

From bio-fashion to One Rand Man social experiment, catch the Trend Report

The May Trends Report for NATIVE VML goes from bio-fashion to the One Rand Man social experiment and offers top trends in marketing, storytelling and digital culture locally and abroad.

Digital convergence is fast becoming the norm where technology allows a shift from one-to-one to one-to-many quick, easy and affordable services. Smart devices are changing how we relate to illness and disease and how in-home devices can automate convenience with a click of a button.

The bio-future of fashion is a focus in this edition. Dubbed the future of fashion, bio-fashion uses living cultures of microorganisms such as yeast, fungi and algae to produce fabric. Eco-leather, bio-based leather that turns chicken feathers, natural fibres and plant oil resins into shoe soles, has already captured the attention of large retailers like Puma and Nike.

For the full report, go to www.slideshare.net/NATIVEagency.

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