

Adobe

2026 Creative Trends

All the Feels

With its larger-than-life, multisensory impact, it's no wonder All the Feels is a top trend for 2026.

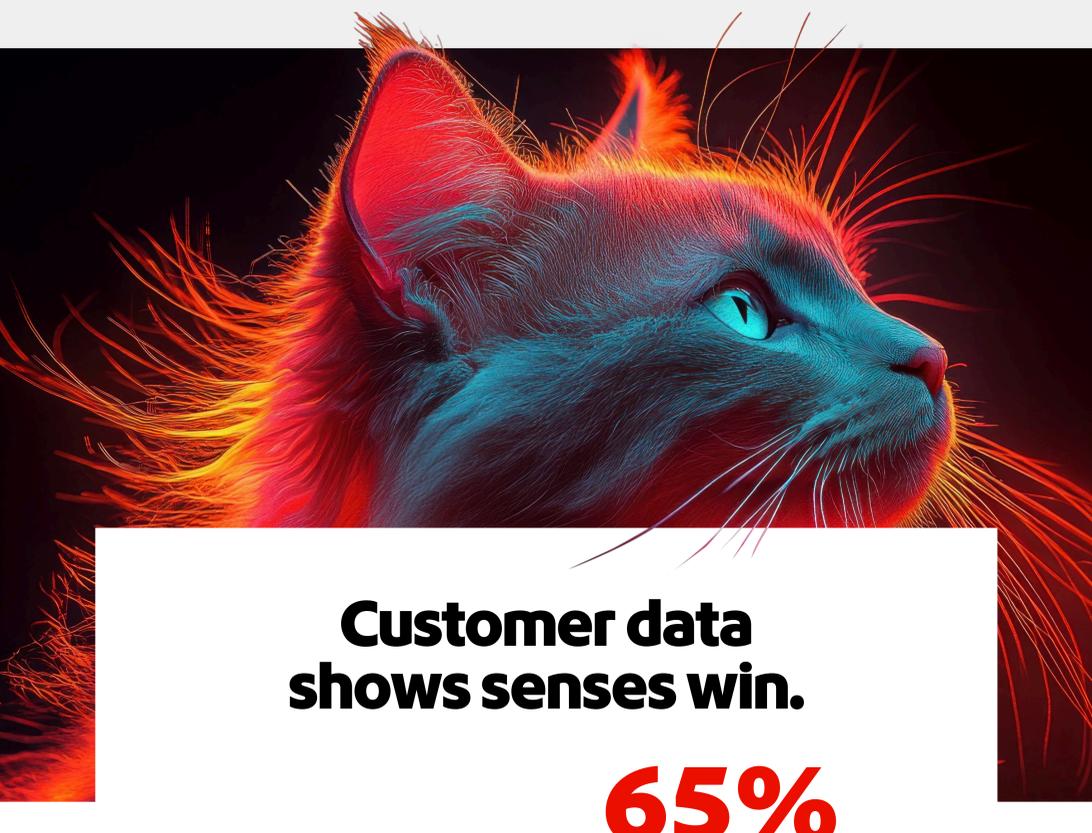
Explore the All the Feels collection



Maximum sensory messaging.

Customers want to do more than just look — they want to experience. All the Feels is all about immersive imagery that suggests texture, taste, and tone to make brand moments unforgettable.

Create with the All the Feels templates



Customer data shows senses win.

82%

expect multisensory experiences.

Source: The Drum

65%

want out-of-the-box campaigns that wow.

49%

are more likely to buy from brands that inspire joy.

Source: WGSN

Generative Sound

Audio



From visual to visceral.

Go beyond appearances when prompting AI. Describe how it should feel, smell, and even sound. For example, audio can instantly lift the mood. Stunning visuals alone don't complete the experience.

Trend takeaway.

Design for the senses, not just the screens. Use secure, commercially safe AI models trained on your brand's authentic aesthetic to add multisensory cues that make customers linger.



Visualize with an All the Feels moodboard

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We are living in a crowded visual landscape, so people expect images to deliver more than ever before.

Brenda Milis
Principal of Consumer and Creative Insights, Adobe



Stay one step ahead. Get your creative roadmap of what's fresh and trending.

Download the full report

Sources: "Brand strategy: the future of multisensory marketing," WGSN, June 23, 2025.

Saffron Lord, "How Nike, Glossier, and other retail aces appeal to all 5 senses (yes, even smell)," The Drum, May 30, 2024.

