

bmf

25 for 2025

TRENDS TO ELEVATE BRAND STORYTELLING

JANUARY 2025

Introduction

For the past five years, BMF has released a trend forecast at the start of each year, sharing the latest shifts in culture, consumer behavior, and marketing. It's a chance for us to exchange ideas, analyze emerging trends, and help our clients stay ahead of the curve.

BMF's 2025 Trend Forecast, 25, offers a comprehensive look at the key shifts in consumer behavior and cultural dynamics that will shape the way brands engage with today's rapidly evolving landscape. In a world defined by political, economic, and social uncertainty, consumers are seeking new forms of escapism, empowerment, and authenticity.

This report highlights five macrorends that will define consumer attitudes and brand strategies in 2025: *Escapism*, *Arts & Crafts*, *Cultural Rebellion*, *Integrity*, and *Wisdom*. Each trend reflects a growing desire for deeper connection, purposeful consumption, and real-world impact, with consumers demanding authenticity in every interaction.

Brands that can align with these shifts by delivering genuine, value-driven experiences will earn trust, foster loyalty, and thrive in a sometimes paradoxical marketplace.

Stay inspired.

The BMF Team

Overview



Escapism

In an increasingly overwhelming world—socially, politically, and economically—the desire to escape—be it digitally, emotionally, or physically—is shaping how consumers interact with technology, content, brands, and even themselves. Under the umbrella macrotrend of escapism, we’ve identified five supporting trends buttressing how escapism will manifest in culture and consumer behavior, offering opportunities for brands to create meaningful connections in a distracted, overly-programmed age.

Here’s how these sub-trends within the Escapism macrotrend are unfolding:



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no. 1

Digital Deceleration

SLOWING DOWN IN A HYPER-CONNECTED WORLD

As digital overwhelm reaches new heights, a cultural shift toward intentional disconnection is gaining momentum. This movement of digital deceleration celebrates mindful online interactions and a return to offline experiences that prioritize quality over quantity. From TikTok trends like “This and Yap”, which spotlight the joy of shared in-person activities to the rise of unplugged retreat, consumers are redefining how they engage with technology. Even tech itself is adapting—with features like TikTok’s “Are You Scrolling Or Sleeping” prompts or enhanced “Do Not Disturb” modes encouraging users to step back and breathe.

This desire for balance isn't about rejecting technology entirely—it's about using it more thoughtfully. Brands that cater to this shift, offering tools, products, and experiences that foster mindfulness and real-world connection, are tapping into a growing cultural current.

Key Takeaway for Brand Marketers:

Digital Deceleration is an opportunity for brands to support mental well-being by promoting balance. Highlight mindfulness, offer digitally detoxing experiences, and focus on purposeful, thoughtful content over constantly engaging and feeding platforms' bottomless appetites. For Gen Z especially, the message is clear: less noise, more meaning.

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no. 2

Deinfluencing

HONEST IN AN AGE OF OVERCONSUMPTION

As economic pressures rise and consumers fatigue of content that tries to convince them to buy something, deinfluencing has emerged as a countercultural escapism redefining influencer culture. Emphasizing radical honesty, creators will increasingly spotlight products that fail to deliver—encouraging more intentional, mindful consumption. Deinfluencing rejects overconsumption and advocates for quality over quantity, giving consumers an escape from the pressure to keep up with fleeting trends, while resonating with their desire for transparency and authenticity.

Key Takeaway for Brand Marketers:

Build trust through honest communication, authentic creator partnerships, and campaigns that emphasize quality and long-term value over fleeting trends. Find ways to promote your product or brand that are less transactional, and more culturally relevant.

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no. 3

Long Form Content

ESCAPISM THROUGH EMOTION DRIVEN STORYTELLING

In 2025, long-form content will take center stage as a vital way for brands to foster deeper emotional connections with audiences. Amid the rise of AI and global change, consumers are craving stories that slow down and immerse them in rich, human narratives. Short films from brands like Saint Laurent and Chanel are replacing quick-hit campaigns, using raw emotion and generational storytelling to create lasting impact. This change towards reflective, emotionally driven content invites audiences to escape, connect, and reflect through immersive storytelling.

Key Takeaway for Brand Marketers:

Leverage long-form content to create emotionally rich stories that captivate and resonate. Focus on authenticity and depth to craft narratives that invite audiences to slow down, escape, and engage meaningfully.

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no. 4

Retro Tech Revival

MINDFUL ESCAPES FROM OVERCONNECTIVITY

Retro trends work on a 20-year cycle, and the resurgence of the mid-2000s and Y2K aesthetics is no exception. Gen Z and Millennials are embracing flip phones, digital cameras, and other throwback tech as a novel way to escape the overwhelm of constant connectivity—especially in nightlife and social settings. For Millennials, this revival serves as a way to relive their youth through a nostalgic lens, while for Gen Z, it offers a taste of simpler times they never experienced firsthand. Flip phones, in particular, are being reimagined as tools for intentional living—used to prioritize close connections and limit distractions. This isn't just about aesthetics, it reflects a deeper craving for balance, authenticity, and mindful tech use.

Key Takeaway for Brand Marketers:

Tap into this movement by celebrating the nostalgia of simpler tech. Create content and experiences that honor the charm of old-school functionality while supporting modern needs. Create opportunities for digital detox, and foster connections through storytelling that speaks to Gen Z and Millennials' yearning for authenticity and intentional living.

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no. 5

Branded Living

ESCAPING INTO LUXURY REALMS

Why live in the real world when you could live in a luxury hotel? In a world that never slows down, the growth of luxury branded residences are offering a new kind of escape—transforming the concept of home into a sanctuary that blends escapism with elevated living. Brands like The Ritz-Carlton and Aman are redefining real estate by creating residences that serve as lifestyle experiences, transporting residents away from the noise of the outside world. These homes combine high-end service, curated experiences, and unmatched amenities to turn everyday living into a luxurious retreat. Branded living offers an aspirational lifestyle where every detail reflects personal identity and indulgence, catering to those seeking a unique, escapist world of their own.

Key Takeaway for Brand Marketers:

As consumers seek immersive escapism, brands should craft long-term strategies that position them as lifestyle brands—whether offering a total lifestyle brand, or showing how their product or brand fits into their audiences' lifestyles. Create campaigns that offer exclusive, identity-driven experiences, providing a retreat from the ordinary.

Arts & Crafts

The technological revolution of the 21st century—marked by drones, AI, and automation—are igniting a reactive shift toward authenticity, quality, and craftsmanship, mirroring the Arts and Crafts movement's response to the Industrial Revolution's economic inequalities and mass production during the 19th century. In a world dominated by screens and machines, people may increasingly turn to traditional craftsmanship, handmade creations, and DIY projects as expressions of self, connection, and meaning. This revival signals a broader desire for tactile experiences and purposeful consumption, offering brands the chance to champion craftsmanship, inspire creativity, and build community in an increasingly digital world.

Here's how these sub-trends within the Arts & Crafts macrotrend are unfolding:



Handmade



The Rise of
Crafted Spaces



Resurgence of
Arts & Crafts



Yeehaw
Renaissance



Textural Revival

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no. 6

Handmade

A RETURN TO CRAFTSMANSHIP IN AN AI-DRIVEN WORLD

In an age of AI and mass production, handmade craftsmanship stands as a symbol of authenticity, individuality, and human connection—values that consumers are increasingly drawn to. As technology advances, the desire for products with soul, story, and a sense of origin grows stronger. This shift reflects a deeper longing for sustainability, ethical production, and goods that feel personal and culturally rich.

Hermès, rooted in handmade craftsmanship, exemplifies this enduring appeal. The brand's signature double stitch serves as a reminder that what is crafted by hand carries a unique value—one that resonates in a way mass production or viral dupes cannot replicate—see: [Walmart Birking Bag](#).

Consumers aren't just purchasing products; they are investing in pieces that tell stories, fostering a deeper emotional connection in an oversaturated, tech-driven world.

Key Takeaway for Brand Marketers:

Highlight the quality and uniqueness of handmade products. Collaborate with creators to showcase the artistry, promote assembly as part of the experience, and share the stories behind each piece. Authentic craftsmanship fosters deeper connections in a mass-produced world.

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no. 7

The Rise of Crafted Spaces

REDEFINING DESIGN

The era of millennial gray floors and sterile white spaces is followed by a desire for spaces that reflect individuality and personal taste. This shift extends beyond the home—consumers now seek personalization in every aspect of life, from fashion to hospitality. Spaces are no longer just functional; they are crafted to tell a story and mirror the identity of the person inhabiting them.

Hotels, restaurants, and retail spaces are evolving to meet this demand, offering increasingly over the top aesthetics that allow consumers to choose environments that align with their personal style, and to give them a reason to experience a brand IRL in addition to digitally.

Whether drawn to bold, statement-making designs or tranquil, minimalist interiors, people are seeking out crafted spaces that feel like an extension of themselves and the brands they love.

That doesn't mean technology can't play a role in creating crafted spaces—take [Icon's Vitruvius](#), an AI architect who can design and personalize your house in minutes in a way that is anything but cookie cutter.

Key Takeaway for Brand Marketers:

Embrace the demand for crafted spaces by offering soulful experiences and environments. Focus on craftsmanship in brand narrative storytelling or how consumers can co-create with your brand.

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no. 8

Resurgence of Arts & Crafts

BYOB (BRING YOUR OWN BRUSH)

Arts and crafts are having a moment, fueled by a collective craving for connection, creativity, and a break from the digital chaos. Instead of hitting the bar, people are grabbing paintbrushes, pottery wheels, or cake-decorating tools, turning crafting workshops into the hottest new social scene. From trendy “paint and sip” nights to pottery studios with playlists better than most clubs, these gatherings aren’t just about making—they’re about mingling, learning, and embracing the joy of imperfection.

Brands are tapping into this wave by hosting interactive events, rolling out chic DIY kits, and partnering with creators who bring craftsmanship basics to life. In a world buzzing with AI and automation, consumers are leaning into the tactile, hands-on satisfaction of making something real.

Key Takeaway for Brand Marketers:

Jump into the crafting craze by offering products and experiences that spark creativity and build community. Host workshops, collaborate with creators to teach new skills, and position your brand as the go-to for hands-on, mindful fun that beats scrolling any day.

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no. 9

Yeehaw Renaissance

THE MAINSTREAMIFICATION & REIMAGINATION OF AMERICANA

Beyoncé may have cemented cowboy-core as a cultural moment with her dazzling tour wardrobe—and half time moments—but mainstream embrace of country-western sounds and aesthetics signals more than just a fleeting fashion trend.

Traditional American crafts such as quilting, basket weaving, candlemaking and soapcrafting, leatherwork and saddlery, metalworking and blacksmithing, and art glass are being revived and reimagined tapping into both heritage and innovation. It's not just about looking back—artists, makers, and craftspeople are reworking traditional craft into modern expressions.

And Arts & Crafts in this case aren't limited to traditional handicrafts—from the culinary craft of breadmaking, to the art of traditional American linedancing, and increasing interest in field sports such as hunting and fishing, and western sports such as Rodeo—Americana is having (another) moment.

Key Takeaway for Brand Marketers:

Y'all should consider aligning your brand as part of the cultural reimagining of Americana in both how the brand speaks and behaves: consider activations like line dancing pop-ups, rodeo-themed bars, boot stitching workshops, hat design pop-ups, or woodworking or leatherburning activations—the possibilities are endless.

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no. 10

Textural Revival

THE RETURN OF SENSORY MATERIALS

In 2025, consumers are turning to materials that engage the senses, seeking out textures that evoke warmth, nostalgia, and authenticity. As digital life saturates every moment, there's a growing desire for tactile, real-world experiences. People are craving the comfort of soft velvet, the ruggedness of raw leather, and the grounding presence of natural wood and stone—materials that invite touch, connection, and a sense of craftsmanship.

On TikTok, aesthetics like [Nancy Meyers](#) celebrate lived-in spaces with weathered wood and soft linens, while Martha Stewart's timeless approach to home design champions sensory-rich details like plush textiles and natural finishes. Ralph Lauren's aesthetic highlights sensory luxury through woolen throws, leather-bound books, and the warmth of crackling stone fireplaces, while [Castlecore](#) and [Cottagecore](#) amplify the charm of medieval-inspired textures and rustic, hand-woven pieces. These aesthetics all reflect a deep longing for intentional home design that feels real, rooted in texture and tradition.

Brands can lean into this shift by prioritizing tactile materials in their products and storytelling. Whether it's in fashion, home décor, or packaging, the desire for authenticity and connection through texture is clear. Consumers are more drawn to pieces that feel real, crafted by hand, and infused with meaning. It's not just about what something looks like—it's about how it feels.

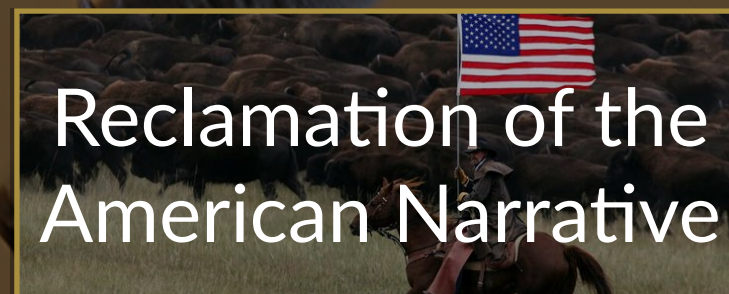
Key Takeaway for Brand Marketers:

To tap into this trend, focus on the sensory experience of your products. Celebrate materials that feel authentic, hand-made, and timeless, while telling the story of how they connect to the past and bring comfort to the present. By aligning with the tactile revival, your brand can foster deeper connections in an increasingly digital world.

Cultural Rebellion

In 2025, a cultural fracture rooted in class and disillusionment with traditional systems of power is reshaping how people engage with society. The rise of anti-heroes and the reclamation of American symbols reflect a growing desire for personal autonomy and authenticity. Whether through the empowerment of women embracing solo travel or the rejection of the 9-to-5 grind, people are seeking alternatives to the status quo. Brands will need to navigate this shift by embracing nuance, championing community, and aligning with the real, unfiltered needs of their audiences.

Here's how these sub-trends within the Cultural Rebellion macrotrend are unfolding:



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no. 11

The Rise of the Anti-Hero

Many Americans, specifically, are disillusioned by current systems of power, seeking alternate—sometimes radical solutions. Americans love anti-heroes because they offer a more complex, relatable, and rebellious version of heroism—one that speaks to the messiness of modern life, the desire to challenge authority, and the yearning for authenticity.

On the one hand, the re-election of Donald Trump is a testament to this: the majority have placed confidence in a maverick-iconoclast promising to buck the status quo. On the other hand, we see young people rallying around an alleged murderer, viewing him as a martyr-like hero in the assassination of a CEO, who, to them, symbolizes a broken healthcare system and corporate greed.

As a culture, we're in our villain era: with growing affection towards both fiction and nonfiction anti-heroes; from Elphaba to Luigi Mangione—driven by personal beliefs and values, even if those beliefs lead them to be labeled as "wicked" by others.

Gone are the days of shiny spotless Clark Kents resonating with real people—2025 is a year for nuance, for re-evaluating heroes, anti-heros, and villains, and for getting dirty to get things done you believe in.

Key Takeaway for Brand Marketers:

Unearth underrepresented perspectives, see your audiences from new angles, stand up for what you believe in in tangible ways, and show your receipts.

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no. 12

Reclamation of the American Narrative

Who owns the American flag? All Americans used to wear GAP's annual Fourth of July flag t-shirts, and fly the star spangled banner from their porches year-round with pride. More recently, the flag has become associated with conservatism and right-wing nationalism. However, marginalized groups are reclaiming American symbols as their own—an act of empowerment, pride, and socio-cultural reckoning in the reclamation of American narrative. Artists—who both reflect and shape culture, are leveraging iconic American aesthetics and expressing them with their values. From Ethel Cain blending her southern Christian roots with bedroom pop, to the viral Chappel Roan Midwest Princess hat that was borrowed by the Harris campaign, to Lana Del Rey's upcoming "southern gothic" album, and of course, Beyoncé's reclamation of country music—a reclamation of the American narrative is having a moment.

Key Takeaway for Brand Marketers:

Lean into Americana; roadside attractions, gas station souvenirs, traditional American design motifs, and more. Work with creatives across the country to redefine what it means to be an American today.

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no. 13

Women's Liberation 2.0

INDEPENDENCE THROUGH TRAVEL & LIFESTYLE

Women in the United States express feeling like second-class citizens amidst ongoing battles for bodily autonomy and unresolved gender roles. As societal pressures around these issues continue to grow, many women are rejecting traditional life paths like marriage and childbirth in favor of autonomy and personal growth. In response to political shifts, including Donald Trump's re-election, women are doubling down on their independence. The rise of global feminist movements, such as South Korea's 4B—advocating for financial independence and rejecting societal expectations like marriage and childbirth—reflects a broader shift in women's cultural consciousness. In consumer culture, this cultural shift is sparking an embrace of solo travel, with women no longer waiting for the "perfect" group trip or companionship to explore the world; the rise of self-care getaways over bachelorette parties reflects a growing desire to escape societal pressures and focus on personal growth. Whether traveling for self-reflection or breaking free from expectations, women are celebrating their autonomy and redefining modern relationships with themselves, friends, and family.

Key Takeaway for Brand Marketers:

Support women's independence by offering safe, mindful experiences and communities that celebrate solo travel and self-discovery, aligning with their desire to escape societal pressures and prioritize personal growth. Partner with talent who embody these values to resonate with this audience.

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no. 14

Breaking Down Barriers

THE INCLUSIVE EXCLUSIVITY PARADOX

Charli XCX's iconic Boiler Room set didn't just light up the internet—it tore down the barrier between influencers and their followers, inviting fans to join the action IRL. This new era of exclusive, invite-only events lets consumers step into the aspirational worlds they've watched from afar. These aren't just parties—they're immersive, carefully curated experiences designed to foster connection and loyalty.

It tore down the barrier between influencers and their followers, inviting fans to join the action IRL. This new era of exclusive, invite-only events lets consumers step into the aspirational worlds they've watched from afar. These are immersive experiences, designed not just for spectacle, but for real connection and lasting loyalty.

For brands, these gatherings are a powerful tool for ongoing clienteling, offering a taste of influencer culture while maintaining an air of exclusivity. From secret pop-ups to intimate afterparties, it's all about letting consumers break through the digital divide and experience moments once reserved for a select few.

Key Takeaway for Brand Marketers:

Exclusive events bridge the gap between digital and real life, between influencers and consumers, turning aspirational content into immersive, shareable experiences. Use these moments to build deeper relationships, foster loyalty, and create buzzworthy engagement that keeps your brand top of mind.

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no. 15

Recasting Brand Characters

FROM A-LIST TO BACK OFFICE

In 2025, influencer marketing is taking a cinematic turn. Big brands like Starbucks and Lexus aren't just selling products and celebrity endorsement deals—they're spotlighting their social media teams, turning "marketing girlies" and "Gen Z interns" into digital stars. These "brand characters" mix personal charm with corporate strategy, forging deeper connections with younger audiences.

Legacy brands are already in on it, creating viral moments in comment sections and giving their digital faces a front-row seat in culture. From "The Starbucks Guy" to "The Walgreens Girl," the next wave of influencers isn't just representing brands—they *are* the brand.

Key Takeaway for Brand Marketers:

Start nurturing talent on your social teams now. By 2025, these in-house personalities will drive engagement, loyalty, and relatability. Let them humanize your brand and become the influencers audiences follow next.

Integrity

In 2025, the macrotrend of Integrity will reshape how consumers engage with brands, media, and everyday life. As authenticity and transparency become non-negotiable expectations, individuals are looking for connections that are rooted in trust, values, and real-world impact. This shift is challenging brands to step up and deliver on promises in ways that go beyond surface-level marketing. The integrity movement extends across multiple dimensions of culture, from mainstream media's crisis of credibility to the rise of unapologetic self-expression in fashion, and even to the ways people are reimagining their daily rituals and work-life balance. In each of these spaces, consumers are seeking authenticity, consistency, and brands that align with their personal values.

Here's how these sub-trends within the integrity macrotrend are unfolding:



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no. 16

Mainstream Media's Mea Culpa

2024 shook the foundation of mainstream media. As wars raged and political battles intensified, trust in traditional news crumbled. Disillusioned audiences turned to social media figures and independent voices—some credible, others not—as mainstream outlets failed to keep pace. Figures like Bethenny Frankel are becoming unexpected news sources, filling the gaps left by slower, more cautious networks. In a world where TikTok outpaces the news cycle, audiences prioritize immediacy over pedigree.

Now, traditional media stands at a crossroads. Winning back trust means more than reporting—it demands honesty, transparency, and a commitment to integrity. In 2025, the fight isn't just for ratings—it's for relevance, in a landscape that no longer waits for the evening broadcast.

Key Takeaway for Brand Marketers:

Marketers must prioritize authenticity, speed, and transparency, leveraging real-time platforms and trusted influencers to build trust and relevance.

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no. 17

Unapologetic Self-Expression

Unapologetic self-expression is becoming the cornerstone of personal style, breaking free from outdated fashion rules. Today, anything goes—gender-agnostic silhouettes, bold eclectic pairings, and unconventional looks that all celebrate individuality over conformity. Not since the 1970s has there been such a bold expression of personal style. Gen Alpha to Millennials are embracing what feels authentic to them, unapologetically reflecting their identity and values in every outfit. In a world craving realness, personal style isn't just about clothing—it's about showing up as your truest self.

Key Takeaway for Brand Marketers:

Marketers should promote individuality through customizable products, inclusive campaigns, event dress codes, and stories that empower self-expression, and celebrate uniqueness. Celebrate the limitless possibilities of style in a way that resonates with today's anything-goes ethos.

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no. 18

Ritualized Consumerism

ELEVATING THE EVERYDAY WITH INTEGRITY

In an era of constant change, consumers are turning to familiar routines—like skincare, coffee rituals, and hair care—as anchors for mindfulness, control, and authenticity. These rituals, once mundane, are now intentional moments that provide consumers with stability and a deeper sense of connection. From self-care beauty sets to meditation tools, brands are reimagining these everyday practices to align with consumers' desires for genuine, restorative experiences.

As consumers increasingly prioritize trust, integrity in the form of transparent business practices, consistent quality, and meaningful stories is becoming essential. Rituals are no longer just about the product; they are about finding balance through brands that reflect their values, stay true to their promises, and offer a sense of integrity in every interaction. In this climate of uncertainty, the everyday ritual becomes more than a task—it becomes an act of reclaiming control and well-being through trusted, authentic brands.

Key Takeaway for Brand Marketers:

Integrate your brand into consumers' daily rituals by offering products and experiences that feel authentic, transparent, and aligned with their values. Foster emotional connections by staying true to your brand's promises and creating meaningful, intentional moments that resonate long after the ritual ends.

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no. 19

Augmenting The Work-Life Balance with Integrity

As AI-powered innovations—like Optimus, Tesla's service robot, and other convenience-driven technologies—further permeate our lives, we face a growing paradox: While these advancements give us more free time, they also create a sense of emptiness. The ease they provide risks lulling us into a state of inertia, while the pursuit of constant efficiency leads us to question what is truly meaningful.

For middle-class millennials, the disillusionment with the traditional 9-to-5 work grind is driving a search for more authentic, fulfilling ways of living.

As convenience and automation become the norm, these consumers are realizing that work should not just be a means to an end—it should be an experience of genuine connection, purpose, and self-expression. This year, we'll see a rise in alternative, human-centered experiences like woofing, glamping, and critical thinking retreats, as people step away from their desks in search of deeper fulfillment and a return to their core values. In a time when efficiency often comes at the cost of authenticity, consumers are leaning into opportunities that foster meaningful, tactile experiences and human connections—experiences that align with their personal truths and integrity.

Key Takeaway for Brand Marketers:

Help people break free from the monotony of the 9-5 grind by creating authentic, thought-provoking experiences that align with their values. Prioritize human connection and real-world engagement, ensuring your brand fosters genuine moments that resonate on a deeper, more purposeful level.

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no. 20

Integrity in Action

THE NEW STANDARD FOR BRAND TRUST

In 2025, integrity will define how consumers engage with brands. As transparency becomes non-negotiable, consumers demand authenticity in every brand interaction, expecting not just marketing promises but real, measurable actions. Brands are under pressure to go beyond eco-friendly products and sustainable practices; they must also show how they're making a positive impact on society, from supply chain transparency to addressing corporate challenges. The recent Djerf Avenue scandal, which exposed the founder's negative treatment of employees, serves as a stark reminder of the risks brands face when they fail to uphold expectations of respect and integrity.

The "Transparency Economy" is reshaping brand trust. Consumers now prioritize brands that offer clear, honest insights into their operations—whether it's environmental impact, fair labor practices, or even how they've learned from past mistakes. Radical transparency is essential, and authenticity in communications will differentiate the most successful brands. At the same time, accountability must be front and center. Consumers are increasingly looking for brands to prove their commitments through measurable, impactful actions. Brands that demonstrate genuine responsibility, whether through sustainability, equity, or corporate governance, will earn lasting loyalty and trust.

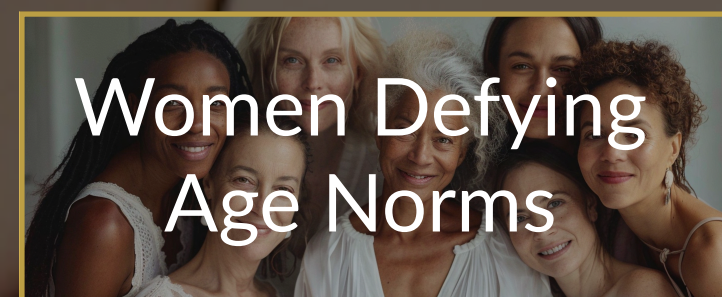
Key Takeaway for Brand Marketers:

In 2025, successful marketing will hinge on authenticity, transparency, and accountability. Align your brand with consumer values, back up your promises with concrete actions, and be open about both your successes and challenges. Brands that communicate their integrity clearly and consistently will build deeper connections and inspire loyalty.

Wisdom

In 2025, consumers are increasingly turning to ancient knowledge, embracing traditions and practices that have withstood the test of time. As society looks for authenticity, balance, and holistic healing, wellness is evolving into a more nuanced and personalized journey, one that blends Eastern wellness, New Age philosophies, and even modern witchcraft. From ancient remedies like acupuncture and herbal healing to the intuitive practices of tarot reading and energy work, consumers are weaving diverse spiritual and wellness traditions into their daily routines. This rise in alternative approaches speaks to a deep desire for self-empowerment, connection, and spiritual alignment, with an emphasis on preventive care and sustainability. The wellness space is no longer just about fixing what's broken—it's about integrating age-old wisdom with modern life to achieve true balance. From functional foods inspired by traditional healing herbs to new-age rituals that promote mind-body harmony, brands are responding by offering products and experiences that reflect these timeless practices, rooted in authenticity and ancient knowledge.

Here's how these sub-trends within the Wisdom macrotrend are unfolding:



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no. 21

Ancient Wisdom, Modern Revival

THE RISE OF EASTERN WELLNESS

A new wave of health-conscious consumers is turning to Eastern medicine and traditional Asian wellness practices for holistic solutions. As public health discourse evolves, many are seeking balance through ancient methods—embracing acupuncture, herbal remedies, and energy healing as complements to Western approaches. This shift reflects a broader movement toward personalization, where individuals curate wellness routines that draw from global traditions.

From adaptogenic teas to TCM (Traditional Chinese Medicine)-inspired skincare, brands are weaving Eastern philosophies into modern products and experiences. Consumers are revisiting time-honored techniques not out of nostalgia, but as a response to burnout, stress, and a desire for preventative care. The wellness space is becoming less about quick fixes and more about fostering harmony between body and mind.

Key Takeaway for Brand Marketers:

Lean into the demand for personalization by incorporating Eastern wellness influences into product development. Offer customizable wellness kits, partner with practitioners for immersive experiences, or launch limited-edition products inspired by ancient remedies. Authenticity and respect for cultural origins will resonate, creating deeper consumer trust and engagement.

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no. 22

Healthspan Over Lifespan

THE WISDOM OF LIVING WELL

Consumers are shifting focus from simply living longer to living better, with an emphasis on feeling well throughout life. Brands like Athletic Greens and Moon Juice are leading the charge by promoting functional foods and supplements that prioritize longevity and preventative health. Outdoor activities like forest bathing are gaining popularity as people seek mindful ways to reconnect with nature and improve overall well-being. The rise of wellness technology, including smart wearables and health-tracking apps, is helping consumers personalize their healthy journeys with data-driven insights. This holistic approach merges physical, mental, and emotional wellness, aligning with a growing desire for sustainable, mindful living.

Key Takeaway for Brand Marketers:

To thrive in 2025, offer personalized wellness solutions that integrate seamlessly into consumers' lifestyles, blending innovation with a focus on sustainability. Position your brand, products, and experiences to help consumers invest in their healthspan, fostering long-term loyalty through mindful, preventative solutions.

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no. 23

Women Defying Age Norms

EMBRACING THE WISDOM OF EXPERIENCE

In 2025, women are leading a cultural shift that celebrates aging as a symbol of empowerment, experience, and wisdom. Rejecting the culture of youth obsession, they are redefining grace by embracing authenticity at every life stage, proving that beauty, power, and allure are defined by experience, not age. This movement highlights the growing recognition that wisdom and confidence deepen with age, offering a wealth of knowledge and perspective that younger generations can aspire to. Women are embracing life's varied chapters—personal reinvention, new passions, and meaningful living—encouraging others to embrace their own journeys without fear of aging.

This shift is not just about defying traditional beauty standards but celebrating the depth and richness that comes with age. The increasing visibility of older women in leadership, fashion, and entrepreneurship reflects a powerful message: aging is not a decline, but a celebration of life's wisdom.

Key Takeaway for Brand Marketers:

For brands, this shift offers an opportunity to move away from youth-centric messaging and embrace age-inclusive representation. By focusing on empowerment, confidence, and the beauty of lived experience, brands can connect with a broader, more diverse audience.

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Into The Mystic

THE SEARCH FOR WISDOM

Gen Z and Millennials are expanding their self-discovery journeys beyond traditional methods, turning to psychics, aura readings, Etsy witches, and alternative healers to explore deeper questions about identity and purpose. In an era marked by uncertainty and a craving for connection, mysticism offers these generations a unique way to align with their inner selves. Practices like crystal consultations, astrological chart readings, and tarot cards provide not only guidance but a sense of ritual, grounding, and empowerment.

On social platforms creators demystify these practices by sharing manifestation rituals, astrological alignment tips, and healing methods making them feel more approachable and personal. Meanwhile, Etsy has become a hub for spell kits, intention candles, and bespoke rituals, offering consumers tangible ways to incorporate mystical wisdom into their everyday lives. Modern therapy is meeting ancient wisdom to create a holistic path to self discovery.

Key Takeaway for Brand Marketers:

Blend modern wellness with mystical practices by offering personalized tools, partnering with spiritual creators, or incorporating ritualistic elements into storytelling. Tap into this trend to connect with consumers seeking empowerment and enchantment that go beyond tarot cards—and go into the mystic.

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Wisdom in Wellness

THE RISE OF RESTORATIVE SOCIAL CLUBS

Who needs another cocktail lounge when you can bond over breathwork and ice baths? A new wave of social clubs is redefining luxury, drawing inspiration from the ancient wisdom of holistic health. From the communal bathhouses of ancient Rome to the hammams of Morocco, wellness has always been a cornerstone of human connection. Today's spaces—like [Remedy Place](#) and [The Well](#)—are reviving these ancient practices, blending community, holistic healing, and personal rejuvenation.

As burnout rises and self-optimization becomes a new status symbol, where consumers are trading velvet ropes for wellness pods. These clubs aren't about exclusivity—they're about restoration. Networking happens post-yoga, friendships form in infrared saunas, wisdom is inspired by guest speakers, and "going out" means coming back feeling better than when you arrived.

Key Takeaway for Brand Marketers:

Tap into the shift toward wellness-driven social spaces by aligning your brand with experiences that foster connection and care. Collaborate with emerging wellness clubs, curate events centered around holistic health, or craft products that seamlessly fit into this new wave of mindful luxury.

Closing Thoughts

For marketers and brand communicators, the opportunity lies in aligning with the evolving needs and desires of a more self-aware and conscientious consumer. By understanding and responding to these shifts, brands can not only adapt to the challenges of 2025 but thrive within them, cultivating trust and loyalty in a world that demands more than just products—it demands purpose. Now is the time to embrace these cultural shifts—craft meaningful experiences, build deeper connections, and position your brand as a true partner in your audience's journey toward authenticity, empowerment, and wisdom. Let's talk.



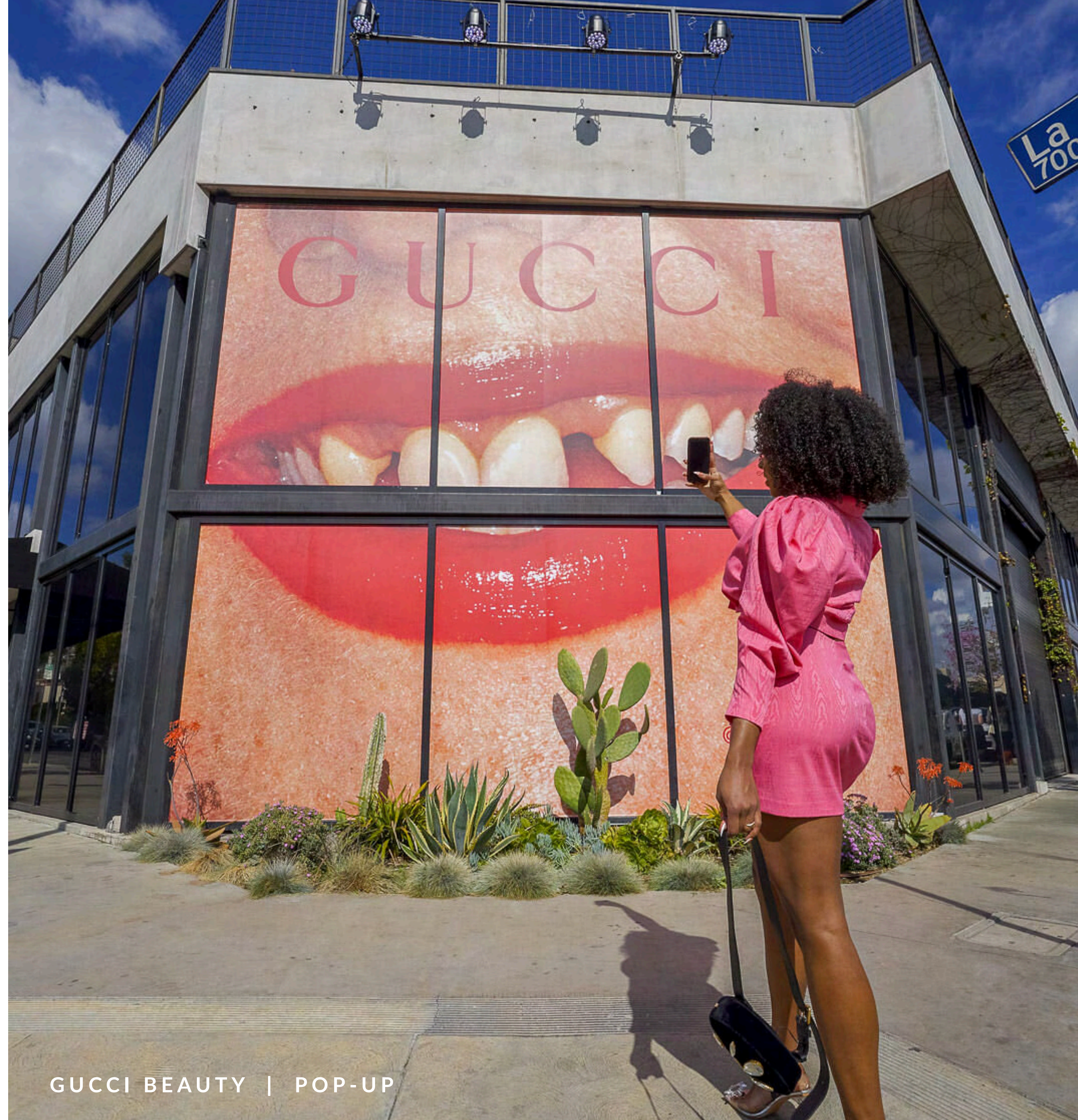
A B O U T U S

About Us

We Are BMF.

A global integrated creative marketing agency that humanizes brands both digitally and physically, in unexpected, inspiring, and impactful ways.

We create moments that leave lasting impressions, and foster emotional connections.



GUCCI BEAUTY | POP-UP

About Us

We Craft Narratives That Inspire Action.

Our mission is to partner with brands to achieve their business objectives. In times of unprecedented socio-political, economic, and cultural disruption, this is more important than ever. We get to the heart of what motivates people by engaging them through storytelling.

We build extraordinary brand experiences that establish meaningful connections, build brand equity, and inspire people to act.



SK-II | TIMES SQUARE TAKEOVER

Teams Around The World.

With offices in New York, Los Angeles, Miami, and London, our global network and international expertise enable us to leverage local team members and subject matter experts who provide regional, on-the-ground intelligence and project management. We seamlessly execute award-winning creative marketing programs around the world with the agility of a boutique agency.



Award Winning Agency.

BMF's impactful, creative, and well-defined strategies result in honorable recognition across notable industry platforms.

ADWEEK SMALL AGENCY AWARDS WINNER

2023 - CAMPAIGN OF THE YEAR

CAMPAIGN US

2023 - BRIAN FEIT, 40 OVER 40

CLIO ENTERTAINMENT WINNER:

2022 - TELEVISION/SERIES, EXPERIENTIAL/EVENTS

2022 - TELEVISION/SERIES, PUBLIC RELATIONS

2022 - TELEVISION/SERIES, OUT OF HOME

AD WEEK: EXPERIENTIAL AWARDS

2022 - EXPERIENTIAL EXECUTIVE OF THE YEAR, BRUCE STARR

EVENT MARKETER EX AWARDS WINNER:

2021 - BEST BUZZ MARKETING/INFLUENCER PROGRAM (GOLD)

2021 - BEST PRESS EVENT (SILVER)

THE PR NET 100 WINNER:

2023, 2022, 2021 TOP AGENCIES

BIZBASH EVENT EXPERIENCE AWARDS WINNER:

2023, 2022 - INDUSTRY INNOVATORS - BRUCE STARR & BRIAN FEIT

2021 - BEST EVENT DECOR

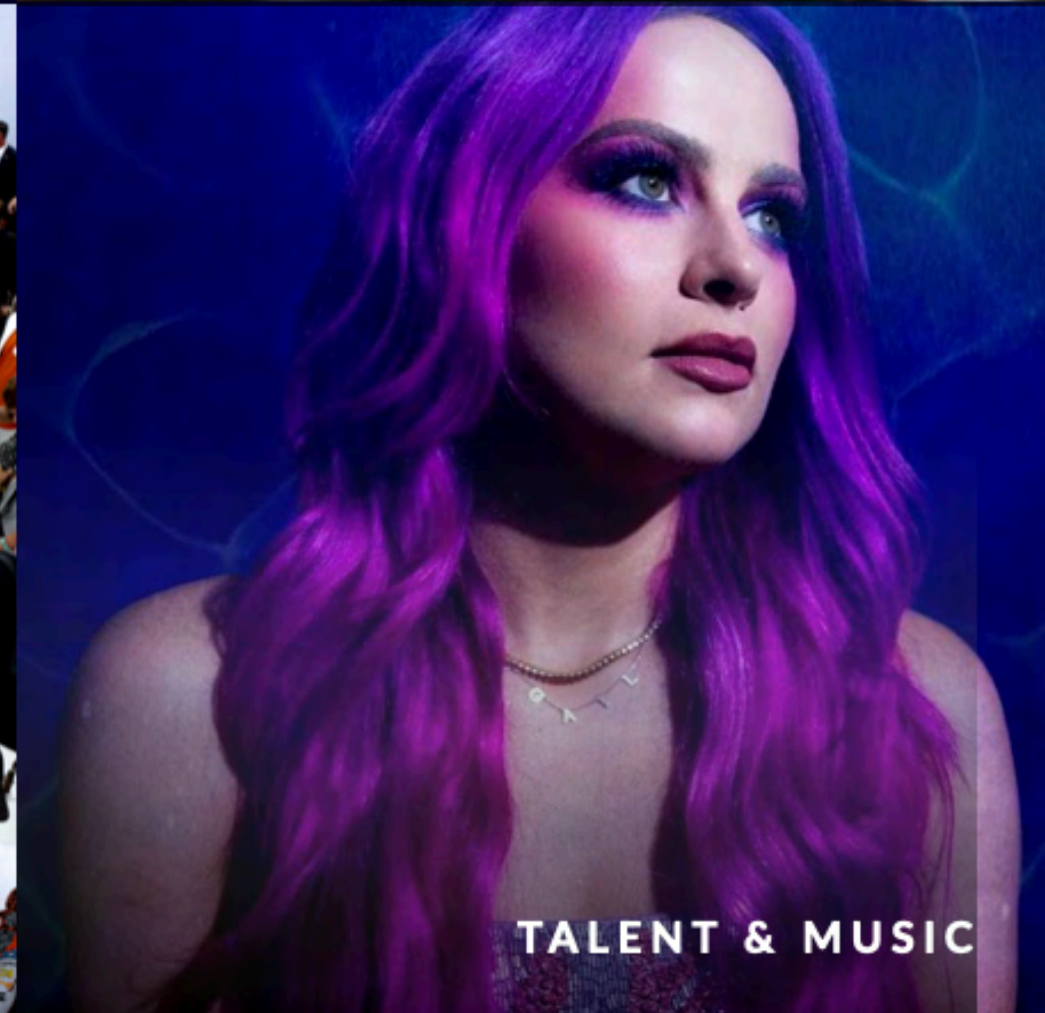
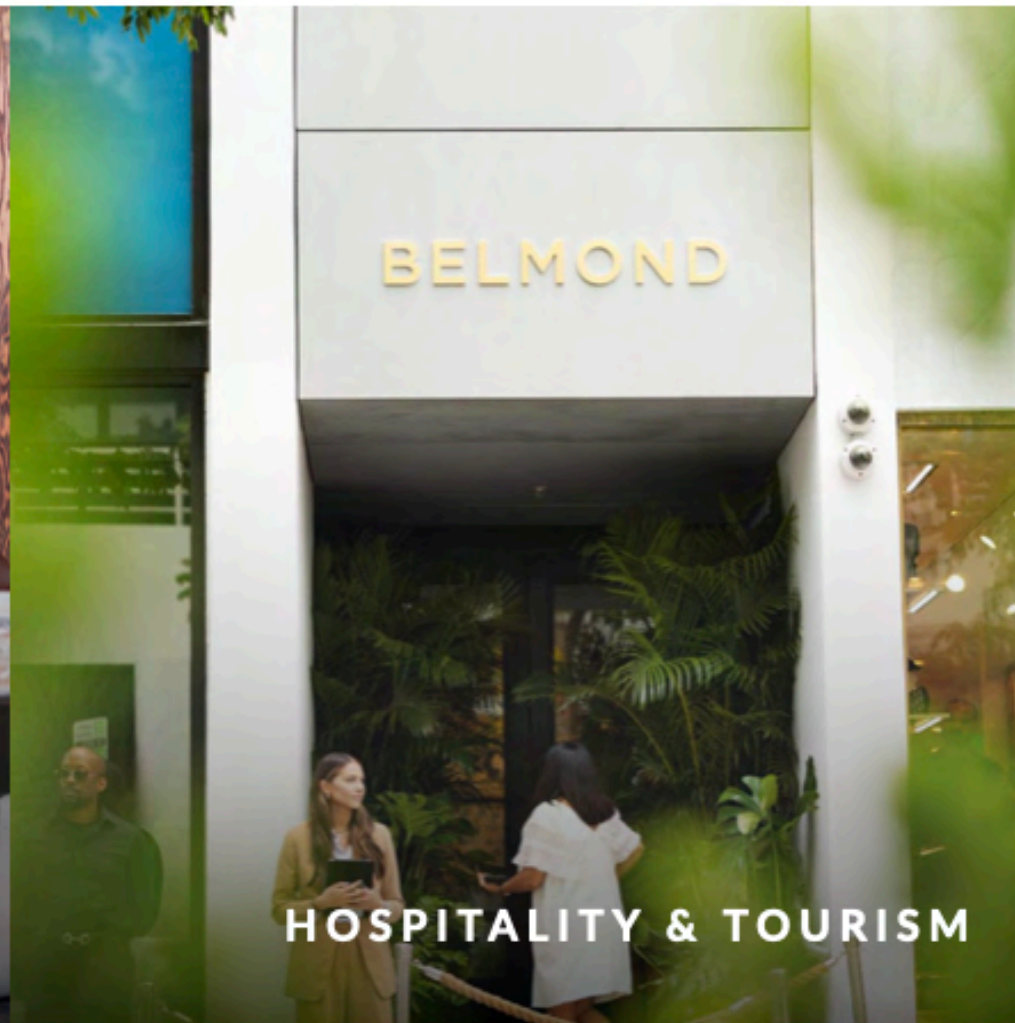
EVENT MARKETER TOP 100 AGENCY IT LIST WINNER:

2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016



About Us

We Know These Categories Inside + Out.



These Brands Trust Us To Tell Their Stories.

LUXURY

VACHERON CONSTANTIN
GENÈVE

GUCCI

TIFFANY & CO.

Cartier

DOLCE & GABBANA

Φ
BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

FASHION

Lilly Pulitzer®

● sunglass hut

JCPenney®

VINCE CAMUTO

UNI
QLO

H&M

DKNY

BEAUTY

ESTÉE
LAUDER
COMPANIES

LA MER

smashbox

PARLUX LTD.

ZO® SKIN HEALTH

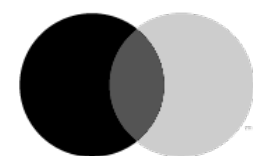
OLAPLEX.

TOM FORD

FINANCIAL SERVICES & TECHNOLOGY

VISA

amazon



TikTok

CHASE

ROUTE

WELLS
FARGO

HOSPITALITY + TOURISM

ROSEWOOD
HOTELS & RESORTS



CRYSTAL®

Marriott
INTERNATIONAL

BELMOND

CANYON RANCH.

LOEWS
HOTELS

SPIRITS + WINE

Stoli



UNCLE
NEAREST
PREMIUM WHISKEY

Hennessy
COGNAC

MACALLAN®



AUTOMOTIVE

Lamborghini



Maserati

LEXUS

TOYOTA

mazda

ENTERTAINMENT + STREAMING

hulu

NETFLIX

Disney

Paramount

CBS

HBOMAX

amazonstudios

About Us

Diversity & Inclusion: It's In Our DNA.

These two words have always been at the heart of BMF and we take PRIDE in celebrating the authentic connection of these words with our clients and extended global network.

In fact, we are members of the National LGBT Chamber of Commerce (NGLCC) organization in New York City, our corporate headquarters, and Founding Owner Bruce Starr is on the board of Housing Works, a non-profit battling the dual crises of homelessness and HIV/AIDS.





bmfm

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