



Mindset/Archetypes report 25/26

New Trends and Ideas



EMERGING ARCHETYPES

An archetype represents recurring personas, symbols, or mindsets that drive societal and consumer behaviors, shaping trends. It can be used to define target personas, inspire aesthetics, analyze cultural shifts, and guide storytelling or marketing strategies. Archetypes provide a relatable, symbolic framework to understand and predict trends effectively, helping brands and creators create products and services that align with evolving consumer values.





The Soluers

They carve their own path, measuring success by their internal compass rather than external validation. They thrive in solitude, using it as a crucible for self-discovery and transformation.





The Jesters

They revel in the joy of exploration for its own sake, finding magic in the mundane and humor in the nonsensical.

They are free-spirited, spontaneous, and unapologetically whimsical.





The Shapeshifters

They reshape reality through imagination, drawing inspiration from history or futuristic possibilities. They are temporal nomads, dreamers, creators, and visionaries, unbound by any constraints





The Luminents

They embody serenity and awareness, finding divinity in the present moment. They are seekers of truth, grounded in the immediacy of experience yet connected to something greater.

