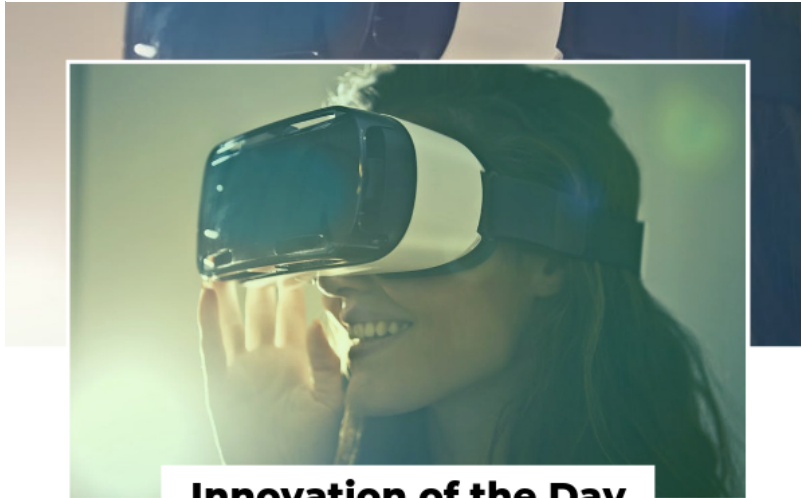




Innovation of the Day

BRITISH AIRWAYS

Upcoming trend events 🧠💡

LONDON

[Tuesday, September 24th | The Trends for 2020 »](#)

AMSTERDAM

[Thursday, September 26th | The Trends for 2020 »](#)

This month, [British Airways](#) announced that it will offer VR headsets to first class passengers on select flights between London Heathrow and New York JFK through the end of 2019. The SkyLights headset will feature 2D, 3D and 360-degree movies, documentaries, TV shows, and guided meditations. The guided meditations are specifically designed for passengers with a fear of flying, and all experiences work in any position, even when laying flat.

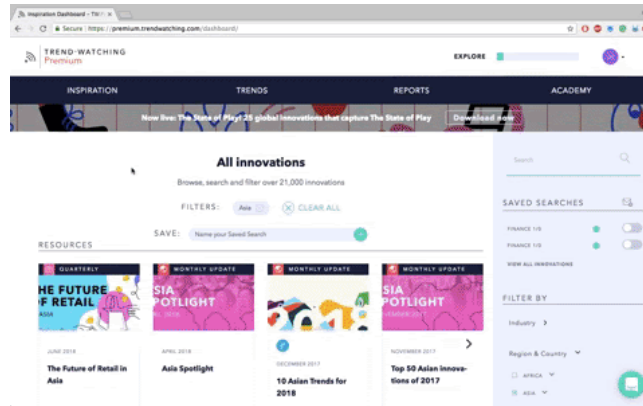
First class on BA from London to JFK costs around GBP 10,000! But today's ultra-premium experiences will shape tomorrow's mainstream. Here's two takeaways to consider:

Experience Economy. Hyped a few years back as the next tech frontier, VR is *still* having a hard time living up to expectations. Beyond a few hardcore gamers and tech-heads, consumers aren't willing to spend hundreds of dollars on a VR headset. But we *are* seeing the rise of VR-fueled experiences in all kinds of contexts, from the [Museum of Future Experiences](#) in NYC, to VR installations in US and European [Westfield](#) malls, to the [Coty](#) fragrance explorer experience in Argentina. The lesson here? **VR and AR are making possible all kinds of new, immersive, sensory experiences: could you put them to work to create new kinds of experiences for your customers?**

Status Stories. You've heard us say it before: the search for status drives much consumer behaviour in affluent societies. In a world of massive material abundance, even flying first class doesn't pack the status punch it once did.

After all, Platinum and Diamond [Uber Rewards members can now hail a rideshare helicopter in NYC](#). The answer? Layer on a rare, surprising VR-fueled experience that makes for a great status story to drop casually when talking to friends or boasting posting on Instagram. **The challenge for you: how can you layer on new elements that turn your offering into an amazing status story that customers will be desperate to share?**

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