

Fantastic Frontiers

Expect otherworldly creative in 2025 as our latest Creative Trend dissolves the distinction between fantasy and reality.

Explore the Fantastic Frontiers Collection



Generative AI-driven image technology is transforming the creative landscape, **helping people easily realize surreal and fantastical concepts**. Pushing the boundaries of traditional creativity, this technology is driving a surge in elevated fantasy environments and heightened-reality visuals across various media.

x2

as many people say they are likely to buy from brands that **bring them a sense of joy, surprise or delight** them than from brands that just deliver what they say they will.

Source: VML intelligence report: "The age of re-enchantment" (edited)

As AI tools become more accessible, they're allowing designers to explore complex concepts more easily, giving rise to a trend of sleek and surreal design. Brands are embracing this shift, blending the virtual with the real and sparking a renaissance of creativity.

As AI evolves, it offers creatives a powerful tool to explore new ideas and produce extraordinary imagery.



Prompt
Leopard wearing a sweater

☐ Suggestions

Generative Fill

1/5

One in five under-35s in the US play fantasy games, making it one of the most popular genres, with one in seven UK-based Gen Zs playing as well.

"It's important to embrace the freedom to experiment. There's no one right answer, and using generative AI can help in exploring and realizing creative ideas."

Bobby Ford, Executive Creative Director, Havas Play



Don't just join the trends, drive them.
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Creative Trends 2025