

# The future of cool

## TRENDING YOUTH TOPICS IN 2014

Raised on a steady diet of *Degrassi*, *90210* and *Beachcombers: The College Years*, the creatives at JWT are pretty sure they understand “the youths.” In fact, they’ve made a few predictions on some trends to expect in the year 2014.



### FaceSpacester Plus

The war for social media supremacy is over. FaceSpacester Plus reigns supreme. If you’re not using it in 2014, you basically don’t exist. It’s the first social media space that allows you to not only connect with friends and store information, but also upload your feelings. Because visible emotion will be so 2012 in 2014.



### iHi

Face-to-face social interaction can be super awkward and incredibly time consuming. But with the iHi app, available on the iPhone 6, the art of conversation has been revolutionized. Simply hold up your iPhone to your friend’s iPhone and let iHi have the conversation for you. Now you’re free to decide whether to make eye contact, update your status on FaceSpacester Plus or simply stare into space until the conversation is over.



### GAPPLE

If you’re looking for a bit of cutting-edge technology with your casual urban wear, look no further than GAPPLE. Is that a USB port in your pants, or are you just happy to see me? Surprise, it’s a USB port.



### Lady Madonnaga

Lady Madonnaga obviously believes that imitation is the sincerest form of flattery. Without one original thought in her over-produced, auto-tuned catalogue, she’s managed to become the most popular musical artist among the coveted youth demographic. You can’t go anywhere without hearing hits like “Voguer Face” or “Just Dance Like a Virgin.” Her sold-out Born to Express Myself tour will be sponsored by GAPPLE.