



PETER  
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# Beyond Aesthetic: How to win in 2026



Trend Paper

Beauty & Lifestyle

Consumers  
want  
everything  
— and its  
opposite.

Welcome to the era  
of divergence.

Especially in fashion and beauty, trends have become increasingly short-lived and intense. Countless micro-currents, opinions, and movements pull us in opposing directions — creating stress, insecurity, and a longing to escape.

To ride those waves and truly connect with their audiences, brands must continuously reinvent themselves — without losing sight of their original vision and core.

We identified two  
macro trends, leading  
to 10 micro trends.

Here's what brands  
need to know to meet  
consumers' needs in  
2026.





## Macro Trend 01:

# No noise, just meaning.

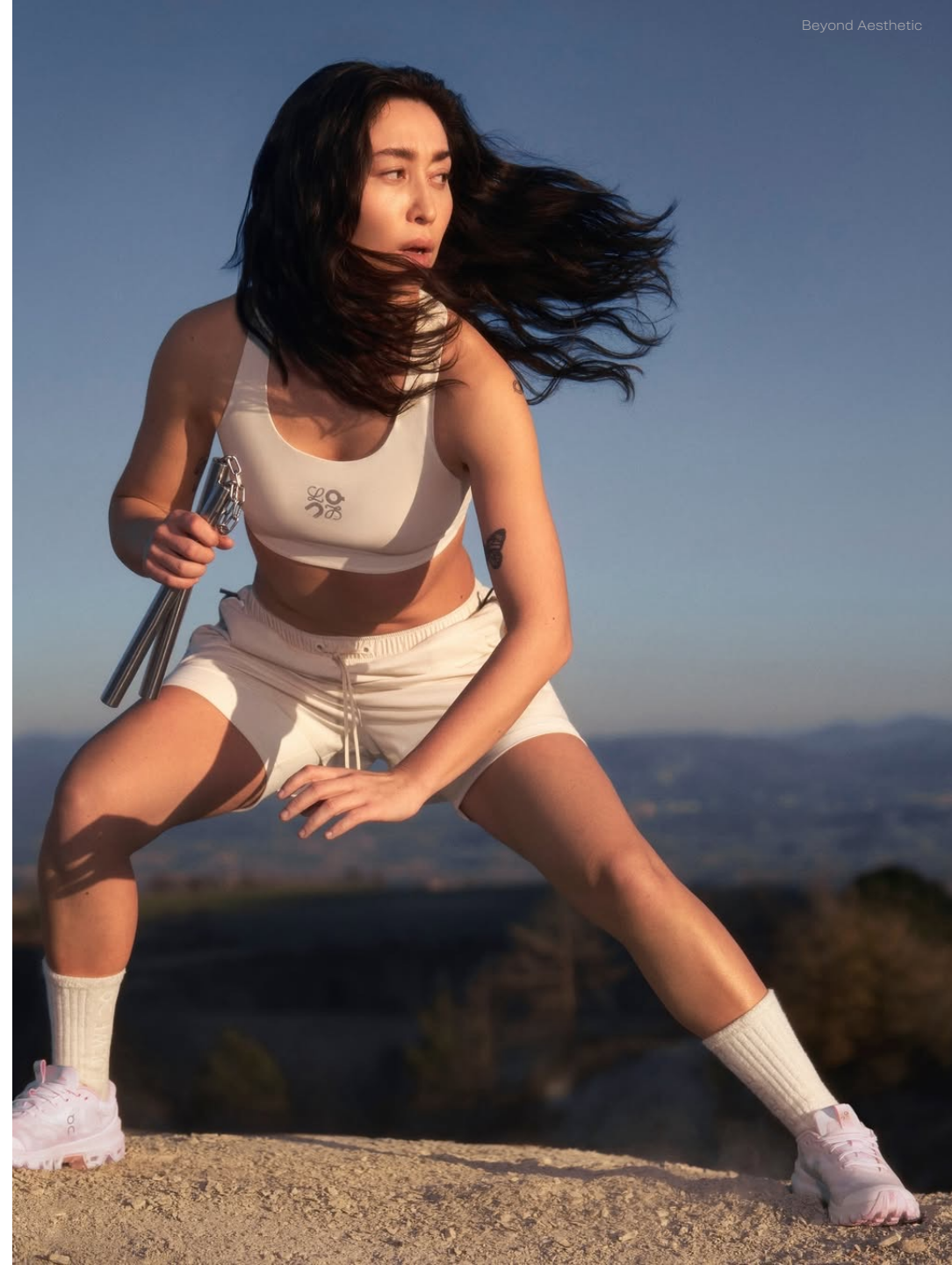
In a world overwhelmed by clutter and constant distractions, consumers are craving simplicity and authenticity, favouring natural connections and simplified choices.

# 01 / If you know, you know.

Premium brands are returning to their roots, letting craft, heritage, and material excellence speak louder than logos.

With Gen Z increasingly demanding longevity and Millennials entering their peak earning years, the premium segment is shifting away from loud maximalism – but in two distinct directions: branding and impulse consumption, but where quiet luxury is grounded in disciplined refinement, lazy luxury leans into effortless comfort. It's not just what you wear – but why. It's about choosing fewer, but better.

On platforms like TikTok, aesthetics like "old money" are among the most viewed and aspired-to.



# 01 / If you know, you know.

## Take-away:

Define your brand's stance, whether refined restraint or relaxed ease — and maintain it consistently across every touchpoint.

- 01 **Bottega Veneta** shows: No logo, no problem. Subtlety is the ultimate flex, luxury for those who get the quiet codes of style.
- 02 **Loewe x On** takes high design into motion. Performance meets luxury in a collab made for people who appreciate craft over hype.
- 03 **The Row** keeps it effortless. Muted tones, minimalist silhouettes, and intimate framing speak to anyone who knows that understated is always luxe.
- 04 **Hermès** lets form and texture do the talking. Sculptural bottles, amber hues, artisanal craft—beauty that feels discovered, not advertised.



01

Old Money Aesthetics

Quiet Luxury

Craft & Heritage

Authenticity

03



00

Real luxury is  
only speaking



to those who  
understand it.



## 02 / Trending? Try timeless.

This movement isn't just visual – it's felt. Packaging becomes an object to hold, not just a box to open.

As e-commerce accelerates toward sleek efficiency, a quiet counter-trend is unfolding – a return to the natural, the tactile, and the intentional. Imperfection in a world of polished pixels – consumers are craving something more grounded.

Brands are slowing down, reconnecting with earthy tones, raw textures, and ingredients that feel real. The new premium isn't synthetic or sterile – it's warm, rooted, and sensorial, with a more organic language.

Because in a world where everything is engineered to be perfect, brands that preserves their heritage are the safeguard for craft.





## 02 / Trending? Try timeless.

### Take-away:

Prioritize textures, tones, and ingredients that evoke calm, care, and continuity. Nature doesn't rush — and neither should your brand.

- 01 **Cécred**, Beyoncé's Haircare Line, fuses modern heritage with zero fuss. Sculptural packaging in neutral tones makes every ritual feel intentional and timeless.
- 02 **Runway Looks** (Artisanal Tailoring) gives classic tailoring a twist. Woven, fringed, textured fabrics in muted palettes make every piece feel made to last.
- 03 **Kleos & Klea** uses natural materials, balanced design, soft light. Every piece feels genuine, built to last, and undeniably authentic.
- 04 **Bottega Veneta** continues and expands its commitment to preserve craftsmanship: At the Accademia Labor et Ingeniumis the brand encourages a new generation of young artisans, to keep the heritage work & creativity of the brand growing.



Recycled & Natural Materials

Organic Imperfection

Earthy Tones

Raw Textures

Because we  
crave something



that feels  
alive.

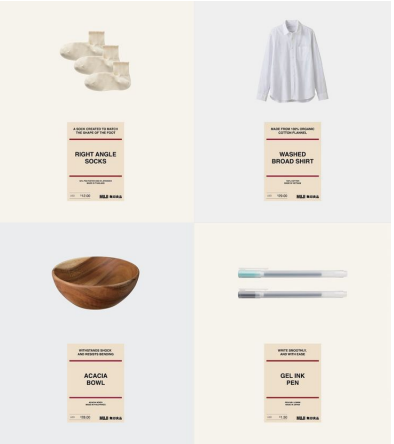
# 03/ Effortless by design.

This is slow living applied to the everyday: fewer steps, smarter systems, and more space to breathe.

Self-care is shifting toward calm simplicity - a kind of therapeutic ease where effort feels minimal and results feel personal.

Gone are the days of overwhelming step routines and hyper-specialized products. In their place: a slower, more intuitive rhythm. From skincare to capsule wardrobes, consumers are seeking a clear and gentle guidance that makes choices feel easy, not exhausting.

Harmonized colour palettes, shared shapes, and intuitive naming turn product ranges into ecosystems.





# 03/ Effortless by design.

## Take-away:

Brands should create an environment that feels like a thoughtful, caring world – one customers not only understand, but want to live in.

- 01 **MUJI** keeps it simple on purpose. Everyday essentials that just work: subtle design, big impact.
- 02 **Byredo** Yuzu Tree Hand Care makes luxury feel effortless. Minimalist formulas, mindful details. Small routines, noticeable results.
- 03 **Fenty Skin** takes the guesswork out of skincare. Easy, effective and bold, because results should do the talking.
- 04 **Milk** Multi Use Makeup keeps it clever. One product, endless possibilities - minimal effort, maximum impact.



Effortless Guidance

Ecosystem Thinking

Personal Resonance

Slow Routines

Routines  
that nurture



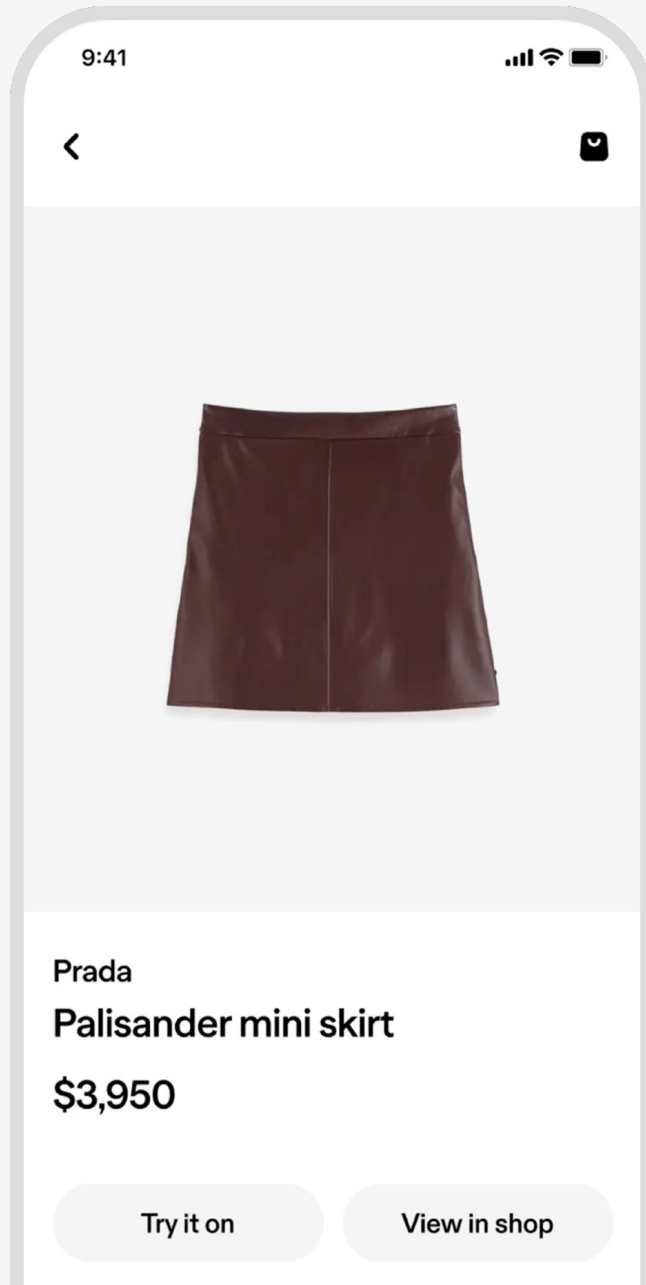
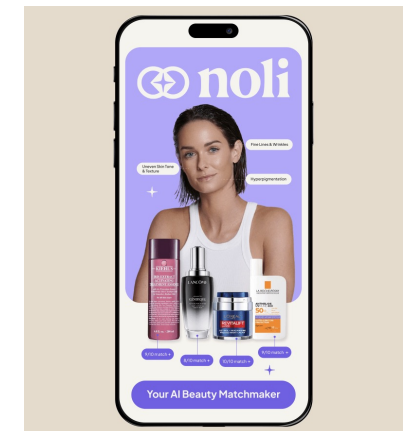
not  
overwhelm.

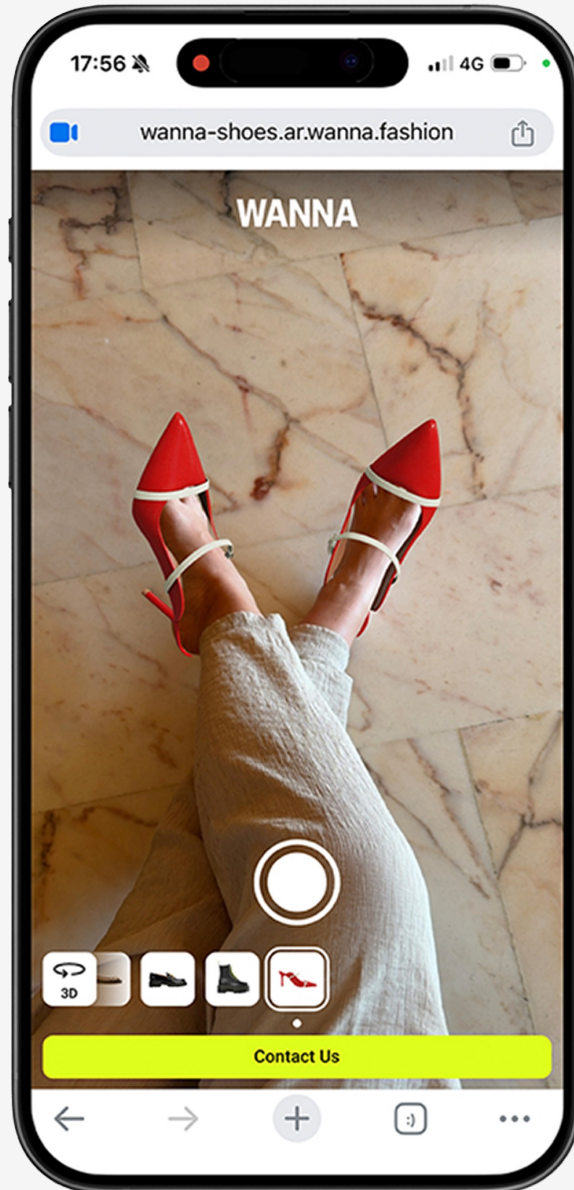
# 04 / Less thinking, more living.

As consumers increasingly seek calm, clarity, and control, technology is no longer seen as overwhelming — it's becoming a tool for ease.

In both beauty and fashion, brands are using AR, AI, and personalization tools not to complicate choices, but to make them more intuitive. Augmented reality try-ons, smart shade-matching, and virtual styling assistants are helping users cut through the noise, offering tailored recommendations that actually fits their preferences, tones, or body types.

The result? A harmonious duality of digital and physical living, fast and slow thinking: Less guessing, less stress – and more confidence.



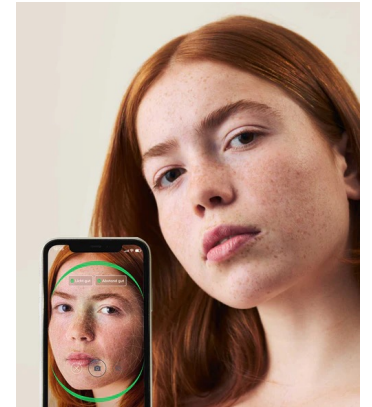


# 04 / Less thinking, more living.

## Take-away:

Empower consumers with digital tools that guide, personalize, and reduce decision fatigue – making every interaction feel effortless, thoughtful, and human.

- 01 **Alta** AI Stylist takes the guesswork out of dressing. Your wardrobe, analysed and styled instantly.
- 02 **Noli** AI Beauty Matchmaker makes skincare simple. AR-powered personalization delivers tailored recommendations, so your routine works for you.
- 03 **WANNA** AR Shoe Try-On App lets you virtually try before you buy. Instant, intuitive shoe fitting that makes shopping effortless.
- 04 **NKM** AI Personalized Skin Analysis translates your skin's needs into a clear, actionable care plan. Smart analysis, tailored recommendations.



Personalization at Scale

Effortless Guidance

AR Try-Ons

AI Recommendation

Let technology  
become  
your  
new assistant.





# 05 / Planet-friendly. Ego-approved.

It's not about looking "eco," it's about being smart, stylish, and sustainable by default.

Don't make consumers choose between style, function, and values. Make the right choice, the easy one.

Long gone are the days of 50 shades of green options wrapped in beige clichés. Today, sustainable design is sharp, bold, and effortless - blending in seamlessly, not screaming for attention. From refillable systems and reusable glass to impact-driven prints and premium textures, the conscious choice now looks just as good - and works just as well - as any other.

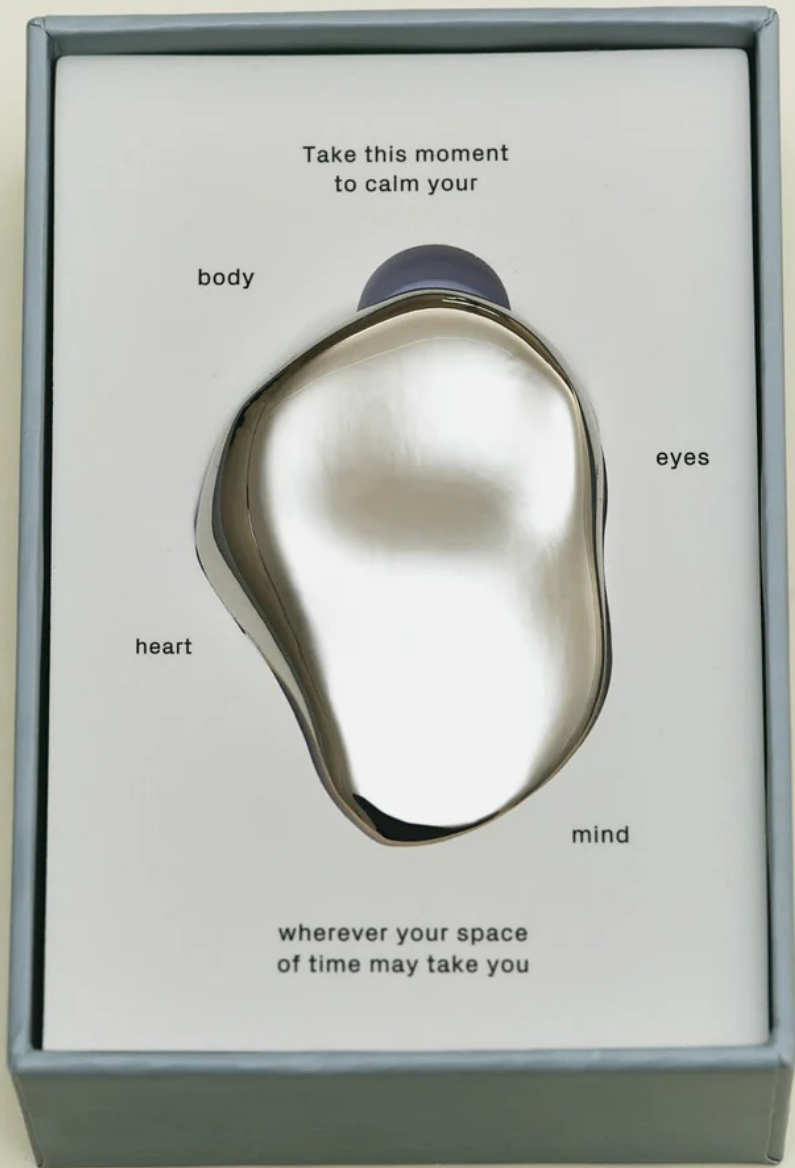


# 05 / Planet-friendly. Ego-approved.

## Take-away:

Design with clarity and conviction, reduce choice paralysis by making your most responsible option the most appealing and obvious one.

- 01 **Kankan** Refillable Body Care makes eco-friendly feel fun. Refillable, colourful, playful—good for the planet, and even better for your vibe.
- 02 **Calvin Klein** One Essence keeps it clean and conscious. Moulded pulp packaging that's simple, smart, and totally ego-approved.
- 03 **Space of Time** turns everyday objects into small rituals. Thoughtful, sustainable, and easy to love, because caring can look this good.
- 04 **Vyrao** proves with "Mamajuju" Fragrance bold can be green. Sculptural packaging, sustainable materials, and a fragrance that makes a statement without saying too much.



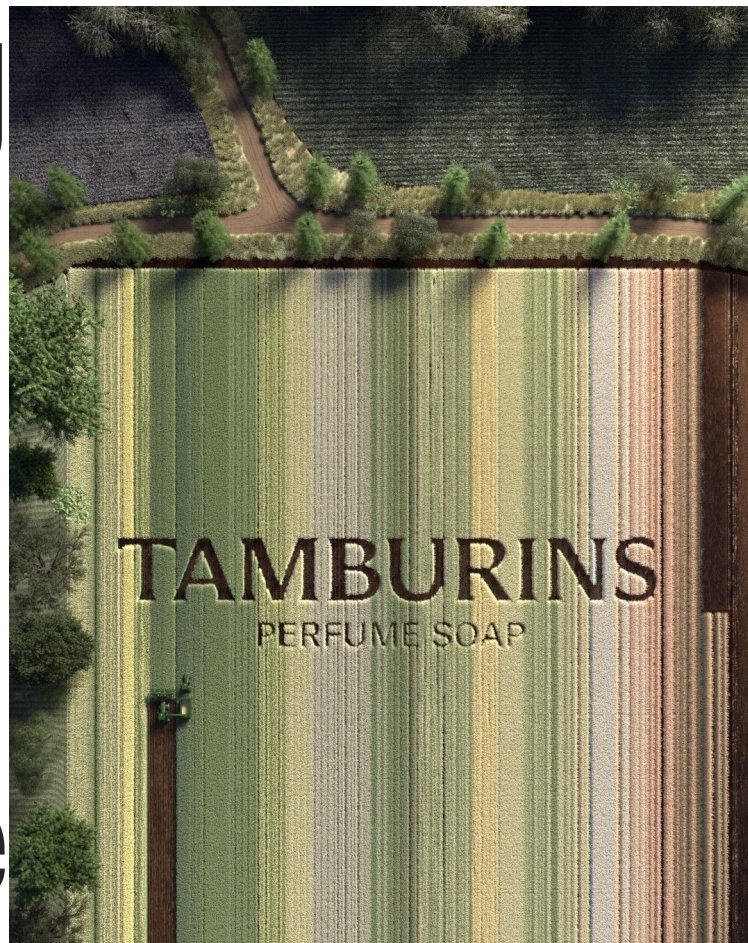
Refill Systems

Reusable Glass

Premium Textures

Smart Sustainability

If you're still  
making excuses



the future will  
leave you behind.

## Macro Trend 02:

# Joy as Resistance.

Amid uncertainty, consumers are reclaiming optimism by escaping into worlds of joyful play, bold maximalism, and realities beyond the analogue — adding a touch of glitter to the daily grind.

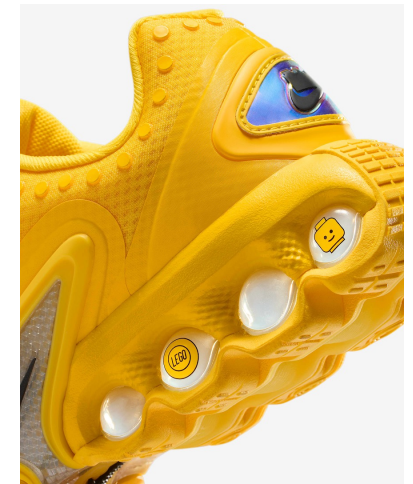


# 06 / Go fun or go home.

Instead of fading into minimal monotony, brands create experiences that are bold, fun and messy.

Permacrisis has got us craving for every spark of joy we can get. And fashion, lifestyle and beauty brands are ready to turn it up.

By stepping boldly into a world of playful colour and striking detail, Korean brands already paved the way one year ago. And today more European brands now also radiate this energy: Cheerful colours, daring typography, extraordinary art direction, unconventional collaborations, unexpected patterns and shapes turn every product into a statement piece.





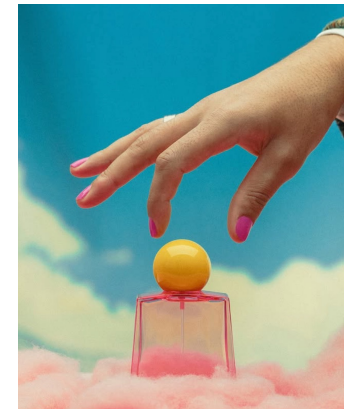


# 06 / Go fun or go home.

## Take-away:

Push design towards creative transformation — draw inspiration from other categories and collaborate to spark fresh energy.

- 01 **Benefit** turns joy up—bold colours, dynamic graphics, and a digital-first identity built for the TikTok generation.
- 02 **Nike X LEGO** turns play into product—a multi-year global collab rolling out Dunk sets and Air Max DN drops with, minifigure-inspired details to get kids moving.
- 03 **Banana Vase** celebrates treat culture—hyper-real, nostalgic design that sparks, stress-relief joy and playful indulgence at home.
- 04 **Pleasing** unveils their fragrance Happy Accident with striking visual direction in a dreamy environment.



Extraordinary Art Direction

Creative Experimentation

Joyful Maximalism

Subtlety is forgettable.  
Playfulness creates



opportunity  
& sparks imagination.

# 07 / **Back to the future.**

As Newstalgia surges in pop culture, retro and futurism merge.

Past styles meet alien-esque aesthetics, fueling consumers' love for both the retro and the forward-looking.

80s beats, dystopian stories or a good old 70s blow-out: The past is currently undergoing a retro-revival. So, let's go back to the future! Sculptural shapes challenge traditional silhouettes, creating a sense of depth and otherworldly intrigue. Metallic shimmer and iridescent surfaces lift highly scientific formulas and transformative innovation to the next level, reflecting the precision and complexity of cutting-edge beauty. The perfect playground to craft bold, immersive branding that feels like a portal to another dimension.





# 07 / Back to the future.

## Take-away:

Enrich storytelling and embrace 'nerdiness' — generate new ways to connect and reach new audiences.

- 01 **GODMODE** fuses retro-futurism with sci-fi packaging — anime storytelling from another dimension.
- 02 **r.e.m. beauty** by Ariana Grande embraces astro-chic with space-age packaging and sci-fi glam.
- 03 **Rabanne Beauty** Mirrored packaging with high-gloss gold and silver finishes channels Rabanne's futuristic metalcraft heritage.
- 04 **Future dusk** The trend colour enters runways, dark blue-violet with moody, otherworldly appeal across fashion shows.



Immersive Packaging

Sci-Fi Storytelling

Metallic Shimmer

Alien-esque Aesthetics





Design reaches  
new frontiers



when mystery  
meets clarity.



## 08 / **The more, the merrier.**

Less is more is dead. It's not about the need, but the want of consumers.

In a world that feels heavy, we fill our everyday life with wants, not needs. Beauty and fashion are stepping beyond function — becoming something to wear, collect, and cherish.

Lip gloss you can wear on your ring finger, purses decorated with plushies, charms and perfume flacons. Pieces like that speak to kidsults who crave wonder in the everyday.

When packaging becomes an accessory, it connects function and beauty, it carries emotion — a spark of personality. A statement piece to collect and share.





# 08 / The more, the merrier.

## Take-away:

Don't focus only on utility — create products people can't keep their hands off.

- 01 **Amuse** The Korean beauty label is saying yes to ring-finger lip-gloss and turn their product into a playful accessory.
- 02 **Hermès x Louis Vuitton** Labubu meets Birkin—plush charm turns a timeless classic into a playful collector status piece.
- 03 **Crocs** turns its cult clog into a customizable phone case and statement piece for playful collectors.
- 04 **e.l.f. x Stanley** makes hydration collectible, matching tumblers and lip oils with a clip-on holder.



Kidult Culture

Charm & Playfulness

Excitement over Need

Collectible Beauty



Desire drives  
consumers  
excitement



and defines  
the moment.



# 09/ Stand for all. Or stand alone.

Growth comes from truly understanding audiences, not from trying to please everyone.

A brand that wants to thrive and grow in the mass market must not only produce and communicate for the masses. It must communicate for all no matter gender, skin color, sex, age or abilities.

And we don't mean turning your logo rainbow-colored in July, because this has become a farce. Communities of every culture want brands to be an honest and supportive ally that listens, understands and is willing to share their platform & connect with them.

On a visual level design & communication must be truly barrier-free: adaptive shapes that make it possible to use products with one hand, bold contrast, and tactile guides that allow engagement with ease and confidence.



# 09/ Stand for all. Or stand alone.

## Take-away:

Actively listen and integrate people's voices into shaping your brand — don't rely on stereotyped personas. That's how you build real connections, stronger than any loyalty program.

- 01 **American Eagle x Sydney Sweeney** goes viral for controversy over excluding diverse beauty standards.
- 02 **Gap x Katseye** goes viral for the right reasons — with an inclusive denim choreography celebrating individuality and unity.
- 03 **Tilt Beauty** introduces barrier-free packaging that fuses bold shapes with inclusive usability.
- 04 **Barbie** is making minority inclusion part of everyday play by introducing a diabetes doll.



Barrier-Free Design

Belonging as Brand Value

Authentic Storytelling

Approachability over Aesthetics



# Scandal grabs

# attention.



# Approach

# ability

# builds loyalty.

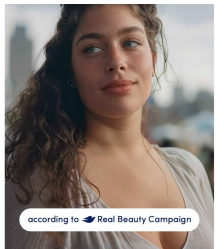
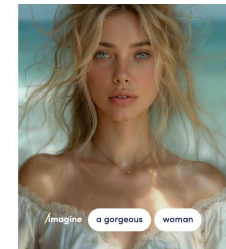
# 10 / **Steal. Don't copy.**

The line between what's real and what's not is getting thinner, the sea of sameness deeper — and imagination becomes imitation.

AI is flooding our social media feeds every day. Brands are increasingly turning to technology to reimagine their visual identity or developing digital model twins, individual creators use off-the-shelf AI-software to generate content rivalling campaigns. Why? It's cheaper, faster and — of course — because everybody is doing it.

But that's nothing new — literally. It's not doing it better, only faster, reproducing stereotypes, biased and unrealistic standards.

Purely by the fact, that all the output AI creates is recycled and extremely standardized, the overuse of it is fostering dupe culture and killing authenticity.



**GUESS**  
GUESS.EU



# 10 / Steal. Don't copy.

## Take-away:

Jump off the inescapable hype train. Celebrate craft and imperfection, because it is the secret to uniqueness. And start treating AI with intentional, not as an unquestioned source of originality.

- 01 **Guess** features an AI-generated model, reproducing the most unrealistic beauty standards even supermodels can't sustain.
- 02 **Dove** challenges AI's beauty bias with #KeepBeautyReal and shows in a playbook how to prompt real & diverse beauty.
- 03 **LOEWE** merges craftsmanship and AI-generated blooms in their SS2025 campaign, crafting surreal textures that blur digital and real.
- 04 **Otrium** gives unsold fashion a digital comeback with AI models called Ovatars, turning leftovers into new desirables.

[Value Check](#)[Selective Adoption](#)[Copy-Paste Creativity](#)[Authenticity Battle](#)

Hype fades fast.  
Authenticity



&  
creative

Productivity endure.

# Take-aways

## No noise, just meaning.

- 01 Define your brand's stance — and maintain it consistently across every touchpoint.
- 02 Prioritize textures, tones, and ingredients that evoke calm, care and continuity.
- 03 Create a brand environment that feels like a thoughtful, caring world.
- 04 Empower consumers with digital tools that guide, personalize, and reduce decision fatigue.
- 05 Reduce choice paralysis by making your most responsible option the most appealing and obvious one.

## Joy as resistance.

- 06 Push design towards creative transformation — inspired by other categories and collaboration.
- 07 Enrich storytelling to make your brand more approachable to connect and reach new audiences.
- 08 Don't focus only on utility — create products people can't keep their hands off.
- 09 Don't rely on stereotyped personas. Actively listen and integrate people's voices into shaping your brand.
- 10 Jump off the inescapable hype train. Celebrate craft and imperfection, because it's the secret to uniqueness.



Our report shows:  
Contradiction is the  
new normal.

The future belongs to brands  
brave enough to embrace  
tension — turning it into  
creative and cultural energy  
rather than resolving it.



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JOOP!



# Get in touch.

"Brands thrive where relevance meets emotion — fused with purpose and powered by meaning, they can win hearts, move culture and create value that endures."

Yara Soliman

Design Director

[yara.soliman@omc.com](mailto:yara.soliman@omc.com)



# Get in touch.

"In a world of constant noise, design speaks through intention. Real impact doesn't shout — it resonates."

Eva Krämer

Creative Director

[eva.kraemer@omc.com](mailto:eva.kraemer@omc.com)





Our Offices:

# Hamburg

Lukas Cottrell  
lukas.cottrell@omc.com

# Frankfurt

Kristin Janoschka  
kristin.janoschka@omc.com

# Munich

Ulrich Aldinger  
ulrich.aldinger@omc.com

# Lisbon

Pedro Vilar  
pedro.vilar@omc.com

# Milan

Cristina Balbo  
cristina.balbo@omc.com

# Tokyo

Lukas Cottrell  
lukas.cottrell@omc.com

# Image Credits

- 0 1     **Bottega Veneta** – Small Dustbag with signature woven structure  
**Loewe x On** – The craft of movement campaign 2025 with effortless sporty luxury  
**Hermès** – Eau de Mandarine Ambrée, Minimalist & no-logo perfume bottle design  
**The Row** – Spring 2026 campaign imagery
- 0 2     **Textures: Raffia and woven designs** by Pronounce FW25, Alexandre Vauthier Haute Couture SS25, and Federico Cina SS25  
**Céored**, sculptured haircare products, launched by Beyoncé.  
**Kleos+Klea** nutrient-only skincare in organic shapes for Gen X  
**RAAIE Skincare** — AM/PM Minis Set
- 0 3     **MUJI** — Global Branding Strategy, curated minimalism and everyday essentials  
**Byredo** — Minimalist Yuzu Tree Hand Care Collection  
**Fenty Skin** — Effortless Care with Bold Identity  
**milk** — Blush, eyeshadow, bronzer: It's all in one and easy to use.
- 0 4     **Alta AI stylist** – personalization tool that analyze people's wardrobe to suggest and recommend tailored outfit combinations  
**Noli** – AI beauty matchmaker app using AR and personalization tools to deliver tailored skincare recommendations  
**WANNA** – AR-powered app enabling virtual shoe try-ons for more intuitive shopping experiences  
**NKM AI** – Personalized skin analysis generating tailored care reports via smartphone
- 0 5     **Kankan** – Refillable body care with playful, colorful packaging design  
**Calvin Klein** – One Essence molded pulp packaging by TwelveNYC  
**Space of Time** — Mindful design object combining form, ritual, and sustainability  
**Vyrao** — "Mamajuju" fragrance with bold, sculptural packaging made from sustainable materials

In the publication we show images of brands and products in order to substantiate design trends through best practices. The image rights remain with the respective brands quoted.

The examples, shown in the different trends, read from left to right and top to bottom.

- 0 6     **Textures: Raffia and woven designs** by Pronounce FW25, Alexandre Vauthier Haute Couture SS25, and Federico Cina SS25  
**Céored**, sculptured haircare products, launched by Beyoncé.  
**Fake Food** – Rethinking shapes, getting unconventional, going bananas.  
**Pleasing** – Happy Accident Fragrance in dreamy environment.
- 0 7     **r.e.m. beauty** – Ariana Grande embracing astro-chic..  
**GODMODE** – Sci-Fi beauty packaging with anime-storytelling from another dimension.  
**Future dust** – Not only trend-colour, but stardust turned fashion right from the runway.  
**Hermès** – Taking off with diverse artist for the 2025 motion social media campaign.
- 0 8     **Birkin bag meets LV-Labubu** – the IT-piece decorating a timeless classics.  
**Amuse** – The korean beauty label is saying yes to ring-finger lip-gloss.  
**Crogs** – Turning the iconic shoes in an individual phone case & statement piece.  
**e.l.f. x Stanley** – Never not having juicy lips on a long walk with the Stanley.
- 0 9     **American Eagle x Sydney Sweeney** – Goin viral thanks to provoking controversy.  
**Gap x Katseye** – Going viral for all the right reasons.  
**Barbie** with Diabetes Care Accessories, 2025  
**Tilt Beauty** – Barrier-free packaging design combining bold shapes and inclusive usability
- 1 0     **Dove's #KeepBeautyReal** campaign (2025) created a playbook on how to prompt real & diverse beauty.  
**Guess** – Featuring AI-generated model, reproducing the most unrealistic beauty standards even supermodels can't sustain.  
**LOEWE** (SS 2025) elevated photoshoots with AI flowers & textures for a surreal aesthetic  
**YSL Beauty** — Rouge Sur Mesure "Shade Stylist" app: AI tone-detection matches lipstick to hair & outfit..