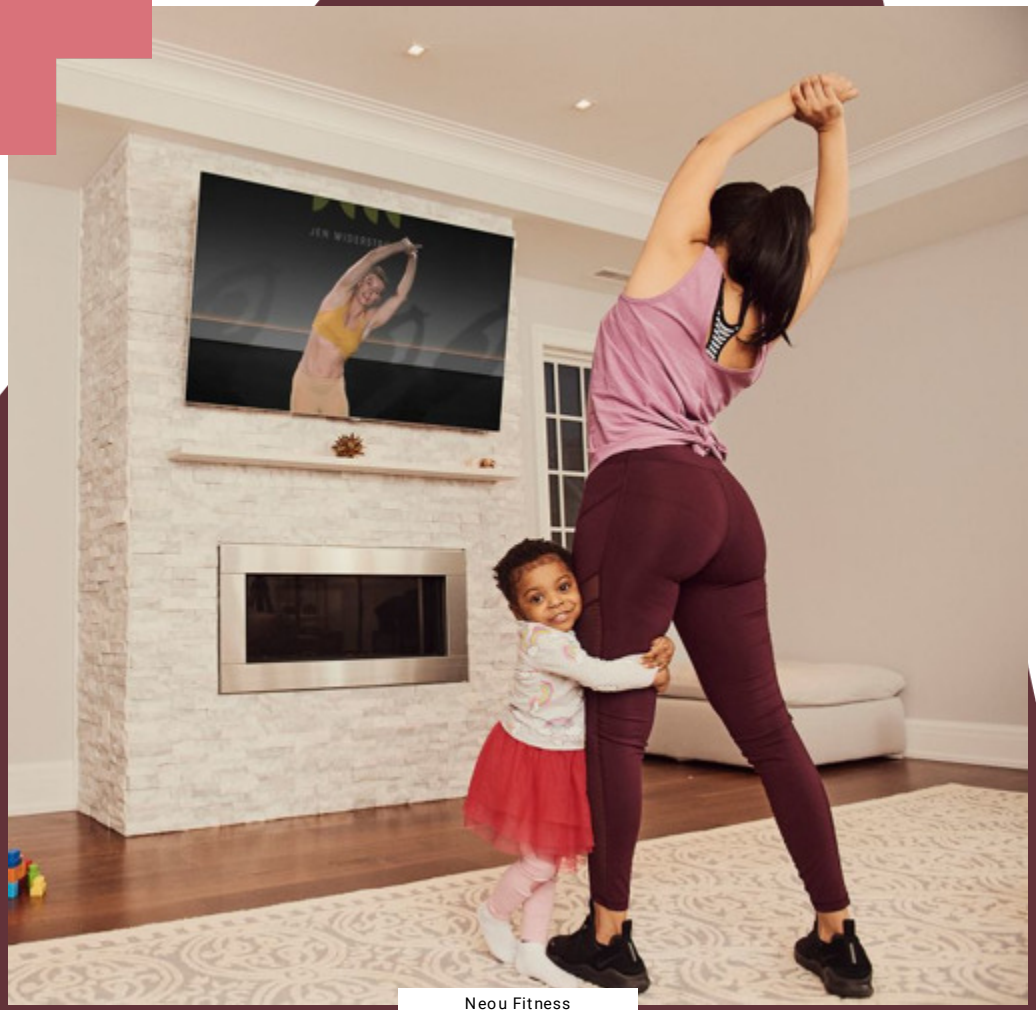
- **Chinese Consumer Outlook 2020**

With the economy still adapting to the effects of the coronavirus outbreak and Chinese shoppers adopting savvier spending habits, we take a look at the key factors that will affect consumer sentiment and drive consumption in 2020

- **China: The Coronavirus impact**

Learn how brands are adapting, innovating and improving the situation for those affected by Covid-19

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Neou Fitness

Fashion Analysis

- **Stay Home Style**

Use the lockdown to drive change in your design development approach. New work-life habits combine comfort and chic for a #minimalist approach to WFH

- **Buyers' Briefing S/S 21: Accessories Key Items**

An edit of the best-in-class accessories that will optimise your existing range during economic and climatic challenges

- **The Lounge Short**

Create a comfortable, versatile short that elevates #stayhomestyle, carrying your customer from sofa to street

- **Coronavirus: Design Priorities**

The pandemic has escalated many of WGSN's forecasts, as wellness, comfort, protection and limitarianism become amplified consumer priorities. Here we revisit our 2020/21 design priorities

- **Coronavirus: Remote Workout Design Impacts**

The rise in home-based workouts during the global pandemic is likely to have long-term consequences for activewear. We look at the trends that will stick and explore how to respond to them through product design

- **Sleepwear & Loungewear: Key Items Core A/W 21/22**

The focus stays on fabric with natural, ethically sourced qualities and cooling properties, while #stayhomestyle influences silhouettes

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Fashion Analysis

- **Sustainability & Innovation: Stretch Solutions**
Comfort is a consumer priority in light of the isolation repercussions of coronavirus. Elastomeric fibres can hamper garment recycling and biodegradability – but developments are coming through that add stretch and solve these issues
- **In these challenging times, here's how we can help you**
A letter from Carla Buzasi, Managing Director, WGSN

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Lush Cosmetics

Beauty Analysis

- **Coronavirus: Emotionally Supportive Fragrance**

The coronavirus outbreak will accelerate the need for brands to connect with consumers in an emotionally supportive way. We look at five brands who are challenging the norms of fragrance to sell scent for a different world

- **In-Cosmetics 2020: Preview**

The global edition of the In-Cosmetics exhibition is rescheduled for June 30 - July 2 in Barcelona because of the coronavirus outbreak. To help your business stay up to date with ingredient innovations and trends, here's a preview of what you can expect to see from the event's exhibitors

- **Coronavirus: Barrier Beauty Brands**

Beauty products that focus on hygiene, with antibacterial and immune-boosting ingredients, will accelerate in demand as a result of the coronavirus outbreak. As health concerns rise, consumers will seek products that shield them from the world. Take inspiration from these five brands

- **Coronavirus: Beauty Change Accelerators**

The biggest global driver of change we've ever seen requires a speedy and fundamental shift in beauty products and brands' business behaviours to reflect fast-changing consumer need

- **Coronavirus: Short-Term Strategies for the Beauty Industry**

As the beauty industry tries to navigate the Covid-19 pandemic, we outline simple but essential short-term strategies to help ensure survival in the long term

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Jessica den Hartog

Beauty Analysis

- **Big Ideas 2022: Selling Survival**

How consumers will seek products that can offer them protection and added wellness benefits as the world around them makes them anxious

- **Cosmoprof 2020: Preview**

The Cosmoprof Bologna show is moving to September because of Covid-19 – so to help you stay on track with buying and research, here's a preview of what you can expect to see at the rescheduled event later this year

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Touchland

L&I Analysis

- **Workplace Wellness**

The coronavirus outbreak will create new awareness around the importance of designing healthy working environments, supporting workers' physical and emotional wellbeing through health-conscious product and spatial design

- **Rural Escapism: From Cottagecore to Slow Living**

As humanity battles the coronavirus pandemic amid insecure financial markets and the climate crisis, Rural Escapism provides a form a self-care for city dwellers

- **Food & Drink Change Accelerators**

How the Covid-19 crisis has led to the acceleration of a number of strategic shifts WGSN has predicted – and the product innovations and strategies that will win out

- **Candles & Scent: S/S 20**

Home fragrance helps consumers to create a positive and comforting environment in the home, from soothing herbal blends to uplifting citrus scents

- **My Home is My Sanctuary**

The need to cocoon has taken on another layer of meaning in light of coronavirus, accelerating a shift in how consumers cultivate spaces and curate their time

- **Indoor Garden A/W 21/22**

We translate our three A/W 21/22 Lifestyle & Interiors trends into actionable ideas and updates for indoor garden products

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Homegrown Provisions

L&I Analysis

- **Isolated Influencers: Live from the Home**

Mandated sheltering and encouraged social isolation mean influencers and celebrities have had to shift their messaging indoors in order to stay relevant to their audience

- **The Quarantined Home**

Brands have an opportunity to build a meaningful and honest relationship with consumers by upping their offering to meet the needs of the quarantined home

- **Staying Well**

In times of viral outbreak, consumers are seeking products that help them to stay well both in and out of the home, from air filtering solutions to beauty-inspired hand sanitisers

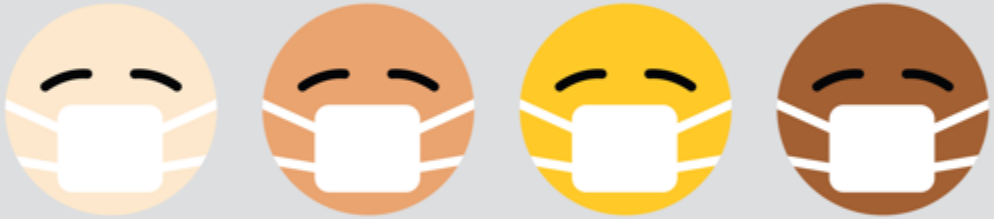
- **Garden Adventures**

A must-have series of original prints featuring a garden scene filled with wildlife and key vegetation icons, as we focus on healthy foods and life at home during the virus

- **Wellness Packaging**

As consumer anxiety around health issues escalate, wellbeing benefits are communicated on-pack, with new designs from reassuring slogans to scientific aesthetics

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Visuals on Unsplash

Webinars

- **Weekly Webinar: Coronavirus – My Home is My Sanctuary**
With much of the globe required to quarantine, the coronavirus pandemic has created a new need to cocoon. Join Lifestyle & Interiors Editor Claire Dickinson as she takes you through the key messages from WGSN's My Home is My Sanctuary report

- **Weekly Webinar: Coronavirus – Global Change Accelerators**
Coronavirus is set to drive a significant evolution in consumer beliefs and attitudes. This shift will accelerate a number of the trends WGSN has predicted, creating a new spending landscape

- **Weekly Webinar: Coronavirus – Beauty Change Accelerators**
With the Covid-19 outbreak causing consumer behavioural change across the world, Director of WGSN Beauty Jenni Middleton walks you through the key messages from our Beauty Change Accelerators report

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Hear From Our Experts

Clare Varga
Beauty Change Accelerators



Francesca Muston
Design Priorities



Gemma Riberti
The Quarantined Home



Petah Marian
Home Economy Strategies



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