



FJORD TRENDS 2022

VIDEO TRANSCRIPT

A new fabric of life is unfolding
Repatterning our relationships
Can the individual keep shining
without eclipsing the collective?
Side hustles sing our tune
as businesses rewrite theirs
So come as you are
The tide of questions is rising
For brands, it's sink or swim
There's less to go around
And more to learn from nature
Kindness is in
Clutter is out
Care is all around us
The next frontier ahead
A new cultural chapter
Relationships tailored to fit
This is the new fabric of life

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