

# Cultural Shifts 2026



# Foreword

Welcome to Margaret's Cultural Shifts 2026.

As we land in the new year, we're looking back at some of the movements that defined 2025 and are set to gain even more momentum in 2026.

Our five themes span sectors, but are united by a global desire to bring it back to connection, community and realness as we speed towards an AI dominated age.

**Wellness, Unplugged** is about ditching (or at least diluting) the metrics and turning back to meaning. Think less self-optimisation through gadget control, and more of a rooted return to stillness, an instinctive sense of self and nature.

Food and drink stay in the spotlight, with **The Great Foodification** signalling that your pantry has become as identity-defining as your wardrobe.

**Safe Expression** champions the corners of culture where community-led platforms and IRL meet-ups offer space to speak freely, meaningfully create, and just be - free from shame or judgement.

Then there's **Purposely Flawed**, an essential rebellion against the AI-polish of everything, which celebrates mess, emotion, and the beauty of showing up unfiltered.

And finally we flow into **You Are What You Drink**, where the mood shifts from intoxication to intention, raising a glass to presence, conscious pleasure and more purposeful consumption - which we're all here for in 2026.

## MARGARET

Margaret is a global communications agency, creative studio and certified B Corp, specialising in arts and culture. Our mission is to craft meaningful, culturally relevant campaigns that stand for something. Working at the intersection of brands and cultural institutions, we gain unique insight into evolving global trends and consumer needs, enabling us to shape campaigns that truly resonate.

As ever, we'd love to hear what you think of this report: feel free to drop us a line at [hello@margaretlondon.com](mailto:hello@margaretlondon.com).

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# Wellness, Unplugged

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Image of the lake at Margaret client Crafted  
Photo by Miles Jack Paris Hutchings



# Wellness, Unplugged

*Human connection and meaning over metrics and notifications.*

We're seeing a continued shift towards wellbeing - a \$2 trillion global industry, redefined by Millennials and Gen Z, who view wellbeing not as a luxury, but as a daily ritual. They weave it through every aspect of life: from fitness apps to mindfulness practices and IV drips. It's become a 'must do' and not a 'maybe' with McKinsey revealing that 79% of UK consumers rate it as "top" of their priorities.

Yet, despite unprecedented access to wellness tools and tech, from **Oura** rings to **Neko Health** wait lists, stress remains high and a preference for experience driven and emotionally led wellness is emerging. "Wellness Unplugged" is on the up, with brands putting human connection and meaning above metrics.

This is playing out in things like Gen Z rawdogging boredom for 15 minutes a day - sitting, doing nothing to counter the sense of 'always on'. And **London Scream Club** which went viral in 2025, showing the need to feel it in full, and let it all out.

## Fancy a cultural workout?

If you ever needed an excuse to shut your laptop and head to a gallery then a study by King's College London found that viewing original artworks in galleries can measurably benefit health: cortisol dropped 22% and inflammatory markers linked to heart disease, diabetes, and depression fell up to 30%. Framed as a 'cultural workout,' gallery visits may offer wellness benefits similar to exercise, supporting the rise of social prescribing by the **NHS England** and positioning immersive art as an accessible, low-tech path to everyday mental and physical wellbeing.

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## How Brands Are Showing Up

### Nature as a cultural collaborator

**OpenAREA**, created by Ollie Olanipekun (whose name you may know from birdwatching collective for the global majority **Flock Together**) reimagines nature as a cultural collaborator. The initiative makes outdoor spaces more inclusive by transforming parks into creative venues. Its inaugural six-day event at Camley Street Natural Park this year featured installations, performances, workshops and more, to inspire how we connect with nature. With creative support from **Salomon**, OpenAREA encourages people to see local green spaces as cultural destinations.

### A dog as a sports ambassador?!

Brands are exploring fresh ways to rethink our relationship with movement and the outdoors. In what was a first in sports marketing this year, **ASICS** signed a dog as an ambassador, backed by research that shows a sizable 65% of dog owners cite their pets as their main motivation to get moving. It's wellness with muddy paws, not metric perfection.

### Nature As Medicine

In Autumn 2025, **Airbnb** and **Strava** joined forces to create a new travel trend - 'run-cations'. A new movement offering countryside escapes for runners seeking fresh air, nature, and a break from the usual urban routes. Born from collective screen fatigue and city burnout, the movement recognises that nature is more than a backdrop, it's a form of medicine.

*“The way in which people are being active and socialising has evolved – people are looking for new experiences and ways to connect with their community, with exercise and exploration at the heart of it all.”*

**Evelina Jarbin,**  
**Senior Director of Strava for Business**







## A Global Phenomenon

### The World's First Immersive Bathhouse

Set to open in Austin, Texas in 2026, **Submersive** is a new kind of wellness space that blends immersive art, science and traditional bathing practices to support healing and transformation. Founded by Corvas Brinkerhoff, Co-Founder of huge US immersive entertainment company **Meow Wolf**, who sees Submersive as part of a larger shift towards the Transformation Economy (Joe Pine & James Gilmore)

*"If Meow Wolf is the poster child of the Experience Economy, I believe Submersive will be that of the Transformation Economy"* Brinkerhoff.

### Calm over currency

Tucked deep in the Småland forest, Swedish perfume brand **Koyia** bottled stillness. Its new perfumery, an unmanned store in a forest, swapped currency for calm: 599 seconds of silence instead of 599 kronor. To buy a scent, visitors had to pause - no phones, no talking, just ten unbroken minutes of breathing with the trees.

### Immersive Meditation meets Retail

Within wellness x concept store **113 Spring** in New York Margaret client **Kinda Studios** have created **Emergence** - a visual, sonic, and vibroacoustic immersion which uses cutting-edge neuroaesthetic research and altered states studies to support emotional release, mental restoration, and expanded awareness. Sign us up!

### Colour your way to calm

In the middle of Bangkok's daily blur, the MITR Direct Link Tunnel, a 43-metre commuter corridor, has been reborn as **MasterPeace Pain-ting**: a walk-through colouring book designed to slow people down. It's wellness, the analogue way: no apps, no trackers, just the tactile, meditative act of colouring. And science backs it up - studies show that just 30 minutes of colouring can drop anxiety scores by around 32% (PMC, 2024).



# Wellness, Unplugged

## Brand Opportunity

In a world drowning in notifications, younger audiences are craving connections that actually feel real - unplugged and unscrollable.

As wellness evolves from metrics to meaning, brands have a real chance to go beyond products and start helping people feel more present, connected, and emotionally restored.

Brands can design rituals, events, or spaces where wellbeing is felt, not tracked.

In 2026, it's about making self-care collective, playful, and emotionally engaging.

*"Immersive spaces are ten a penny, but I think where brands fall short is when they chase aesthetics rather than intentionality. There's a difference between throwing some lights in a room to make it colourful and lighting a room with a specific frequency of light to invoke an emotional and physical response."*

**Nina Ryner, Co-Founder,  
Halcyon Collective**



# The Great Foodification

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Still from Flux Gourmet (2022), part of 'Let's Eat, A Film  
Feast' festival by Margaret client MUBI at Selfridges



# The Great Foodification

## Food as cultural identity

*Welcome to the great status migration, where your pantry is more culturally valuable than your wardrobe.*

In 2026, food brands aren't just selling products, they're selling belonging, values, and self-expression.

What you eat, where you eat, and how you talk about food has become culturally significant, sometimes more so than fashion. The mechanisms that once elevated fashion - community, identity, fandom, drops, collaborations - are increasingly shaping food culture.

And this ain't set to change; the global luxury food market was valued at £145 billion in 2024, and is projected to exceed £610 billion by 2033.

Food content is booming. CreatorIQ reports a 53% year-on-year rise in usage, echoed by Hatch Group's finding that 38% of British Instagram users seek food content and 27% post their own.

## Food is fun

It's also fun, an absolute feast for your eyes and senses, and goodness knows the world needs a bit more of that right now. A new wave of foodie influencers are putting out short, humorous content.

Take one of our favourite content makers **Hossam Fazulla** whose Food I Can't Read series sees him eating, yep, food he can't read, and whose views have soared hugely in 2025, or **Top Jaw** with their highly bingeable 'Best Of' series and YouTube channel enjoying over 28 million total views (Financial Times).

We had our own healthy taste of it in late 2025 via our film client **MUBI** who as part of its 'Let's Eat' season cooked up a one-day festival of foodie films, talks and culinary delights at **Selfridges**, culminating with a palate teasing quiz hosted by **Sandwich magazine**.



*"To me 'Food I Can't Read' is all about togetherness and how wonderful and diverse we are as humans. How beautiful and colourful our cultures are, reflected in our unique rituals and food, be it delicious or 'weird'".*

**Hossam Fazulla, Food I Can't Read**



## Cafe meets rave meets wellness space

Bakeries, noodle spots, and corner shops are transforming into unexpected cultural hubs for music and community. Take Kensington's **SABA**, a Korean ramen bar and convenience store, which regularly morphs into a mini-mart rave. Or **The Corner Shop** becoming 'The Vogue Cafe' - a fashion, wellness and community space during London Fashion Week. Whilst In Paris, Peggy Gou turned **The French Bastard's** bakery into an intimate music venue, with ravers dancing, croissants and baguettes in hand. Or over in Guangzhou, China, **Nike Soup Shop** combined wellness and community, rewarding runners with free bowls of broth, merging food and culture. You get the picture...

## Fashion getting even more foodie

This crossover isn't limited to grassroots venues. High street fashion brands have long sunk their teeth into fun food collabs - we had **Greggs x Primarks** sausage roll inspired apparel which sold out immediately in 2022, **McDonalds** capsule collection with **Palace** in 2023, **Lidl x Nik Bentels** 'Croissant Handbag' which sold out in two minutes at London Fashion week in Sept 2024, and **Krispy Kreme X Crocs**, our tastiest combo for 2025.

However we are seeing this connection deepening and becoming more ingrained in business models. A Bain & Company report from mid-2024 showed luxury brand-led hospitality ventures grew nearly 20% in that past year, while The NPD Group found shoppers are 25% more likely to return to a flagship store with an onsite café. With audiences harder to reach, a cafe on the side is becoming a smart brand move. **ARKET's** new Dublin flagship has one, **REPRESENT** launched its first 'Owners Club Cafe' in London, and **Ralph Lauren** continues expanding its hospitality portfolio with a new Polo Bar set to open in London in 2028.

We're even seeing this reflected on the shelves, with cult stores like **Goodhood** and **Earl of East** expanding their product lines to include food products, and high-street chains such as **Anthropologie** and **Oliver Bonas** following suit.

*"Food culture is about living in the moment and creating immersive, shareable experiences that tell a story. As food culture takes over, people are hungrier than ever for IRL experiences that build on their food knowledge, and brands across sectors are capitalising on this trend"*

## Design Week Oct 2025





# The Great Foodification

## Food brands as lifestyle brands

Meanwhile food brands are increasingly positioning themselves as complete lifestyle propositions rather than mere consumables. Playing into deeper shifts in how people use food to express who they are and showing an understanding of their audience, which goes beyond their food choices and into their fashion tastes.

Take bakery-restaurant brand **Jolene** which last year launched its own shop complete with bags, hoodies and smocks, with product drops selling out and quickly achieving cult status. Or **The Salad Project** who in November 2025 dropped its merch range - 'The GOAT Please', its first-ever collection of curated goods.

*"When you launch a salad bar, you're more focused on deciding which leaves to include than building a lifestyle for customers that celebrates movement, creativity and fueling every move. Four years on, it turns out we have built just that. We bring our community together through sweat events, creative workshops and inspiring talks. And now with a range of curated products that iconise our GOAT salad. A range of designed goods for those fans who just can't stop asking for 'The GOAT please'."*

**Clementine Haxby, Culinary & Marketing Director,  
The Salad Project**

Over in Paris, small, fashionable eateries like **Kolam**, **PaperBoy** and **Jah Jah** are creating a unique ecosystem where food and fashion are intersecting. With 2025 seeing Afro-vegan restaurant Jah Jah collaborating with both **Comme Des Garçons** and **Adidas Originals**.

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# The Great Foodification

## Brand Opportunity

It's perhaps not surprising we're seeing this great foodification. After all food is a uniting force. It creates an understanding of different cuisines and cultures, as well as a sense of community.

With audiences increasingly seeking out fun and IRL experiences (a common theme in our last Cultural Shifts trend report too), there is a growing need for diverse communities to find common ground and come together.

Food brands have become cultural engines, shaping tastes, tribes, and loyalty, and the rest of the market is racing to get a seat at the table. By bringing culinary moments into their worlds, brands unlock a deeper engagement that's only set to rise in 2026 and beyond.

*“Food consumption is not only a sensory pleasure but also a symbolic entry point into a foreign culture. Unlike museums or concerts, which may require prior knowledge, everyone eats, and food is one of the most accessible and enjoyable ways to experience cultural diversity.”*

**The Guardian**





# Safe Expression

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Image of 'Levis in Session Live' produced by Margaret 8  
Photo by Mariana Pires



## Safe Expression

*Are we reaching the end of major, mass platforms and moving towards smaller, trusted community-led platforms and IRL gatherings?*

### A giant pile of shit?

Welcome to the age of Enshittification, where the platforms we once loved have become cash machines, and real connection has got lost in the process. The term, coined by Cory Doctorow highlights the slow decay of platforms (Facebook, Instagram and X) as their priorities shift from serving users to serving themselves. Social platforms that once helped us connect now compete to sell and keep us hooked. The result, in Doctorow's words, is "a giant pile of shit."

### No fun, just fatigue

It's no wonder the feeds feel heavier. Brandwatch reports that over 54% of ad-related conversations online now carry anger, as users vent about clickbait, tracking, and ad overload. Where scrolling once sparked curiosity, the constant selling causes fatigue. "Fun" on social media is in free-fall, while anxiety around constant connectivity has surged 25%.

### From mass broadcast to micro-connection


Across the digital landscape, a quiet exodus is underway - away from performative visibility, away from cancel-culture, away from the toxic trolls, and the risk of becoming a meme - and into smaller, safer sanctuaries of self-expression.

These are the Internet's new "third places": Discord servers, Substack communities, group chats, micro forums where community currently feels earned, not engineered. It's no coincidence that Reddit has grown its user base by 31% year-on-year.

*"These cosy corners of the internet offer a sense of safety, trust, and genuine connection that big social networks simply can't provide anymore. Platforms like Discord, Geneva, Mighty Networks, and TYB are thriving - not because they promise reach, but because they promise belonging."* **Zoë Scaman, Global Strategist**

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A photograph of a person from the back, wearing a grey tank top and blue jeans, carrying a white tote bag. The bag has the text "CARRYING A LOT RIGHT NOW" in large, bold, black capital letters, and "SELF SPACE" in smaller, bold, black capital letters below it. The background is slightly blurred, showing what appears to be a public space with other people and a pink circular sign in the distance.

CARRYING A LOT  
RIGHT NOW

SELF SPACE





## Where audiences gather, brands will follow

Brands are noticing this shift too and rethinking their choice of platforms. Over on Substack **Madewell's** "Well Said" newsletter offers long-form cultural essays instead of quick-swipe commerce and **MM La Fleur's** "The M Dash" is a community-driven dialogue on style and ambition, moving beyond the hard sell.

This movement toward safe expression is also showing up in the rhythms of real life. In Peckham, Joy Crookes and **Bacardi's** "Moves Like the Greats" invited a generation too self-conscious to dance (73% of Gen Z apparently) to move without fear. By pairing young Londoners with less self-conscious elders, the night became a multi-generational act of reclaiming joy without judgement. When **Peckham Palais** reopens next year, it will have a no-phone policy, encouraging full presence and zero sharing online.

In one of our favourite campaigns of 2025, shoe brand **Vibram** partnered with a toe wrestling competition to launch its new graspifier product line. Highlighting a wonderfully bizarre real world micro-community, whilst brilliantly marketing the shoes benefits of strengthening foot muscles and improving balance. The film is pure grit and glory and well worth a watch.

**Self Space's** "Walk Club" takes a somewhat subtler approach. Touted as "the world's first on-demand mental health service on the High Street", Self Space combines accessibility and community into a modern, less clinical therapy model. Their guided walks in London, pair participants for reflection, conversation and mindful connection.

While up north, Manchester's **Mandem Meetup**, in partnership with **In Our Nature**, provides a safe space for reconnecting with nature and community, showing how self-expression can thrive quietly, in low-pressure environments.



## Safe Expression

### More community less shittification

Always leading the way, **Nike** recently teamed up with **Palace** to open Manor Place in November. A hub in South London for sport and creativity, showcasing cultural programming, exhibitions, workshops and talks, spotlighting what brand marketers can do when they take their budgets offline and come together to really serve their communities.

*“I can’t wait for, like, a 16-year-old kid from anywhere in London to come here and be like, ‘Whoa, I can skate for free. I can play football. I can look at Alasdair McLellan’s work on the walls of this gallery, and then somebody comes to give us a talk on how to take photos, or what art direction is. It’s giving communities somewhere to go and play for free that’s warm, safe and cool, every day of the week.”*

**Gareth Skewis and Lev Tanju, Palace**

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# Safe Expression

## Brand Opportunity

The age of mass visibility is giving way to an era of intentional intimacy. People no longer want everything, everywhere - they want something that feels safe, specific, and real.

Brands that want to stay culturally relevant must find the right space and move away from broadcasting to hosting, from chasing attention to earning trust.

The opportunity lies in creating or supporting safe environments - online or offline - where people feel can express who they really are: messy, contradictory, human.

*"I asked some friends why they don't dance in public and some said because of the fear of being filmed. I thought damn, a natural form of expression and a certain connection they have with music is now a ghost. It made me wonder how much of our human spirit got killed because of the fear of being a meme. I just got back from a listening party and it was one of the greatest nights of my life. 300 people no phones allowed... it was truly beautiful."*

**Tyler, the Creator**





# Purposely Flawed

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Image from Anti-Perfection event brand created  
by Storytime and Big Yin



## Purposely Flawed

As AI floods culture with flawless, hyper-real imagery, audiences are finding perfection increasingly sterile. In 2025, a counter-movement emerged: a celebration of imperfection, authenticity, and emotional honesty. Brands, creators, and consumers alike are rejecting the all too perfect precision of algorithms and machine-made in favour of the real and the flawed. C'mon the humans!

*“We are now in this strange period where we are more excited by destruction of creativity than to support and push it on. Because we want everything to be perfect. But it’s creativity, and the point of creativity is imperfection.”*

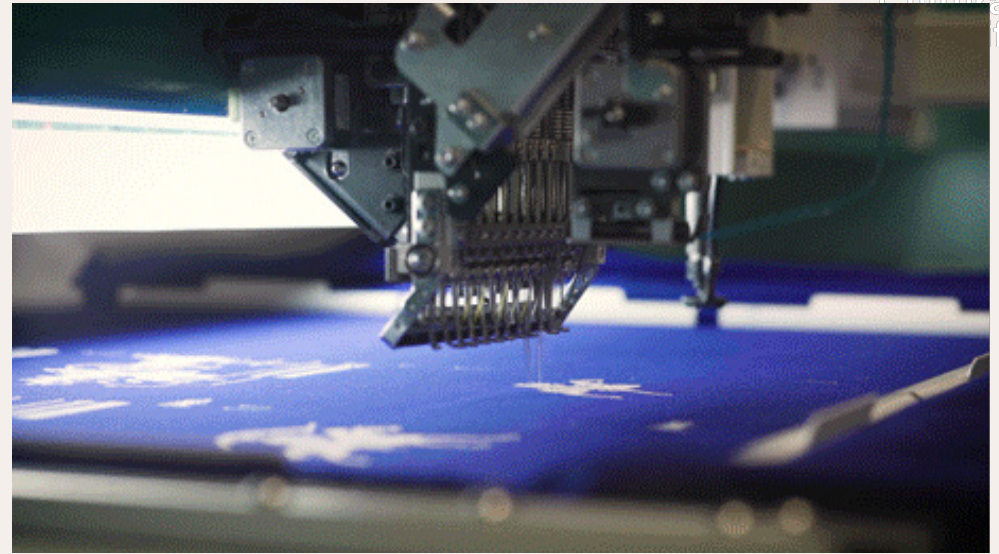
### Jonathan Anderson, This Cultural Life

Just as audiences are turning away, platforms are also paying attention. In July 2025, YouTube updated its monetisation policy to penalise ‘low-quality, mass-produced AI content,’ and instead prioritise human-made, authentic videos.



Italian Skincare brand Veralab's *Perfectly Imperfect* campaign from Feb 2025

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Burberry's Winter 2025 campaign using handmade embroidered animation



Mother London's campaign to promote the opening of Ikea's Brighton store and the very human reality of living in a seaside town...



# Purposely Flawed

**The very nature of AI is why a reaction against it feels inevitable.**

As **Netflix's** Ted Sarandos reminded us earlier this year (in relation to the new stop-motion studio he's creating with filmmaker Guillermo del Toro):

*"I think that the idea that AI will out-imagine things and humans is pretty unlikely. It's quite the antithesis of what it's built to do. AI gives you the most predictable outcome - the opposite of what creativity does."*

## Chaos cake culture

We're seeing this on TikTok with the prevalence of messy first takes, candid reactions and DIY style home videos and movements such as #NoFilterSelfie, #UnpolishedRecipes, #RealSkinJourney. Pinterest also reported a 170% rise in searches for "chaos cake," calling it "a celebration of imperfection and joy".

## Celebrating imperfections

This is also playing out in real life. Junk journaling is booming, with people proudly sharing their process, mistakes and all, and turning them into content. The visible mending movement, celebrates wear and repair as a chosen aesthetic not a flaw. Analogue revivals like film photography, vinyl, and zines, celebrate unpredictability, texture and happy accidents. Wabi-sabi-inspired interiors and product design lean into patina, asymmetry and natural irregularities. Even the rise of "wonky" foods and hand-drawn packaging shows a growing appetite for what's human, imperfect and unapologetically unpolished. We could go on...

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*"We're stepping away from aspirational perfection and leaning into what really matters: joyful moments with the people we love."*

**TODAY.com**



Yip Studio

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## Purposely Flawed

## Cultural Shifts

### Brands breaking the mould

Brands are responding to this and embracing imperfection to prove their authenticity and differentiate themselves from the AI-polished campaigns that are being criticised (think the widely slammed **Guess** and **Coca-Cola** Christmas campaigns).

Take for example **Gran Turchese**'s "Bisco Rotti" campaign with its broken biscuits - once rejected by quality control - appearing on billboards as symbols of uniqueness and honesty.

Or **Dove**'s "#ShareTheFirst" campaign in 2025 which encouraged women to reject unrealistic standards by sharing unedited photos, directly addressing digital image fatigue. Also feeding into their brand pledge, also announced this year, not to use AI to distort women's images as part of their long running 'Keep Beauty Real' brand platform.

In the most vehemently anti-AI ad of the year, **Polaroid** hit the spot with raw photos and taglines reading 'AI can't generate sand between your toes' and 'Real stories. Not stories & reels'. (see our last trend 'self expression' also actually).

# Purposely Flawed Brand Opportunity

It's inevitable that AI is going to continue to radically transform the world as we know it, and that brands and industries will need to respond and evolve.

But there will always be a place, and need for human creativity.

Consumers in 2026 and beyond will continue to demand imperfection and human-made as a sign of realness and reliability, over perfection in the algorithmic age.

*"We are analog creatures, built to connect through our senses but the more we lose ourselves in digital algorithms, the more we drift away from empathy and real connection. There is something magical in a Polaroid picture. It captures the humanness in all of us, wrinkles and all, and reminds us that the best of life happens in the real, physical world."*

**Patricia Varella, Brand and  
Creative Director at Polaroid**



# We Are What We Drink

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Image from 'Casa Brugal' produced by Margaret  
Photo by Rebecca Hope



# We Are What We Drink

The global drinks market has undergone rapid shifts in 2025, stirred by changing consumer preferences toward health, wellness, sustainability, and premium experiences.

Drinking is moving into a new mindset, defined not by excess, but by intention. While traditional alcohol consumption may be declining, low-alcohol, no-alcohol, and functional drinks (infused with adaptogens, collagen, or vitamins) are flowing.

The global functional drinks market was valued at approximately £114.18 billion in 2024 and is projected to reach £189.48 billion by 2030, growing at a CAGR of about 8.9% from 2025 to 2030 (*Grand View Research*).

The rise of brands like **TRIP**, **Three Spirit**, **Everleaf**, **Impossibrew**, and **Goodrays** signals a shift, with consumers favouring self-care. The language of excess has given way to one of restoration and presence.

*“We’ve always aimed to destigmatise CBD and conversations around mental wellbeing – we believe that there is no true health without good mental health. Since then, we’ve introduced tens of millions of people to their first CBD experience and today represent a new, functional consumer category that did not exist previously, supporting everyday health, wellbeing and stress relief.”*

**Olivia Ferdi, Co-Founder, TRIP**

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# We Are What We Drink



Gen Z and Millennials are leading this new liquid frontier. Their tastes are experimental yet ethical: adaptogenic coffees, collagen elixirs, mushroom-infused tonics, and non-alcoholic spirits are now their drink of choice. These “conscious drinkers” aren’t rejecting celebration, they’re just doing it differently.

Pop-ups like The Clean Vic (a **Sainsbury's** initiative serving only low and no-alcohol drinks) and supplement brand **Dose & Co's** “A Dose of Connection” (a caffeine-collagen community event) reflect a move toward a more pure form of socialising - where every drink is served with a shot of self-care.



Or take **Botivo's** Yellow Hour ritual - that moment when you “clock off” from the day and ease into the evening - which brilliantly frames no-alcohol aperitifs as moments of pleasure and connection instead of traditional 'happy hour' alcohol routines.

Even the snack sector is getting in on the shift, with **Walkers** adding a 0.0% alcohol claim to promotional packs in January, aligning it as the snack of choice for Dry January. Fronted by Danny Dyer, the campaign highlights that moderation has gone mainstream, and perhaps slightly mad.



# We Are What We Drink

## Mood shifting through flavour

Flavour is having a moment too, with creatives and brands increasingly using it as a tool to curate mood for those looking for 'micro-doses' of feeling throughout the day.

Chefs, mixologists and brand founders are designing drinks that uplift, transport, ground, or energise through sensory triggers and emotional memory.

**Something & Nothing** do this really well, turning their travels into flavour-led journeys that evoke a sense of place and offer a brief moment of escapism:

*“We talk about our premium sodas being inspired by travel. It isn’t just the locations, flavours and ingredients, but the feeling that travel gives and quite often the memory of moments and experiences - our hibiscus & rose drink was inspired by a drink I had in Sri Lanka, in a little surfing bay. Each of our drinks has a story or a point of inspiration which comes from the curiosity of travel.”*

## Olly Dixon, Founder, Something & Nothing

What’s being poured into 2026 is a statement of values and experiences. As the drinks scene evolves from intoxication to intention, we’re seeing a shift in what it means to drink together.

So, raise a glass to the future of drinks at our next **Margaret Morning** (9th February), where drinks industry leaders will gather to discuss, over a drink or two. Invite coming soon...

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# We Are What We Drink

## Brand Opportunity

Design for Experience, Not Abstinence.

People aren't rejecting alcohol, they're re-framing pleasure.

A re-imagining of drinking as ritual, creativity, and connection. The future of beverage culture lies in experience, community, and conscious pleasure.

The opportunity is to make mindful drinking feel as aspirational and sensory as traditional drinking. Design products around moods, not just ingredients. Curate immersive brand moments - multi-sensory pop-ups, functional drink pairings with sensory experiences - that turn consumption into cultural participation.

*"When we consider drinks at our events we are always conscious of the communal nature of the moment, whether it's for a brand bringing together their loyal followers, or a gallery that wants to convey the experience of an artist or artwork in a multi sensory way. Everyone has been brought there for some reason and the things you consume in that space need to contribute to that reason for being."*

**Missy Flynn, Co-Founder, Rita's and Malik Acid**



# We'd love to hear from you

Here ends our latest research on shifts in the cultural zeitgeist. If you've enjoyed reading this and are interested in talking to us about creating a culturally authentic communications campaign for your brand, get in touch at [hello@margaretlondon.com](mailto:hello@margaretlondon.com).

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