



July 2021

# The Art of Feeling More Report

Produced by Lexus  
for the launch of the all-new NX

# Foreword

The Art of Feeling More report takes a comprehensive look at the world as it opens up post-pandemic, shedding light on the fascinating trends and behaviours we've all found ourselves conforming to over the past 18 months and the shifting priorities felt across the generations.

Following this united time of sensory deprivation, the report finds that we are now looking to feel more in every moment - from treating our family and friends to home-cooked fine dining, to the development of augmented biology and the Internet 3.0, to the simple pleasure of getting up to dance, the report illustrates the increasing importance consumers place on experience.

Produced by Lexus to mark the launch of the all-new NX, the report shows us that what we really want from our lives –

and products we buy - is to feel a connection: something the NX achieves through its state-of-the-art intuitive control system, ergonomically-advanced interior and dedication to producing a sustainable, refined and powerful performance.

The report has been developed in collaboration with leading global trends forecasters WGSN and tastemakers across Europe. For over 20 years, WGSN has been trend forecasting for the world's most powerful brands. Its extensive network of industry experts, based in 15 regional offices, provides inspiration to a community of over 43,000 product designers and thought leaders in 32 global markets. From up-to-the-minute trend updates to 10-year-out forecasts, WGSN makes it easy for creative thinkers to understand and design for the next-generation consumer, wherever in the world they might be based.

# Introduction

The emotional turmoil throughout the pandemic has given rise to unique coping mechanisms as people look for new ways to feel and heal.

The United Nations regional information centre for Western Europe found "levels of stress and anxiety have risen substantially"<sup>[1]</sup>, these results are echoed in almost every region with Studies<sup>[2]</sup> showing that COVID-19 has further induced<sup>[3]</sup> the current mental health crisis, changing the way we process everyday emotions and engage with the world around us.

To cope with overall uncertainty, more people will incorporate daily recuperative rituals into their lifestyles as an outlet to reduce stress, enable healing and engage the senses.

From wellness snacking to taking little adventures, crafting to gaming, cooking to journaling, sensorial experiences and daily bite-sized activities allow us to quiet the mind and feel more connected to our emotions.

A recent report by the Global Wellness Institute identified "senses, spaces and sleep" as an emerging area within the wellness economy.

The segment is valued at €41.7bn and includes individual (sound, scent, touch, light) and multi-sensorial (architecture, spaces) experiences<sup>[4]</sup>.

Consumers are seeking a feeling of comfort and connection in all that they surround themselves, think: transportive scent, entrancing sounds, adaptable mood lighting, hyper-tactility and a seamless integration of responsive tech.

Whether it is elevating the environment of the home, garden, car or adapting the space around us to changing moods, products for the future will consider ritualistic escapism to allow their users to feel more in every moment.

[1] UNRC for Western Europe [2] Office for National Statistics (UK Data)

[3] Royal College of Psychiatrists [4] Global Wellness Institute

## Chapter 1:

# Exploration & Nostalgia

## Rural Revival & Urban Re-planning

Almost 10% of European cities will lose a quarter of their population in the next thirty years<sup>[5]</sup>. Consumers are moving to second-tier and suburban areas with many communities launching initiatives encouraging national migration - examples include Rural Move, Portugal<sup>[6]</sup> and COCEDER, Spain<sup>[7]</sup>.

In response to this trend major cities are also re-planning their landscape to encourage a more localised approach to urban living. The mayor of Paris, Anne Hidalgo, has been championing the idea of 'a city of proximities' to build stronger local communities and improve quality of life<sup>[8]</sup>. Sweden is pursuing the 'one-minute city',<sup>[9]</sup> a scheme to redesign every street in the country with a hyper-local focus. By offering greater opportunities and amenities within small districts, major urban planners hope to reconnect residents with their local area, fostering both a stronger relationship with our cities and an emphasis on more environmentally-friendly living.

## Little Adventures

Recreational drives become focussed on off-the-beaten-path locations and hyper-local day-tripping. A rise in hiking and outdoor recreation can be directly attributed to Covid-19, as cooped-up consumers seek to escape the confines of their homes, go on "little adventures" to parks and green spaces, and explore the great outdoors<sup>[10]</sup>. In a 2020 survey conducted by Destination Analysts, which surveys 1,200+ American travelers weekly, 57% of respondents said they'd be avoiding crowded places on their next trip. 4 in 10 surveyed said they'd be looking at camping, RVing (travelling in a Recreational Vehicle) and remote destinations<sup>[11]</sup>.

WGSN Trend Forecaster Lori Gooding predicts that "personal cars will remain the preferred mode of travel for recreational and professional activities both big and small, as cars cement their status as the 'third space'".

"Being at home over the last 18 months, I discovered the wonders of the surrounding forest. I've lived in the same place for 40 years and hardly knew it."

"The forest is not a direct source of inspiration, but a way that allows the brain to disconnect and find peace, so that deep thinking can take place. Whenever I go abroad, I stay for at least a month. If I'm working on a private viewing, I always try to stay in residence for one to two months to produce new photos and new exhibitions in the city, so the relationship is established sustainably with the region: I've done this a lot in India and China.

In my case, people often confuse taking a vacation and travel – I always take my vacation in France! I think taking your vacation locally will be a big trend. The car will become a symbol of freedom for this kind of local or European trip."



**Floriane de Lassée**

Floriane de Lassée is an award-winning Paris based artist and photographer who graduated from the School of International Center of Photography in New York City. She is also the Director General of Photoclimat, a social and environmental photography biennial in Paris, taking place in September 2021.



[5] European Commission [6] Rural Move [7] COCEDER [8] The Guardian [9] Bloomberg [10] WGSN [11] Destination Analysts

## Feel More in Control

The Lexus NX is the perfect travel companion for those looking to explore their surroundings with daytrips and staycations.

The new PHEV model offers dynamic performance and efficiency, with more than 64km of EV range, ideal for silent, emissions-free travel during city breaks. In addition, the driver-orientated Tazuna cockpit creates a more road-focused experience where vehicle and rider are melded with their environment, giving both drivers and passengers more freedom and confidence to connect with their surroundings.

## Low Key Luxuries

Luxury is in the detail. The trend towards low-maintenance living will see consumers indulge in the simple joy of eating as a form of pleasure in itself: through sharing meals or cooking something special just for themselves, consumers are interested in the provenance and origins of high-end ingredients. A focus on low environmental/societal impact, while not compromising on quality, will be paramount.

“Choosing a food tells us a lot about the person who eats it. There are people who pay attention to appearances rather than substance; people who make food an ethical choice, others who seek pleasure in food, no questions asked. I find inspiration from everything I like and that triggers my imagination in the kitchen.”

“I believe that with the return to normality, however, there is a desire to go back to eating out, to share carefree moments around a table, breathing atmospheres different from those of your own home. For some, though, home will always be the best restaurant. The kitchen is my kingdom – often even a trivial ingredient if cooked well can become exceptional,

and sometimes very few elements, if good, are enough to make a great dish. It’s important to explore the time we commit to cooking and how that love and dedication we put in can create something more meaningful (and delicious) than the sum of its parts. Taking the time to cook for loved ones is here to stay.”



### Benedetta Parodi

Benedetta Parodi is an influential Italian chef and TV personality. She has published multiple successful cookbooks and starred in a number of popular TV shows.

Cooking, however, is not the only way to enjoy fine dining at home, with many restaurants now delivering Michelin star quality food straight to your door. The service has become increasingly popular since the Spring of 2020, coinciding with the start of the Coronavirus pandemic and closure of restaurants across most of Europe. Supper, the London-based high-end food delivery business, was loss-making until the start of the pandemic and now expects to turn a profit as a result of the increased demand for its service<sup>[12]</sup>.

From fine dining at home to simple, authentic cooking, reconnecting over food will be increasingly revalued and celebrated, while the quest for long-term sustainable solutions to our luxury eating habits will only become more important<sup>[13]</sup>.

One pioneering area in this search is the Cellular Agriculture industry which is exploding thanks to major investment from visionaries and food companies. In 2016 there were just four cell-based food startups, according to the Good Food Institute, a nonprofit that tracks the industry<sup>[14]</sup>.

[12] Financial Times [13] Science Direct [14] Good Food Institute

## The Art of Feeling More

By early 2020, that number jumped to 70 startups around the world trying to recreate at least 15 different types of animal flesh, including shrimp, chicken, duck, lamb, beef and even foie gras. Most exciting industry professionals or those who simply enjoy eating good quality food, is the research and progress in the premium market.

Companies and brands are racing to produce uber-luxury products cultivated in the most sustainable and economic way – Netherlands' Mosa Meat, which created the first lab-grown burger in 2013, has developed a steak tartare that will appeal to diners seeking a more luxurious cell-based meal.

WGSN Trend Forecaster Lori Gooding predicts "Cell-based agriculture, in particular cultivated meats, will disrupt the food system and challenge the way we consume animal alternatives."

## Let's Reminisce

In such uncertain times, there's a comfort in appreciating the past and the warm memories associated with it. A renewed appreciation of yesteryear is an understandable coping mechanism, with many finding solace in escaping to a romanticised past – fuelling the reconnection with revivals, (re)births and analogue living. Value is being increasingly tied to personal, historical resonance and the continuation of memories. We are gripped by nostalgia.

If people aren't dusting off their N64 for a spot of Super Mario Kart or searching the attic for favourite records, they are 'comfort viewing' – returning to classic shows, reading old books, sharing old memories or journalling to chronicle new ones. According to Ebay, sales of retro Nintendo consoles soared by 205% in 2019 [17], and in April 2021 a rare 1986 Super Mario Bros. sold at auction for a whopping €560,000 [18].

According to the Recording Industry Association of America, vinyl records outsold CDs in 2020 for the first time since the 1980s [19]. This is echoed across the pond by statistics from the British Phonographic Industry (BPI) who reported 4.8 million vinyl records sold in the UK in 2020, an almost 10% increase on 2019's figures [20]. Vinyl sales have increased for the 13th

Cell-based startups are pursuing a variety of strategies, from introducing less complex, lower-cost products to targeting high-end consumers willing to pay a premium to taste the meat of the future.

Meanwhile Israel's Future Meat intends to launch a cell-based line of thinly sliced minute steaks as soon as it can bring the cost to €18 per kg. Aleph Farms [15], also in Israel, is cultivating ribeye steak using 3D bioprinting technology, which prints living cells that then are grown into a steak; this additional offering is planned for a 2022 release [16].

year in a row, and are at their highest level since the early nineties, indicating a consistent focus on enjoying slower, luxurious technology in an era of streaming immediacy.

Geoff Taylor, Chief Executive of the BPI, reflects that in the time of lockdown, "the immediacy and convenience of streaming make it the go-to audio format for most of our listening, but more and more fans choose to get closer to their favourite artists and albums on vinyl." The stats back this up: the BPI also found that vinyl generates almost twice as much revenue as music video streaming platforms, such as YouTube, despite the tens of billions of videos watched every year.

This popularity could be in part due to the important role that nostalgia plays in music – according to a 2019 study by YouGov, 47% of Brits said they reminisce, with some even reminiscing about periods they never personally experienced [21]. The study found that music was the most nostalgia-inducing form of media across all age groups.

WGSN Trend Forecaster Lori Gooding said: "Our obsession with analogue formats highlights the power that nostalgia has in sparking joy, as we look to revive simpler times and a comforting connection to the past."

[15] Aleph Farms [16] Veg News

[17] Nintendo Life [18] CNN [19] RIAA

[20] British Phonographic Industry

[21] YouGov

## Feel More Welcome

The Lexus NX gives both drivers and passengers the feeling their needs are met. Designed with Omotenashi at its core and built with Lexus' DNA of supreme quality, comfort and experience, the NX recreates the inimitable hospitality you would expect from a Japanese host.

With the help of personalised ambient lighting (64 colours available), driver greetings, mobile phone wireless charging, state-of-the-art Mark Levinson speakers and the cockpit-like cabin, the driver maintains comfort and that tell-tale sensation of luxury. Much like a well-cooked meal, the vehicle is the result of two key elements: using the finest ingredients (technology and materials) and taking time to expertly craft them together.

## Chapter 2: Rituals & Respite

### Time to Move

Our bodies were designed to move, and not just in relation to set periods of time for exercise. Looking beyond the socially-conditioned view of exercising for results, we now - more than ever - consider the broader implications of exercise on our overall wellbeing.

As we emerge from a period of regimented living and limited freedoms, we seek out new avenues of pleasure and freedom through movement. The mental health benefits of dance are now well-documented by, among many others, scientific studies from Dr. Peter Lovatt<sup>[22]</sup> as well as medical research by Minot State University<sup>[23]</sup>.

Dance is as much a challenge for your brain (requiring a combination of vision, rhythm, balance, coordination) as it is for your body. Despite how you might feel at your friend's wedding, the act of dance - of rhythmic movement - is a primal instinct. As Steven J. Mithen, Professor of Archaeology at the University of Reading, states: "dance and music likely became an important tool of social interaction as soon as humans could walk and talk."<sup>[24]</sup>

**"Dance is proven to make you fitter both mentally and physically and over the last year, many people have felt the emotional benefits of movement."**

"Being a ballet dancer becomes an integral part of your identity and I regularly learn new ways to bring ballet into my everyday life, especially in a period when we've been limited to our homes. Being one with your mind and body is vital for a healthy, happy life, and a connection between the two is easily found through dance. The more in tune you are with your body, the better the experience."



**Oleg Ivenko**

Oleg Ivenko is a Ukrainian ballet dancer and actor, known for his role as a principal dancer with the Tatar State Opera in Kazan, Russia.

[22] Dr. Peter Lovatt [23] Minot State University

[24] Steven J. Mithen

## Slow Down & Enjoy the Craft

As a result of increased free time at home, consumers reconnected in large numbers to crafting and creative outlets for self-expression and relaxation. This resurgence of craft and DIY has led to a new appreciative relationship with intricate craft techniques, material provenance and a craftspeople's skillset. From clay meditation<sup>[25]</sup> to making chocolate babka as therapy<sup>[26]</sup>, the concept of 'busy hands, calm mind' is being embraced. Craft is helping consumers reconnect with the present moment, enabling them to turn their attention inwards and improve their wellbeing<sup>[27]</sup>.

A focus on the 'makers movement' can also be seen at an elite fashion level, from Loewe's<sup>[28]</sup> Weaves Collection to the Manufacto Skills Factory by Hermes<sup>[29]</sup>. Hand-crafted products and investment in manual skills will increasingly be perceived as luxury, as such special and symbolic pieces can act as heirlooms, transferring financial and emotional value down the generations.

## Feel More Confident

The Lexus NX offers sharper steering with a redesigned steering wheel, and new, ergonomically advanced accelerator and brake pedals for a more comfortable drive. The unique Lexus Driving Signature offers an experience that is entirely obedient to the driver's intentions – a seamless transition from braking to steering and acceleration through a corner.

Advanced aerodynamics and a lower centre of gravity make you the centre of the action, immediately connecting you to the car and providing an exhilarating driving experience.

“Well-crafted products should be available to everyone, especially in the clothing industry. From online tutorials to my DIY quilted cushion packs with a step-by-step guide for home crafting, learning new skills can be both a therapeutic pursuit and a way of creating something of true meaning and quality.”

“The high fashion world needs to wake up to this feeling of personal connection and social awareness, especially when it comes to sustainability: we collect spare strips of fabric from the factory floor to use in our designs and cushion packs, embracing these otherwise unwanted strips in the creation of something new.

People are also getting more creative themselves at home - there is now strong movement towards "Craftcore" particularly within younger generations. Idle hands throughout the pandemic along with viral "It-items" such as the crochet cardigan are driving a quick uptrending of Craftcore.”



**Daniel W. Fletcher**

Daniel W. Fletcher is an award-winning London-based designer who graduated from Central Saint Martins and launched an eponymous contemporary menswear brand.

In fact, TikTok hashtags around #crochet, #quilting #diyfashion and #patchwork were noteworthy trending tags of 2020, amassing posts in the billions<sup>[30]</sup>. This is resulting in the translating of a youth cultural activity into an emerging fashion trend.

[25] Common Ground Collective [26] Medium [27] Crafts Council  
[28] Design Bloom [29] Hermes [30] TikTok

## Feel More Luxurious

The all-new NX, designed by Lexus' legendary Takumi craftsmen, was created with a supreme quality experience in mind. The superior materials were assembled by the brand's guardians of the artisan Takumi philosophy, resulting in a

meticulous attention for detail synonymous with their work. From the cabin finish with ultra-precise accent stitching, to the comfort addressed in the front seat design and its cross-section shape, the NX has been fashioned with a human touch that is considered in every aspect of design and development.



Lexus

## Solitary Re-calibration

WGSN Trend Forecaster Lori Gooding sees us entering an era of the 'super solo society', where the stigma around feeling alone will be seen in a new light as individuals take time to connect with themselves and their emotions. In its place, the solo revolution is set to help consumers develop increased levels of self-awareness, improve innovation and foster creativity.

From indoor sanctuaries, to nature immersions and spiritual journeys, consumers are using time alone to switch off, embrace slow rituals and self-reflect.

## Feel More Relaxed

The driver-focused cockpit, built with the Tazuna cockpit philosophy, creates the perfect experience for those looking to escape from the outside world and capitalise on the ever-elusive "me-time".

This renewed appreciation of solitude and an increased focus on the transformative power of 'alone time' is driving a re-emerging interest in isolationist escapism and solo drives<sup>[31]</sup>.

"Going out for a drive lets us reflect and come back with greater insights," says Eric Klinenberg, Ph.D., Professor of Social Science at New York University and the author of *Going Solo*<sup>[32]</sup>. "There's something about being in the driver's seat - with the sense of control it affords - that lets you think productively and solve problems."

The Quiet Cabin Experience gives drivers and passengers the ultimate opportunity for calm and relaxation, while the Head-Up Display creates a feeling of companionship and connection with a car that is built with your comfort and relaxation in mind.

[31] NY Times [32] Going Solo



## Chapter 3: Motivators & the Metaverse

Recent technological and scientific advancements have offered a glimpse into the almost infinite possibilities of new 'moonshot' moments that are only limited by our imagination. From new interconnected intuitive ecosystems [33] to boundary-less adventure [34] and augmented intelligence [35], consumers will seek smarter - or more extreme - offerings that will allow them to transform into enhanced versions of themselves, in both the physical and digital realms.

As outlined by contributor WGSN's 2023 Future Innovations [36] report, the development of a physical/digital 'metaverse' will usher in the age of 'Internet 3.0', a connected third space that will impact how we communicate, shop, relax, learn and work. As we become increasingly comfortable with digital immersion and using tech to supplement our abilities - alongside becoming more trusting of robots - there will be increased demand for the hyper-connectivity that will enable augmented enhancement and streamlined, seamless living.

### Limitless Adventure

From space travel to immersive simulations, consumers are seeking to catch up on lost time by taking on new challenges and experiences. Projected to be the next frontier in travel, space tourism is forecast to be worth €2.5bn by 2030 [37] and is set to ignite a new quest for extreme, once-impossible sensations such as true zero gravity.

Alongside this, hyper-connective automotive experiences will be increasingly expected as digitally in-tune consumers demand a stronger emotional response from their time behind the wheel. Multi-sensorial journeys will immerse us in the experience, and real-time adaptation to our needs will allow us to feel more from our drive [38].

[33] WGSN [34] Dezeen [35] Neuralink

[36] WGSN [37] UBS [38] WGSN



Fede Bogado

### Meta-Human

The acceleration of technology and science is continually blurring the boundaries between the offline and online worlds and what it means to be human. As such, the concepts of human capability, physical existence and identity are being expanded.

On a never-ending search for enhancement and improved performance, hyper-connected consumers will increasingly use personal biometrics, science-backed biohacking and performance-optimising technology to evolve into the best versions of themselves.

Alongside this, the simulation and gaming realms offer consumers a gateway to multiple identities and avatars that transverse the virtual and physical realms, effectively enabling them to create extended versions of themselves and their lives.

## Hyper-Smart Living

As wireless technology improves rapidly, enhanced connectivity and advancements in biometrics and artificial intelligence (AI) will allow for next-level predictive and intuitive personalisation. Hyper-smart living with emotion trackers, self-driving vehicles and connected houses, where all objects and technology communicate together, will be the next frontier.

In this new landscape, technologically-savvy consumers will want to be in control and enhance every aspect of their lives. Benefitting from a wealth of data intelligence from their hyper-connective ecosystem, they will expect a new era of intelligent living. From connected fitness<sup>[39]</sup> and next-gen textiles<sup>[40]</sup> to smart fridges<sup>[41]</sup> and autonomous cars<sup>[42]</sup>, consumers will turn to advanced integrated technological systems that allow for streamlined, performance-driven and efficient lifestyles.

## Feel More Connected

To discover more about The Art of Feeling More and for more information on the all-new Lexus NX, please contact: [insert relevant details]

[39] Apple [40] M-XR [41] LG [42] BBC

## Feel More Reassured

The NX's Lexus Safety System+ and the all-new e-Latch one touch electronic door release system set a new benchmark for standard active safety and driver assistance. The car utilises the most cutting-edge technology to ensure the protection of those in and around the car.

Thanks to its safety system's camera, radar and control unit, the NX offers a smooth and easy automated parking function, and a memory feature for spaces the driver uses most often. It's important that the all-new NX, like all technology, must first and foremost remain at the service of humans to ensure a comfortable, effective and safe experience.

