

Do Not Disturb



THE STATE OF
WELLNESS, INFLUENCE
+ THE SOFT RESET

WE'RE IN OUR "SELECTIVELY REACHABLE" ERA

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In an age of always-on culture, the true flex is knowing when to log off. Do Not Disturb charts a new wave of influence defined not by constant presence, but by strategic absence. This is wellness as boundary-setting, as brand positioning, as a conscious refusal to perform 24/7.

We're witnessing what has been dubbed the "soft reset." Creators are migrating to quieter platforms, brands are trading reach for resonance, and communities are thriving behind closed doors - on Substack, broadcast channels, and micro-networks built for depth-of-relationship over scale. Wellness is no longer a personal nice-to-have; it's becoming a brand necessity.

THIS REPORT UNPACKS HOW **DIGITAL DOWNTIME, CREATIVE REST, AND INTENTIONAL PRESENCE** ARE REWRITING THE **RULES OF SUCCESS** - AND RESHAPING THE FUTURE OF THE **CREATOR ECONOMY**.



THE WELLNESS BOOM HAS MATURED. IT'S NOT JUST A SHINY BUZZWORD ANYMORE - IT'S PART OF EVERYDAY LIFE. THESE DAYS, IT'S LESS ABOUT CHASING PERFECTION AND MORE ABOUT FEELING GOOD, IN WAYS THAT ACTUALLY WORK. IT'S NOT ABOUT FANCY RETREATS OR STATUS SYMBOLS, BUT ABOUT WHAT FITS INTO REAL LIFE. WELLNESS TODAY IS FLEXIBLE, PERSONAL, AND QUIETLY POWERFUL.

Among creators, digital detoxing has become both content and ethos. From the rise of the photo dump - showing a rejection of posting in the moment in favour of living in it - to a ten-fold increase in the sales of some film cameras, those leading the charge aren't rejecting creating content, they're rejecting immediacy.

Digital detoxing has also become a physical practice, with creators like **Oenone** and **Tia Dewitt** taking time away from their online presence and forgoing wifi for the weekend at an Unplugged cabin stay, or implementing time off social for mental health breaks. The language of wellness is shifting - today, a "detox" is more likely to mean time offline than a cleanse. It's clear engagement is travelling in the direction of the tech and wellness intersection - airplane mode, analogue cameras, off-phone storytelling.

And brands are listening. From Hertility to Liquid I.V., we're seeing marketing teams embed calm, boundaries, and human honesty into their creative strategy - offering experiences and aesthetics that feel considered, intentional, and emotionally restorative. As Lucy Maguire of Vogue Business put it: "We've almost seen wellness become a new version of the luxury sector." This luxury isn't about price point - it's about presence.

THE STATE OF WELLNESS IN 2025

FOR BRANDS AND CREATORS ALIKE, WELLNESS IN 2025 IS ABOUT DOING LESS, BUT DOING IT BETTER. LESS NOISE. MORE NUANCE. LESS REACH. MORE RESONANCE.

IN 2025, WELLNESS IS



A SET OF PRACTICES, NOT PRODUCTS

A CULTURAL LENS, NOT A CONSUMER CATEGORY



A REASON TO PAUSE, NOT PERFORM



FORGET THE

FEED

THE INBOX IS WHERE INTIMACY LIVES NOW



31450%

INCREASE IN SUBSTACKERS
SINCE 2018

In 2019, Substack was a niche platform for a handful of indie writers. In 2025, it's a booming ecosystem of creators building cult-like audiences - and trust that converts. It grew from 16 creators in 2018, to over 5,000 in 2024, that's a staggering 31,450% increase in Substackers*. According to Lucy Maguire of Vogue Business, it's also currently the fastest-growing platform in terms of conversion and purchasing. Why? Because it's opt-in. It's slow. It's considered.

Creators aren't abandoning social media - they're reframing how and where they connect. Substack offers a creative safe haven: no algorithmic chaos, no content treadmill, no pressure to go viral. Just a consistent, curated drop into your audience's world. And it's not just writers. Beauty founders, wellness coaches, and even fashion stylists are using the platform to foster deeper community ties - beyond the scroll.

Take Rare Beauty, for example. They don't just talk about community - they build with it. On Substack, they treat comments and notes as a real-time focus group, shaping content and even product development around what their audience is asking for. From behind-the-scenes looks at product creation to posts sparked by questions in the notes section, they're turning feedback into fuel. It's a smart, community-first model - one that mirrors how we activate Brand Fans at Buttermilk. (Curious? More at www.buttermilk.com/brand-fans.)

For brands, the takeaway is clear: high-intent communities are where trust is built - and trust is what sells. If creators are prioritising quiet platforms, brands should be right there with them. As Laura Swinburne of Hertility reminded us, your community's voice is your most valuable data point.

IN 2025 THE MOST MEANINGFUL CONVERSATIONS ARE HAPPENING || IST || IT || π || NE VIEW

FOURTH SPACES - AS COINED BY EVENTBRITE - ARE INFORMAL, INTIMATE POCKETS WHERE DIGITAL LIFE BLENDS WITH THE REAL WORLD, STRIPPED OF BRANDING, PERFORMANCE, OR PRESSURE.

They're not traditional third places like coffee shops or gyms. Nor are they fully online. They're something in-between: a hike organised in a group chat. A book club turned micro-community. A Substack comment section that feels like group therapy.

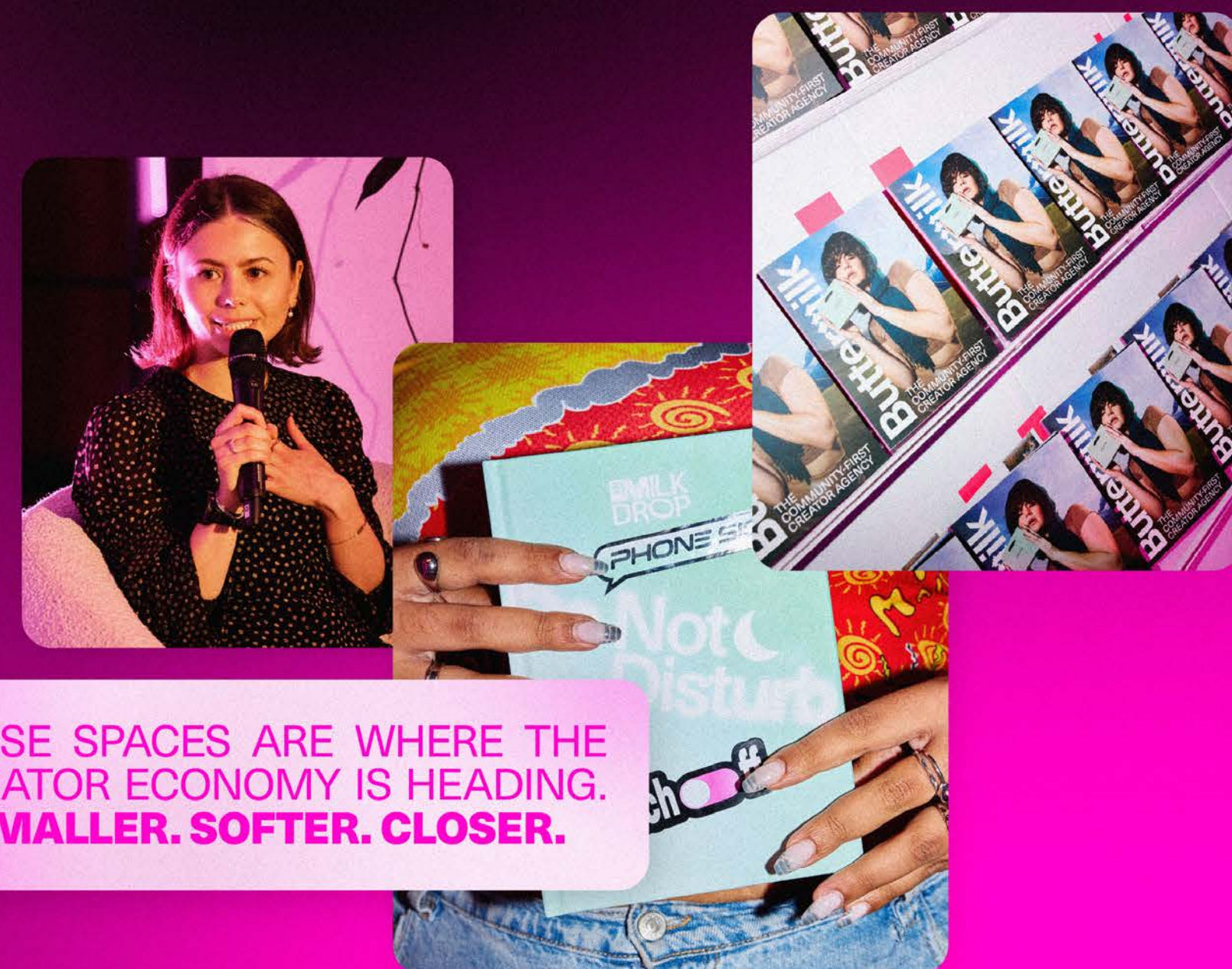
From Bella Oggioni's sold-out journaling workshops with Papier to Maggie Mutumba's Retreat to Reset, creators are becoming architects of these communities - not just content machines. For brands wanting to remain relevant, it's not about crashing these parties with logos and loud messaging, but integrating in a considered way. Whether it's Mius Miu's Literary Group, mindful crafting with Morphe, or Gymshark joining the committed cold plunge community with their Banya Forrest Run Club, brands need to show up in service of what matters most to their communities: as facilitators, supporters, and co-hosts.

So where do brands start? How do you earn your place in the group chat? For Olivia Otesanya of Liquid I.V., it begins with emotional connection: "We want consumers to experience us, building that connection and relationship in order to get them to be a customer. We go a step deeper, they trust us and we want to create richer moments in time that will last offline as well as on."

For Laura at Hertility, it's about real dialogue: "You just need to listen and make space. Your customers want to give you feedback! It's about making sure your community feels heard, and that your messaging is reflecting them. Be willing to pivot and change what you're doing!"

FOURTH SPACES DEMAND A SLOWER, MORE HUMAN KIND OF MARKETING. LESS PUSH. MORE PRESENCE. AND A WILLINGNESS TO NOT BE THE MAIN CHARACTER, BUT THE INTEGRAL SUPPORTIVE BFF.

THESE SPACES ARE WHERE THE
CREATOR ECONOMY IS HEADING.
SMALLER. SOFTER. CLOSER.



→ LESS VISIBILITY, MORE VALUE

63% of Gen Z took digital detoxes in 2024*, but most didn't leave platforms entirely - they simply started using them differently. For brands, this means curating presence instead of defaulting to always-on. Take a more intentional approach to content - align with when and where your audience actually wants to engage.



→ LISTEN & LEARN

Your creators and communities are your most valuable feedback loop. Open up a dialogue via polls, Instagram Broadcast Channels, DMs and community groups, then act upon what you hear.

→ WELLNESS = PROFESSIONAL STRATEGY

Olivia Otesanya's role as Health & Wellness Marketing Lead at Liquid I.V. wouldn't have existed five years ago - now, it's a signal of where the industry is headed. Wellness isn't a perk; it's a priority. Brands should integrate it meaningfully across content, partnerships and brand worlds to meet audience expectations.

→ CREDIBILITY > REACH

Opt-in, intimate, and community-focused spaces are the fastest-growing for audience conversion. Why? They're considered, crafted and designed for a more in-depth experience than bitesize throw-away content. With Gen-Z craving more meaningful interactions, what you lose in generic reach, you gain in long-term brand loyalty and conversion.

→ CURATE, DON'T DOMINATE

IRL moments like Estée Lalonde's walking group or Alexa Kari's material grrlz craft club sell out within hours - not because they're big, but because they're meaningful. Brands should treat these intimate, values-led spaces with care: co-create experiences that serve the community, not just the campaign.



FIVE KEY TAKEAWAYS

DON'T MISS
THE FUTURE
DROPS

MILKDROP

DO NOT DISTURB: THE STATE OF WELLNESS,
INFLUENCE + THE SOFT RESET

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