

Everyday Tech.
A 2027 Trend Book

trend research and forecasting

NIFT Bengaluru
Masters of design

Overview

This **SS-27 Trend Report** maps the shifting terrain of technology, culture, and identity as they converge, collide, and reshape one another in real time. The report translates digital behaviors, subcultural signals, and emerging rituals into coherent narratives that illuminate future directions in lifestyle, technology, communication, and material expression. Instead of merely cataloguing what is new or next, this report brings special focus to uncovering the deeper **human tensions** between presence and abstraction, speed and stillness, and hyperreal and handmade, and tracing how they begin to manifest across products, spaces, and screens at the intersection of **Technology & Culture**.

Industry

This report focuses not only on the industries of **Technology** and **Culture**, but also the unique intersection between them. Each era of popular culture around the world leads to different outcomes in the way that people integrate technology as a cultural and expressionistic asset in their lives.

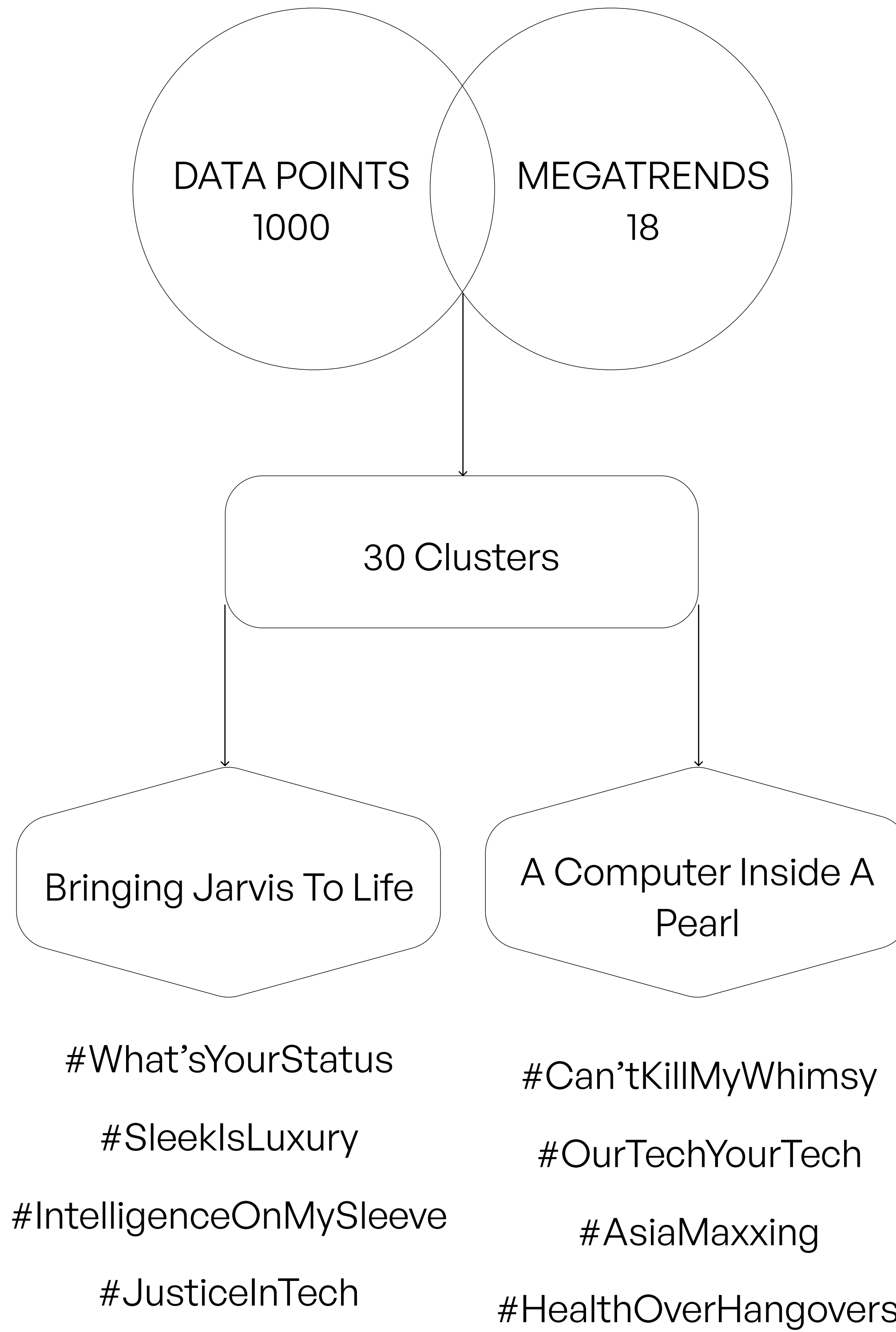
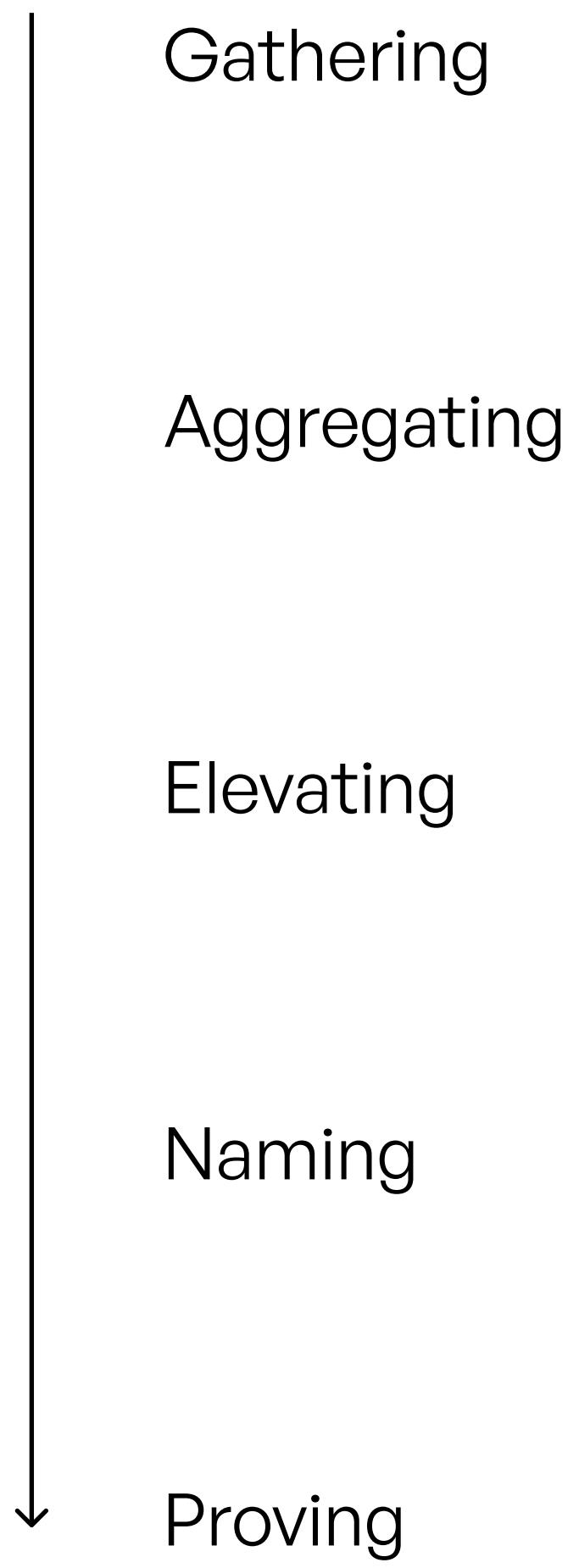
Demographic

Millennials + Gen Z | 1981 - 2012

The trends and design directions in this report are primarily catered towards young adults with high spending, which is the urban millennial population, and digital-natives, which falls under the urban Gen-Z population bracket.

Methodology

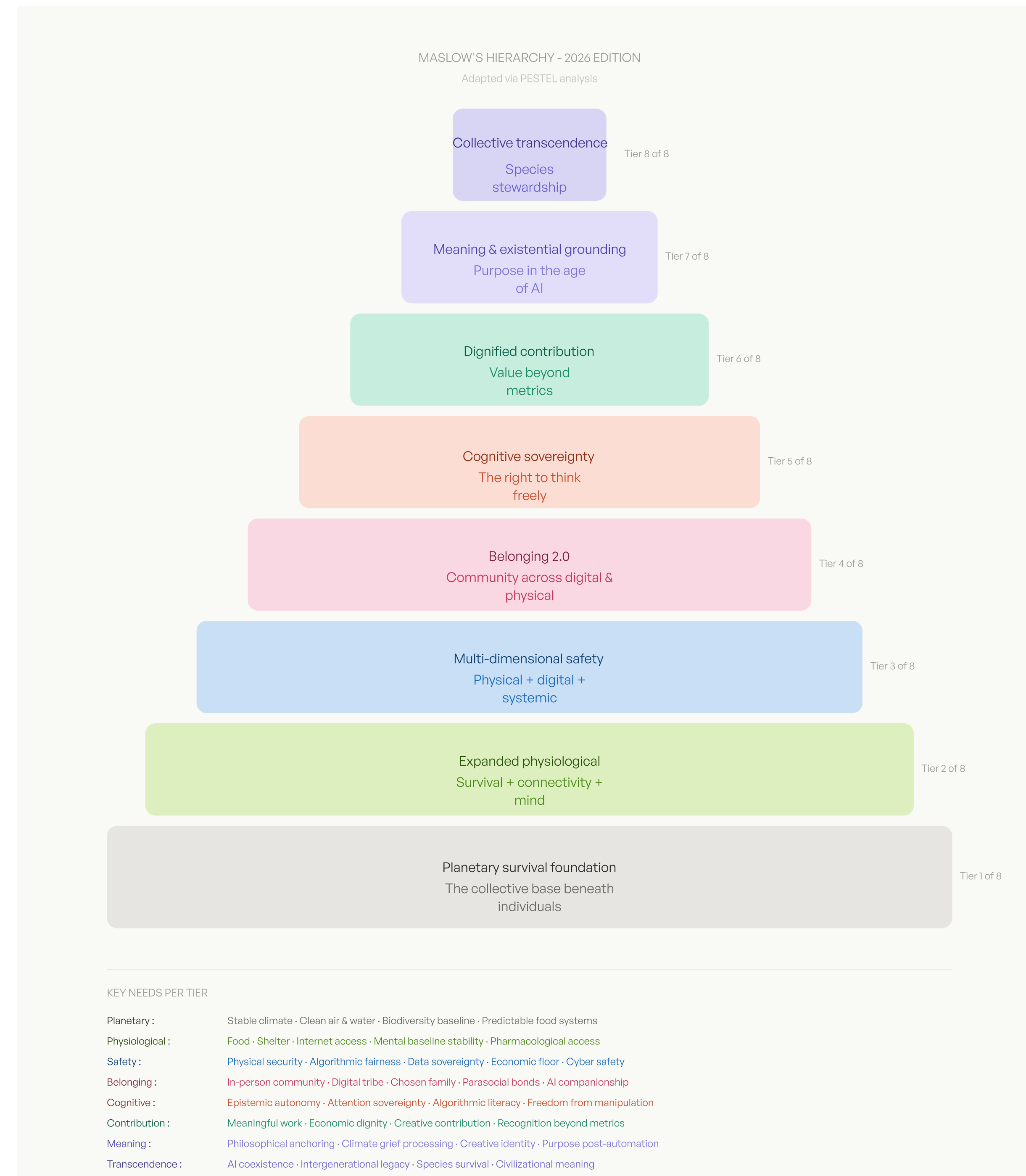
Haystack Method



Macro Trends / Themes

Sub Themes

Maslow's Hierarchy of Needs: In the Roaring 20's



The Maslow's Hierarchy of Needs, developed in 1943, has been updated to the needs and requirements of 2026. This has been done based on a detailed PESTEL analysis for 2026, factoring in the current political, economic, technological, and environmental advancements of this millennium.

Methodology

18 Megatrends

The Six
Patterns of
Opportunity

& Top
Eighteen
Megatrends



528,688 Ideas
11,215 Insights
18 Megatrends
6 Patterns



Methodology


Alignment



CYCLICALITY
1. Retro
2. Generational
3. Economic + Seasonal
4. Repetitive Cycles



DIVERGENCE
1. Personalization + Customization
2. Status + Belonging
3. Style + Fashionizing
4. Generational Rebellion



Multisensation
Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.



Tribalism
Allegiant groups are more readily formed around specific interests, causes and even brands.




Nostalgia
Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.




Personalization
Small batch production technologies and more personalized media are creating an expectation for personalization.



Hybridization
Lines are blurring as business models, products and services merge to create unique concepts and experiences




Experience
In a world abundant with 'stuff,' experience becomes a more important currency and life priority.




Youthfulness
The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.



Many to Many
A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.



Artificial Intelligence
We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.



Curation
Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.



Authenticity
Social media and a resistance to traditional advertising have created a desire for authenticity and reality.

Trend Radar 2026–2028

SS'27 TREND REPORT · TECH & CULTURE · PESTEL FRAMEWORK

TREND INDEX

JV — BRINGING JARVIS TO LIFE

JV-1 · Touchscreens as status signal

JV-2 · Sleek is luxury

JV-3 · Edge AI wearables

JV-4 · Big tech oligopoly

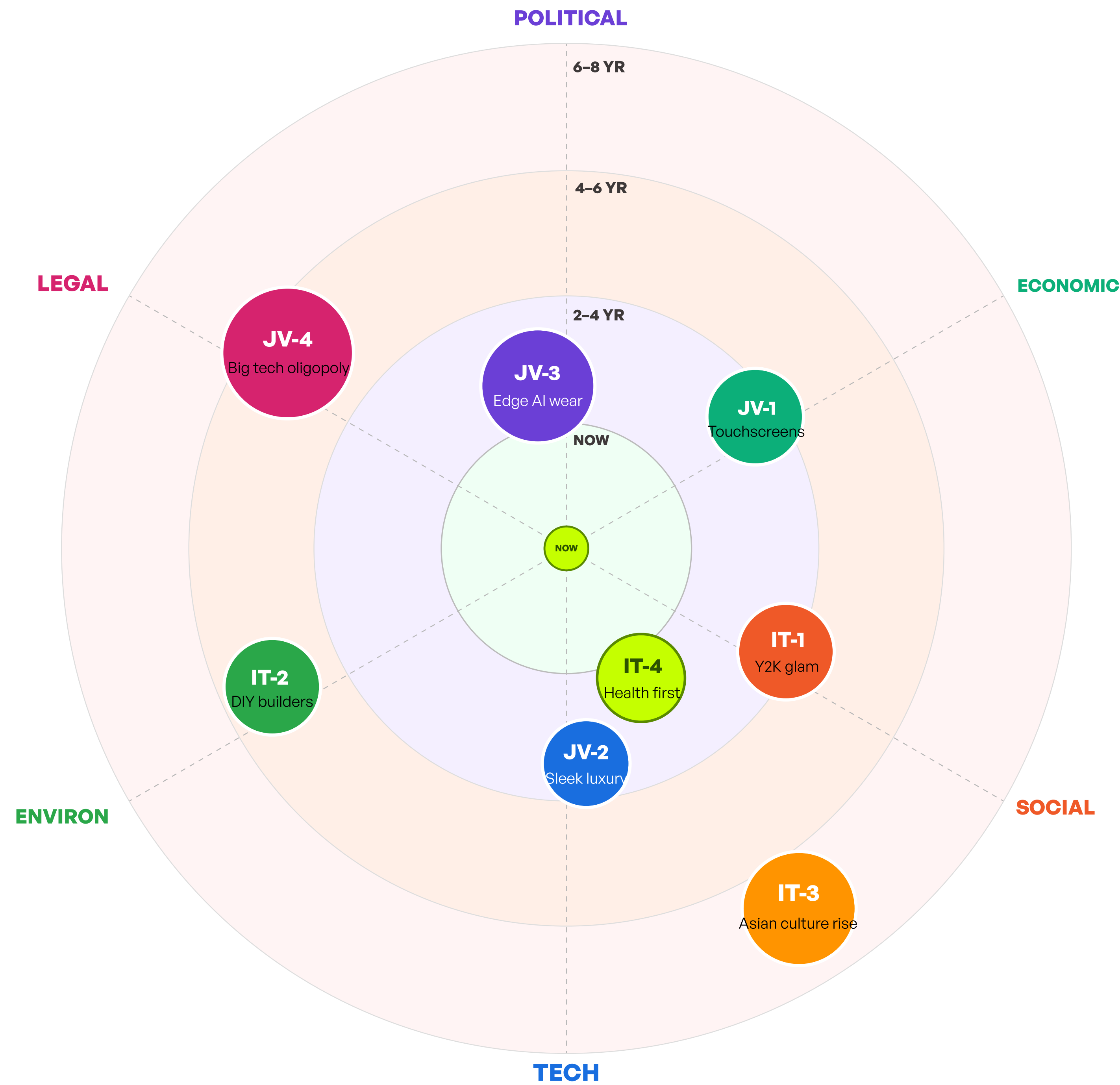
IT — INDEPENDENT TECH

IT-1 · Y2K whimsy glam

IT-2 · DIY anti-oligopoly builders

IT-3 · Asiamaxxing

IT-4 · Health over hangovers



PHASE CODING

- Peaking — mainstream now
- Growing — scaling 2–4 yr
- Emerging — early signal 4–8 yr

CIRCLE SIZE

Larger = greater market impact scale

TIMELINE RINGS

- Now — present
- 2–4 years
- 4–6 years
- 6–8 years

PESTEL MAPPING

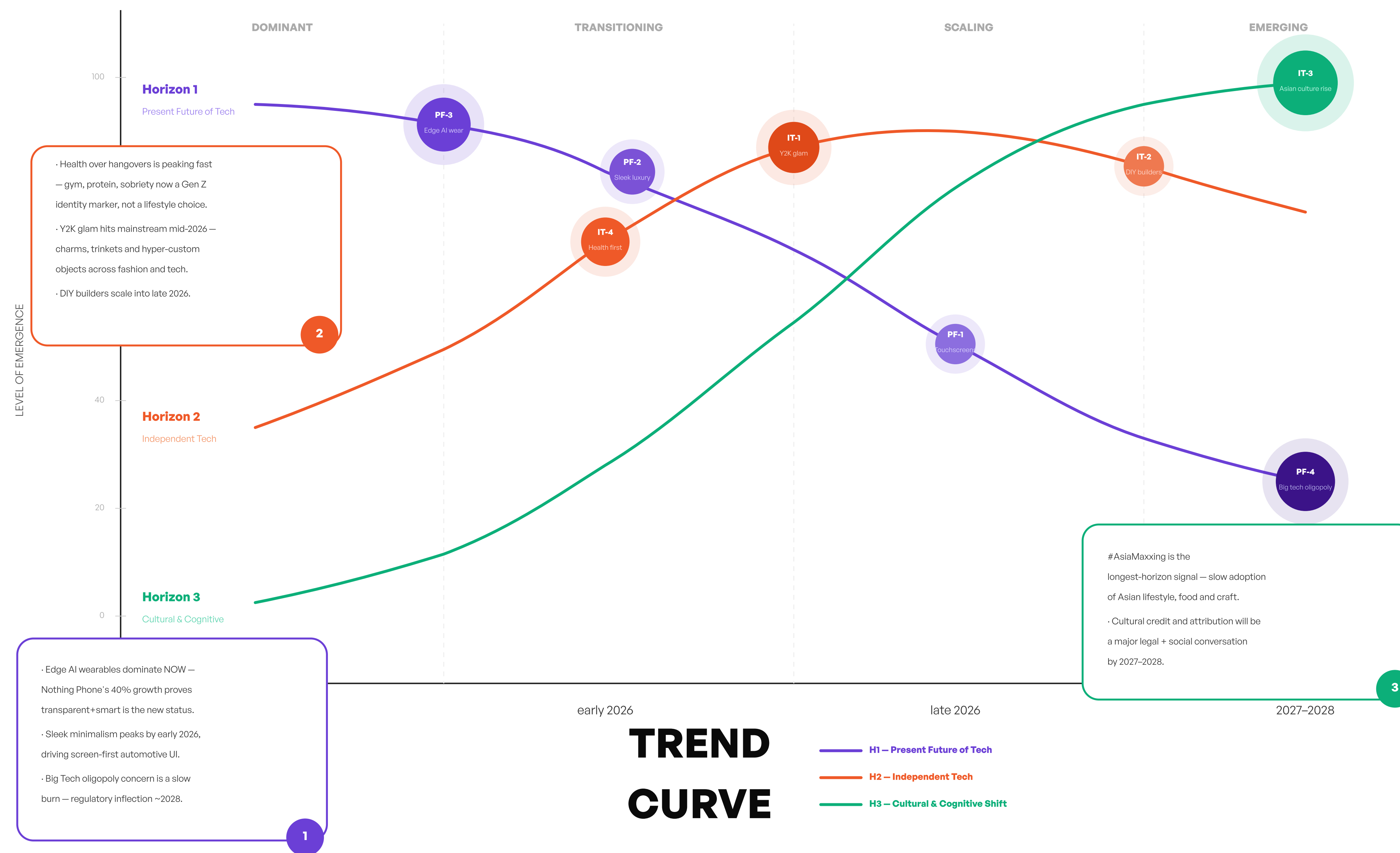
CODE	CLUSTER NAME	PRIMARY PESTEL	TIMELINE	PHASE	MASLOW 2026 NEED
PF-1	Touchscreens as status signal	Economic · Technological	2–4 yr	Growing	Dignified contribution
PF-2	Sleek is luxury	Technological · Social	2–4 yr	Peaking	Belonging 2.0
PF-3	Edge AI wearables	Political · Legal	Now → 2	Peaking	Multi-dimensional safety
PF-4	Big tech oligopoly	Legal · Political · Economic	4–6	Peaking	Cognitive sovereignty
IT-1	Y2K whimsy glam	Social · Economic	2–4 yr	Growing	Meaning & existential grounding

IT-2 DIY anti-oligopoly · Environ/Social · 4–6yr · Emerging · Cognitive sovereignty IT-3 Chinamaxxing/Indiamaxxing · Social/Cultural · 6–8yr · Emerging · Collective transcendence IT-4 Health over hangovers · Social/Tech · Now · Growing · Expanded physiological

Trend Curve 2026–2028

TREND REPORT | SS'27

SS'27 TREND REPORT - TECH & CULTURE - 3-HORIZON MODEL



Trend Curve

Bringing Jarvis To Life

Theme 1



Theme 1

DRIVERS

Hardware Miniaturization

The “Invisible” Tech Demand

The Privacy-First Shift

The Rise of Proactive Agents

Ecosystems Beyond the Smartphone

Living the Sci-Fi Dream, Today.

The future isn't a distant horizon; it's resting on our wrists, guiding our commutes, and responding to our voice. We are actively blending hyper-interactivity, immersive screens, and ambient artificial intelligence into seamless daily experiences.

Imagine the boundless capability of a superhero's high-tech laboratory, distilled and democratized for the everyday user. From AI-enabled eyewear and smart wearables to deeply integrated, intuitive screens in our cars and bikes, tomorrow's innovation is no longer a concept. We are wearing it, driving it, and living it.

Bringing Jarvis To Life

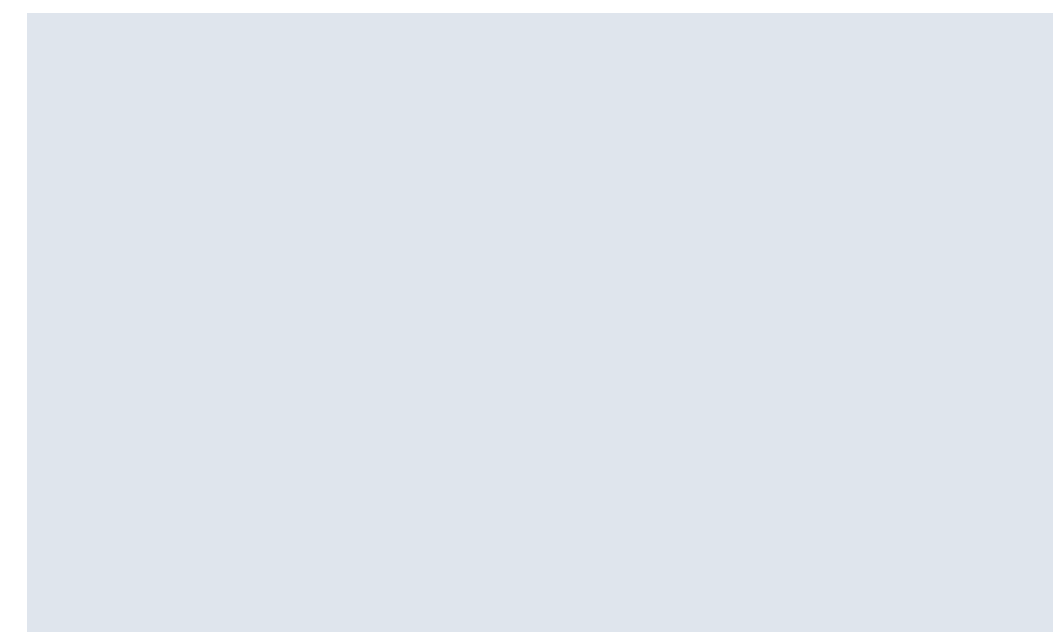
Theme 1

Colors

As technology becomes more deeply integrated into our cultural fabric, its aesthetic language becomes less chaotic and more minimalized. This palette relies on heavy neutrals to provide vital visual breathing room, allowing sharp, digital tones to act as critical signals of intelligence, status, and connection in the modern era.



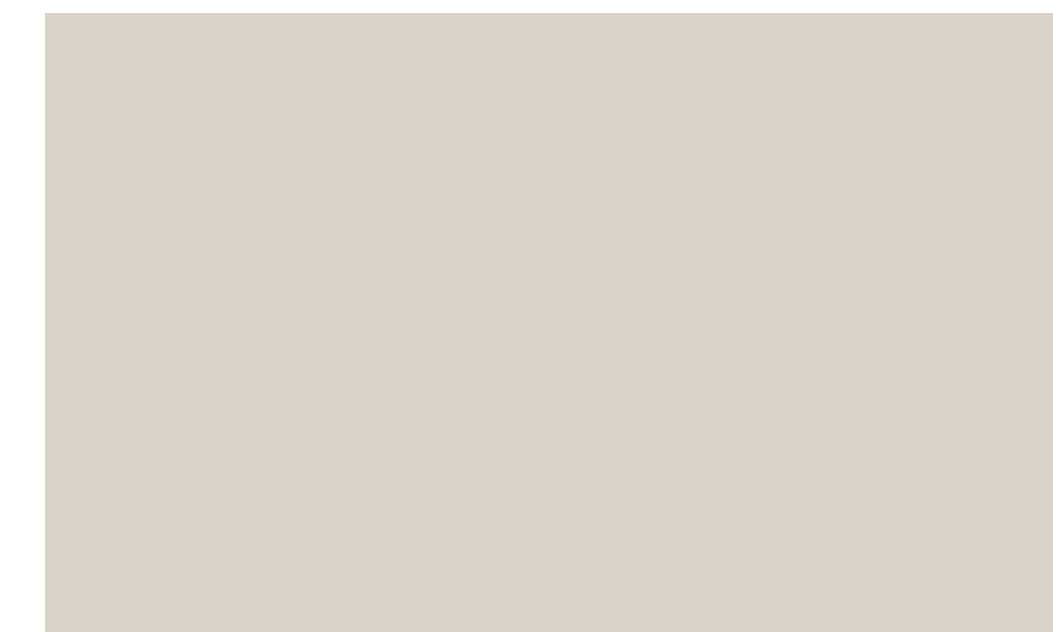
OLED Black
(#0B0C10)



Titanium Silver
(#E0E6ED)



Ambient blu
(#00E5FF)



Tactile Taupe
(#D9D4CC)

Bringing Jarvis To Life

Theme 1

Touchscreens The New Status Signal

Cluster 1

The physical cockpit is fading into obsolescence. The industry is currently witnessing a massive behavioral shift in mobility, where the expansive digital screen has emerged as the new status signal. For decades, the tactile feel of physical dials and switches communicated a vehicle's value. Today, that value is communicated through sleek and clean digital real estate. This transition reflects a broader societal desire for hyper-minimalism, where complex machinery is hidden behind a single, sleek pane of glass, transforming the machine into a seamlessly integrated digital environment.

The Why

We now equate vast digital real estate with premium luxury, driving the desire to turn our vehicles, appliances, and machines into extensions of our smartphones.

The Signals

Essential, muscle-memory mechanics, like gear shifts, button controls, and indicators, are being stripped of tactile controls and buried inside touchscreen menus.

Cluster 1



Bringing Jarvis To Life



2026



Tech And Culture

Bringing Jarvis To Life

Theme 1

Sleek Design, Consumer Perception, And The Luxury Illusion

Cluster 2

The aesthetic of tomorrow is defined by what is missing. In this era of hyper-minimalism, the ultimate flex of consumer technology is its ability to remain entirely inconspicuous. This push towards "quiet luxury" in design dictates that visible hardware like buttons, seams, bezels, and ports, are now a sign of technological infancy. Culturally, we now equate flat, unbroken surfaces with advanced capability; we want our devices to feel less like engineered machines and more like seamless, magical monoliths. However, this pursuit creates a profound illusion: in hiding the mechanics to achieve aesthetic perfection, we are quietly stripping away the tactile grounding that human beings naturally rely on.

Theme 1

Sleek Design, Consumer Perception,
And The Luxury Illusion

The Why

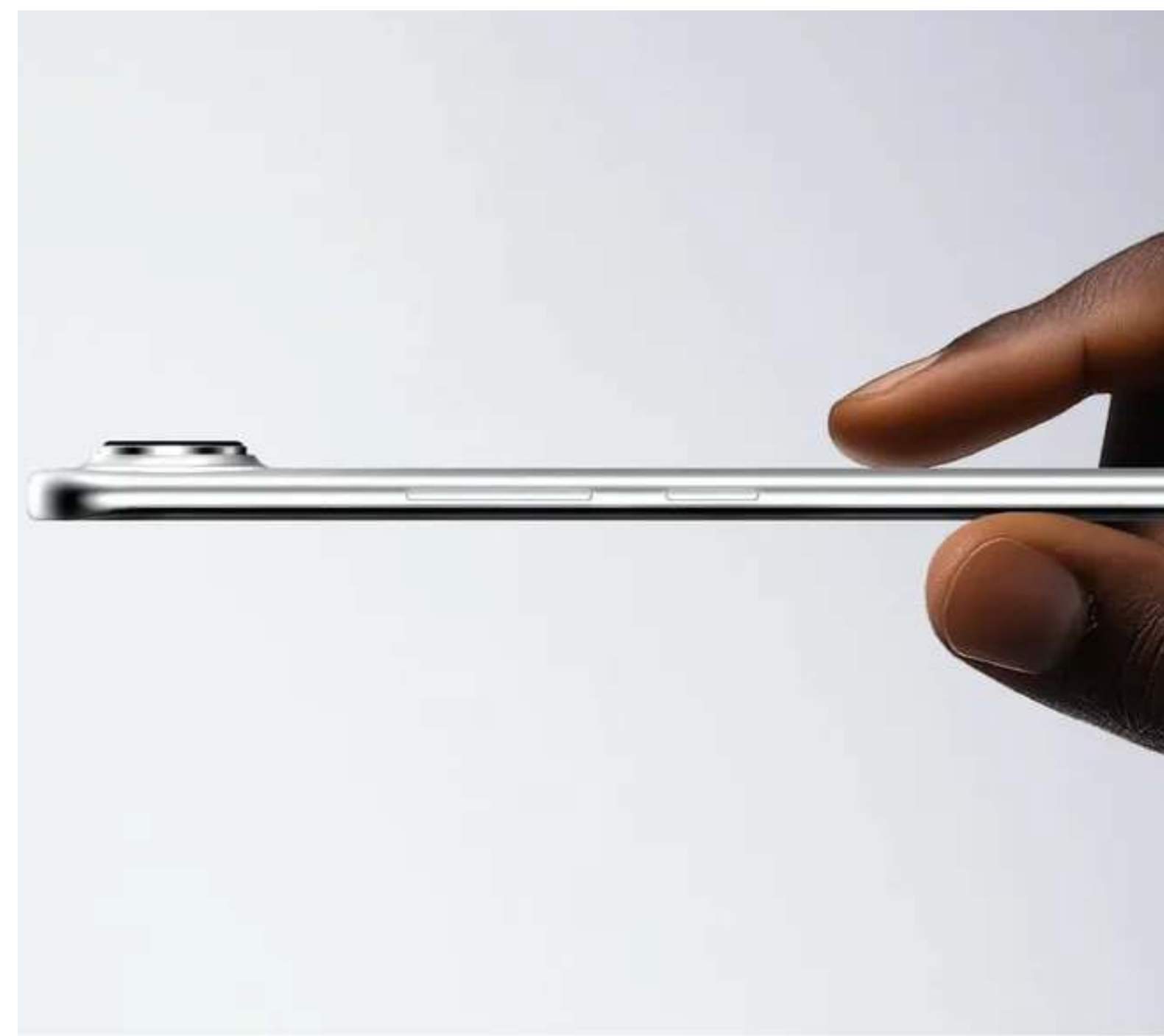
We culturally equate invisible hardware and unbroken surfaces with extreme luxury and advanced capability, driving a desire for technology that looks like effortless magic.



Bringing Jarvis To Life

The Signals

The systematic removal of buttons, ports, and tactile feedback across phones, vehicles, and complex appliances, increasing friction between hyper-sleek aesthetics and basic user safety standards.



2026

Cluster 2



Tech And Culture

Edge AI Wearables: A Shift From Tracking To Proactive Intelligence

Cluster 3

As consumer trust in centralized technology erodes, a new wave of edge AI wearables is emerging that shifts from passive tracking to proactive, private intelligence. Fueled by growing anxiety around data ownership, algorithmic control, surveillance capitalism, and platform dependency, consumers are beginning to seek technology that works for them rather than on them.

Another contributing factor is the increasing reliance on data-analytics driven lifestyle - consumers driving extreme optimization for daily activities through extreme and obsessive data-driven lifestyle choices.

Edge AI wearables are becoming symbols of autonomy, devices that not only monitor health, productivity, and behavior, but also anticipate needs, protect privacy, and empower users with greater control over their digital lives.

Theme 1

Edge AI Wearables: A Shift From Tracking To Proactive Intelligence

The Why

Consumers are now chasing data-analytics based insights in order to gain highly optimized lifestyles, routines, and activities, for the best performance possible.

The Signals

Edge AI and on-device processing are enabling wearables to deliver real-time intelligence and data-driven insights.

Cluster 3



Bringing Jarvis To Life

2026

Tech And Culture

Fewer Hands Holding More Of Everything

Cluster 4

The irony of this "frictionless" era is that absolute convenience requires absolute surrender. As our devices become sleeker and our interfaces more intuitive, the infrastructure powering them is rapidly consolidating into a Global Tech Oligopoly. We are experiencing a profound cultural shift from ownership to unconsented dependence. Consumers can no longer buy independent tools; they must subscribe to closed ecosystems where the "invisible magic" of ambient AI is fueled by the relentless, invisible scraping of their personal data. The minimalist aesthetic of modern technology is slowly becoming a facade for the highly centralized, complex power structure that dictates how the modern world functions, connects, and consumes.

Theme 1

Fewer Hands Holding
More Of Everything

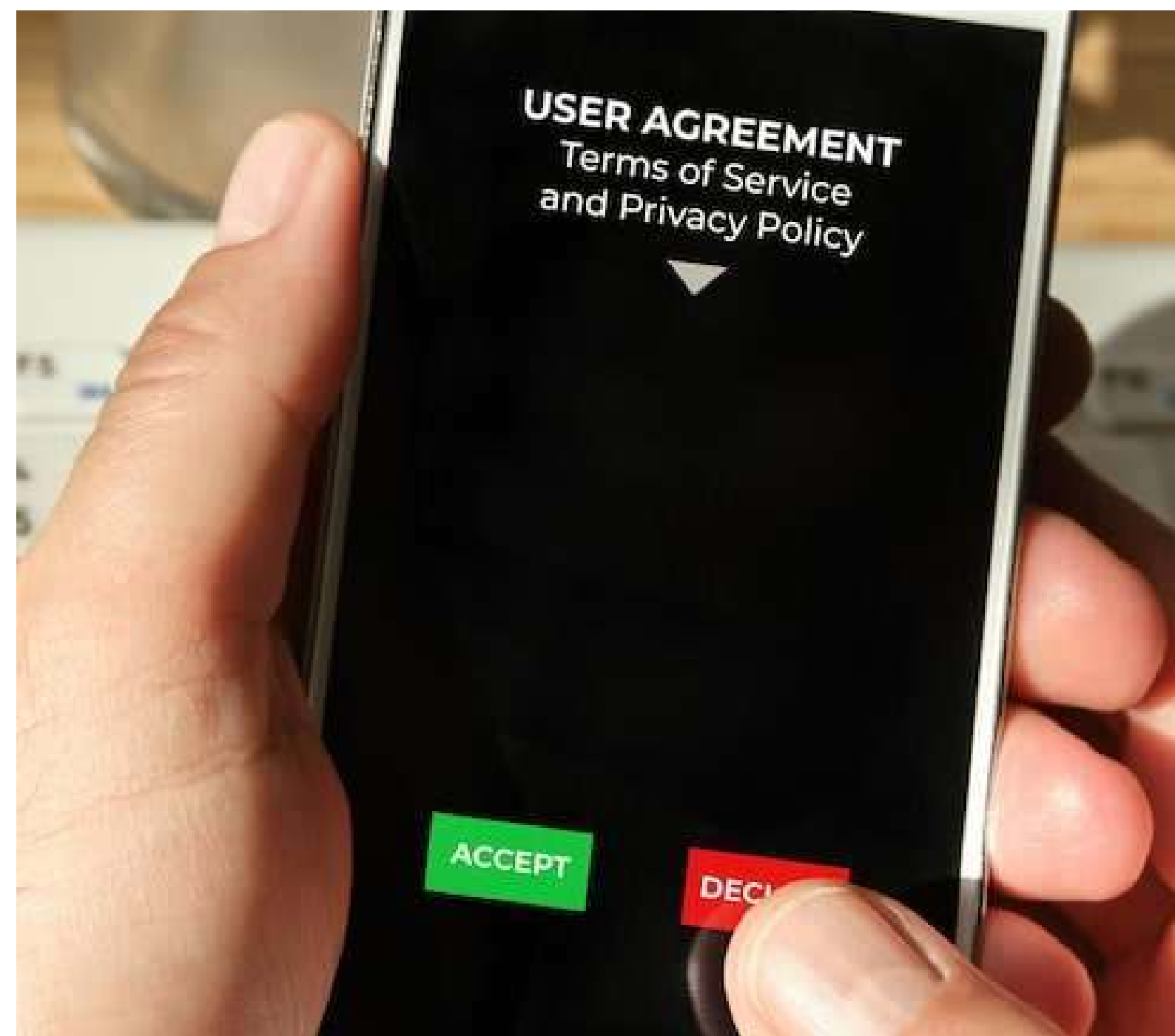
The Why

The price of effortless, minimalist technology is our autonomy; we are trading data sovereignty and ownership for the illusion of frictionless convenience.

The Signals

The rise of hardware-as-a-service (subscription-locked features), the impossibility of escaping Big Tech ecosystems, and the controversial, unconsented data scraping required to feed modern AI.

Cluster 4



Bringing Jarvis To Life

2026

Tech And Culture

Evidences

IJLLR Journal · Nov 4, 2025

Big Tech And Dark Patterns: How Companies Manipulate Privacy Choices

Full Text Link

J Jerusha Devanesam, Vellore Institute of Technology University, Chennai

ABSTRACT

In today's digital world, personal data has become a highly valuable asset, forming the backbone of the business models of leading technology companies. While data collection is often presented as necessary for delivering personalized services, many corporations rely on "dark patterns" that are design strategies that subtly push users into disclosing more personal information than they might otherwise choose. These tactics, embedded in interfaces, privacy settings, and consent flows, exploit cognitive biases and a lack of clarity, ultimately weakening informed consent and undermining the right to privacy. This paper explores the prevalence and impact of dark patterns used by Big Tech, showing how such practices clash with both legal and ethical principles of data protection. Through case studies it examines how privacy options are often obscured, default settings are biased toward maximum data collection, and opting out is made unnecessarily difficult.

US accuses China of stealing AI secrets—and wants the world to know

FP News Desk · April 25, 2026, 11:29:50 IST

HOME / NEWS / WORLD

Trump accuses Iran of using AI to spread disinformation

Between the TruthSocial post and his comments to journalists, Mr. Trump on March 15 cited three instances where he claimed Iran used AI to mislead the public

Updated - March 16, 2026 01:31 pm IST

REUTERS

AI Misinformation Floods West Asia War as Deepfakes Blur Reality | Explained

April 02, 2026, 8:00 PM IST · Spotlight by Firstpost Videos Desk

As the West Asia war enters its fifth week, a parallel battle is unfolding online, misinformation. Fact-checkers say the scale of false content, much of it driven by AI, is unprecedented. A viral video of Benjamin Netanyahu sparked speculation after it appeared to show him with six fingers, fuelling ...[Read More](#)

Evidences

The New Oligopoly

23 Feb 2026, by Valeria Caforio, translated by Alex Foti

Pricing algorithms can generate collusive outcomes without companies entering into explicit anti-competitive agreements, thus putting traditional antitrust law under pressure and reopening the issue of oligopolistic dominance in digital markets

INNOVATION 7: AI

CES 2026 Makes One Thing Clear: AI's Interface Is You

By **Ron Schmelzer**, Contributor. © Ron Schmelzer covers AI and data best pra... [Follow Author](#)

Published Jan 08, 2026, 12:00pm EST


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AI will power the next generation of medical wearables

Embedding AI into these small, critical systems, however, requires rigorous engineering and careful optimization as well as an unrelenting commitment to safety and security.

AI-driven health insights



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SIX DAYS TO EVOLVE YOUR PROCESS
JAMIE & LYN PARSONS | INADELLI MACHINE CO.

How context-aware edge AI sensors will redefine consumer electronics

By *Simone Ferri*, APMS Group VP, MEMS Sub-Group General Manager

By **TimesTech** - February 2, 2026 👁️ 219 🗨️ 0

[f](#) [x](#) [p](#) [w](#) [in](#) [v](#) [t](#)



Imagine a drummer, lost in the groove, her mind focused solely on her music. AI sensors She pauses, looks at her smartphone; not for the time, but to get instant feedback on her performance tempo, precision, and even technique. The smart drumsticks in her hands have been collecting real-time data, measuring her beat, force, and rhythm with accuracy. The

Evidences



When flagship slab phones became accessible to all, the ultra premium segment has already moved to foldables.



Screens have already become part and parcel of cars. Luxury brands are changing the game by introducing screen focused interiors.

Evidences

More brands join Apple and Samsung in the race to launch ultra-thin phones

Motorola is the next brand that is prepared to launch an ultra-thin phone.

moto X70 Air



Bringing Jarvis To Life

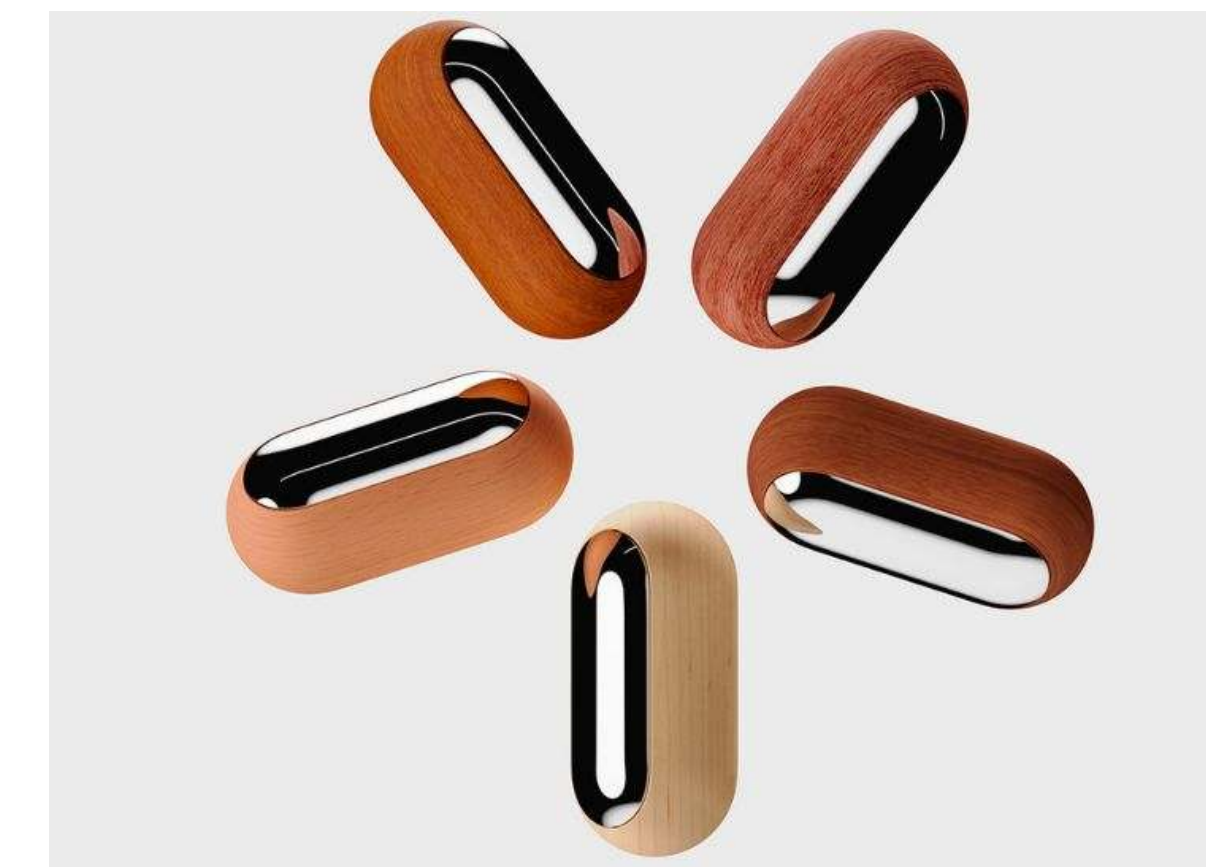
Theme 1

Design Directions



Design products and fashion where the intelligence is the aesthetic: visible circuitry, transparent housings, exposed mechanisms that celebrate technology

VISIBLE INTELLIGENCE: A SECOND SKIN



The most sophisticated technology announces itself through the absence of visual markers. No LEDs. No ports. No controls. Indistinguishable from everyday objects until they do something extraordinary.

PRODUCTS THAT DON'T LOOK LIKE TECH

DESTEP Analysis

A	Algorithmic Forces	<ul style="list-style-type: none">· AI recommendation algorithms now dictate consumer purchasing: what surfaces on TikTok Shop, Amazon, and YouTube determines which wearable or vehicle UI becomes the next status symbol.· Edge AI shifts intelligence to the device: on-device processing (Apple Neural Engine, Qualcomm AI) removes cloud dependency, enabling real-time health analysis, ambient awareness, and privacy-first intelligence.
D	Demographic Forces	<ul style="list-style-type: none">· Gen Z and younger Millennials (18-35), urban and digitally native, are the primary adopters of AI wearables, sleek automotive UI, and connected devices - tech is now a core identity and social signal for this cohort.· Male-skewing early adopter demographic drives the wearable AI category; however, health-tech and aesthetic device design are rapidly broadening the gender spread of this audience.
E	Economic Forces	<ul style="list-style-type: none">· Subscription-based tech dependency is a growing economic chokehold: consumers unknowingly fund Big Tech oligopoly through cloud subscriptions, app ecosystems, and device lock-in (Apple, Google, Microsoft).· Sleek, minimalist design commands a luxury premium: the "invisible tech" aesthetic (Nothing Phone, Tesla dashboards, Apple Vision Pro) positions restraint as the new signifier of wealth and taste.
S	Socio-Cultural Forces	<ul style="list-style-type: none">· Tech ownership is the new status currency: wearing AI glasses, owning a touchscreen-first car, or having a skeletonised smartwatch signals social positioning as clearly as a luxury handbag once did.· Growing public skepticism of Big Tech: the Epstein Files, data scraping revelations, and AI ethics debates have eroded unconditional trust in Google, Meta, and Apple among younger demographics.
T	Technological Forces	<ul style="list-style-type: none">· Touchscreen-first interfaces are becoming the default interaction layer: replacing physical buttons in vehicles (BYD, Mercedes), home appliances, and consumer electronics, raising critical usability and safety debates.· Wearable AI shifts from passive to proactive: devices like Meta Ray-Ban glasses and Apple Watch Ultra now collect, analyse and act on data autonomously, moving from health trackers to full intelligence companions.
E	Environmental Forces	<ul style="list-style-type: none">· E-waste from rapid device upgrade cycles is a growing environmental liability: sleek design often means non-repairable, glued-shut devices with planned obsolescence built in (iPhones, premium wearables).· Data centre energy consumption is under increasing regulatory pressure: AI workloads (cloud inference for wearables, automotive AI) have made the carbon footprint of Big Tech a mainstream political issue.
P	Political Forces	<ul style="list-style-type: none">· Antitrust legislation targeting Big Tech (EU Digital Markets Act, US antitrust suits against Google/Apple) is forcing structural changes in app store monopolies, data sovereignty, and AI governance, directly impacting the oligopoly cluster.

References

1. The Essential Theory: The Age of Surveillance Capitalism * Why it's important: This is the foundational book by Shoshana Zuboff. It proves your "Fewer Hands Holding More" cluster by explaining exactly how Big Tech offers sleek, frictionless convenience in exchange for secretly harvesting human data.

- Link: [The Guardian Summary](#)

2. The Essential Signal: Euro NCAP's 2024 Safety Ruling

- Why it's important: Proves your "Touchscreens/Luxury Illusion" clusters. The European car safety watchdog is literally forcing carmakers to bring back physical buttons for indicators and wipers, proving the backlash against hyper-minimalist tech.
- Link: [Ars Technica Report](#)

Future of Tech is Independent

Theme 2



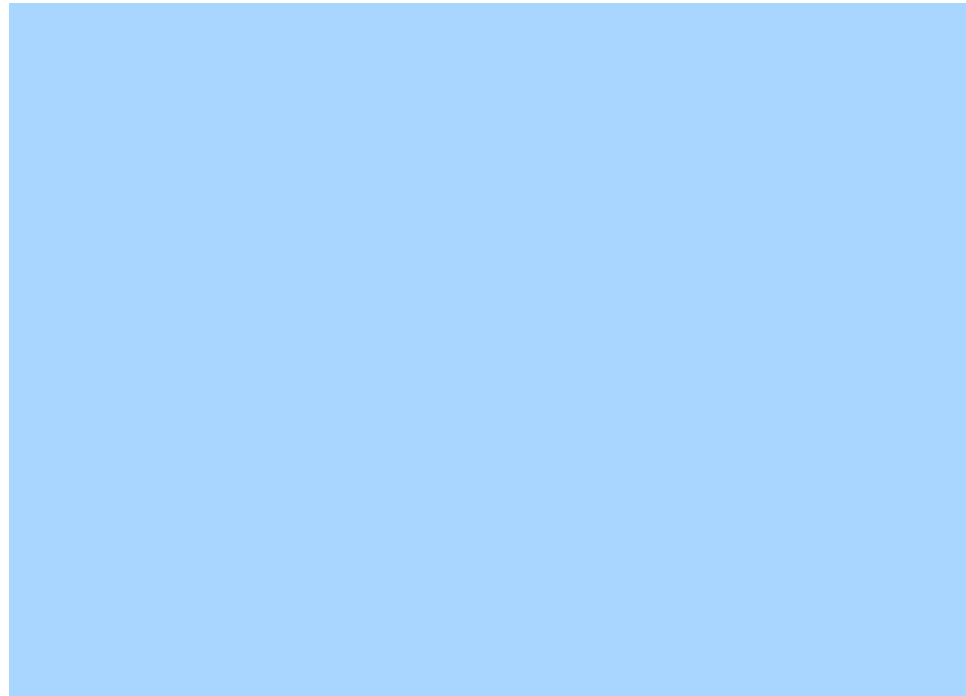
If our previous theme highlighted the frictionless, monarchical control of global technology by a select few, this theme represents the inevitable cultural pushback. Every closed ecosystem and sterile, mass-produced device has sparked an equal and opposite reaction. This is the era of the anti-oligopoly: a vibrant counter-revolution where technology is reclaimed by the people who actually use it.

There is now an uprising effort to ensure that the future of tech is no longer being exclusively dictated by Silicon Valley giants; it is being built, hacked, and reimaged by local independent artists, makers, and tech enthusiasts. This movement deliberately rips technology out of the sleek, untouchable void and drags it back into the physical world. It sits exactly at the cross-section of circuitry and culture.

By rejecting the homogenized aesthetic of Big Tech, this independent movement is remolding hardware and software to be aggressively human. It embraces friction. It champions the messy, hyper-personalized "trinketification" of the Y2K aesthetic revival, turning sterile gadgets into culturally rooted, artistic canvases. This is not just a shift in who makes our devices, but a fundamental reimagining of what technology should feel like: sovereign, expressive, and deeply ours.

Colors

This palette captures the Y2K nostalgia, the hyper-personalization, and the soft, human-centric rebellion against the cold, corporate global tech oligopoly.



Frosted Blue
(#0B0C10)



Hot Pink
(#FF4FA3)



Turmeric
(#DFAF2B)



Metallic Purple
(#8B5CF6)

The Core Pillars Of The Independent Shift

1. The Anti-Monopoly Rebellion: A deliberate rejection of corporate tech dominance in favor of grassroots, locally developed software and hardware.
2. The Return of Tactile Expression: Moving away from minimalist "stealth tech" and reviving the loud, personalized, and unapologetic aesthetics of Y2K hardware.
3. Tech as a Cultural Canvas: Redefining devices not just as functional utilities, but as artistic mediums that reflect local traditions, pop-culture, and individual identity.
4. The Humanization of Hardware: Stripping away the cold, unapproachable perfection of modern design to create technology that is inherently messy, artistic, and human.

Future of Tech is Independent

Theme 2

The Newest Y2K Throwback: All Out Whimsy Glam

Cluster 1

After the advent of minimalism during the mid-2010s to mid-2020s, this unique Y2K throwback is bringing back the era of trinkets, charms, and ephemera. Personalizing daily objects like bags, belts, shoes, technology, home appliances, cars, apparel, and others, is the main theme here, using metallic colours, stars, stickers, and charms as a medium for self-expression.

This subtheme could be reframed as the new era of self-expression, carried through the medium of hyper-personalized products, using the messy, DIY-esque, beaded and charmed Y2K aesthetic of the 90s.

Theme 2

The Newest Y2K Throwback
All Out Whimsy Glam

The Why

Consumers are exhausted by uniform perfection. Customizing belongings with loud, messy ephemera creates a tangible sense of ownership and individuality in a world saturated with identical and mass-produced goods.

The Signals

The explosive rise of bag charms, beaded tech lanyards, sticker-heavy aesthetics, and a deliberate move away from "stealth wealth" fashion toward highly visible, individualized clutter.

Cluster 1



Future of Tech is Independent



2026



Tech And Culture

Future of Tech is Independent

Theme 2

Independent Tech Builders: The Anti-Oligopoly Revolution

Cluster 2

The rise of independent tech enthusiasts, multi-media artists, and social art collectives locally building tech using DIY hardware, locally hosted software, and upcycled daily objects like bags, purses, game consoles, etc.

Artists can be seen turning daily objects, vintage objects, and cultural symbols into hyper-personalized tech consoles, mini computers, offline music streaming devices, or gaming consoles.

This cluster highlights 2 aspects: the revolution against big tech, and the intentional integration of tech with pop-culture, internet sub-cultures, and traditional clusters.

The Why

A growing distrust of global tech monopolies is driving a desire for sovereign, offline, and highly personalized technology. Building it yourself is the ultimate act of modern digital rebellion.

The Signals

The fusion of traditional cultural symbols with raw circuitry, the rising popularity of offline-only hardware, and communities dedicated to hacking everyday objects into personalized tech consoles.

Cluster 2



Future of Tech is Independent



2026



Tech And Culture

Future of Tech is Independent

Theme 2

A Very Asian Times Of Our Lives

Cluster 3

A growing global shift toward slower living and anti-hustle culture has accelerated the adoption of traditional Asian lifestyle practices, especially across western internet circles. Through trends like #Chinamaxxing, Chinese culture has influenced balanced diets, teas, medicinal herbs, fiber-rich foods, Qi Gong, and traditional martial arts reframing wellness through intentional, connected living.

#Indiamaxxing is reflected in the growing global adoption of traditional Indian crafts, drapes, textiles, accessories, and silhouettes by western fashion houses, often without proper credit to the original artisans and cultural roots. Simultaneously, the rise of communal living, neighborly care, and community-driven lifestyles echoes long-standing Indian family and social structures centered around collective living and interdependence.

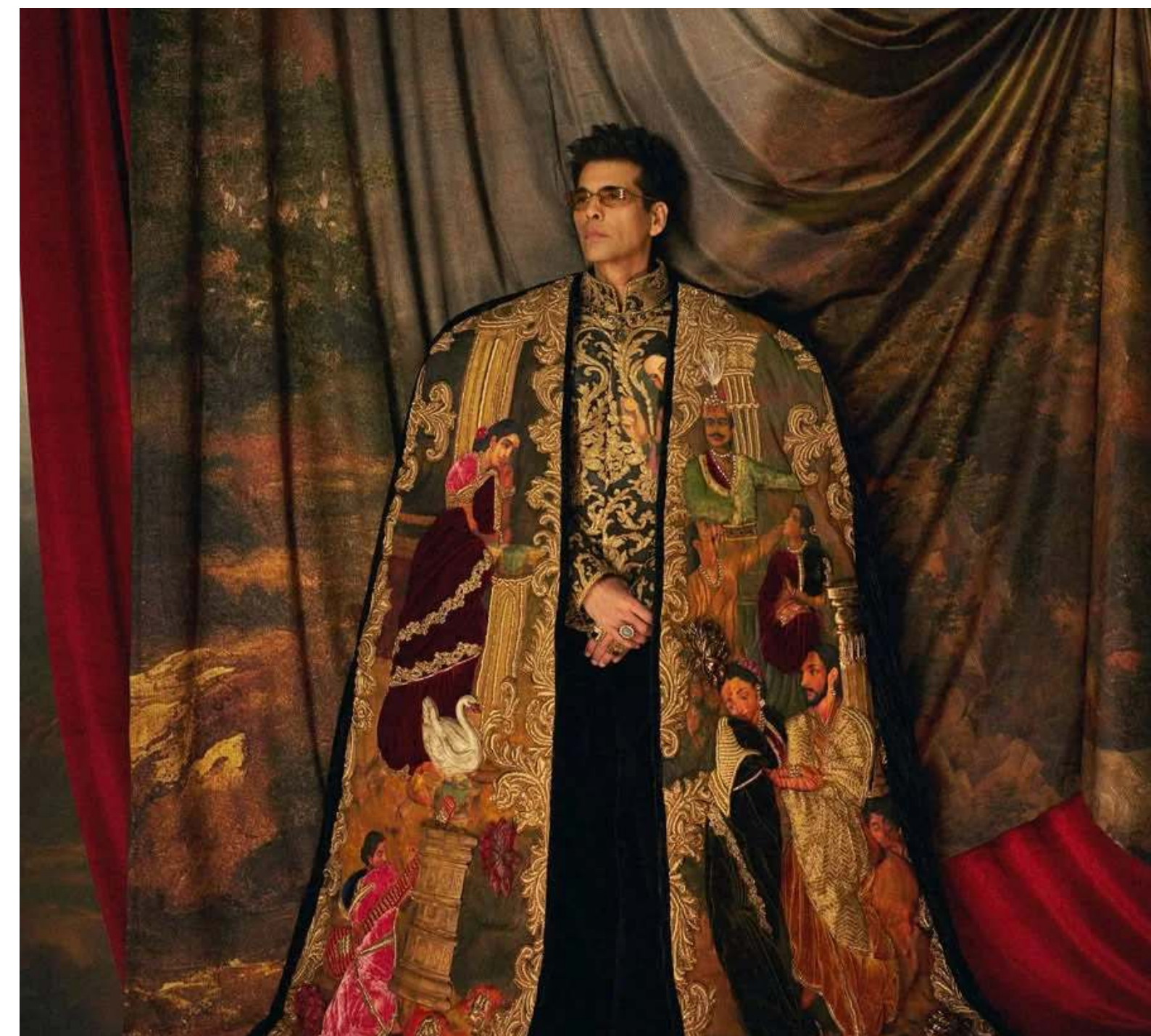
The Why

A global exhaustion with hyper-capitalist speed has made Eastern philosophies of slow, intentional living the ultimate luxury.

The Signals

The normalization of holistic Eastern medicine in daily routines, the visible (and often uncredited) dominance of Indian textile structures in Western haute couture, and the rising popularity of co-living models.

Cluster 3



Future of Tech is Independent

2026

Tech And Culture

Future of Tech is Independent

Theme 2

Health Over Hangovers

Cluster 4

Gen-Z is going sober, going to the gym, and focusing on all food macros, especially protein and now, fiber. Bars, clubs, and alcohol distributors are reporting lesser attendance from Gen-Z, while an increase can be observed in gyms, marathons, and hiking clubs. Running marathons is the new quarter-life crisis, and #proteinmaxxing is a mandatory mark of identification as a Gen-Z adult.

Technology is rapidly changing to adopt the same, with a flood of health trackers, fitness apps, and new formats of offline fitness centers springing up across the globe. Health-Tech has become more accessible now than ever, and honestly, if you aren't tracking your water, sleep, steps, and gym PR's, what are you doing?

The Why

When external milestones like homeownership or economic stability feel out of reach, young adults are turning inward, utilizing health-tech to find absolute control, measurable progress, and community through physical optimization.



The Signals

The explosion of localized run clubs, the gamification of fitness via wearable rings and apps (like Apple rings or Strava kudos), and the stark decline in youth alcohol consumption.



Cluster 4



Evidences

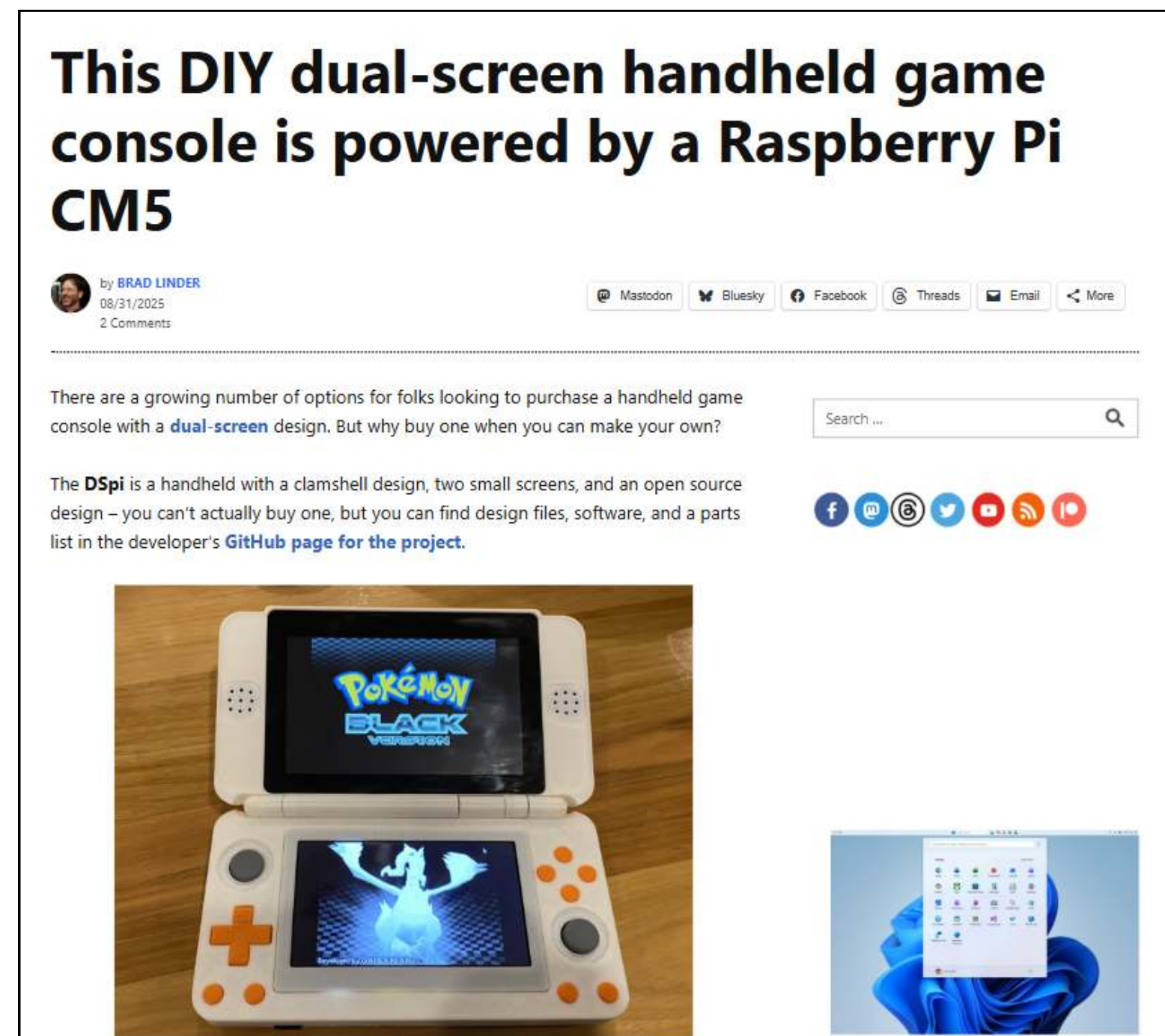


Future of Tech is Independent

2026

Tech And Culture

Evidences



Art and Climate Justice

Waste and environmental justice challenges are vividly manifested in the artworks of these artists. The visual elements serve as a tangible expression of their personal experiences with these crises, embodying a form of self-reflective artistic practice.

“I would like to give a waste a second chance,” says [Cyrus Kabiru](#) in his interviews. He grew up next to Dandora (the biggest dumpsite in Kenya) and was fascinated by the waste abundance and its lifecycle. His revolutionary work “C-stunners” is eyewear made out of electronic waste repurposed, reversed, and reimagined.

Cyrus Kabiru creates eccentric eyeglasses from electrical waste. Image: Instagram

Kabiru's eyewear sits between fashion, wearable art and performance. Image: Instagram

Evidences

Wanakam: How A Chai Shop In Amsterdam Is Reshaping Notions Of Diasporic Identity

Jimmy Varghese's 'Wanakam', Amsterdam's newest chai shop x cultural space, is bringing the city's South Asian food, culture, and community together.



New study uncovers likely ancestral origins of Indians, suggests links to Iranian, Central Asian cultures

The study also highlighted that India experienced a major demographic shift toward endogamy, marriages within the community




Evidences

Bengaluru Gen Z raises a glass to sobriety

John Jose Kurisinkal / Nov 03, 2025, 19:51 IST

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Bengaluru's party scene is getting a sober twist, thanks to Gen Z's growing love for non-alcoholic drinks. Keeping up with their global fraternity, Gen Zers in Bengaluru are placing more virgin orders of mojitos to spice-touched margaritas, and everything in between, altering the drinks menu.

At a popular café which has outlets in Jayanagar, JP Nagar and HSR Layout, mocktails have become a core part of the menu. "The demand for mocktails has grown by around 30 to 35% in the past couple of months," says Prasad Raju, the promoter and owner. "Mocktails are a good combination of flavour, taste and fruit infusions. They're healthy, light on the stomach, and the presentation makes them more Instagram-worthy," says Prasad.

Beverage brands update Dry January marketing based on changing consumer habits

By Gabriela Barkho

[in](#) [f](#) [X](#)



Future of Tech is Independent

Theme 2

Design Directions



Design objects that are meant to accumulate evidence of a life, objects that get better as they age, get marked, get personalized, get added to. The product is a canvas, not a conclusion.

BIOGRAPHIC OBJECTS:
PRODUCTS THAT HOLD YOUR
STORY



Fashion where every piece is engineered to be incomplete, and only becomes itself through the marks, repairs, charms, and alterations of its wearer.

THE LIVING GARMENT: AN
UNFINISHED STORY

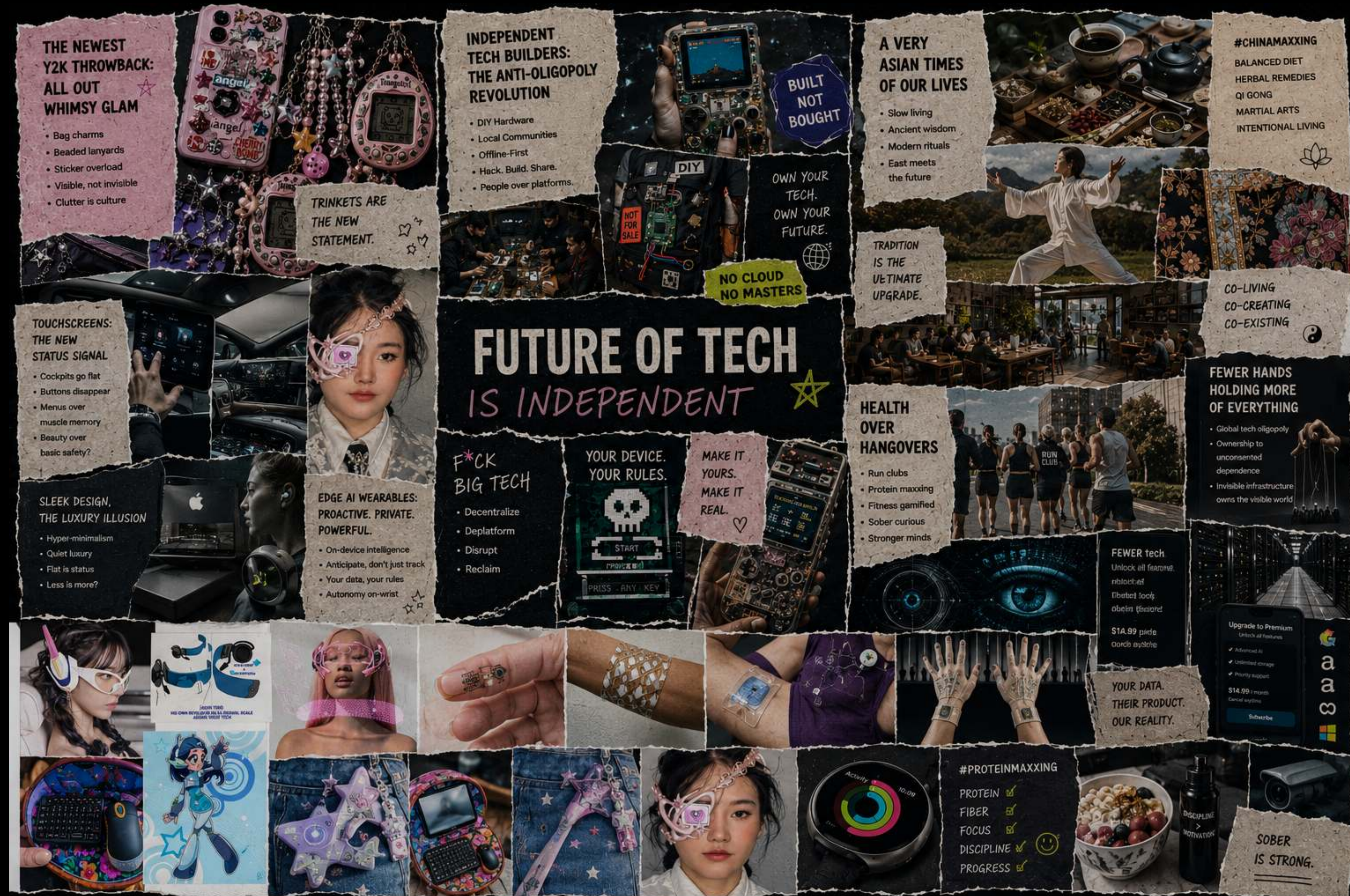
DESTEP Analysis

A	Algorithmic Forces	<ul style="list-style-type: none">· Algorithm-driven cultural homogenisation is fuelling the counter-movement: as TikTok and Instagram push the same globalised aesthetics, sub-cultures are deliberately building offline and locally-hosted alternatives.· Recommendation loops amplify Y2K and health content disproportionately: "gymtok," #proteinmaxxing, and cottage-core-meets-Y2K aesthetics have been algorithmically accelerated beyond organic trend timelines.
D	Demographic Forces	<ul style="list-style-type: none">· Gen Z (16–26), female-skewing, urban, lower-to-mid income are the primary drivers of Y2K trinketification and health culture: self-expression through affordable personalisation, not premium purchases.· Global diaspora communities (South Asian, East Asian, West African) in Western cities are the cultural bridge driving Chinamaxxing / Indiamaxxing, connecting slow-living practices to mainstream wellness audiences.
E	Economic Forces	<ul style="list-style-type: none">· The "trinketification economy" creates new low-cost, high-margin product categories: charms, stickers, and personalisation accessories are a fast-growing micro-market with minimal production cost and viral distribution.· Health-tech is the fastest growing consumer tech segment: fitness apps, wearable trackers, and protein/supplement markets are collectively worth \$60B+ and are driven almost entirely by Gen Z behavioural shifts.
S	Socio-Cultural Forces	<ul style="list-style-type: none">· Anti-hustle and slow living are becoming the dominant aspirational identity for Gen Z: a direct cultural rejection of the Millennial grind culture, aligning with Asian lifestyle philosophies and communal living structures.· Cultural appropriation discourse is intensifying: Western fashion brands adopting Indian and Chinese craft without attribution face growing consumer backlash, particularly from diaspora communities and cultural activists.
T	Technological Forces	<ul style="list-style-type: none">· Affordable DIY hardware (Raspberry Pi, Arduino, open-source firmware) enables independent artists to build functional tech from upcycled objects, purses, bags, game consoles, democratising hardware creation.· Health-tracking technology is now mass-market: sub-\$50 fitness bands, free nutrition apps (MyFitnessPal, Cronometer), and smartwatch PR-tracking have removed the economic barrier from the health-optimisation trend.
E	Environmental Forces	<ul style="list-style-type: none">· DIY and upcycled tech is inherently an anti-waste movement: repurposing vintage hardware, reusing electronics, and locally-made tech objects align with planetary sustainability values and Maslow's 2026 planetary foundation tier.· Asian food and lifestyle practices are low-footprint by design: fibre-rich diets, herbal medicine, and communal living are inherently sustainable, giving them an edge in eco-conscious Western markets.
P	Political Forces	<ul style="list-style-type: none">· GI (Geographical Indication) tagging and IP law reform are emerging as tools to protect traditional crafts: Indian GI tags for textiles (Banarasi silk, Kanjeevaram) and Chinese heritage goods are directly relevant to the #Asiamaxxing cluster.

Future of Tech is Independent

Theme 2

Mood Board



References

1. The Essential Theory: The Right to Repair Movement

- Why it's important: This is the backbone of your "Independent Tech Builders" cluster. It is a massive, real-world legal and cultural fight demanding that everyday people have the right to open, fix, and build their own hardware instead of relying on Apple or Google.
- Link: [Repair.org](https://www.repair.org)

2. The Essential Signal: The "Jane Birkin-ification" Trend

- Why it's important: Proves your "Whimsy Glam / Y2K" cluster perfectly. It is the viral trend of people taking pristine, expensive bags and tech, and deliberately cluttering them with messy charms, beads, and stickers to reclaim their individuality.
- Link: [Vogue Article on the Trend](#)

Thank You.