

The challenges of
Change Engagement & GenZ

Future Vision Workshops 2025

Unique & Universal

Smart & Sustainable

Trust & Truth

Deep & Deal

ExpoTeens
ProTastersProActives
New NormalsCreActives
Mind BuildersExperTeens
Premium Seekers

Estetiche

Consumi

Comunicazione

Retail

Fashion, Design,
Style, BeautyFood, Automotive
Living, EnergyAdv, AI, Social,
Media, CultureGdo, Servizi fin.,
Tourism, Delivery**PROPOSAL**Training and Consulting
FVW 2025Email: info@futureconceptlab.com

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Future
concept
LAB



The 2025 edition of the Future Vision Workshops by Future Concept Lab will focus on the prospects of **Change Engagement** and of the **Future of Marketing Intelligence** starting from the characteristics and needs of the **GenZ that extends to other generations** and which have repercussions on Aesthetics, Consumption, Communication and Retail, brought to life through a training and consultancy program, between scenario updating and *tailor-made*. The ability to understand and intercept change will be at the heart of the journey **in the name of Engagement and Activation**. The topics of **evolutionary trends**, of the **generational nuclei** most permeable to the change that GenZ imposes, of the most **emblematic business success stories**, the most suitable tools and strategies all become protagonists in the change underway, and will therefore be addressed. The 2025 research, training and consultancy package includes participation by remote (**4 webinars**) and in presence (**1 meeting with Future Concept Lab**), with the aim of applying the trends that have emerged and are emerging in the most advanced scenario to the various corporate realities.



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Future Vision Workshops 2025 / Calendar

AESTHETIC TRENDS: SIGNATURE AND FORM OF THE FUTURE | April 3rd, 2025

The Search for Recognition in Uniqueness: Fashion, Design, Beauty, Art. The Aesthetic trends that focus on Signature and Form. Cases and trends of the Unique & Universal paradigm. The meanings and generational differences in the aesthetics scenario: between ExpoTeens (13-15 year olds) and ProTasters (40-49 year olds). The standard-bearers of fashion, design, style, beauty and art.

CONSUMPTION TRENDS: DAILY INTELLIGENCE, OPTIMAL AND SUSTAINABLE | June 26th, 2025

Proactive and Generative Consumption: Food, Home, Automotive, Wellness. The Consumption trends between custody, insight and empathy. Cases and trends of the Smart & Sustainable paradigm. Generational orientations and differences in the scenario between sustainability and generative consumption: between ExperTeens (16-19 year olds) and New Normals (45-60 year olds).

COMMUNICATION TRENDS: MIXED CREATIVITY AT THE MEETING OF EXTENDED REALITY AND AI | October 2nd, 2025

The Present of Integrated Intelligence: The Sparks Between Corporate Past (Heritage, Legacy) and Digital Future (AI, AR). The Communication trends focus on the meeting between Brand, Imagination and Advertising. Cases and trends of the Trust & Truth paradigm. Codes, languages and generational bridges in the scenario of "intelligent" communication: between CreActives (20-29 year olds) and Mind Builders (55-69 year olds).

RETAIL TRENDS: AT THE SERVICE OF THE FUTURE, ACTIVATING TRUST AND SHARING VALUE | November 27th, 2025

The Radical Challenge of Innovation in Services: Exemplary Actions in Trade, Tourism, Credit, Insurance. The Retail trends that transform the market. Cases and trends of the Deep & Deal paradigm. Experiences and expectations for different generations in the integrated distribution scenario: between ProActives (25-34 year olds) and Premium Seekers (50-65 year olds).

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Future Vision Workshops 2025 / Clients

We have carried out activities of **research, training and consulting** projects for over **250** companies and institutions globally, many of which have participated at the Future Vision Workshops.

from 1990

- ALESSI**
from 1992 till 2022
- PHILIPS**
from 1994 till 2006
- GATORADE**
from 1992 till 1997
- LEVI'S**
from 1996 till 1999



from 2000

- ILLY**
from 2000 till 2013
- HAVAIANAS**
from 2002 till 2010
- VEUVE CLICQUOT**
from 2005 till 2007
- WHIRLPOOL**
from 2005 till 2021
- WELLA**
from 1998 till 2018
- UNICREDIT**
2007
- MOLESKINE**
from 2009 till 2016



from 2010

- FERRERO**
from 2010 till 2015
- APEROL**
2011
- 3M**
from 2012 till 2021
- CREDIT AGRICOLE**
from 2018 till 2022
- TRUSSARDI**
from 2013 till 2016
- LAVAZZA**
from 2014 till 2018
- LG ELECTRONICS**
from 2014 till 2016
- DOLOMIA**
2022 and 2023
- INGLESINA**
from 2015 till 2021
- EUROJERSEY**
From 2015 till 2023
- BVLGARI**
from 2019 till 2022
- BTICINO**
from 2011 till 2023
- BEIERSDORF**
from 2012 till 2022
- ESSELUNGA**
from 2017 till 2021

