



2025 Creative Trends

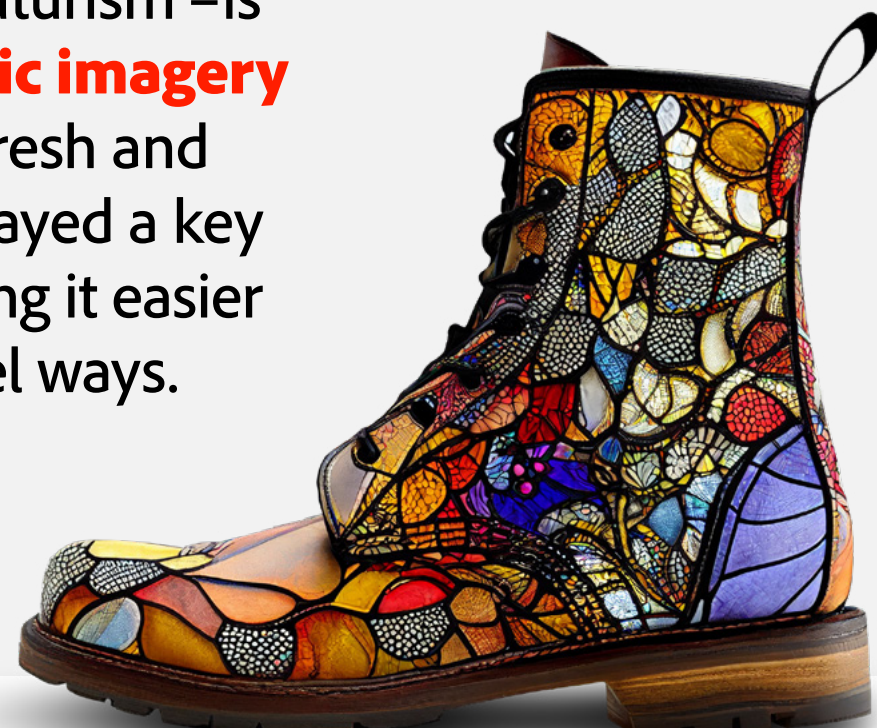
# Time Warp

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

[Explore the Time Warp Collection](#)



A new trend—seen as a revival of ‘Retrofuturism’—is emerging that **blends classical and iconic imagery with futuristic elements**, creating a fresh and intriguing aesthetic. Generative AI has played a key role in popularizing styles like this, making it easier to mix recognizable elements in novel ways.



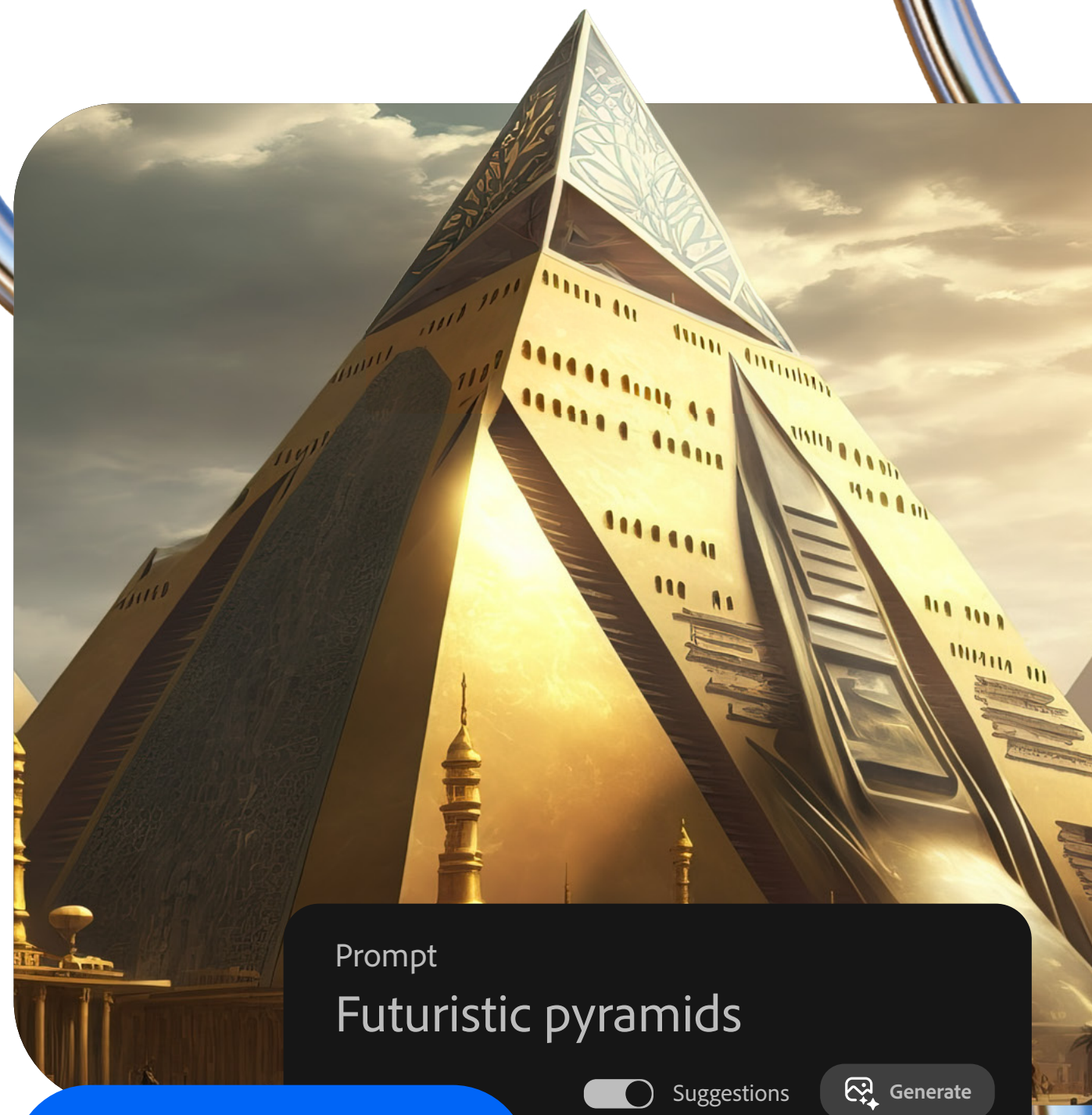
## 1/2

Nearly half of UK and US adult populations enjoy revivals of past media, with around 3/5 under 35s enjoying nostalgic revivals.

## 35.5M

#retro futurism has 35.5 M posts on TikTok and a yearning for the past is also a major factor in the rise of #yearnposting - 53 million views.

It's no longer about time-less content and more about **time-filled**: an intriguing mix of content anchored in iconic eras.



Prompt  
Futuristic pyramids



Suggestions



Generate



Generative Fill

This fusion of nostalgia and innovation has permeated fashion, cinema, and advertising, resonating even with younger generations who didn't experience these past eras first-hand. Brands are tapping into this trend by creating campaigns that explore different time periods and realities.

**“Reality can be a mash-up of different times, but also different types of realities, whether it’s analogue, digital, physical, so on and so forth.”**

Emma Chiu, Global Director, VML Intelligence

Don't just join the trends, drive them.  
Click below to read our full report.

[Creative Trends 2025](#)

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