

Panasonic

GROOMING



**TRENDS
REPORT**

2020

INTRODUCTION

AS GENERATIONAL PROGRESS IN THE UK SLOWS DOWN, **TRADITIONAL ADULT MILESTONES HAVE DISAPPEARED.**

"We commissioned this research report because, in a world that's constantly evolving, we want to be a brand that remains relevant. By understanding emerging trends we can bridge the gap between high performance technology and modern lifestyles, spearheading innovation that's genuinely meaningful and in turn equip men with both the creative tools and confidence to Play with Style in this exciting new era."

- Ian Griffiths, Panasonic UK Category Manager - Beauty & Grooming

METHODOLOGY

The Panasonic **'Play with Style'** trends report has been produced using in-depth expert panel interviews and extensive desk research supported by data to quantify key trends. The quantitative research sample consisted of 2,000 men aged 18-60, representing a broad demographic and regional cross section of the UK and was conducted by Ginger Research throughout December 2019. Please note, all statistics mentioned within the trends report are taken from Panasonic's research, unless otherwise stated.

STUDY CONTRIBUTORS

Iman Amrani, journalist and presenter of The Guardian's Modern Masculinity video-series

Dr. Geoffrey Greif, author of Buddy System: Understanding Male Friendships.

Sal Cikicioglu, celebrity eyebrow-stylist and influencer

Carlotta Constant, celebrity stylist and fashion writer

Billy Wingrove, F2 Freestylers

Amit Katwala, author of The Athletic Brain and technology writer for WIRED

Miriam Rayman, trend forecaster, lecturer at London College of Fashion and writer for Creative Review, WIRED and The Guardian.

Men today are living in uncertain times, but a time of precarity can also be a time of liberation from the predictable and traditional.

Iman Amrani, journalist and presenter of The Guardian's Modern Masculinity video series¹, told us: "Men now have to establish their own landmarks and definitions of success. Leaving university at 21 and then hitting 30 are really important chapters for them, and men are struggling with these landmarks. What are we supposed to be doing? Job and house and partner and kids, none of that is easy or mapped out for you anymore. You ask yourself, 'what have I actually done?' and for lots of guys, they are not given the tools to find out how to be unlost. There may be actual freedom in this new 'there is no traditional path anymore' but the mentality is hard to change to actually see it as a freedom."

Our trends explore emergent ways young men are leaning into this freedom and playing with style at a time when the rules are less rigid.

Amrani continued: "Younger guys definitely care about the way they look more than ever, across race and class. They might not have everything else together, but their appearance is one thing they can control. This can be an empowering starting point. If you are frustrated with your life, what can you change? Your own look; they are investing in themselves and their image."

The fundamentals about being a man today are more up for grabs and young men are investing in themselves in a way that society is not, by future-proofing themselves through these three emergent behaviours.

TREND ONE

BODY AS EXPERIMENT

TREND TWO

FROM RULEBOOK TO PLAYBOOK

TREND THREE

MODERN BRETHREN

¹ <https://www.theguardian.com/society/series/modern-masculinity>



TREND ONE

BODY AS AN EXPERIMENT

TREND ONE

BODY AS AN EXPERIMENT

YOUNG MEN ARE SEEING THEIR BODIES AS AN EXPERIMENT - A SITE OF SUBVERTING EXPECTATIONS, EXPLORING BOUNDARIES AND PLAYING WITH LIMITS.

*"THE BODY IS NO LONGER A **TEMPLE**, IT'S A **PLAYGROUND**"*

As our relationship with technology changes, we will see the integration of tech within our bodies as a form of playful and inventive self-expression.

The age of the quantified self may not be a new one, but it is easier than ever to track our lives. From Confucius and his ancient Chinese philosophy of self-reflection to the personal diaries of the Victorian era, we have always been on the hunt for self-knowledge and self-improvement. Now, though, thanks to smaller sensors and faster computing power, and over 160,000 tracking apps, we can track almost every element of our lives – and with fertility apps, this begins even before conception.²

Amit Katwala, author of *The Athletic Brain* and technology writer for WIRED, believes that technology in the future will have a dual purpose in our lives: to make our bodies more useful and to make them more artistic. We already use smart devices to get the best out of everyday performance: whether it's steps for calorie-counting, sleep to optimise circadian rhythms, or a mindfulness app to maintain calmness.

It's part of Sal Cikikcioglu's everyday grooming routine: "I have a watch that tells me how I slept and a skincare device that tells me if my skin is dry. It's all about self-awareness for me. I like knowing what's going on and how I can be my best."

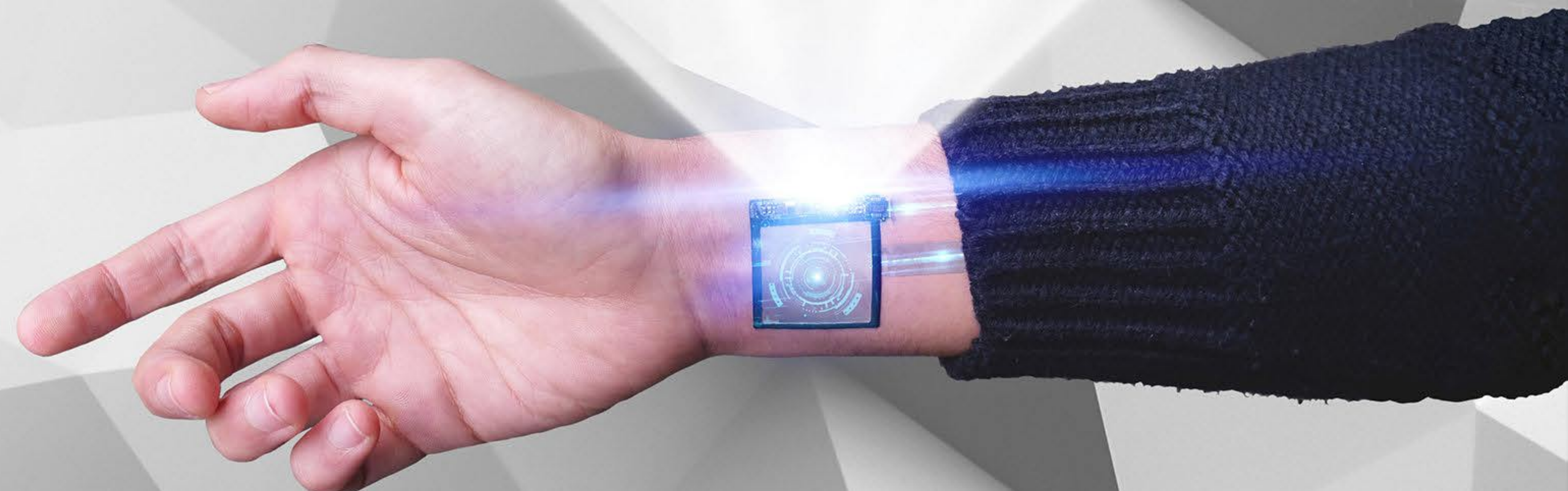
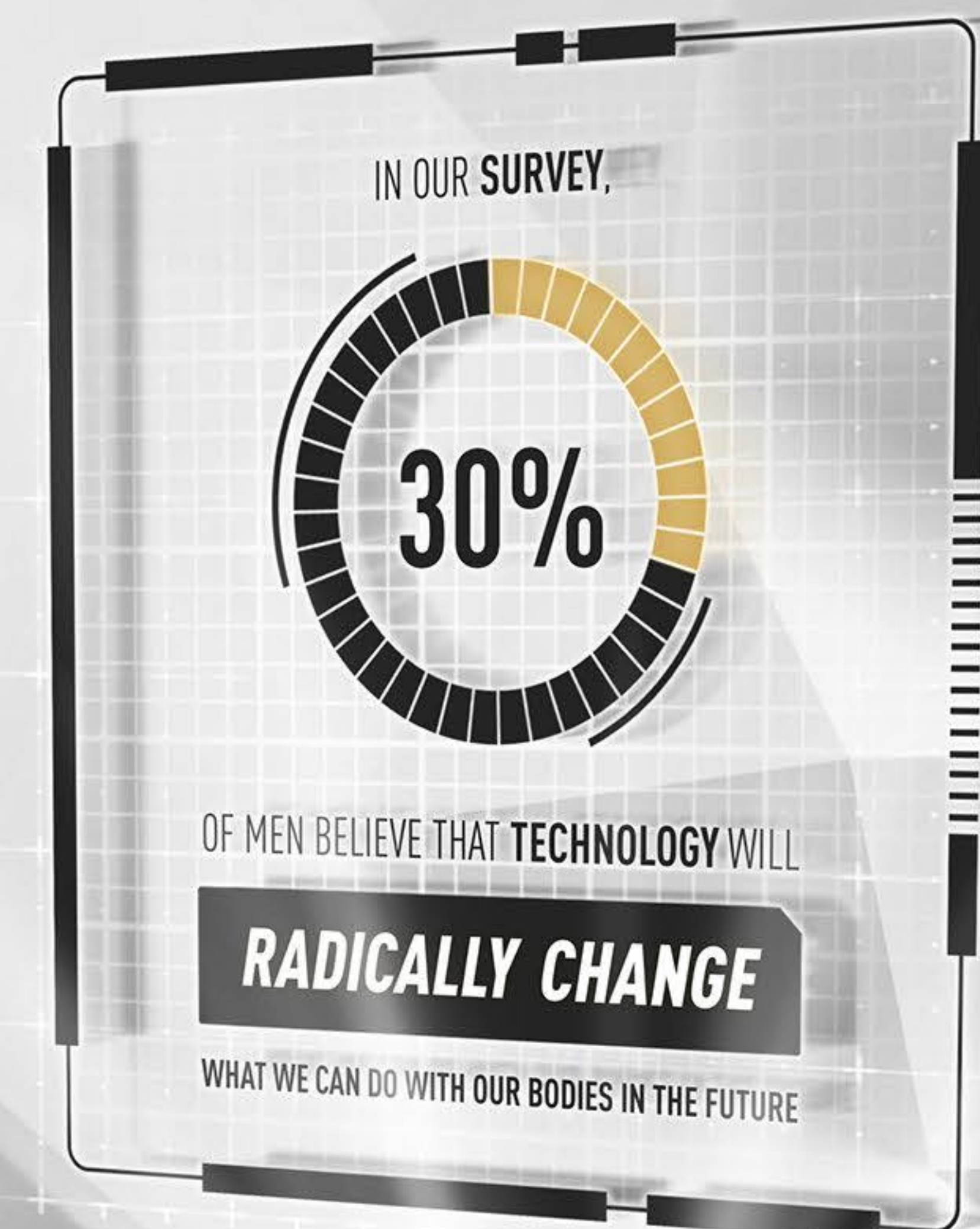
*IN OUR SURVEY, **OVER A QUARTER OF MEN** (27%) SAID THEY WOULD HAVE A TECH IMPLANT TO IMPROVE THEIR HEALTH.*

"Young men already see their phones as an extension of themselves, so the next step is seamless technology in terms of connectivity and shareability," says Katwala. This will be a future that integrates tech into our bodies, so it becomes invisible – like a less intrusive version of our smartphones. Think of an Oyster card implanted under your skin (already used in Sweden)³, or sensors that automatically release insulin for a diabetic who requires it.⁴

² <https://www.theguardian.com/lifeandstyle/2019/mar/02/apps-that-track-babies-and-give-data-to-tech-firms-parents>

³ <https://www.independent.co.uk/travel/news-and-advice/sj-rail-train-tickets-hand-implant-microchip-biometric-sweden-a7793641.html>

⁴ <https://healthtechinsider.com/2018/01/03/glucose-sensor-implant-lasts-6-months/>



TREND ONE

BODY AS AN EXPERIMENT

The artistic element is where Katwala sees the natural engagement in tech for this generation.

*"YOUNG MEN ARE MORE LIKELY TO ENGAGE IN TECH BY COMING UP FROM THE BODY MODIFICATION ROUTE – **LIKE TATTOOS AND PIERCINGS** – RATHER THAN TRICKLING DOWN FROM WEARABLE DEVICES."*

He sees a future based on subverting expectations, using tech as a playground for the body, and fulfilling the words of science-fiction writer Arthur C Clarke, who once said:

*"ANY SUFFICIENTLY **ADVANCED TECHNOLOGY** IS INDISTINGUISHABLE FROM **MAGIC**"⁵*

The literal embodiment of this is Anastasia Synn, a cyborg magician who has 26 microchips and magnets implanted in her body; some to unlock her front door and measure her temperature, others for her magic show.⁶

This generation is more prepared to play within the limits of their body; like Neil Harbisson, who has an eyeborg that allows him to 'hear' the light spectrum. "Becoming a cyborg isn't just a life decision," Harbisson says. "It's an artistic statement – I'm treating my own body and brain as a sculpture."⁷ Or Rin Rauber, who implanted magnets into her fingertips to give herself a sixth sense. "What I do is not rooted in a grand vision for the future of humanity," she says. "It's like a child playing around, saying: 'Hey, look at what we can do, isn't this cool?'"⁸

Miriam Rayman, trend forecaster and lecturer at London College of Fashion told us: "Self-quantification is fixed and rigid: you are trying to attain a specific goal. Here, there are no limits. This is you and your environment sensing each other. We are starting to see a lot around re-wilding and tapping back into nature and the forces that are around us each day but that we've stopped sensing. Much of the experimentation here is about tuning back into that primal awareness and then taking it on a step."

We will see more of this: people implanting LED lights inside skin to light up tattoos, or implanting magnets into fingertips to give themselves a sixth sense.



RIN RAUBER



NEIL HARBISSE

WHERE IS THIS HEADING?

FROM Body as a temple: rigid exercise regimes, diets, deprivation and discipline.

TO Body as a playground: bio-hacking, living longer and stronger, understanding your Circadian rhythms, exploring the boundary between humanity and technology.

In the future this will be a space to push the limits of science and to be inventive. This is not about creating another tracking device in the world of the **quantified** self. This is about creating tech pieces of art which enhance us rather than judge us. If we are ready to fuse humanity and technology, then we have to be prepared to be playful with our bodies.

⁵ <https://www.discovermagazine.com/mind/thor-pays-tribute-to-arthur-c-clarkes-rule-about-magic-and-technology>

⁶ <https://www.redbull.com/gb-en/biohackers-bdyhax-convention-participants-interviews>

⁷ <https://www.theguardian.com/artanddesign/2014/may/06/neil-harbisson-worlds-first-cyborg-artist>

⁸ <https://www.wired.co.uk/article/transhuman-biohackers-magnetic-skin-photo-series>

TREND TWO

FROM RULEBOOK TO PLAYBOOK

TREND TWO

FROM RULEBOOK TO PLAYBOOK

ESCAPING THE RUT OF FIXED VERSIONS OF MASCULINITY AND **HAVING THE FREEDOM TO CHANGE, FLEX AND PLAY WITH YOUR IMAGE.**

"WEARING MAKEUP DOESN'T MEAN YOU HAVE TO BE CAMP. I HAVE FOUND MY INNER MASCULINITY AND I HAVE GROWN AS A PERSON." **SAL CIKIKCIOGLU**

Sal Cikicioglu, a celebrity eyebrow-stylist and influencer, remembers the moment he felt his father, a devout Muslim priest of Turkish descent, was on board with his true self. Cikicioglu had come out and found his joy in using make-up to help people bring out their best. His father took him aside and asked him to wax his beard for a sharper line. "I knew then that society's opinion of how men should behave is changing," he laughs.

Cikicioglu's intuition seems to be right.

18-34-YEAR-OLD MALES HAVE:



WORN MAKEUP 17%



MANSCAPED 30%



HAD EYEBROWS SHAPED 16%



HAD SOME FORM OF COSMETIC SURGERY 26%



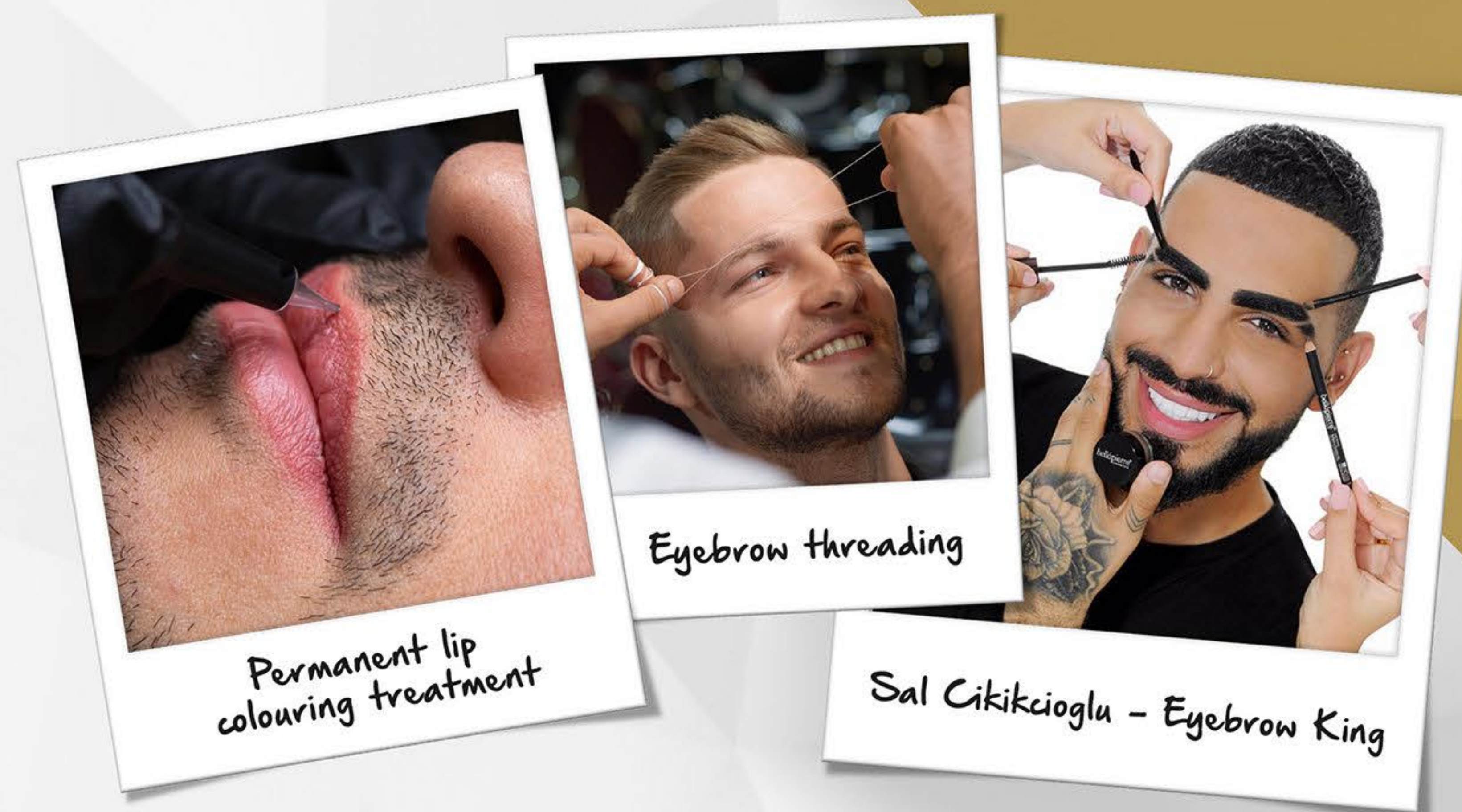
HAD A VITAMIN DRIP 11%



BEEN WAXED 20%



HAD A FACIAL 20%



Permanent lip
colouring treatment

Eye brow threading

Sal Cikicioglu - Eyebrow King

Part of this is simply a move to less formal, rigid, 'buttoned-up' masculine aesthetics. "Men's fashion changes more slowly than women's fashion. But if you look at what men were wearing in 2014 compared to 2019, it is markedly different. This is a big change. We're just not as buttoned up as we were," says Dan Rookwood, formerly US editor of the menswear site MR PORTER, now creative director at Nike.⁹

One response is the death of the suit and the rise of more relaxed, flexible, adaptable aesthetics for men. "Now there is less distinction between work and home, on and off, public and private. I might be answering a work email at 10.37pm, I might be having a nap at 3.07pm, I might be tapping away in a café at 11.45am on a Sunday while families brunch around me," wrote Richard Godwin in 'The new workwear: has the suit finally died?'¹⁰

As Cikicioglu says: "Everyone is beautiful in their own way, we need to accept our own flaws. I'm playing with style, changing my style, seeing what works and not. I've had my abs done and that's made me even more confident in my appearance."

85% OF MALES FEEL THAT **COSMETIC SURGERY FOR MEN IS SOCIALLY ACCEPTABLE**, 26% ADMIT TO HAVING HAD **SOME FORM OF COSMETIC WORK DONE IN THE PAST** AND 15% ARE CONSIDERING **GOING ABROAD FOR A PROCEDURE IN THE FUTURE.**

⁹ <https://www.theguardian.com/fashion/2019/oct/20/the-new-workwear-has-the-suit-finally-died>

¹⁰ <https://www.theguardian.com/fashion/2019/oct/20/the-new-workwear-has-the-suit-finally-died>

TREND TWO

FROM RULEBOOK TO PLAYBOOK

Cikikcioglu went on: "It's all about finding yourself, challenging yourself and asking questions. I'm always experimenting with my clothes and beard. My ex-boyfriend had the same hairstyle for seven years and was scared to try something different. It's never too late!"

It's not only Cikikcioglu who is playing with style:

*40% OF MEN ARE **UPDATING THEIR STYLE AT LEAST ONCE A MONTH**,
RISING TO 53% OF 16-34 YEAR OLDS.*

Miriam Rayman explains that men are starting to catch up with women. "Women have had more scope to play out different roles. They have fought back at the female stereotype and whilst there is still work to be done, there are now many different ways to be a woman. She might dress androgynously, or hyper-feminine, or pull out the power suit or go for modest dress. Men haven't had that freedom. Style is the platform to express that more fluid approach to identity. Masculinity is moving away from being a rigid set of codes towards a curiosity, constantly experimenting, adapting, exploring and growing - the antithesis of rules-bound masculinity."

This flexible, adaptable approach to fashion and style is also true of the way men today see personal care.

*61% OF MEN ARE USING PERSONAL GROOMING FOR **SELF-EXPRESSION**
RATHER THAN **HYGIENE**.*

This continues with new attitudes to body hair.

*ALMOST 1/4 **ADMIT TO HAVING MANSCAPED IN THE PAST**
RISING TO 1/3 OF ALL MEN AGED 18-34.*

With an even younger sample of 16-24 year-old men, consumer research firm Mintel found that: **57 percent of 16-24 year-olds males have shaved, waxed and lasered their pubic areas.**¹¹

Despite this, there is currently no language to describe the subtleties of this landscape. Carlotta Constant, celebrity stylist, told us she spoke to one waxer whose salon offered a treatment called The Athlete. Her clients were 66 per cent men. "The guys are looking after themselves but where is the language for this?" Constant asks. "What do we call a full body wax, or are we stuck with the humorous back, sack and crack? It's easier to say nothing but it's far healthier to talk about it. Where is the conversation around this happening?" With no language available, there can be no conversation.

WHERE IS THIS HEADING?

FROM Fixed standards of masculinity and style.

TO Choice, playfulness, risk and self-shifting.

This offers a chance to avoid the pitfalls of rigid looks and impossible standards. This is about self-expression, artistry and empowerment and ultimately putting playfulness ahead of perfection.

¹¹ <https://www.mintel.com/press-centre/beauty-and-personal-care/smooth-operator-hair-removal-among-young-british-males-is-on-the-rise>



TREND THREE

MODERN BRETHREN

TREND THREE

MODERN BRETHREN

MEN ARE CONSCIOUSLY CREATING **NEW MODELS OF FRIENDSHIP** BASED ON EMOTIONAL VULNERABILITY TO **COUNTER LONELINESS** AND **FIND CONNECTION**.

"WHAT'S IMPORTANT TO MEN NOW IS TO BE MORE EMOTIONALLY AND PHYSICALLY EXPRESSIVE. IN THE FUTURE, WE CAN NO LONGER CONSIDER MASCULINITY WITHOUT VULNERABILITY." **DR GEOFFREY GREIF**

In many ways it's becoming harder for men to find friendship and community. As Josh Glancy wrote in his article 'Why Is It So Hard For Men To Admit That They're Lonely?': "We change jobs more and know our neighbours less, so finding the stable, reciprocal communities we need becomes ever harder. Our society is increasingly fractured, sedentary and unmoored."¹²

Dr. Geoffrey Greif, author of *Buddy System: Understanding Male Friendships* told us, "Men tend to have side-by-side friendships which allows them to spend time together through structured activities like sports – it's a throwback to the cavemen days when they hunted in groups."

However, as Sport England reports, traditional team sports are not growing; overall participation in football is in decline which, they report, "is worrying considering their importance in the fabric of the nation and the positive social and community benefits they can bring".¹³



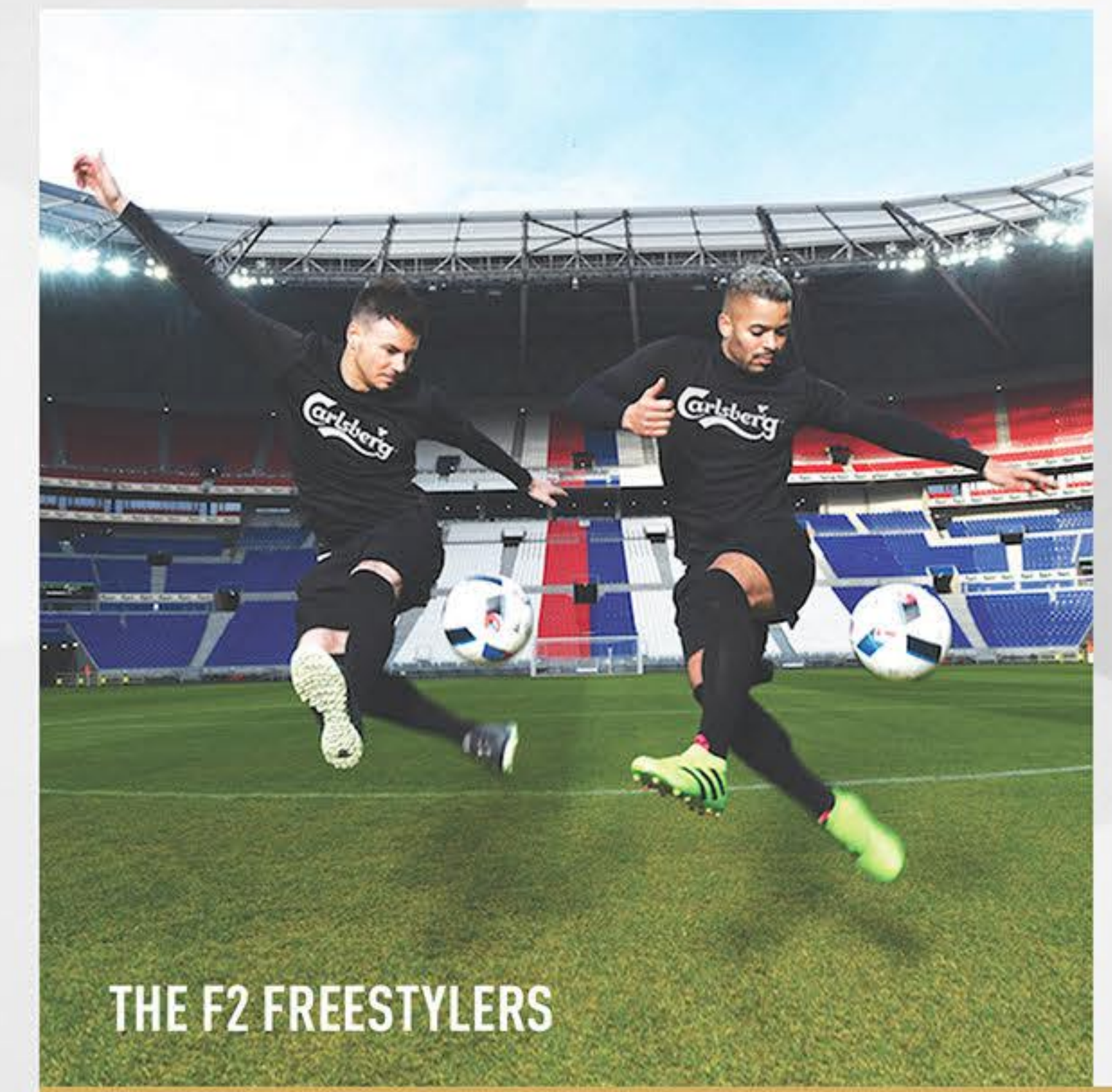
AS A RESULT, MEN CAN **FEEL ISOLATED** - 31% OF MEN **FEEL LONELY TODAY**.

In this climate, friendship has a renewed urgency. "Men are moving out of their solitary lives and trying to connect more through the world of safe spaces," says Dr. Greif. Indeed, friendship has become a marker of what it means to be a man today.

FRIENDSHIP (43%) AND **COMPASSION** (48%) WERE RANKED AS **MORE IMPORTANT** TO THE MODERN MAN THAN **CAREER** (37%), **BELIEFS** (28%) AND **POLITICS** (13%).



BILLY WINGROVE



THE F2 FREESTYLERS

Billy Wingrove is one half of The F2 Freestylers, a football freestyling duo who are friends with a shared passion. Their love of football tricks has spawned an empire. The F2 Freestylers, as they are known, have over 20 million subscribers on social media channels. "We complement each other in terms of personality," says Wingrove, "It's teamwork."

Their safe space is the football pitch, the place where they can find this desired sense of community, connection and belonging. They feel safe because they are collaborative, supportive and free from polarisation and confrontation. The key, according to Dr. Greif, is that these spaces triangulate friendship around something else; the third point to the triangle over a shared bond. "Men like to do things with other people and they can relate to each other and build close connections while doing that." In essence, male friendships are more shoulder-to-shoulder than face-to-face.

¹² <https://graziadaily.co.uk/life/mental-health/men-lonely-friends/>

¹³ <https://www.sportengland.org/news-and-features/news/2019/april/11/record-numbers-of-people-in-england-are-getting-active/>

TREND THREE

MODERN BRETHREN

We will see more of these third spaces emerging, each one allowing for the opportunity of meaningful connection.

On the high street, the pool bars of the 1990s will be replaced by darts (Flight Club), ping-pong (Bounce), bingo (HiJingo) and indoor crazy golf (Puttshack)¹⁴. Community hubs are emerging, like **Hackney Brocals**, who tackle 'bronliness' in their area; **WalkandTalk**, a mental health movement that encourages rival football fans to walk to matches together and understand that they are not alone; **SwimDem**, an inner-city swimming group; and **A Band of Brothers**, helping young offenders with inter-generational mentoring.



Online communities continue to unite, even around beard growth. "It's important to provide a supportive place for guys," says Beard Board administrator Geoff Colman.¹⁵ In the future, we will see smaller and more intimate spaces; like the nationwide Men's Sheds programme, which helps isolated men find community through craftwork. In a further example of emerging spaces for men to connect, Guinness opened a central London cabin-based pub in December which seats just five people.¹⁶

Greater emotional openness can also manifest in physical expressiveness. This has become a powerful tool in male friendships. As Dr. Greif says:

A HUG SAYS: 'I'M CLOSE TO YOU, AND NOT ONLY AM I PHYSICALLY PRESENT FOR YOU BUT THAT MEANS I'M EMOTIONALLY PRESENT FOR YOU TOO'

Studies show that sports teams who touch more, win more,¹⁷ as physical connection between team-mates builds cooperation and trust.¹⁸

Rayman sees friendship as feeding into broader definitions of success: "In the past, success would be about milestones like house ownership, but now friendships and networks are ways of showing your status. You are making it, moving ahead if you have a network and it's worth your time investing in them."

WHERE IS THIS HEADING?

FROM Solo, heroic masculinity.

TO The importance of vulnerability in male friendship and a collective, vulnerable and humble form of masculinity.

We will see the continued flourishing of new spaces for male friendships. In addition, we'll see an erosion of the old principles of masculinity which get in the way of making real connections. "The statue of man as the knight in shining armour is being chipped away at," says Dr. Greif, "The social construct of masculinity is changing, we can't now consider masculinity without vulnerability."

MEN ARE STARTING TO EMBRACE THIS. OVER A QUARTER OF MEN (26%) SAY THEY ARE HAPPY SHOWING THEIR VULNERABLE SIDE TO THEIR FRIENDS.



Dr. Greif adds, "The future is to craft whatever male friendships we want and not be constrained by society."

¹⁵ <https://www.theatlantic.com/technology/archive/2019/10/nicest-place-web-learn-how-grow-beard/599119/>

¹⁵ <https://www.theatlantic.com/technology/archive/2019/10/nicest-place-web-learn-how-grow-beard/599119/>

¹⁶ <https://www.standard.co.uk/go/london/bars/guinness-tiny-pub-london-christmas-a4299126.html>

¹⁷ <https://pdfs.semanticscholar.org/3138/2f469ad0cfe0123b7aa1ba82b5cecf7f186b.pdf>

¹⁸ <https://www.bostonglobe.com/sports/2015/12/25/touch/gV6cYwKelJSxBFdfUimB5N/story.html>