

July trend report looks into ground-breaking innovations

NATIVE VML's latest Trends Report takes a look at innovations in marketing, storytelling and digital culture locally and abroad.

On the retail front, many brands and retailers are still adjusting to the way people consume content on their phones. With Google already looking at advancing smaller screen devices, the likes of its Project Jacquard, which aims to add the functionality of smartphone screens to everyday fabrics making the body its own self-contained interface control, will take the retail industry into a whole new era.

For the full report, click [here](#).

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