

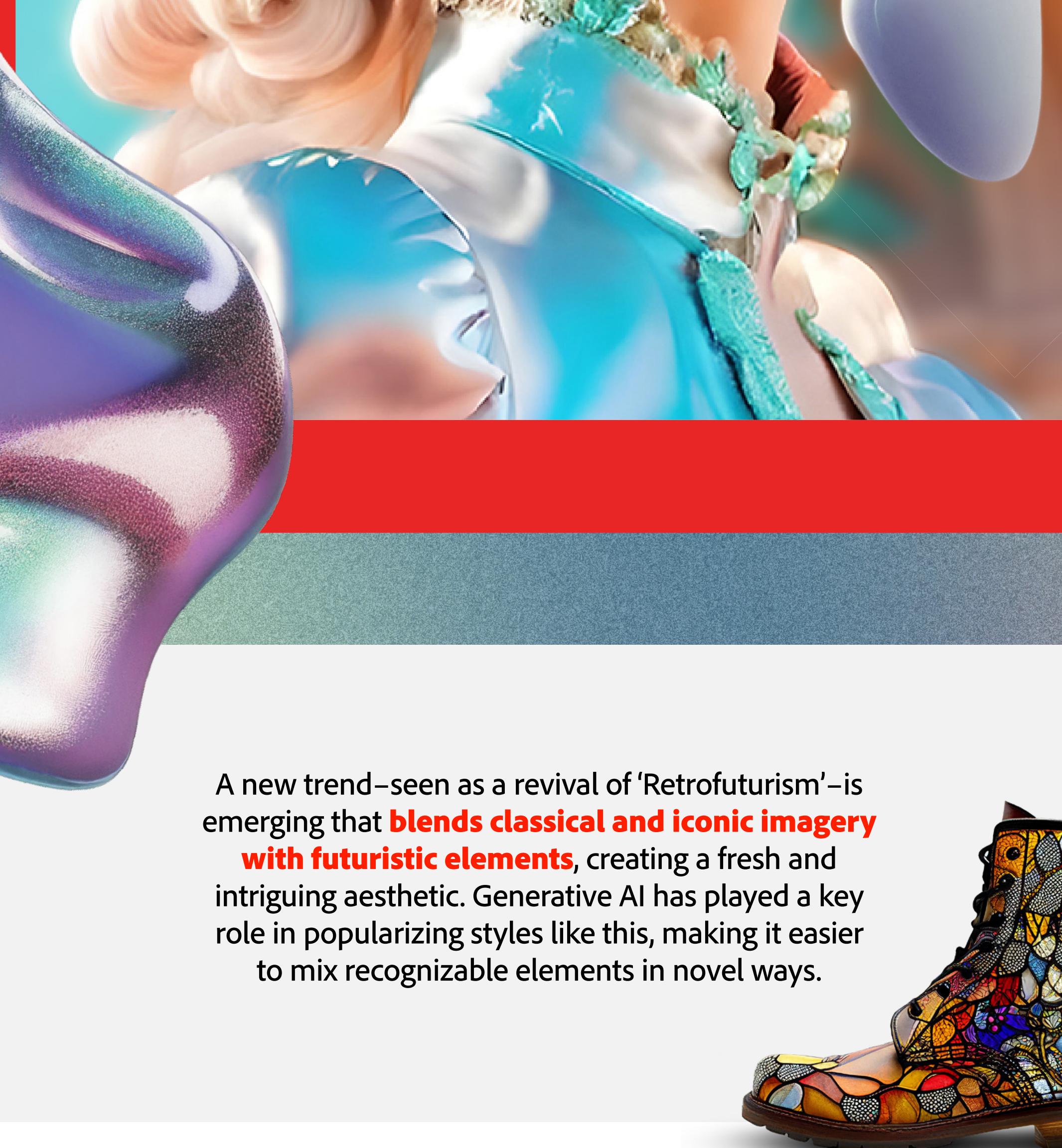
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2025 Creative Trends

# 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**

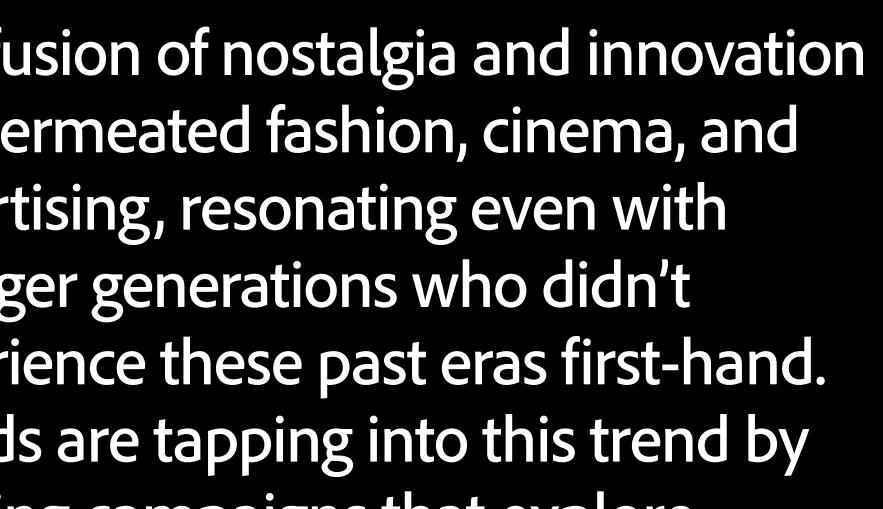
**with futuristic elements**

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.



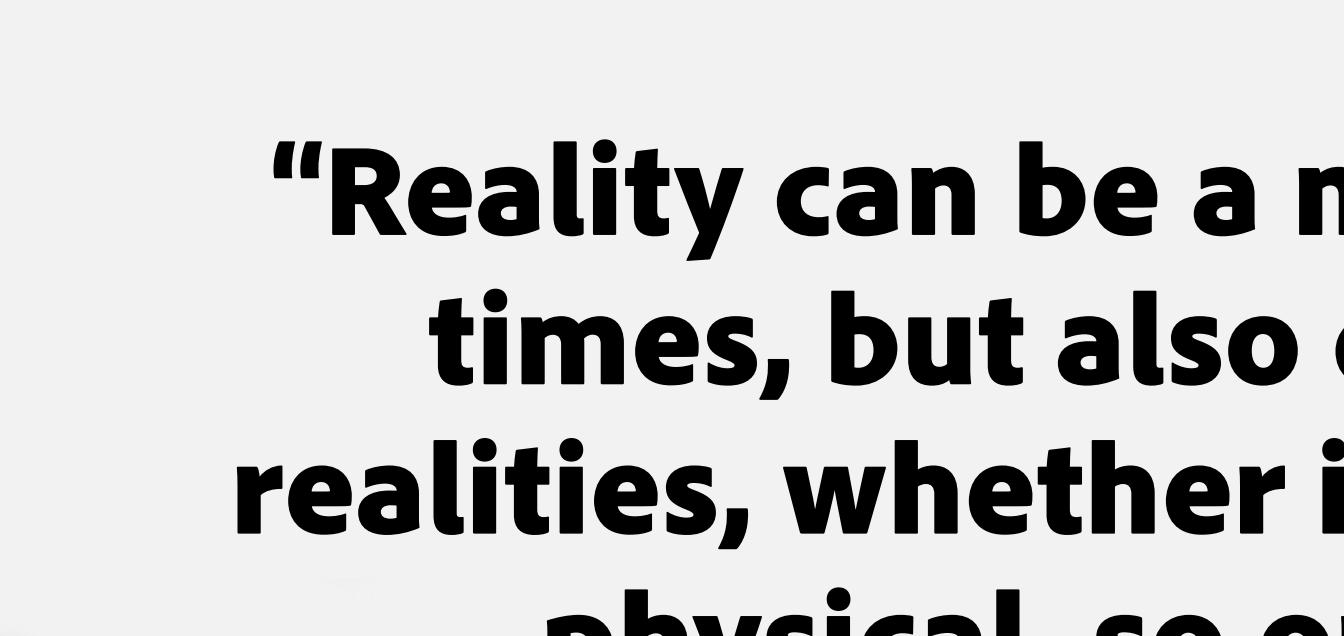
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35.5M

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

#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.

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.



Prompt: Futuristic pyramids

Suggestions

Generate

Generative Fill

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

**"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

[Creative Trends 2025](#)

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