

Reflection Essay:

- iv) What ideals, principles, motto and design qualities might you use to describe and define the next emergent design trend valid over the next 5 years, current to your practices? What name would you give to the design movement?

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DD3016—HISTORY OF DESIGN

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Trends seemingly conjure themselves into existence, like a Houdini's special, they seem supernatural or even impossible! But behind every great magic trick is an explanation that even the layman can comprehend. Similarly, understanding how trends form can be easier than we think and is most definitely not limited to niche professionals. Theoretically, trends manifest in various ways; natural evolution, retrospective ideation and at times, from the high novelty of Avant-Garde material (Byg, 2019). When a trend's effect is accepted by a large majority of the population, it breeds through society and evolves further into a culture. This shift is a tell-tale indicator on whether or not a movement is 'fit' enough to thrive or 'unfit' for existence due to its fading originality. Talk about natural selection.

The term "Design" is an incredibly broad expression as well; it encapsulates a variety of activities, processes and systems. As an aspiring visual communicator, the fashion industry echoes resoundingly when I considered this topic. Admittedly, not everyone catches on; fashion trends generally do not appeal to every consumer. Furthermore, fashion laggards hold little opinion or care about current affairs, they remain comfortable or even oblivious. Even so, the fashion industry, in my opinion, remains one of the most vocal mediums when it comes to visual trendsetting. For instance, the 'HypeBeast' movement does just that; the streetwear trend has a design language that speaks extravagance and prides distinguishable flashiness. 'HypeBeast' has a strong set of observable ideals and principles; affordable, accessible, attainable and most importantly, inclusive. 'HypeBeast' takes luxurious influence and normalises it for the masses – now even the average joe can both afford and wear a pair of 'Gucci', without having to play the part. (See fig. 1 & 2.) Surely, this existing trend or even culture, I daresay, has modelled the way for aspiring trends to emulate.

Now you may be wondering how all this even relates to the question? I am not bold enough to proclaim that all cultures were once trends. Neither will I go so far to assert the assumption, that all trends are innately wired to achieve a cultural status. However, I set the premise because an emerging trend is very much influenced by what comes before it. By understanding how trends work and come about, we can better predict a trend that carries potential.

In my practice of visual communications, I believe that designs more often than not, goes through a cycle of retrospective ideation (McCready, 2019); in other words, backwards-looking inspirations for future innovation and development. Returning to the earlier example of the 'HypeBeast' fashion movement. Although streetwear has been around since the late 1970s (Simpson, 2019), 'HypeBeast' was formed only in April 2005 (Lieber, 2016). Admittedly speculative, fashion trends have an average lifespan of around 20 years (Gordon, 2017). With 'HypeBeast' coming to its 15th anniversary, it will come as no surprise to me, that this movement is already experiencing some friction. Over the next 5 years, I believe a response of curiosity towards what is common, neutral and thrifty will be developed. A reaction to the overtly loud, exuberant and unrestricted behaviour of contemporary 'Hypebeast'. I am not suggesting an axe of the 'Hypebeast' movement, but instead, complementation of the idea of prudence into the current concept, process and design language. The visual concept of streetwear could possibly take a modest shift in –

perspective, subverting extreme excessiveness and embracing the simple. I present to you, the new trend, 'HypeBeast Neue'.

'HypeBeast Neue' will persist to champion for its former principles and ideals; affordability, accessibility, attainability and of course, inclusivity for the masses. The unostentatious design qualities could enthrall a wider diversity of consumers to its already enormous following. I envision the re-energised streetwear culture to be tagged with the motto "old is gold"; the phrase invigorating the merits of passé fashion, even in a fast, forward-looking environment. From the look of things, it really does feel like the trends of the modern era are boring repeats of what previously was. Are humans so limited? Will 'HypeBeast Neue' leave its mark? Surely there is hope? The proliferation of technology promises better things to come – a wider variety of materials, state of the art manufacturing facilities and greater access to shared design knowledge. 'HypeBeast Neue' will be more than just a recycled concept; it rides upon the technological wave, to remodel and repurpose past ideas to fit this contemporary society (Gordon, 2017). 'HypeBeast Neue' will be a refreshing experience for everyone!

But then again... that's just what I think...

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Fig. 1. Nico Amarca/HYPEBEAST

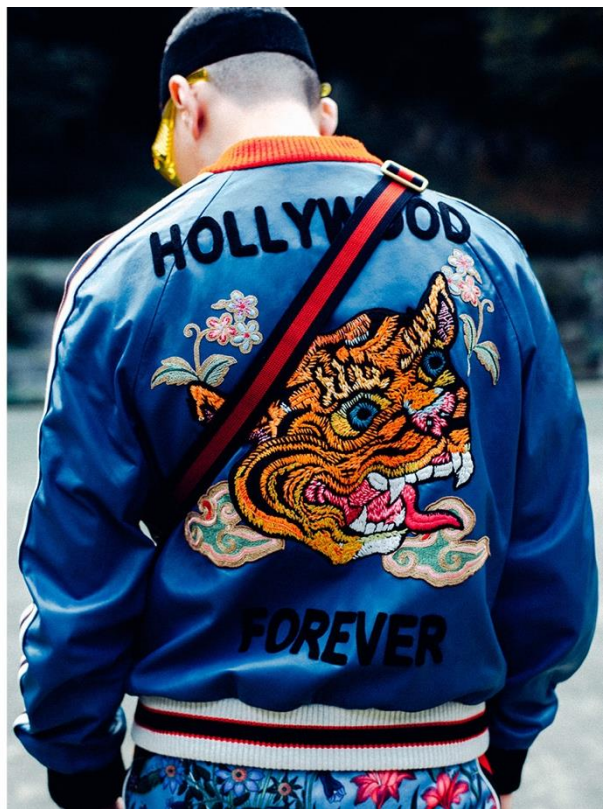


Fig. 2. Nico Amarca/HYPEBEAST

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