

Gerald Stratford is a 72-year-old gardener with 300K Twitter followers and even a campaign with Gucci.

SLOW-LIFERS

Taking one's time. Indulging. Idling. Loafing. The art and practice of intentional downshifting and slow living that's sweeping through culture.

SEARCHING FOR SLOWNESS

4x increase in views of videos with 'slow living' in the title in 2020 vs 2019.

- Google Trends



We are a cultural intelligence platform. Get in touch at info@codeec.ai



Encapsulating elements of connected drivers (S.L.O.W can also be thought of as an acronym covering Sustainable, Local, Organic and Whole), this **rising, albeit quiet, revolution against the exhausting cult of busyness and productivity has never felt more relevant.**

The trend speaks to **the desire to 'stop the ride' that many people are feeling** after the relentlessness that was (and kinda still is) 2020.

Comments left beneath any number of 'slow living' videos on YouTube give us a window into this world:

- *"I needed this. I've legit burned out again."*
- *"This video makes me feel so much better about not stressing myself out in order to feel productive and successful."*

Brands are also stepping into the 'slow' space. Waterford Whisky, champions of the concept of terroir in whisky, **allow inquisitive drinkers to scan bottle codes and explore the brand's farms** - even discovering what the sea sounds like from the barley field. An experience to pore over whilst pouring out and savouring your dram.

In weirder and more wonderful ways, the rise of visual ASMR and #oddlysatisfying (5.6M members on r/oddlysatisfying) neatly captures what **'slow lifers' and downshifters are searching for. Soothing moments of calm in an increasingly chaotic world.**