

# PRIVATE SOCIETY

**ALL THINGS METAVERSE** It's the end of the world as we know it and I feel fine. And you should, too.

**FORTUNE TELLERS** After a historically volatile period, the experts lay out their predictions for the year ahead.

**JANUARY 2022**



# Vol. 2



## NOTES FROM AN ETERNAL OPTIMIST

As a serious, dyed-in-the-wool optimist, my heart sinks a little at our species' inclination to be both skeptical and quick to arrive at the worst-case scenario, always. Anyone who knows me will tell you that I am a deeply pragmatic person. I am, quite literally, the human embodiment of "hoping for the best but preparing for the worst".

Aside from working in the tech industry, I am a Gen-Xer. I have lived through the thrill of our first home computer (an Apple IIe) as a little kid, to the first whispers of an internet by the time I was in college, to a world today that is on the precipice of something truly astounding. The acceleration of technology in my lifetime

has been like nothing any generation has ever witnessed before.

Change is inevitable. The metaverse is inevitable. We, as a society, though, can make decisions about the kind of world we want to build for ourselves. Data and privacy are clearly an issue on the minds of many people today, and it's a siren song the tech industry needs to heed. We also need to, collectively, put energy into the good that can be achieved by way of the metaverse.

A smartphone is all the necessary hardware to interact with the metaverse. There can and certainly will be additional options available by way of wearable tech, but it

# — What's Next?

CHANGE IS COMING. WE CAN ALL FEEL IT.  
THE EARTH IS MOVING EVER SO SLIGHTLY BENEATH OUR FEET.

## It's All Happening

Trepidation abounds: Everywhere I go, I encounter people with extremely strong opinions about the metaverse. Nearly everyone seems to be balancing an admitted lack of understanding as to what the metaverse is or will be, alongside passionate feelings about how it will surely be the end of what's left of humanity.

is important to understand that the platform itself will be powered by smartphone and smart TV technology. Guess who owns a smartphone? Approximately 84% of all human beings on planet Earth.

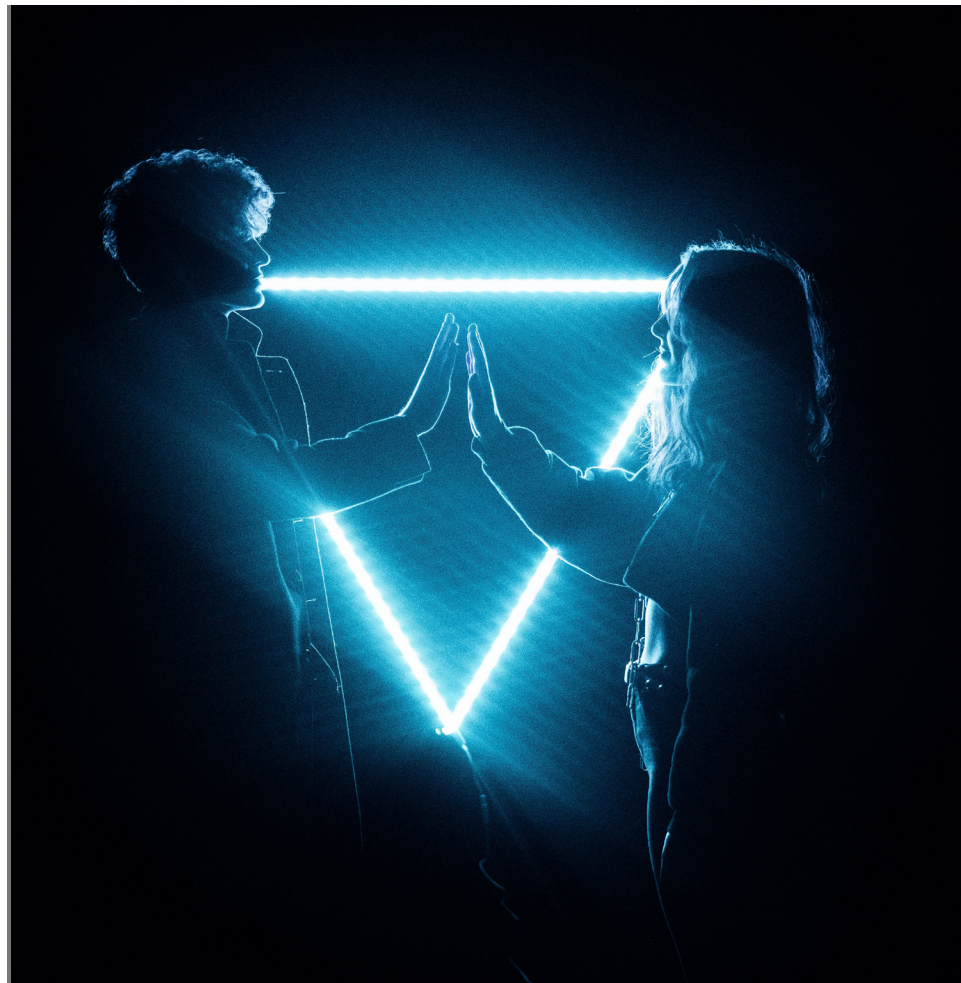
You read that right – smartphones are, in many ways, the great equalizer. They are opportunity, carried around in your pocket or purse. And while I cannot wait to shop with my best friend who lives a thousand miles away, all from the comfort of my couch, that's not what excites me the most.

There's a scene in a thousand movies where someone is walking down a long, dark corridor, and the path is only illuminated as they walk. The lights come on just a few steps ahead. Our brain, our consciousness seems to work in much the same way.

"If you see it, you can be it" is a real thing. What if everyone, everywhere understood the possibilities that awaited them in life? What if opportunity was truly ubiquitous? If the world simply unfolded before you, what would you create?

If there were no limits, what sort of world would you like to live in?

This is our moment, now: We have the unprecedented and profound opportunity to build from a blank canvas. What kind of metaverse shall we craft together?



# Hidden Gems



When they speak, we listen.

[The annual must-read - McKinsey's "State of Fashion 2022".](#)



Knowledge is power.

[The annual must-read as interpreted by the ultimate industry insiders, Business of Fashion.](#)



Sustainnovation remains key.

[Forbes weighs in on the successes and future vision of sustainable fashion.](#)

## That's So Meta

In July of 1977, the lights went out in New York City for just over 24 hours. From nearly all accounts, it was a full day and night of chaos and mayhem, some harmless, some not.

Like most events, we could not have known the ripple effect of this blackout until years later, from the vista of passed time.

While looting is not the ideal means by which to kick off a cultural explosion,

**All eyes on tech.**

[Vogue Business lays out the roadmap for the year ahead.](#)

**Clean up on aisle six!**

[Ad Week outlines the omnichannel experience on its way to your local grocery store and why it will work.](#)

**Test flight in progress.**

[Samsung makes a first foray into the metaverse.](#)

Imagine electronics' stores as dandelions in glass boxes. With the smashing of that glass that summer, germination suddenly occurred all over the five boroughs.

The streets were teeming with new sounds.

What happened next was the first blooming flourish of hip-hop. What once could only be heard in clubs was now widely available for experimentation and variation.

There is an old trope that relies on the insane notion that giving everyone a shot will somehow water down or weaken results. On the contrary: Competition breeds innovation. It drives the best to be better.

Hip-hop is the global cultural juggernaut that it is today due, in large part, to the leveling of the playing field in the summer of 1977.

The course of history changes the moment we choose new and better directions for

the future. The advent of the internet has brought access to knowledge to the palm of our hands. The metaverse is the next step in this evolution towards shared opportunity and wisdom and experience.

We are on the precipice of a time where "content creation" will go from shiny morsels to profound, educational, substantive building blocks for a more equitable world. We are the authors of this next chapter. We can rewrite the script.

# Tell Me More

The emerging metaverse will be the most critical development of the decade, if not a generation. This cannot be overstated.

It is crucial that businesses spend the necessary time and budget to position themselves for fiscal and cultural success in this new immersive frontier.

- Dedrick Boyd, CEO, TechSparq

A brand's past success does not guarantee its future greatness.

Those that follow the beacon of innovation will win the loyalty of the masses and be the envy of their competitors.

- Vince Pass, VP of Growth, TechSparq



IT'S NOT WHO YOU ARE  
THAT HOLDS YOU BACK,  
IT'S WHO YOU THINK  
YOU'RE NOT.

JEAN-MICHEL BASQUIAT, AMERICAN ARTIST

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