



**HUMANATURAL**

From: Prescribed ideals for human behavior  
To: Celebrated & accepted individuality

In rebellion against Pinterest-age perfection, we accept and appreciate all types of beauty. As cultures mash and meld together, our identities shift away from stereotypes and toward unique, multifaceted beings. We accept the individuality of the human and see the true beauty in everything.

**Drivers:**

- Societal - Generation gap / generational rebellion (going against the norm)
- Technological - Internet / Availability of information
- Environmental - Human comfort
- Economic - Global recession (understanding its impact on society)
- Political - Awareness of social issues (ex. Sexuality, gender, race)
- Economic/Political - increase in community service and giving back (habitat for humanity, etc.)

**Manifestations:**

• Human Beauty: Corporations have begun to embrace this notion, evidenced by Dove's "Real Beauty" campaign and Aerie's pledge not to photoshop models. We don't look sideways at people with tattoos, haircuts, piercings. There is a shift to hiring for talent