



TIPICAL

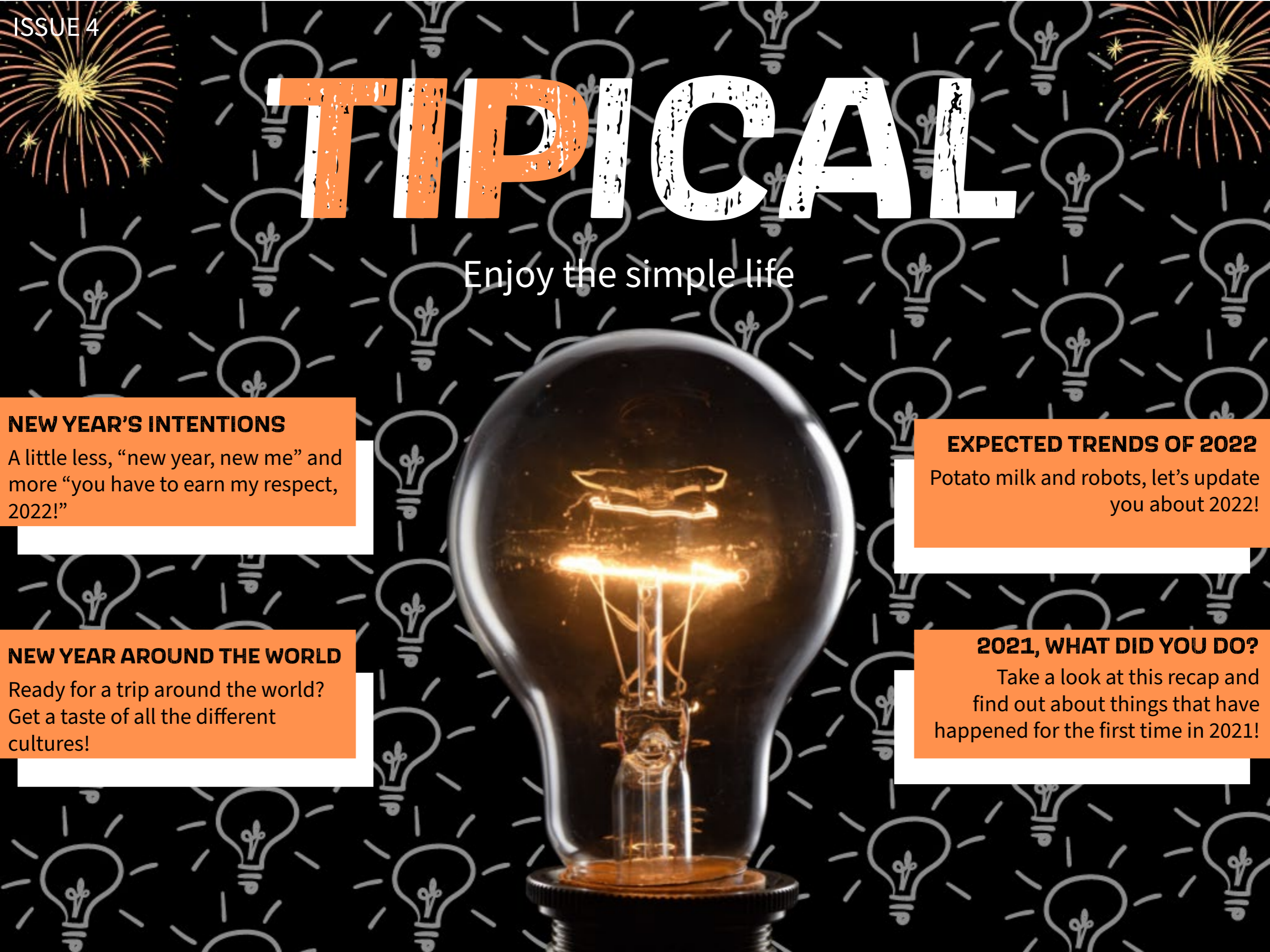
Enjoy the simple life

NEW YEAR'S INTENTIONS
 A little less, "new year, new me" and more "you have to earn my respect, 2022!"

EXPECTED TRENDS OF 2022
 Potato milk and robots, let's update you about 2022!

NEW YEAR AROUND THE WORLD
 Ready for a trip around the world? Get a taste of all the different cultures!

2021, WHAT DID YOU DO?
 Take a look at this recap and find out about things that have happened for the first time in 2021!



HAPPY NEW YEAR

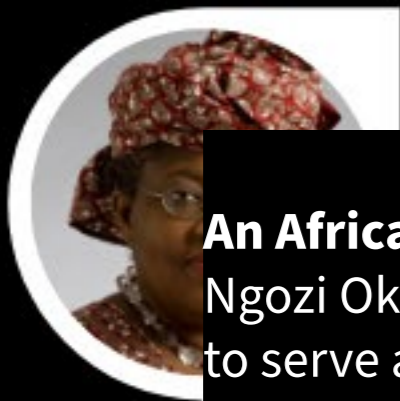
New year's Bingo





2021, WHAT DID YOU DO?

It's been a long year. Much has happened. Take a look at this recap and find out about things that have happened for the first time in 2021!



An African woman leads the World Trade Organization.

Ngozi Okonjo-Iweala made history in March by becoming the first African and the first woman to serve as director-general of the World Trade Organization. Ms. Okonjo-Iweala was also the first woman to serve as finance minister in her native Nigeria, a position she held twice.



NEW YEAR GOES GLOBAL

Diwali – India

This festival of lights is enjoyed by millions of Sikhs, Hindus and Jains all over the world.

Diwali celebrations coincide with the Hindu New Year, last for five days and are usually held between mid-October and mid-November, depending on the Hindu lunar calendar.

Different cultures celebrate Diwali for a variety of reasons; to Hindus, for example, it signifies a celebration of triumph of good over evil after Rama, the lord of virtue, returned to his kingdom following 14 years of exile. Festive fireworks mark the occasion, and families share sweets and gifts and give to those in need.

Similar to the Persian New Year, homes are traditionally cleaned and new clothes are worn for the festival.



EARN MY RESPECT, 2022

NEW YEAR'S INTENTIONS

We're done with the shitstorm of 2021. Let's have a little less, "new year, new me" and more "you have to earn my respect, 2022!". Get inspired by these new year's intentions!



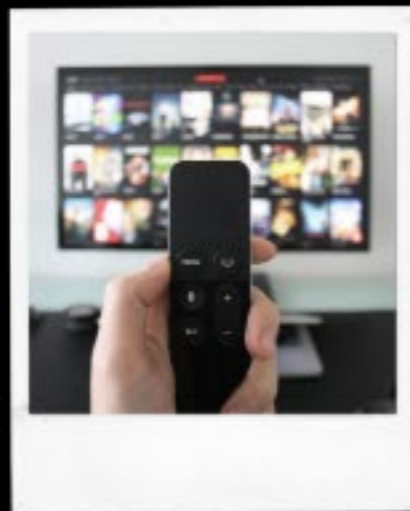
Go vegan for six months and inevitably give up.



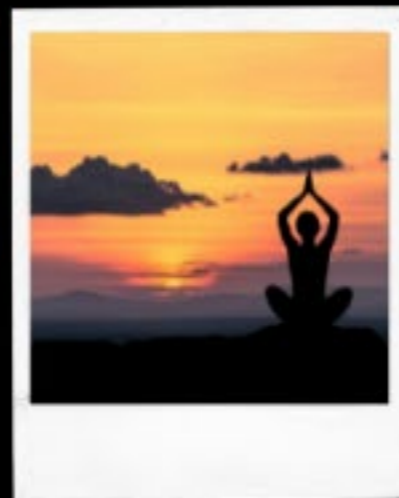
Follow Gina Linetti's advice and turn all your tweets into a book.



Go outside. Among people.



Read more (or at least turn the subtitles on while binge-watching TV).



Do so much yoga that it actually justifies wearing yoga pants 24/7.



Don't text that toxic person back. You know the one. We all have one.

TRENDS OF 2022



ROBOTS & HUMANS

We now have increasingly capable robots and artificial intelligence (AI) systems that can take on tasks that were previously done by humans. This leaves employers with some key questions: how do we find the balance between intelligent machines and human intelligence? What roles should be given over to machines? Which roles are best suited to humans? There's no doubt that automation will affect every industry, so business leaders must prepare their organizations – and their people – for the changing nature of work.



VIRTUAL EVENTS

Virtual events aren't going away, however. In fact, look for even more virtual events. The ease of creating virtual events and the cost-effectiveness make it easier for companies to plan and execute virtual gatherings at scale. Even when in-person events return to full force, 71% of planners say they will continue to employ a digital strategy for virtual events.

POTATO MILK

The first thing that comes to mind when hearing about a milk made from potatoes might be “huh?” But this new nondairy milk, made from boiled potatoes and the water they're cooked in, has already gained some traction in 2021, and the food company DUG now sells a potato-based milk in some parts of Europe and China. Next year you might see an option state-side!



BRIDE VIBES

Even if saying “I do” isn't on your 2022 agenda, that doesn't mean there won't be reason to show up and show off in all white. That dreamy notion was seen on the runways of Givenchy, McQueen, Vuitton, and more, where ethereal gowns made dreamy entrances—no “Pachelbel's Canon” required.



CUDDLY STUFF

Another trend due to the pandemic. We're not only aiming for a house with a cozy and warm appearance, it should also feel that way. Furniture covered with super soft fabrics such as velor and deco accessories in fluffy teddy textiles ensure that you can relax and cocoon in the house.



LISTENING IS KEY

An astonishing two-thirds of consumers think that companies need to be better at listening to feedback. Customers feel disillusioned and ignored - and brands that don't make the effort to act on feedback meaningfully will lose their business. It's harder than ever to get feedback in the first place - meaning that if your customers are making the effort to air their concerns, you need to demonstrate you're listening.



HEY THERE!

We want to thank you for reading this magazine which we created with lots of pleasure! Hopefully we managed to solve some of your struggles and to have entertained you today.

Are you still struggling with stuff and would you like us to look in to this and solve your problem? Make sure you follow us below and to stay tuned!

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