

Local Flavour

Show life as it's lived.

Explore the Local Flavour collection



A taste of authenticity.

As many take a break from constant connectivity, the craving for authentic cultural moments increases. When brands partner with local creators and spotlight regional craftsmanship, it makes their work more memorable and allows them to share something unique with the world at large.

Create with the Local Flavour templates

From local to national.

Nike launched women's footwear in partnership with Delhi-based brand NorBlack NorWhite.

Source: CNN

Corona's 'Impossible Plants' campaign encouraged sun exposure in Japan, where nearly all residents are vitamin D deficient.

Source: Muse by Clios



Connect with the culture.

To feel like a truly local experience, the stories being shared must belong to a community or a specific culture, not just be about one. Brands need to embrace the culture's authentic voice – no translators, no filters.

Trend takeaway.

When marketing reflects diverse cultures and communities, it feels more personal to the audience and helps the message resonate.



Visualise with a Local Flavour moodboard

“

When people see themselves or their communities represented, it humanises the company.

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: Amy Corr, 'Corona Pays Tribute to 'Impossible Plants' in Japan That Grow in Unexpected Places', Muse by Clios, April 23, 2025.

Oscar Holland, 'Nike's first Indian design collaboration nods to a 5,000-year-old tie-dyeing technique', CNN, June 12, 2025.