



MICRO TRENDS

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Ai generated art on midjourney - Bing images

Magician's lair- AI Art

Create art pieces just with a description using AI

In the segment of Art, Illustration, Storytelling and Design, Visuals have always played the most important part.

Looking at that various artists, designers and people who were working in the segment of Digital art are now **generating their own art**. Yes, not creating but "generating" Artworks and art pieces. It's a two minute game and you;" have a ready artwork generated via Artificial Intelligence.

#aiartcommunity
1,054,292 posts

#aiart
2,369,120 posts

#aiartwork
532,952 posts



[leraaiart](#)



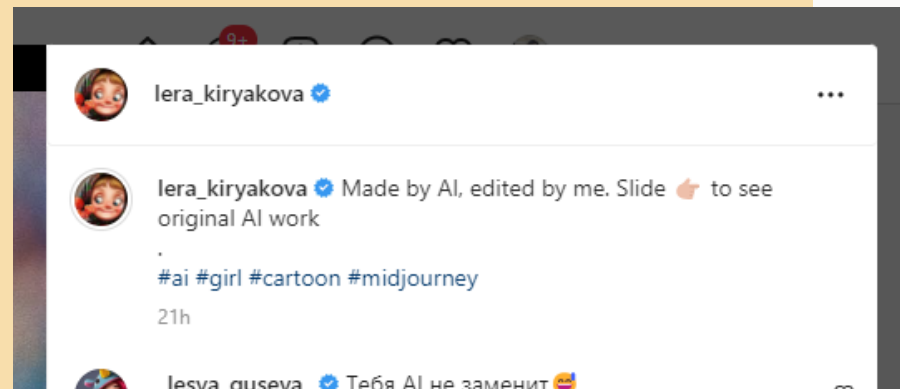
Self Generated using Midjourney



[aibookart](#)



[themagichouse](#)



[leraaiart](#)

Drivers

- Desire of non-artists to create art
- Hype created around and fascination with AI
- Influence by friends, etc. and Gen Z and Millennials sharing their experience with AI and Art generators
- Fascination with Colonial Art and Artist's work and their modern AI generated versions
- Ease of use/generating Art made possible by the app's simple command features (Apps like midjourney, etc.)

Scope

Scale: Global

Consumer Cohorts: Gen Z, Millennials

Geography: Metro, Tier 1 cities

Timeline

The history of AI art dates back to 1973, when American computer scientist Harold Cohen created the first-ever AI painting. Cohen's painting was created using a program he developed called AARON.

Started again when Midjourney first entered open beta on **July 12, 2022. Expected to pick up pace by end of 2023.**



SHEER MADNESS

SEE THROUGH JACKETS AND PULLOVERS



[Walkingverticalsheermadness](#)

WALKING VERTICAL
●●●●

Sheer Madness

See through jackets and pullovers and shrugs

Sheer jacket

Layers

Ssense

Sheerlayers

Sheer Madness

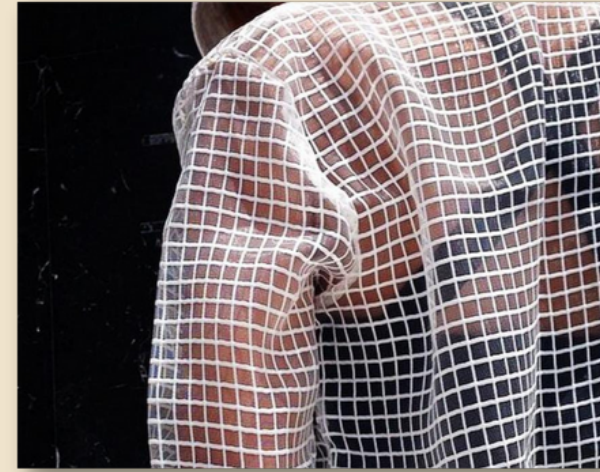
See through jackets, pullovers and Shrugs

Thick and opaque layers were in at some point of time, and they are "classics" but no trendier. When we hear the term jacket, it generally means something warm and comfortable, but these **sheer jackets**, shrugs and pullovers are the new warm, they don't bring warmth, but they do provide a warm heart as one likes to wear trendy clothes, and that warms the heart of it's one of many desires.

#sheerjackets #ssense #sheerlayers



[leraaiart](#)



[aibookart](#)



[whitesheerness](#)



[itsgettingwarmer](#)

Drivers

- Changing meaning of clothing- from cover to aesthetic
- More acceptance towards showing skin
- Celebrities with international influence like Doja Cat and Cardi B adorning mesh dresses
- Desire to feel trendy and more scope to play around with layers, different layers that add a different look to the whole outfit.
- Desire to wear visually interesting jackets, outfits, etc.

Scope

Scale: Global

Consumer Cohorts: Gen Z, Millennials

Geography: Metro, Tier 1 cities

Timeline

Started in Mid 2022, expected to pick up pace by 2023 February and furthermore.



HAIR SWEET HAIR

EDIBLE GUMMIES FOR HEALTHY SCALP HAIR

<https://www.instagram.com/p/Cd2qLDEoIPK/?igshid=ZmRlMzRkMDU=>

Hair Sweet Hair

Edible gummies for a healthy scalp

Hairgummies

hairnutrition

Hair Sweet Hair

Edible gummies for healthy scalp hair

People across the globe have started consuming hair gummies , it says it'll improve the quality of scalp hair and strengthen it.

Hair gummies are **flavoured, chewy pastilles** which contain a blend of vitamins and minerals designed to support your hair health. It's easy to spot gummy hair vitamins, as they're usually candy-coloured and come in a huge variety of shapes from hearts and stars to teddy bears.

#hairgummies #hairnutrition



[healyhairgummy](https://www.healyhairgummy.com)



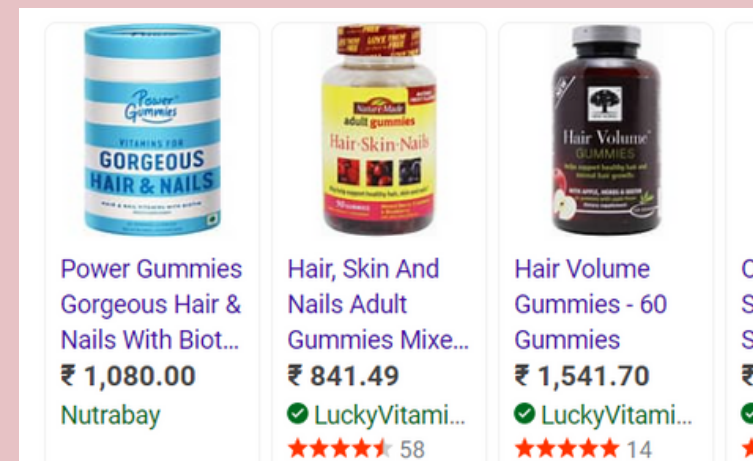
[healthyhair](#)



[hairgummy](#)



[benefitsofhairgummies](#)



[buyhairgummies](#)

Drivers

- Candy-like packaging making it palatable for youth
- Recent year focus on nourishment-from-within for skin and hair care
- Replacement of vitamins and nutrition pills to avoid looking like one is sick or under medical care
- Desire to have healthy, strong and shiny hair
- Easy way to maintain hair health and visible results in a month (as per customer reviews)
- Opened up gates for products like "Keto" gummies, nail health gummies

Scope

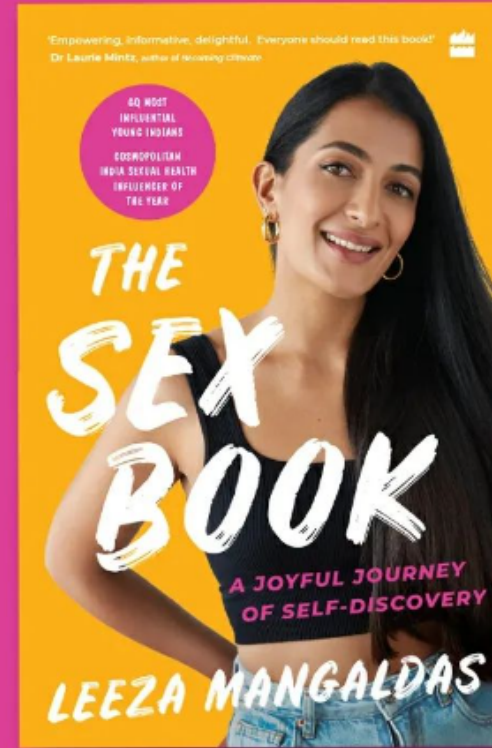
Scale: Global

Consumer Cohorts: Millenials

Geography: Metro, Tier 1 cities

Timeline

First talked about in 2020, since a lot of people were losing hair due o after effects of Covid. This product picked up pace when a lot of brands started manufacturing similar products, in 2022



ADVANCE PRAISE FOR THE BOOK

OOPS, I **SEXED** IT UP

SEX EDUCATION OUT IN THE OPEN



Oops, I sexed it up
Sex Education

Knowyourbody
inclusivity
sexed

Oops, I ~~sexed~~ it up

Sex Education and answers to most awkward questions, plus female pleasure

"Sex Education at its best!"

"Hugely relevant across generations!"

This trend seeks to inform and delight in equal measure, with scientifically accurate, judgement-free, pleasure-positive answers to even most seemingly awkward sex questions. It's the sex-ed none of us got, but everyone deserves! It's the ultimate guide to help you better understand and navigate your body, your pleasure, and your relationships!

#Knowyourbody #inclusivity #sexed

SEX ADVICE EVERYONE NEEDS TO HEAR



[Netlixseriessexeducation](https://www.netflix.com/india/title/80114601)



[ttt_official](https://www.instagram.com/ttt_official)

Drivers

- Discourse around making sex-ed compulsory in schools
- Sex ed content creators like Leesa Mangaldas, Seema Anand, Dr. Tanaya Narendra, etc. and pages like @ttt_official with their sex ed series and pages like durexindia
- Gen z and millennials becoming more comfortable with their sexuality and talking about it online
- Popular shows like Sex-education

Scope

Scale: Global

Consumer Cohorts: Gen Alpha, Gen Z, Millennials

Geography: Metro, Tier 1 cities, Tier 2 cities, towns and villages

Sex Gurus, Gynecologist, Doctors have come up online and have started explaining the importance of safe, healthy and pleasurable sex. People like Leesa Mangaldas, Seema Anand, Dr. Tanaya Narendra, etc. and pages like @ttt_official with their sex ed series and pages like durexindia talk about healthy, pleasurable Sex and Sex Education. This sort of education could be taken into schools, healthcare clinics, villages, etc.



THANK YOU
