

A New Era of Empathy and Responsibility

Bosco Verticale (Vertical Forest), Milan, Italy

The Hidden Brain episode "Wellness 2.0: When It's All Too Much" shows the duality of despair and beauty to build resilience, connection, and motivation.

HIDDEN BRAIN

Consumers expect brands to **prioritize people, the planet, and culture** with real action, transparency, and responsible products, not just surface gestures.

FOREVER BETTER.



THERE IS ONLY ONE FOREVER
LET'S MAKE IT BETTER

NEW Fashion Transparency Index: Puma ranked most transparent in social and environmental disclosure.

Today's consumers are overwhelmed by waste, disconnected from the origins of the products they use, and wary of performative sustainability. They seek **simplicity, authenticity, and craftsmanship in products, designed to last and tell a story of care and responsibility**. Brands are challenged to go beyond what's expected and prove that they're committed to making a lasting impact.

Pinterest's Terra Futura: In 2025, Boomers and Gen X will drive sustainable living with a sci-fi twist of recyclable fashion, self-sufficient gardens, and community spaces.

Patagonia Provisions x Deschutes Brewery Kernza Golden Brew uses Kernza, a perennial grain that promotes sustainable agriculture, connecting consumers to single source local ingredients.

Product Opportunities for Brands

We identified three directions within this consumer trend that can inspire brands to connect to their consumers.

Crafted Longevity

High-quality products built to last, such as alternative sourcing, refillable beauty products, or artisanal items crafted with durable, sustainable materials.

Purposeful Simplicity

Minimalist designs that emphasize functionality, transparency, and elegance, like single-ingredient skincare, clean-label food, or products that simplify daily rituals.

Sourced Thoughtfulness

Items that turn overlooked materials into value, like luxury goods made from repurposed material, or products with rich origin stories tied to ethical sourcing and cultural significance.

Revo Foods, in partnership with Mycorena, launched 3D-printed plant-based salmon fillets made from sustainable mycoprotein.



The Humanist's Herban Wisdom Facial Oil reflects the brand's commitment to inclusivity and wellness with accessible, braille-adorned packaging and a focus on holistic skin health.



Sanzo, the first Asian-inspired sparkling water brand, bridges cultures and connections by celebrating Asian heritage through vibrant and flavorful sparkling waters that connect East and West in every can.



What can we do?

Curion gives brands the confidence to demonstrate genuine empathy and responsibility through actionable insights and consumer testing.

We evaluate how products resonate emotionally, whether through sustainable design, craftsmanship, or simplicity.

Our testing ensures that all product details and experiences align with consumer expectations for quality and care. Through behavioral analysis, we help brands understand how consumers perceive their efforts, whether it's transparency in sourcing or the emotional impact of a product's story.

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