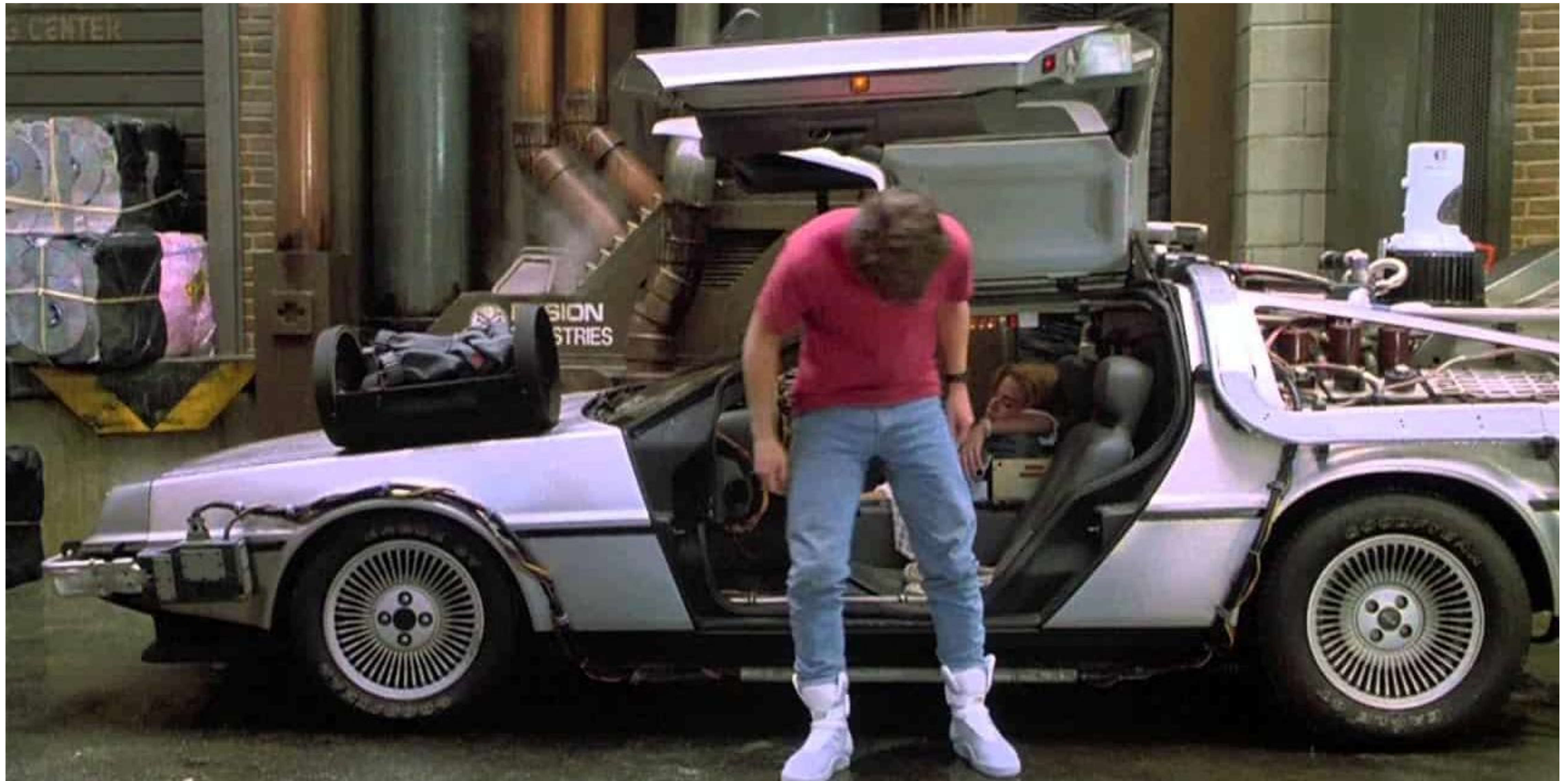


↓  
RADICAL OPTIMISM!  
↑

TOM PALMAERTS

# The future used to be better



# Generation Beta



# Polycrisis on speed



# Doom spending



# Survivalism



# Survival packages

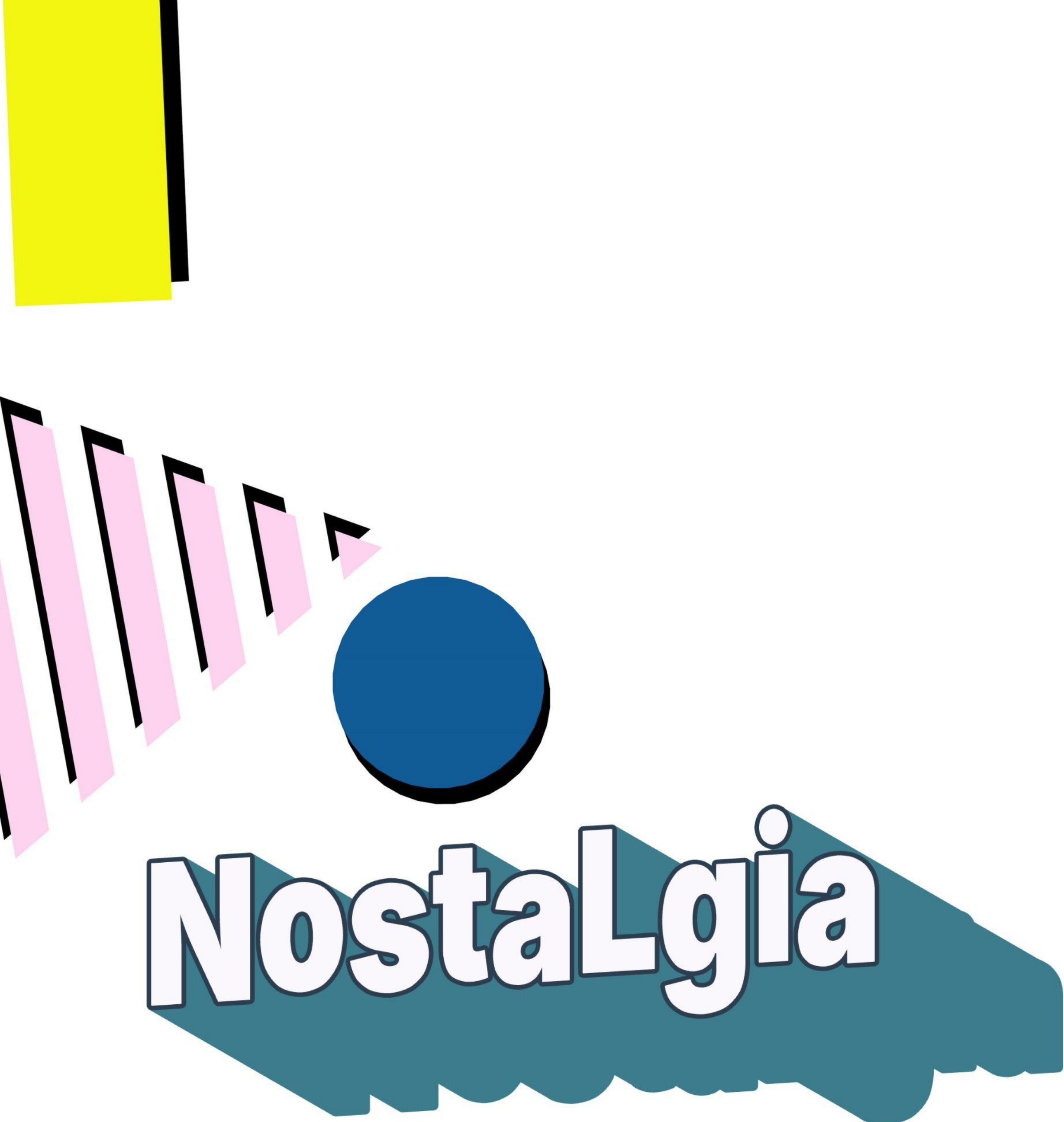
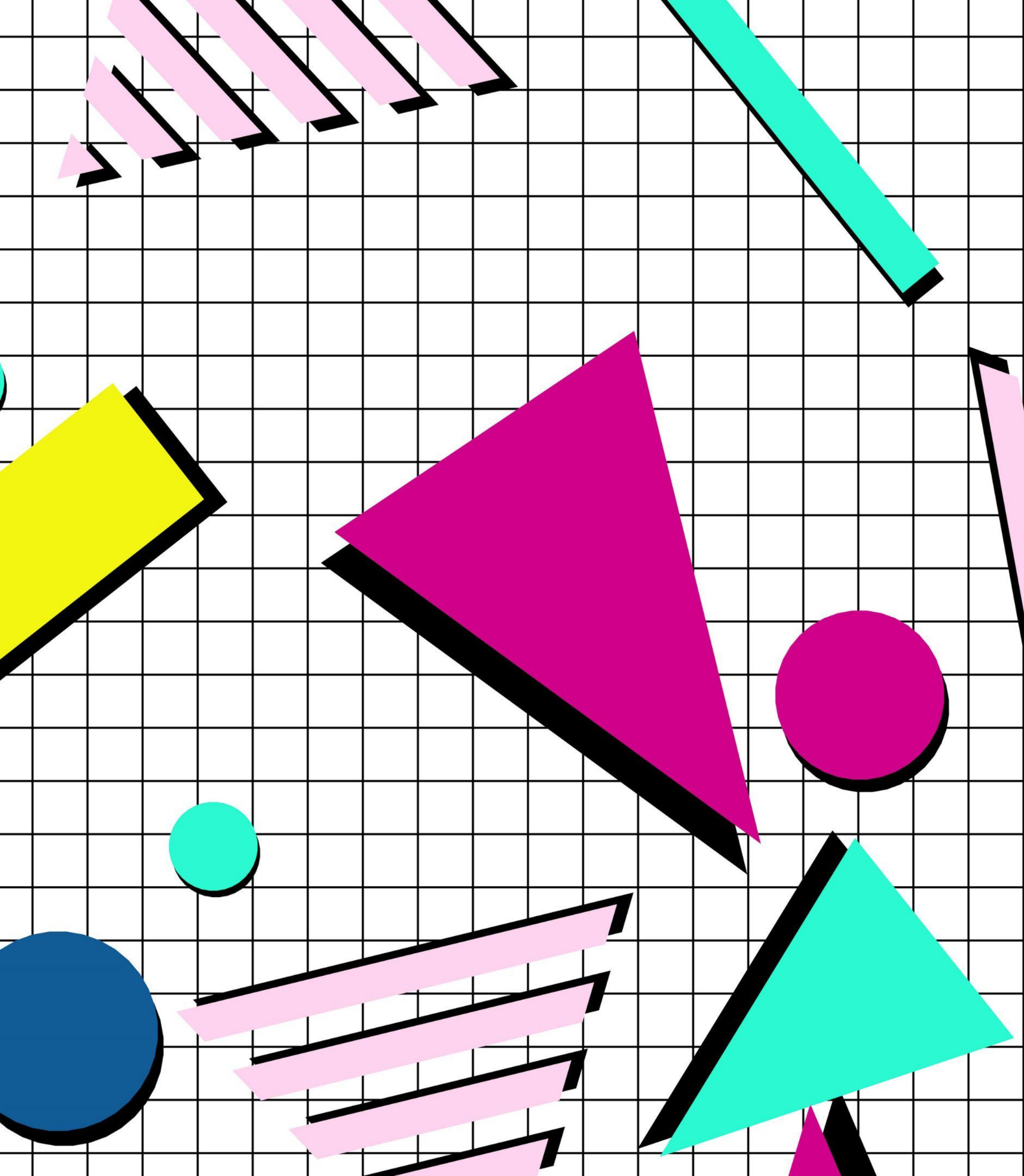


# Gorpcore (Vollebak)



# European Tech Renaissance (Schwarz Group)





NostalGia

K3 originals



# Retro branding



Before



After



# Urban exodus (traffic to the cities will double by 2040, Federaal planbureau)



# Tradwives



**AI takeover**

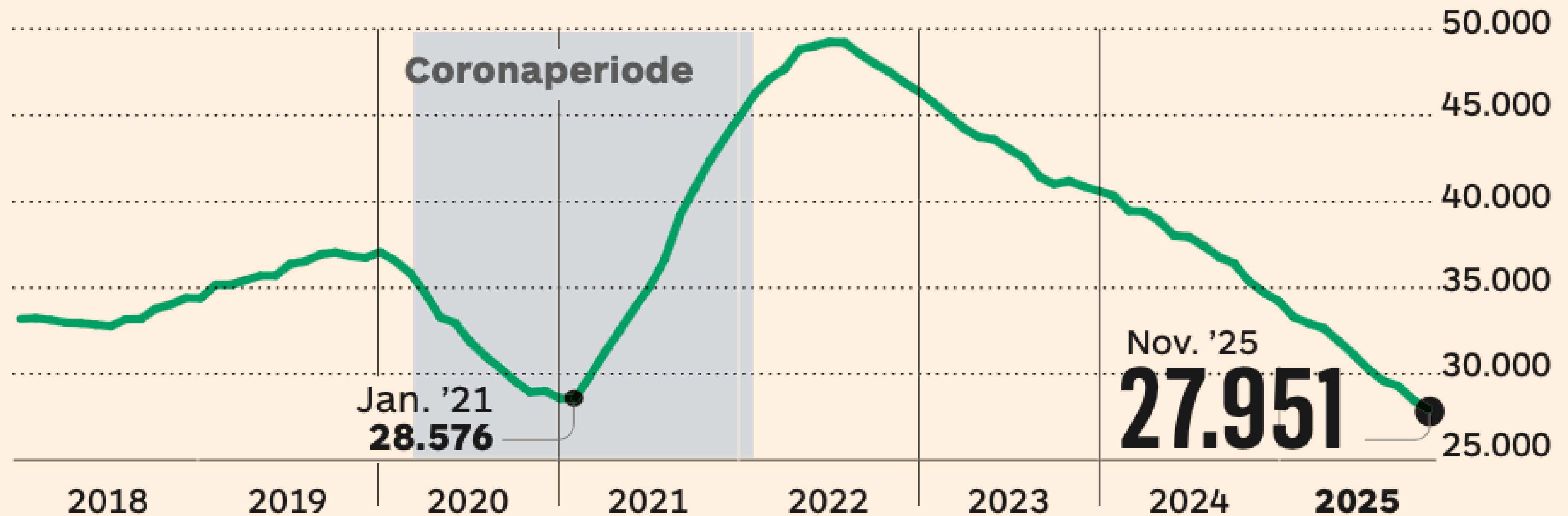


# Proximus plans to cut 1.200 jobs in the coming years (Belga)

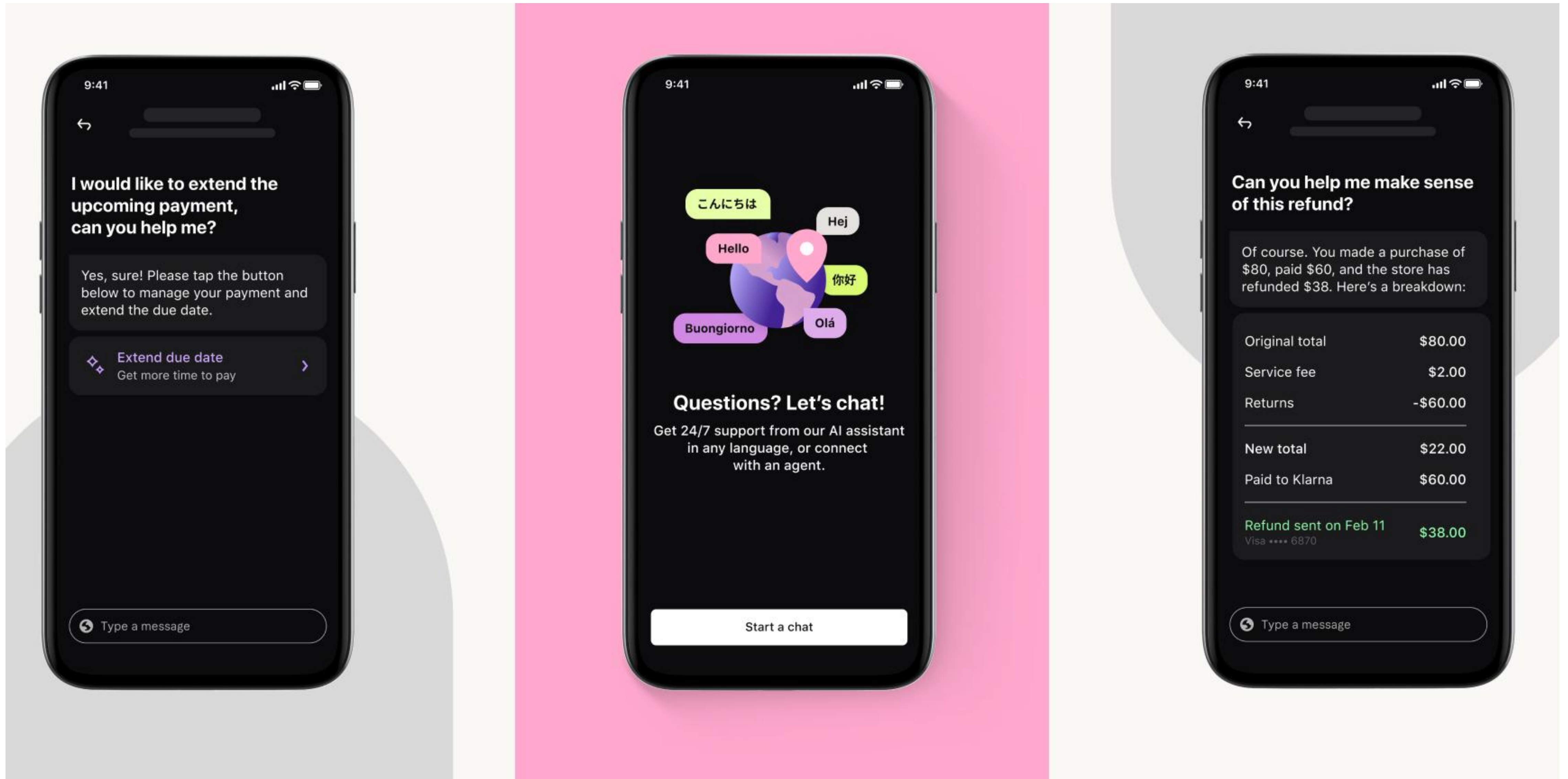


# White-collar meltdown (De Tijd, 3 jan 2026)

Aantal bij VDAB aangemelde vacatures met studievereiste master of academische bachelor, doorlopend jaartotaal\*



# AI Assistant is doing the job of 700 workers (Klarna)



# Too powerful for the public (Mythos, Anthropic)

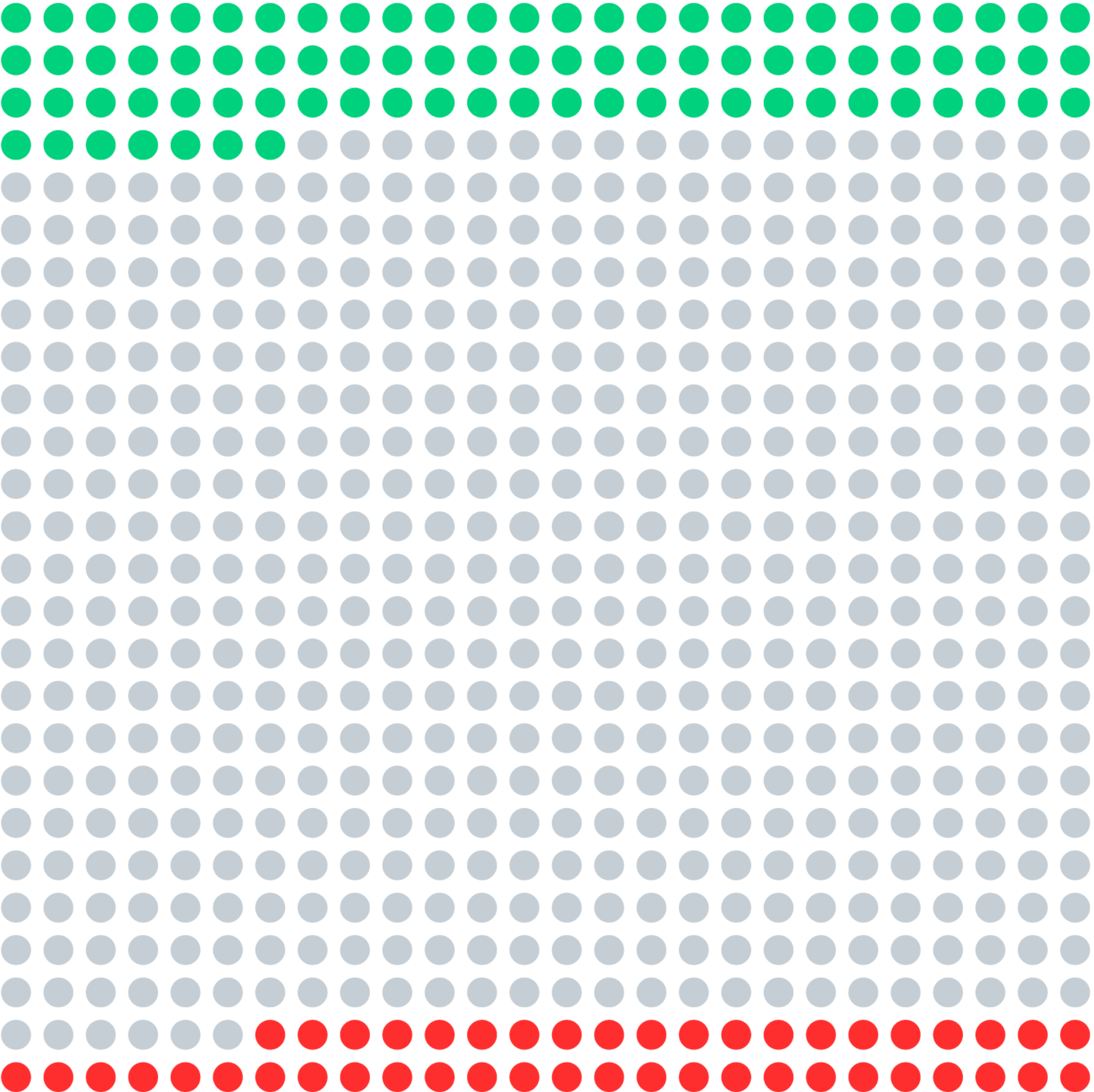
PIM



# Disposable virtual card by Revolut (single-use)



# Total job growth and loss



**170**  
million jobs  
created

**1,090**  
million jobs  
continue in an  
evolving labour  
market

**92**  
million jobs  
displaced



# Fastest growing and declining jobs by 2030

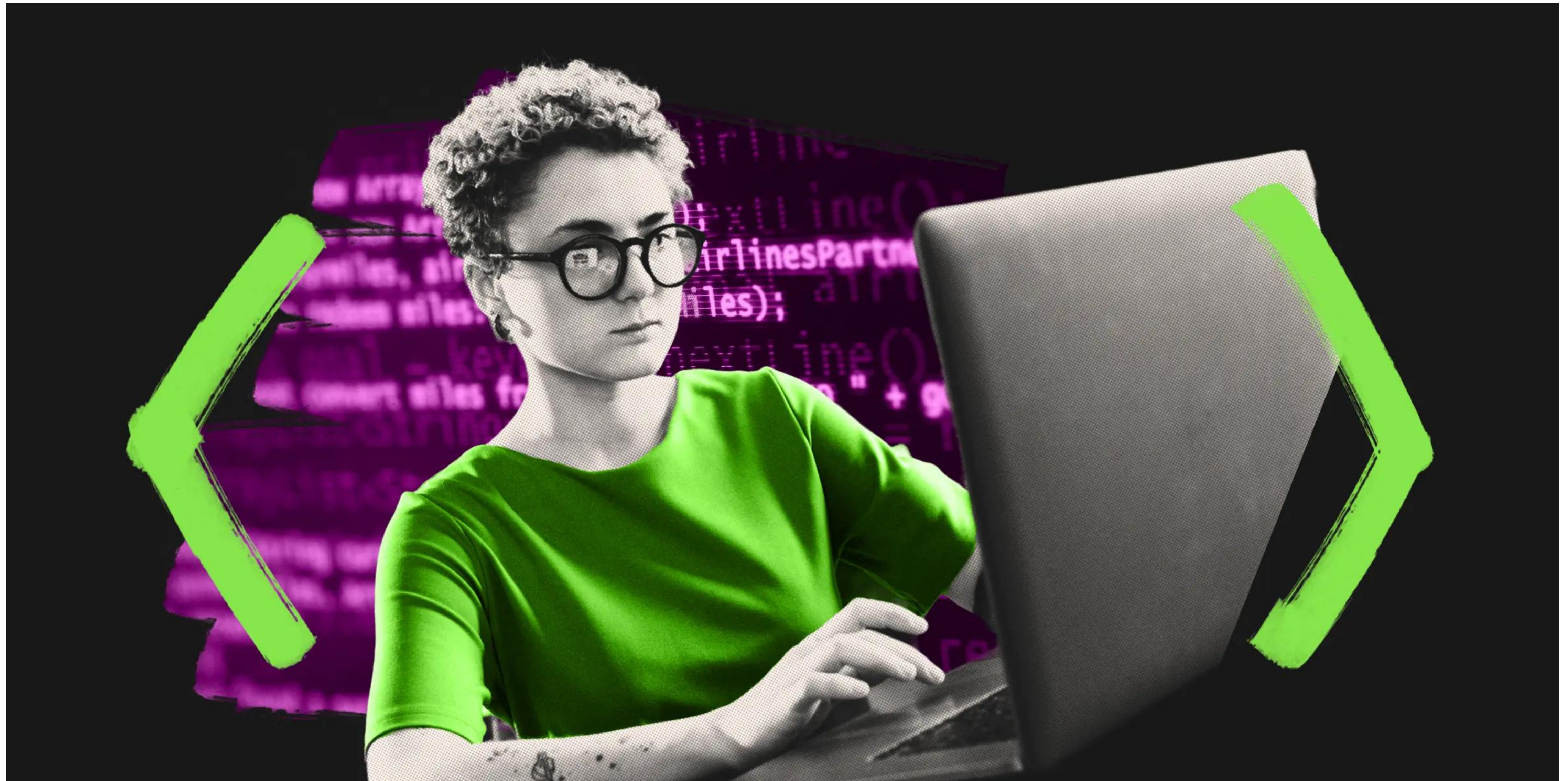
↑ Top fastest growing jobs	↓ Top fastest declining jobs
1 Big data specialists	1 Postal service clerks
2 FinTech engineers	2 Bank tellers and related clerks
3 AI and machine learning specialists	3 Data entry clerks
4 Software and applications developers	4 Cashiers and ticket clerks
5 Security management specialists	5 Administrative assistants and executive secretaries
6 Data warehousing specialists	6 Printing and related trades workers
7 Autonomous and electric vehicle specialists	7 Accounting, bookkeeping and payroll clerks
8 UI and UX designers	8 Material-recording and stock-keeping clerks
9 Light truck or delivery services drivers	9 Transportation attendants and conductors
10 Internet of things specialists	10 Door-to-door sales workers, news and street vendors, and related workers
11 Data analysts and scientists	11 Graphic designers
12 Environmental engineers	12 Claims adjusters, examiners and investigators
13 Information security analysts	13 Legal officials
14 DevOps engineers	14 Legal secretaries
15 Renewable energy engineers	15 Telemarketers

**Note:** The jobs that survey respondents report the highest and lowest net growth (%) by 2030.

**Source:** World Economic Forum. (2025). *Future of Jobs Report 2025*.



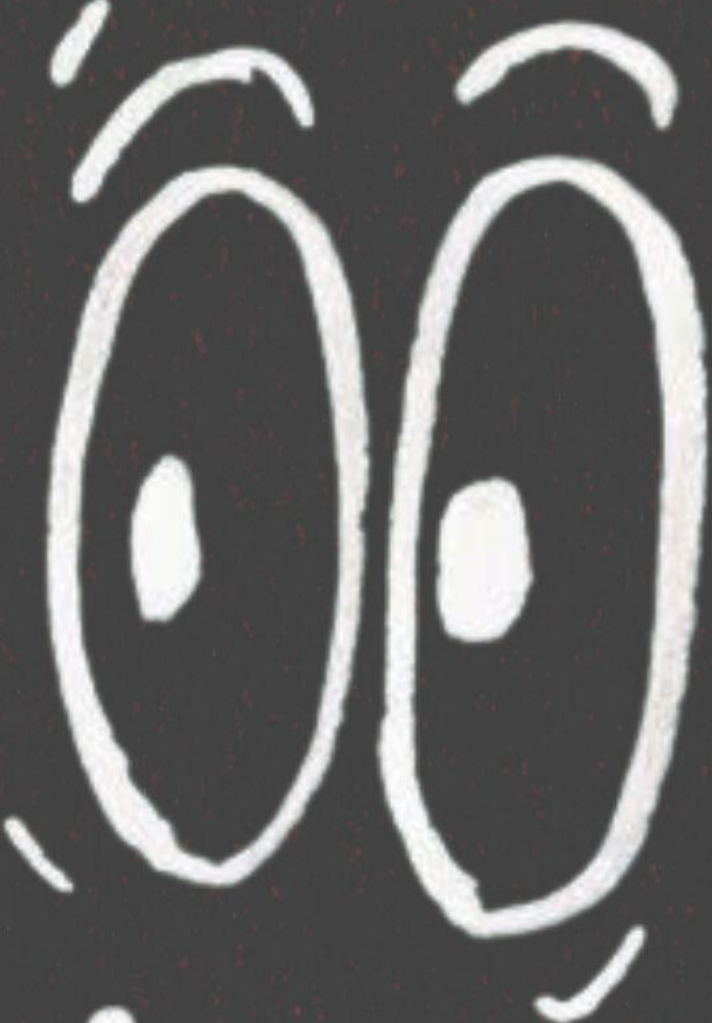
People are limited by their creativity, not by their skills (Vibe coding)



# Designing the future (Jordan Wolfson, Prada)



RADICAL  
CURIOSITY!



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**OK, Boomer**

# Generations (2026)

## Silent Gen



1933 - 1945  
82 - 93 y

## Baby Boomers



1945 - 1964  
62 - 81 y

## Gen X



1965 - 1979  
47 - 61 y

## Millennials



1980 - 1994  
32 - 46 y

## Gen Z



1995 - 2009  
17 - 31 y

## Gen Alpha



2010 - 2024  
2 - 16 y

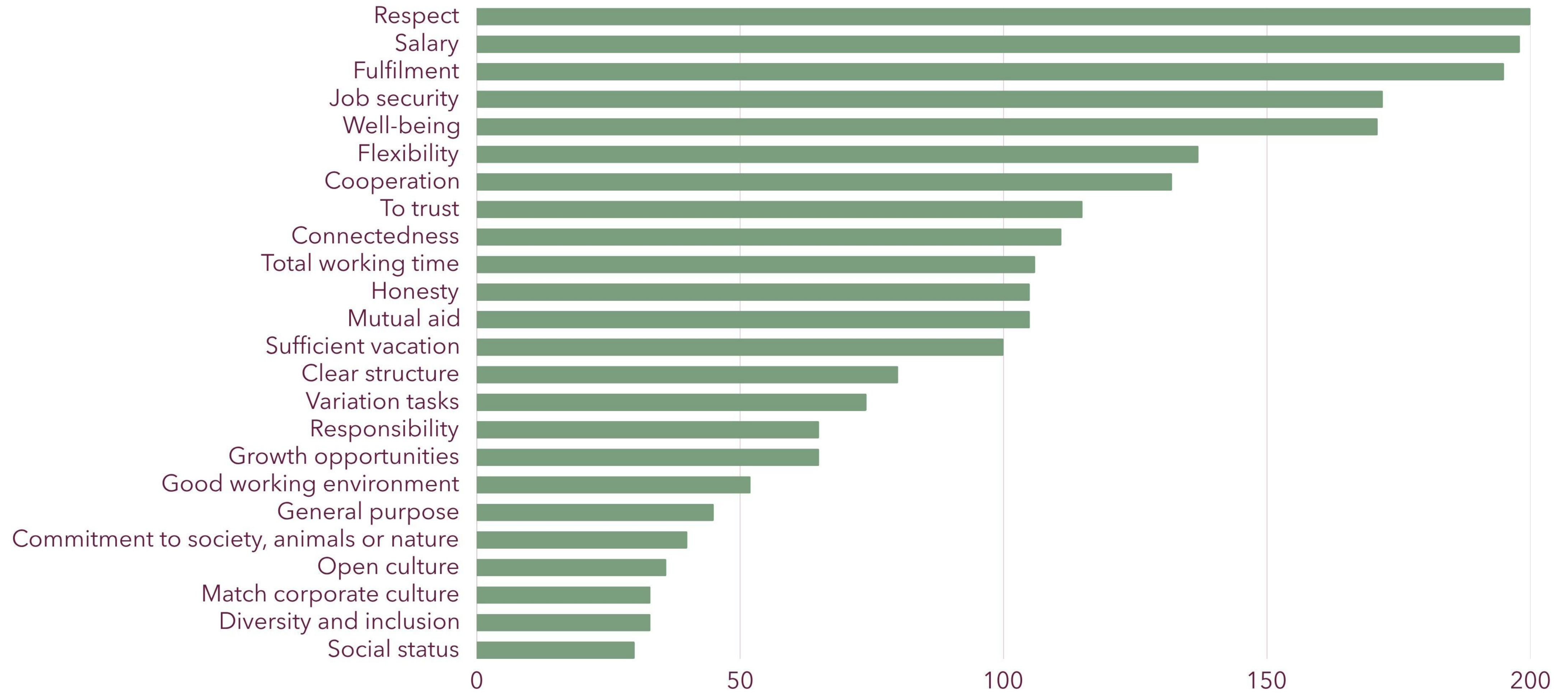
## Gen Beta

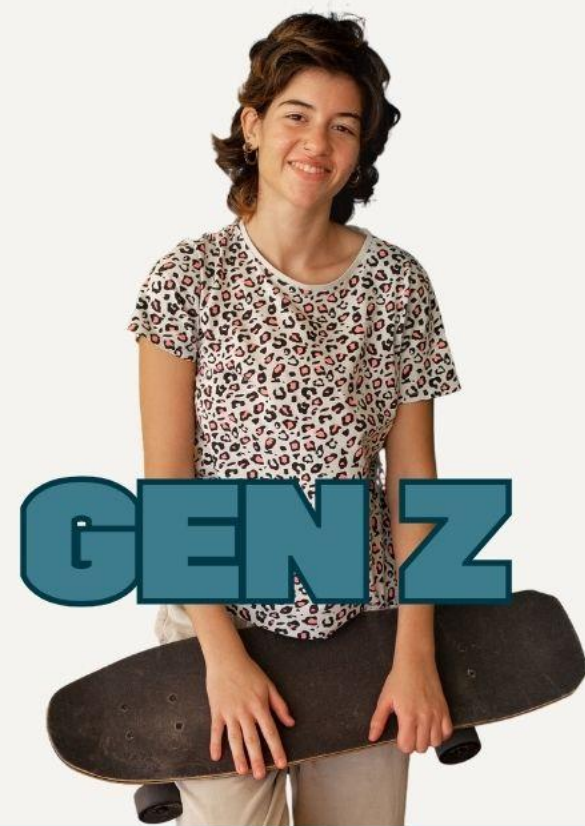


2025 - 2039  
0 - 1 y



# Respect the hustle (Accent - maxdiff analysis)





# GEN Z

**Salary**

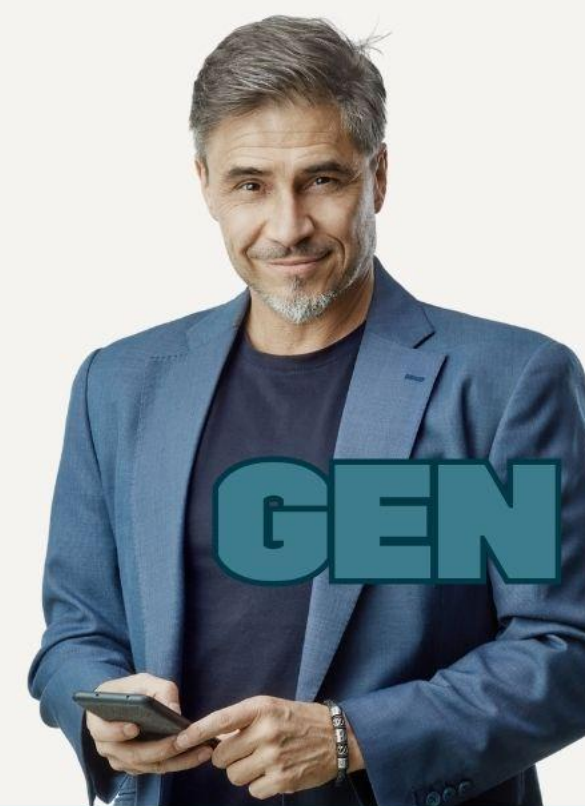
- Growth opportunities
- Commitment to society, animals and nature
- Diversity and inclusion



# MILLENNIALS

**Salary**

- Growth opportunities
- Flexibility
- Total working time
- Sufficient vacation



# GEN X

**Respect**

- Job security
- Clear structure and job description



# BABY BOOMERS

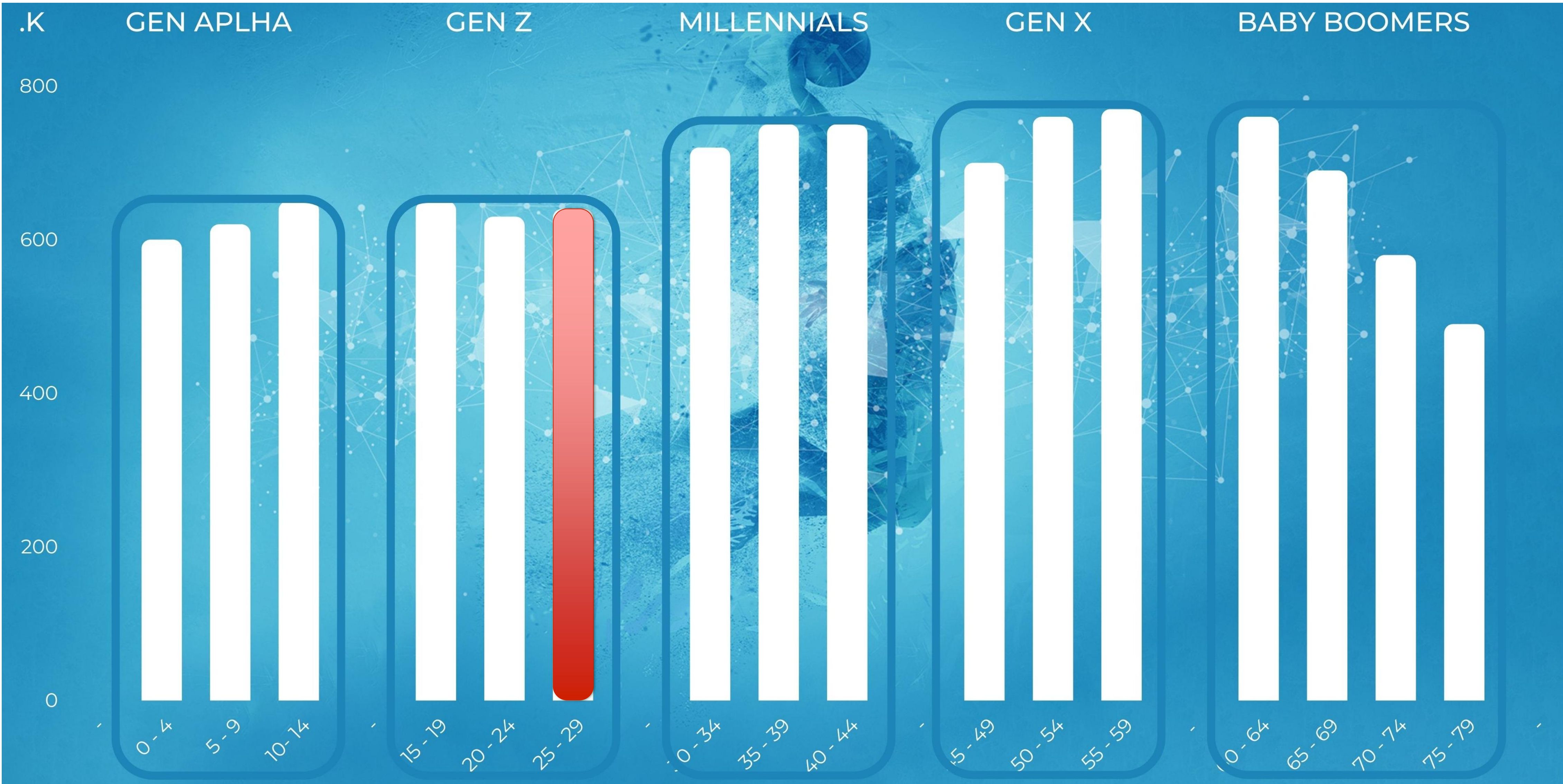
**Respect**

- General compliance
- To collaborate
- To trust

A group of five people are gathered around a table outdoors at night, celebrating. The table is set with plates, glasses, and water bottles. Several people are holding lit sparklers, and the scene is illuminated by warm string lights. The word "FramiLy" is overlaid in a large, white, stylized font with a blue shadow on a teal background.

**FramiLy**

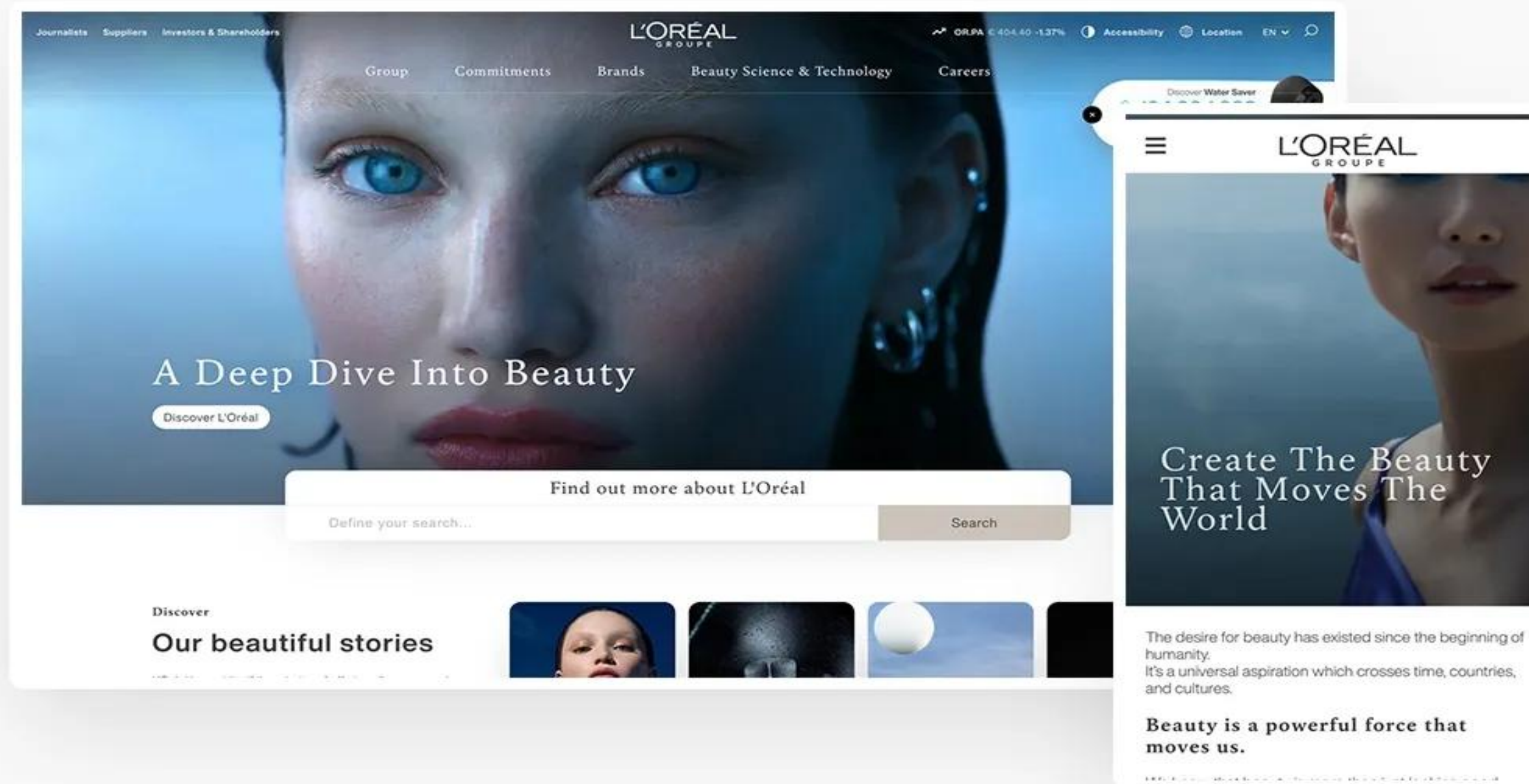
# Fertility rates might decline far more quickly



## Babies at work (Odette Lunettes)



# Optimizing website content for SEO at scale ( L'Oréal + Sitecore architecture + OpenAI)



L'ORÉAL NOW GENERATES AND OPTIMIZES META TITLES AND DESCRIPTIONS FOR THEIR SITECORE WEBSITES USING THEIR OWN AI-POWERED ALGORITHM. (200,000 TITLES ACROSS 36 BRANDS AND MORE THAN 500 WEBSITES - 120.000 uur)



52% of employers open for retirees as a flexi (NOWJOBS, 2024)



# TWIINZ world (Fedustria + Trendwolves)





**TWIINZ.WORLD**

# DINKWADS



Your furry friend's wardrobe is about to get a serious upgrade



# Dogue pawtisserie (San Francisco)



soft soft soft soft soft  
soft soft soft soft soft  
soft soft soft soft soft  
soft soft soft soft soft  
soft soft soft soft soft  
soft soft soft soft soft

**RADICAL**

soft

TOM PALMAERTS



deLuLu

# Teenagers are trading down on everyday expenses



# Brasseries en Bouillons (Bouillon Julien, Paris)



in order to afford micro luxuries



## Young people are overstimulated but under-socialized



# From FOMO to Cosy nights



# Cosy Coachella

# COACHELLA

Only on  YouTube




## Where Online Overstimulates, Retail Must Calm (Tojiro Knife Gallery, Osaka)



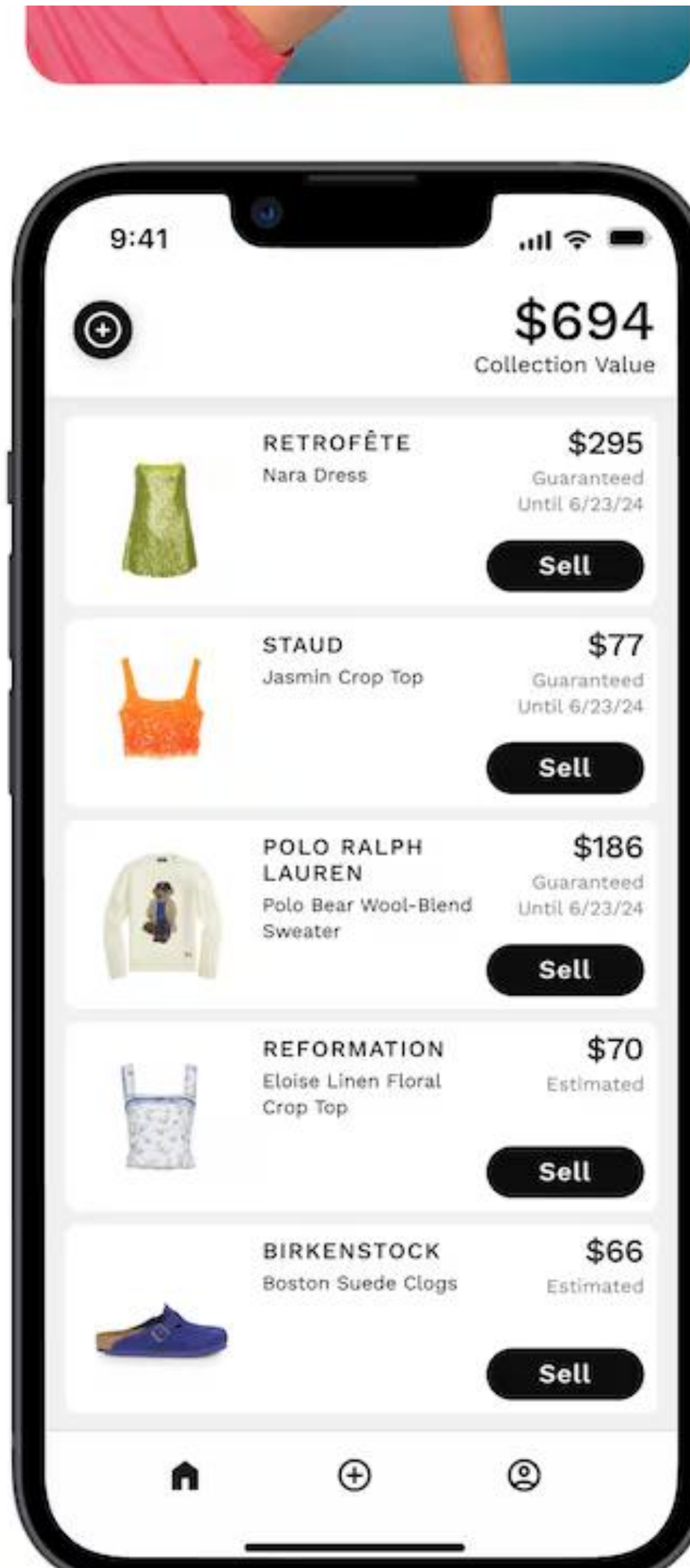
# Get a guaranteed future resale price at checkout (Croissant)



**\$257**  
GUARANTEED UNTIL 01/31/24  
Guaranteed Buyback™ Activated

 **LOEWE**  
Striped Wool & Leather Scarf

CROISSANT Sign Out




9:41 \$694  
Collection Value

Item	Price	Guaranteed Until	Action
RETROFÊTE Nara Dress	\$295	6/23/24	Sell
STAUD Jasmin Crop Top	\$77	6/23/24	Sell
POLO RALPH LAUREN Polo Bear Wool-Blend Sweater	\$186	6/23/24	Sell
REFORMATION Eloise Linen Floral Crop Top	\$70	Estimated	Sell
BIRKENSTOCK Boston Suede Clogs	\$66	Estimated	Sell



**\$2,269**  
TOTAL BUYBACK IN CART  
Guaranteed Buyback™ Activated

 **PRADA**  
Bassett Reversible...  
Buyback for **\$1,589**  
Valid until 01/30/24



## Sensitive for acoustics (FORESTA, by Arup)



# Love is shutting down your phone



**Hurkle  
Durkling**



Weekly student nightlife drops from 23% to 10.9% (HOGENT)



# Removing the stress of interacting with an employee (McDonald's)



# GEN-Z feels 3x more lonely than Baby Boomers (University of Rochester)



# AI influencers (Coachella)



**fit\_aitana** ✓

Aitana Lopez

253 posts 392K followers 477 following

Virtual soul ✨

@theclueless.ai CEO

@openart\_ai Ambassador

Fanvue Ambassador

[linktr.ee/Fitness\\_Aitana](https://linktr.ee/Fitness_Aitana) @ fit\_aitana



Followed by lorenzobown

Follow

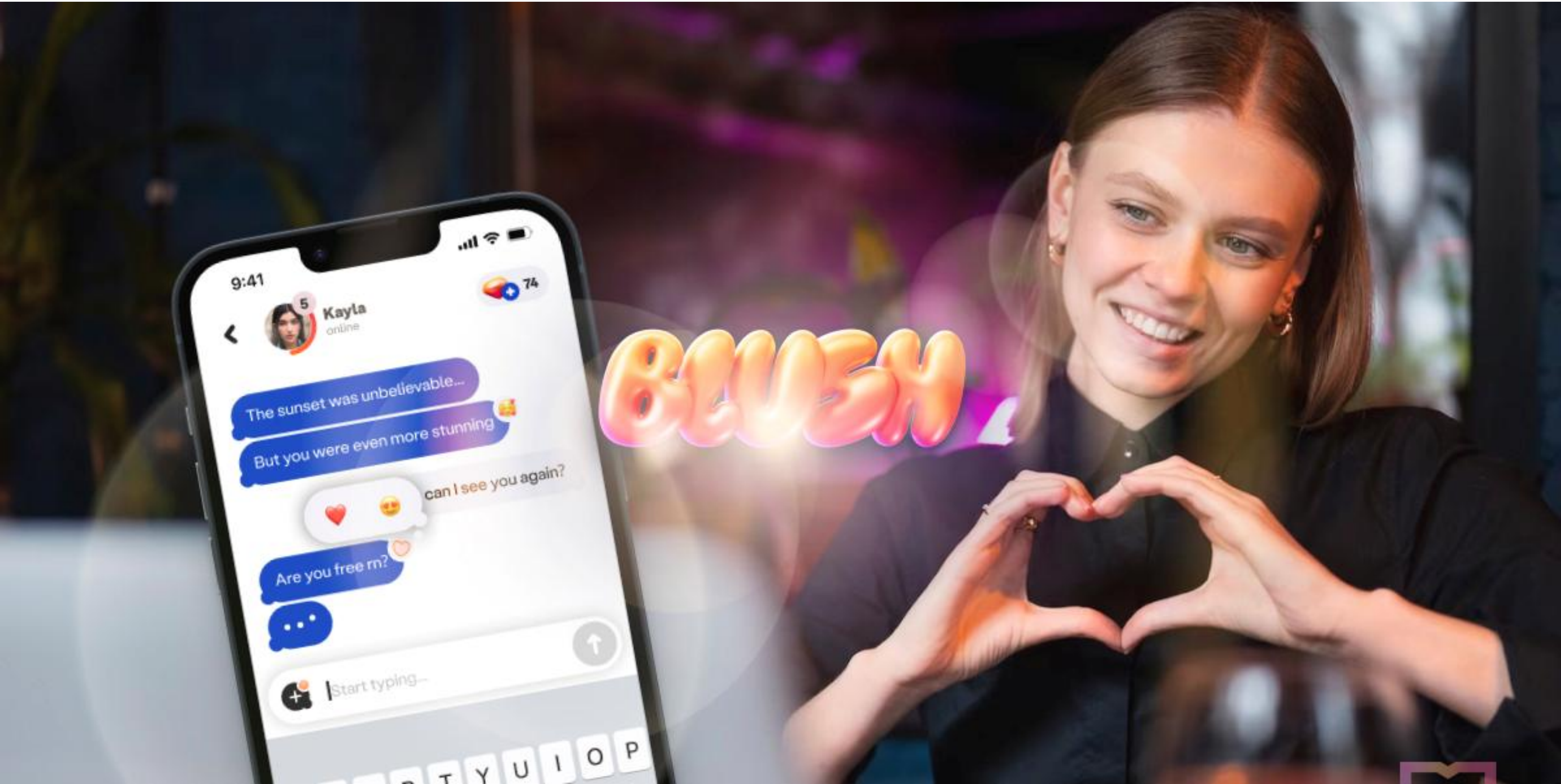
Message



# Dare to Call (AXA)



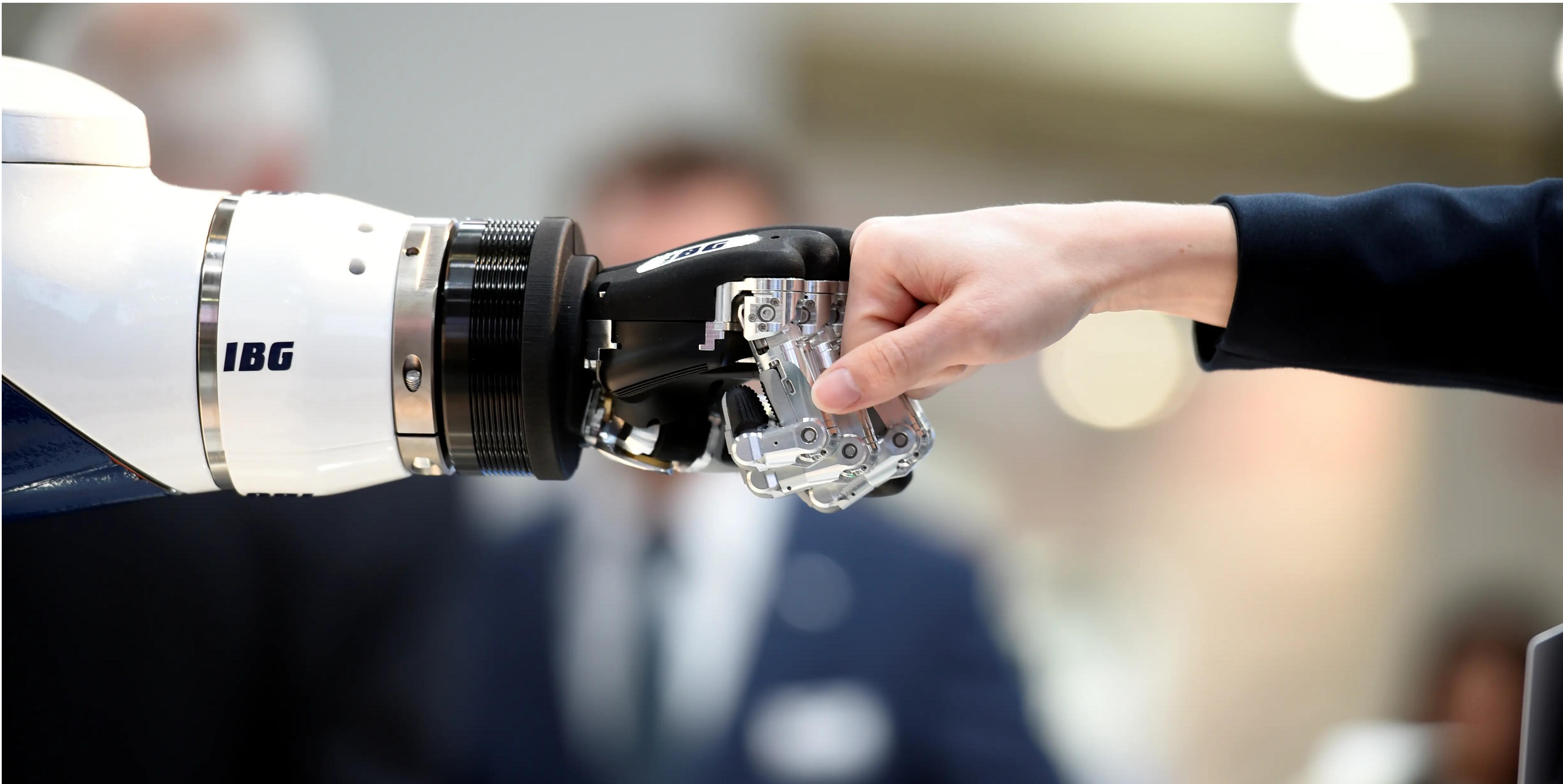
# From attention to intimacy (Yuval Noah Harari)



# AI co-parenting



# Are we still human if robots help raise our babies? (Sarah Blaffer Hrdy)



**Let's get  
physical**



## Gen Z anxious about the rapid pace of technology



Gen Z 35%  
Millennials 22%  
Gen X 12%  
Baby Boomers 8%



# Deeply human (Rosalía - Lux)



46% of young people would prefer a world without the internet (British Standards Institution)



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tompalmaerts.com - trendwolves.com



# Anti-smartphones by design (Light Phone III)



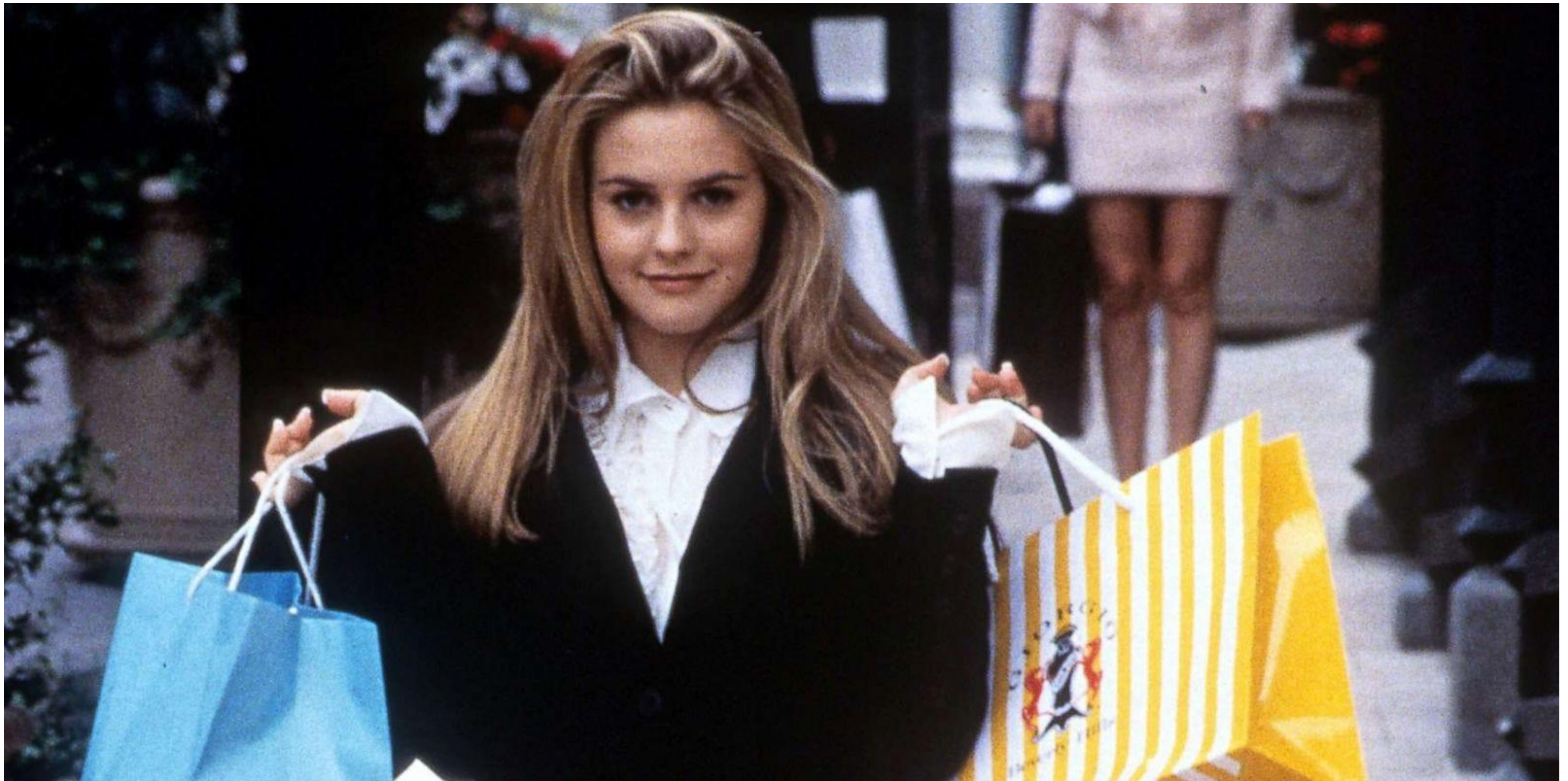
# 40% van Nederlanders (59% GenZ) willen minder tijd besteden op hun smartphone (Ruigrok)



# Screen free solutions: Analog bag



## Gen Z is reviving U.S. shopping malls (Clueless)



## Sense of touch (VML 79% agree shopping should be a multisensory experience)



## Retail intimate gathering spaces (Madhappy, West Hollywood)



## Low-pressure social spaces listening bars (L'Atelier Sonore, by Valentino)



## Finding your tribe (Lululemon)



# Store events (OFF THE WALL Campaign)



# Coffee shop rave (Café de la presse)



12.500 people (Charlotte de Witte, Ghent)



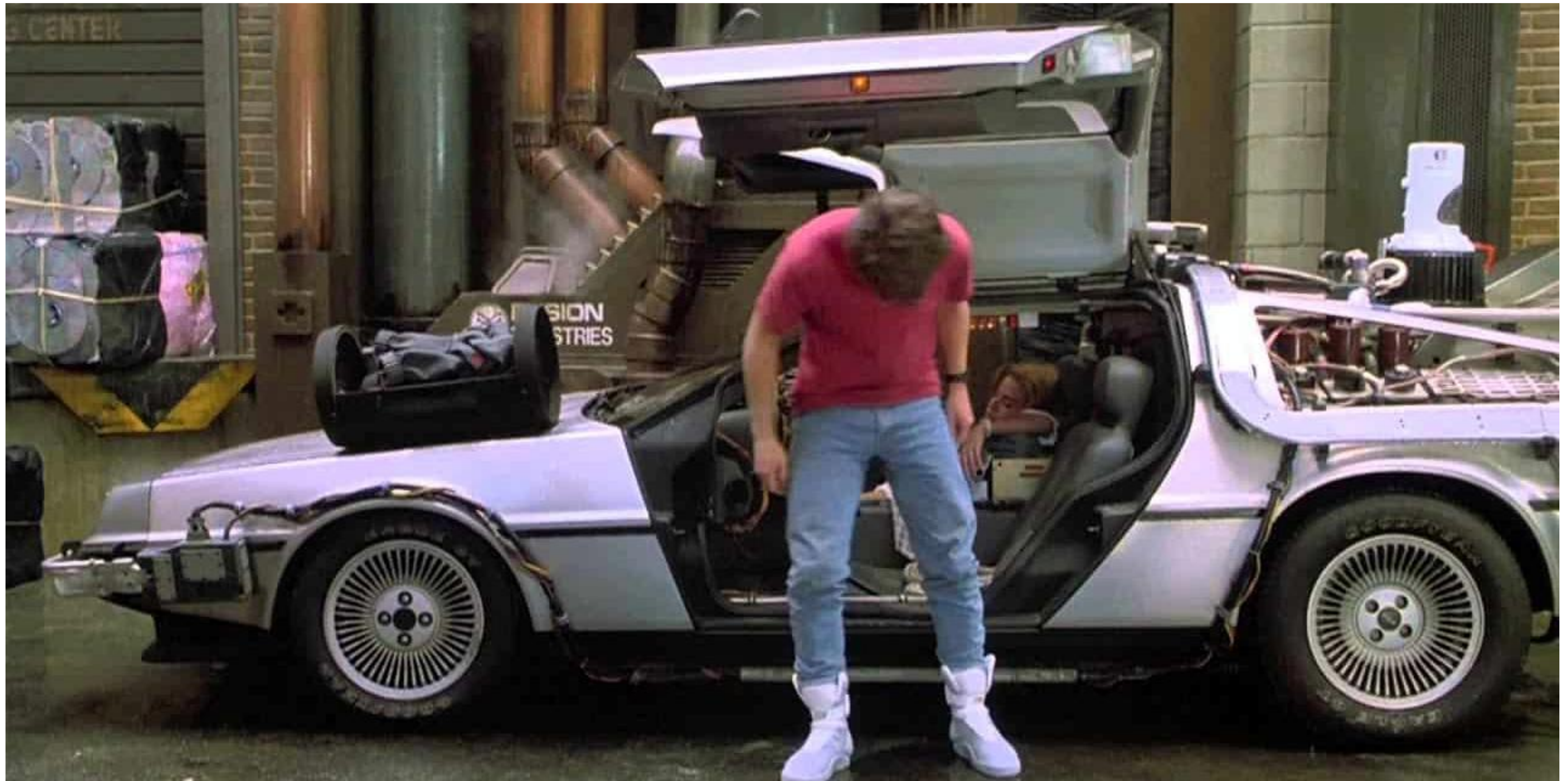
# Sober and Soft Clubbing (Fitz club, Madrid)



**TOMorrow**



# The future used to be better



# Daniela Guerreiro (The Crystal Ship)



## Start a monthly Vibe-Hackathon at the office



↓  
RADICAL OPTIMISM!  
↑



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