



# 2023

## Trends Report



Dear reader,

Catawiki and Ipsos have joined forces in a unique collaboration to predict consumer trends that will define 2023.

To determine the trends, an extensive qualitative research programme was set up, consisting of several phases. During the exercise, research was combined from a multitude of sources and Ipsos trend research, with insights from industry front-runners and the many knowledgeable experts at Catawiki. These trends were explored and clustered using validated Ipsos analytical frameworks, based on the macro-environment and key external factors, to ensure a credible picture of 2023.

So what does 2023 hold? Five dominating trends were uncovered that will impact the world of special objects offered by Catawiki.



Catawiki is the leading online marketplace for special objects that fulfil people's passions. Over 75,000 objects are offered in auction every week – each reviewed and selected by one of Catawiki's hundreds of in-house experts specialised in Art, Design, Jewellery, Fashion, Classic Cars, Collectables and much more. Catawiki is headquartered in Amsterdam with over 750 employees across the world.



Ipsos is a leading research agency, with presence in over 90 markets worldwide. Trend research is at the core of their expertise, revealing the near and far future for a diverse set of global and local clients to help them anticipate this future.



## Trend One Beyond Normal

Forget the rules, 2023 will be the time to express individual style. Design and art for 2023 comes in a myriad of styles and mediums – an A.I. generated portrait on the wall, a large statement piece by Sottsass or an abundance of home accessories. In fashion, clash prints and textures by combining Moschino with Margiela. Next year, it's time for people to make their own rules.



Lot 46247317: Walter Van Beirendonck - Sunglasses



Lot 56247467: Henri Fernandez - Insect Sculpture



Lot 53057569: Moabit - Moabit X Crypto Punk X Blue Pipe

### No Norms, No rules

According to Catawiki's Fashion Experts, Luise Hack and Lorenzo Altimani, 2023 is all about letting go of outdated rules. "Gender-specific collections are just not relevant anymore, fluidity has become a must". This is exemplified in the SS2023 runways, through the extensive implementation of sheer fashion for men, trompe l'oeil prints and both male- and female-identifying models wearing the same pieces.

Naomi Howard, Gemstones Expert, states that in 2023, she recognises an increasing demand for colourful, lively and bold gemstones that can juice up any outfit. D&G embodies this with their Rainbow Line, including the loud watch with multi-coloured jewels.

### Maximalist Style

Eclectic bright colours, bold patterns and colours and contrasting styles will see more daylight in 2023. Eva van den Oever, Expert in Contemporary Art, sheds light on why maximalism is in for 2023. "We're currently in a minimalist state of mind which offers us the space to incorporate maximalist objects".

The maximalist TikTok trend #cluttercore is going viral with over 73 million views. Its reels show interiors that are completely filled with bright and brash objects, densely cluttered and yet somehow, satisfyingly organised.

### Technology Driven Art

NFTs were the starting point, but next year, new technologies, such as A.I., are expected to take flight and explore the boundaries of imagination.

According to Statista, NFTs will continue to rise in popularity, with a projected 8.09 million active European traders in 2023. The New York Times is already reporting on how new generative A.I. platforms like DALL-E 2, Mid-journey and Stable Diffusion are changing how filmmakers, interior designers and other artists work. The way A.I. will complement instead of obliterate contemporary art can already be seen in the works of Francien Krieg and Robert Kohlhuber.



## Trend Two

# Nesting

A recent survey by Statista in France shows that out of 1,032 respondents, over half believed that their homes could have been more comfortable during the lockdowns. An even higher percentage was willing to invest more to achieve this comfort.

In 2023, homes will be filled with pieces that contribute towards a serene living environment. Softer edges and unconventional shapes are showing up in cosy interiors. Collections of minerals and vintage tarot cards give each space an ethereal touch, while analogue hobbies are embraced as opportunities to unplug.



Lot 61030807: Isamu Noguchi - Vitra Floorlamp



Lot 56862493: Märklin HO - Steam Locomotive with Tender



Lot 60624501: Moon Meteorite

### Curves

Research shows (Silvia & Barona, 2009; Watson et al., 2012; Bar & Neta, 2006; Aronoff, 2006) that the human brain is wired to associate sharp corners with anger and anxiety and roundness with happiness and relaxation. Choosing round furniture can therefore help a space appear more hospitable and inviting.

Annick van Itallie, Antiques Expert, tells us that “harsh architectural lines can be softened with modern reinventions of tapestries, to provide comfort and a personal touch.” Some of the most sought-after pieces for 2023 include Patricia Urquiola’s Bend Sofa and Noguchi’s rice paper lamps.

### Analogue Hobbying

A study conducted by Ipsos Poland showed that out of 800 respondents, 87% had increased their screen time by 1-2 hours a day during the COVID-19 pandemic. In 2023, people will spend their spare time in a more analogue way. FOMO is being replaced by its direct opposite JOMO (joy of missing out).

So how will these analogue hobbies manifest themselves? Think vintage board games, intricate Christmas villages and trainspotting. Kees Smit, Expert in Model Trains, states that “old analogue trains are rising in value. People seek simpler techniques, countering all the time they spend behind a screen.”

Even the fashion industry recognises the appeal of these wholesome pastimes. Earlier this year Gucci and The North Face partnered up with TikTok star and trainspotter, Francis Bourgeois in their Full Steam Ahead campaign.

### Ethereal Treasures

For 2023, there’s increased interest in spirituality and objects that reflect it, such as minerals, birthstones and tarot cards. As stated by medievalist Marisa Galvarez in a Stanford News article, they satisfy the hunger for something physical that embodies spirituality. The Guardian also reported that the crystal industry in the US thrived during the COVID-19 pandemic, since consumers were hoping that the gems would relieve their anxiety.

This desire for spiritual objects, according to Archaeology Expert Wim van Stormbroek, is not just for their rarity, aesthetic qualities and their metaphysical benefits. “The appearance of these objects will not merely be enjoyed in solitude but the items will be displayed and the stories behind them can be shared among loved ones”.



## Trend Three

# Y2K is Now

The Office for National Statistics in the UK shows that consumers between 25-35 now have the highest median disposable income and they keep coming back to the era that signified their youth – the noughties. Welcome the return of glittery fashion, flashy cars and memorabilia that signal the dawn of the digital age. For cars, take a cue from movies such as Fast & Furious and Need for Speed. Plug in the PlayStation, grab your Pokémon cards and your Balenciaga City bag for a thoroughly-Y2K night.



Lot 43705705: Skyline Gt-R 33, 1996



Lot 43288689: Star Wars Episode II: Attack of the Clones - Master Yoda - Bust



Lot 35930395: Balenciaga - City Bag

### Pop Culture Rides

From vintage Jeeps used in Jurassic Park to Japanese drifters featured in Fast & Furious, vehicles made famous by 2000s blockbusters, games and pop culture are taking the spotlight in 2023.

According to our Classic Cars Expert, Francisco Carrión Cardenas, the popularity of Japanese sports cars has opened up an interest into lesser known JDM cars as well. "It transcends the classics like the 1994 Supra MK IV and opens up a whole new range of newly desirable cars like the early '00 Toyota Celica, Subaru BRZ and Mazda MX-5".

### Y2K Collectables

According to Ipsos' Millennial Myths and Realities Report, millennials spend 24 hours a week scrolling and swiping on their phones. As such, the early 2000s represent a period of simple, blissful ignorance and they are expected to seek collectables that transport them back to their carefree past.

The resurgence of Y2K collectables is fuelled by TikTok trends such as #whatsinmybag (1.2 billion views) and #cybery2k (230.4 million views). Think compact digital flash cameras, flip phones and quality wired headphones.

### Millennium Mode

According to Fashion Experts Luise Hack and Lorenzo Altimani, Y2K fashion is already happening now, but next year's millennium mode will see the comeback of it-bags, oversized sunglasses and toned down silhouettes.

The Balenciaga City bag is a good example, and part of its success is due to its inspiring story. Initially never meant for production due to its lack of structure, this bag became one of the most popular items of its time. Ironically, the handbag's popularity was exactly because of its logo-less, relaxed and unstructured silhouette. Its success was also greatly influenced by 2000s It girls like Kate Moss, the Olsen twins and Nicole Richie.

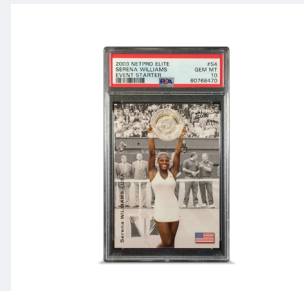


## Trend Four New Heroes, More Narratives

2023 will be a celebration of change with underrepresented faces taking centre stage – from sports heroes to newborn wine regions. Wine producers and distillers who are putting a new spin on long held traditions will become more present, while historically marginalised athletes are finally getting the recognition they deserve. 2023 is about more inclusive narratives and special objects that tell a story everyone can relate to.



Lot 26286611: 2019 Domaine Prieure Roch - Nuits St. Georges 1er Cru - 2 Bottles



Lot 62042737: Netpro - Serena Williams - Rookie Card



Lot 26286611: Nyetimber "Classic Cuvée" Brut - West Sussex

### Independent Tastemakers

Expect to see more diversity in who is celebrated – and rule-bending creativity in both the way spirits and wines are produced as well as consumed. According to Nicolas Heidrich, Spirits Expert, female winemakers and distillers have always been around, but 2023 is the year they'll finally get the recognition they deserve.

The way modern wine makers are less prone to abide by the rules is exemplified by Claire Sorine, Expert in Wine. "They want to be free to follow their own way of thinking, not having to adhere to rules set by people a long time ago. They produce on a smaller scale, but use the quality of the climate and soil to their advantage without striving for an appellation."

### Sports Reframed

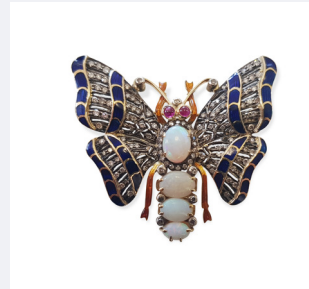
The sports industry, and its memorabilia, is becoming more inclusive than ever, with female athletes and Paralympians leading the way. In January 2022 for example, Serena Williams' 1999 SI For Kids Series 4 Rookie card sold for a record-breaking \$117,000.

Wouter Waaijers, Expert in Sports Memorabilia, recognises this trend. "In 2011, Panini published a low print run of stickers for the FIFA Women's World Cup for the first time, but it went by without much media attention. Today, thanks to women's football rightfully getting more attention, these first edition Panini stickers are dramatically rising in value." Millennials now represent a core buying group and they are highly conscious of equality and diversity, which is reflected in the memorabilia they want to collect.

### Rising Regions

According to Statista's European sparkling wine study, the UK is among the industry newcomers, as climate change has encouraged wine-makers to look further north for suitable climate and geological conditions. Champagne houses Taittinger and Vranken-Pommery Monopole have planted vines in the UK and are releasing English-branded sparkling wines. At present, the three main grape varieties cultivated in the UK are Pinot Noir, Chardonnay, and Pinot Meunier, reflecting a climate and territory suitable for sparkling wine.

According to Spirits & Beers Expert, Jeroen Koetsier, Southeast Asia is the whisky market to look out for in the coming year. Next to Japan, which has been long known for its exquisite whiskies, Taiwan and India have gone from being local favourites to cementing their place on the global stage.



Lot 17807697: Butterfly Brooch in 18 kt Gold, Enamels, Opals



Lot 56818503: Citroën - Mehari Mk1, 1970s



Lot 60591435: Cognac Jean Fillioux Wu Dram Clan - No. 55/60, Single Estate Single Cask Cognac - b. 2022 - 700ml

## Trend Five Alternative Investments

In 2023 the focus will shift from traditional investment assets like whisky, vintage watches and the popular classic cars to new alternatives. From heirloom brooches and cognacs to younger classic cars, people will be investing in less traditional assets that reflect their passions.

### Heirloom Pieces

Classic pieces from the past such as the Cartier Love Bracelet and Hermès Kelly Bag continue to be successful investments. But in 2023, new pieces will join the ranks of future classics, such as the already iconic Bottega Veneta Cassette Bag or a vintage gem-embellished brooch.

According to Catawiki experts Amelie Lambert and Naomi Howard, buying an heirloom piece will work perfectly with next year's layering trend, in which subtle classics will be combined with statement pieces. This will be the perfect opportunity to match a timeless Van Cleef & Arpels Alhambra with a chunky gold necklace.

### Affordable Quality

Classic cars in pristine condition, at any price point, have always been a good investment. However, in uncertain times, some will look for quality classics at a more forgiving price range. Classic Cars Expert, Franco Vigorito says "people want to find a reasonably priced classic with performance, a nostalgic quality and low maintenance". German models, like the Volkswagen Golf GTI MK1, will be seen as great opportunities to invest.

John Searle, Expert in Classic Motorcycles recognises this trend in the world of classic bikes as well. Lighter and more affordable bikes such as the 250cc Triumph Tiger Cub are rising in popularity faster than traditionally more sought-after and expensive counterparts; the Triumph Tiger 100 and T110.

### Malternatives

Move over whisky – there are new spirits in town. The bottles to invest in next year will be cognac, armagnac and grappa. Plus, they're much more affordable than traditional investment spirits.

Nicolas Heidrich, Expert in Spirits, states that "a good cognac from the '50s or '60s is still affordable today, but these are expected to double or quadruple in value. It reminds me of what whisky was like 10-15 years ago. So now is the time to invest."

According to Jeroen Koetsier, Expert in Spirits & Beers, keep your eyes open for investment worthy beers. Especially those that mature well and are brewed with old fashioned methods, such as Belgium and Dutch Abbey and Gueuze beers. "High quality, scarce and traditionally brewed beers are becoming more popular. With previous auctions yielding up to €500 for one 75 cl bottle. Early adopters are now jumping on this bandwagon."

## Methodology

In order to reveal the trends for 2023, Ipsos used their future foresights analytical framework. Tailor made for this project, the methodology consisted of four distinctive steps. Fresh insights from external experts and category front-runners, as well as the rich expertise of Catawiki and its experts also contributed heavily to the report's results.

### Curation

Trend discovery through desk research combined rich and diverse sources, such as Ipsos database of trend reports, global trends from the Ipsos Knowledge Centre, relevant reports and insights held by Catawiki and meta-learnings. This created a 2023 worldview of all the developments and trends within Catawiki's domains.

### Front-Runner Interviews

In order to gain insights on future trends from different perspectives and to tap into the minds of industry experts and category front-runners outside the realm of Catawiki, external front-runner interviews were conducted. This provided new trends from both sellers or experts highly immersed in a particular field as well as a consumer perspective.

### Co-creation

Workshops held in order to cluster and enrich the trends, while utilising Ipsos' and Catawiki's knowledge and expertise.

### Qualitative Expert interviews

15 qualitative, in-depth interviews held with internal Catawiki experts in Belgium, The Netherlands, France, Germany and Italy. To bring the clustered trends to life, uncover cultural nuances and gain new insights into the most relevant objects, developments, stories and trends within the clusters.

Disclaimer: qualitative research is hypothesis-generating by nature and not representative for the population at large.