

# THE JACK

# DISPATCH

REBELLIONS ARE BUILT ON HOPE.

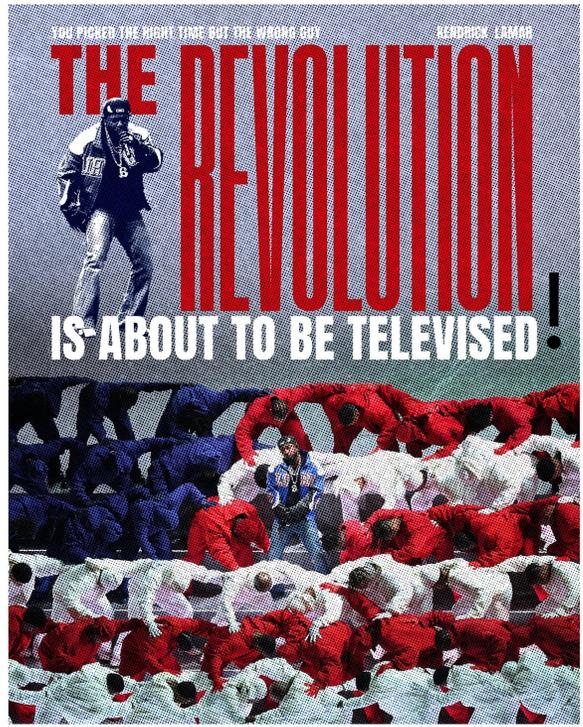


THE JACK DISPATCH

REBEL

FEBRUARY

# ! EDITORS NOTES!



Quote of the month:

*“Until they become conscious they will never rebel, and until after they have rebelled they cannot become conscious.”*

– George Orwell

Hey all you punks and protestors,

We hope you enjoy the first dispatch of the year! We’ve questioned what rebellion is, explored pop culture, social and political moments and more. We’ve also quietly questioned if it’s possible to be rebellious in this industry, and if rebellious brands truly exist, or whether it’s just the artifice of rebellion?

Regardless, there’s no harm in wildcard rebellious spirit in 2026, with confident, obscure and innovative ideas that’ll blow our clients flippin’ socks off or with questions and comments that’ll change the things for the better. This is the year of being big, bold and wild. Who’s with us????!!!!

Tabitha and Linda [editors] :)

06

THE HOT LIST

11

REBEL

15

TECH TAKEOVER

18

READING CORNER

21

FASHION

24

FILM & TV

28

PEOPLE & PLANET



# CONTENTS



THE



LIBERTÉ

LIST

# CLOUD DANCER



**See the title? Yeah, I can't see it either. It's Pantone's Colour of the Year 2026, Cloud Dancer. It really pops on our background, doesn't it? I'm really enjoying the Play-Doh collaboration.**

Now what does our team think? Well, how about they tell you themselves!

Lilia: It's just a bit meh isn't it. Like empty space.

Declan: Landlord special.

**PANTONE®**  
11-4201 TCX  
**Cloud Dancer**

Kev: I think it's brave and it's created a load of publicity for them which is clever in terms of marketing. Personally, I think we need more colour in the world than less.

Ade: [Cloud Dancer] feels a bit...timid. I've always thought Pantone's job isn't to act like a cultural weather report, but to nudge us into boldness, to provoke taste, spark debate, and get creatives arguing.

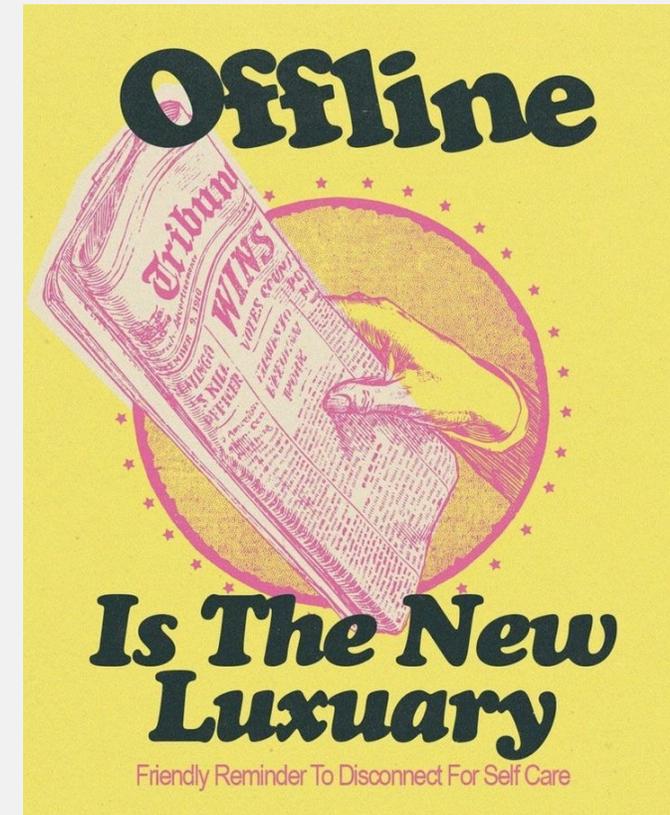
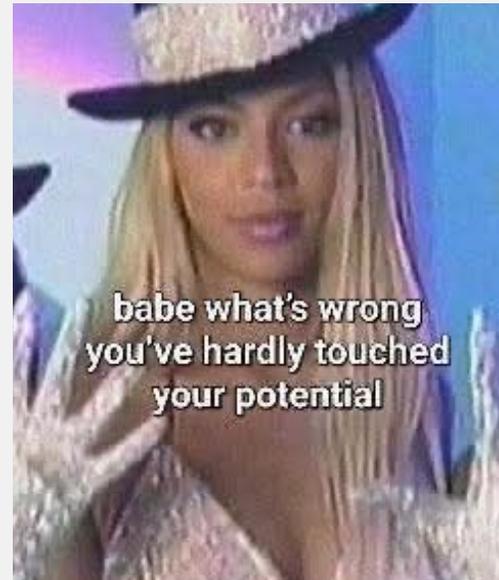


# PRODUCTIVITY CULT

We've fallen into a vicious cycle of productivity because we fear time. Hobbies were created as a productive form of leisure, reinforcing the idea that idleness is wrong.

Sometimes there is pressure in having a hobby, similar to the pressure of a job. The countless apps to track progress: how many steps did you take? How many books did you read? How many episodes of that show did you watch? Maximizing every side activity to give it a purpose. Thinking about ye olden days a farmer was bound to nature and its clock, harvesting crops when the task came about. Consider the task of emailing and the need to reach a zero-email inbox; it's an impossible Sisyphean task; a new email will arrive shortly. As with social media, there is no 'last' video, the scroll is endless. We are constantly engaging our minds, never letting ourselves get bored. A pause is something to be desired. So, I'd just like to say, screw productivity! <3

I will now get back to simply staring at a wall and doing nothing.



**REBEL**





# BAD BUNNY'S SUPERBOWL



**Bad Bunny's incredible Superbowl performance was a testament to pride, bravery, rebellion, and love.**

Bad Bunny's performance was all in Spanish, a love letter to Puerto Rico. Incredible music, dances, visuals, Latinx celebrities, a wedding, all juxtaposed with symbols of colonisation and systemic issues.

Overwhelmingly joyful, fun, and important, the halftime show racked up an incredible 128.2 million viewers.

The show was an act of rebellion in this political climate, to see a Puerto Rican man celebrate his success and encourage others to do the same, uplifting his culture, and sharing it with us. Not to mention his reminder that America is more than just the US.

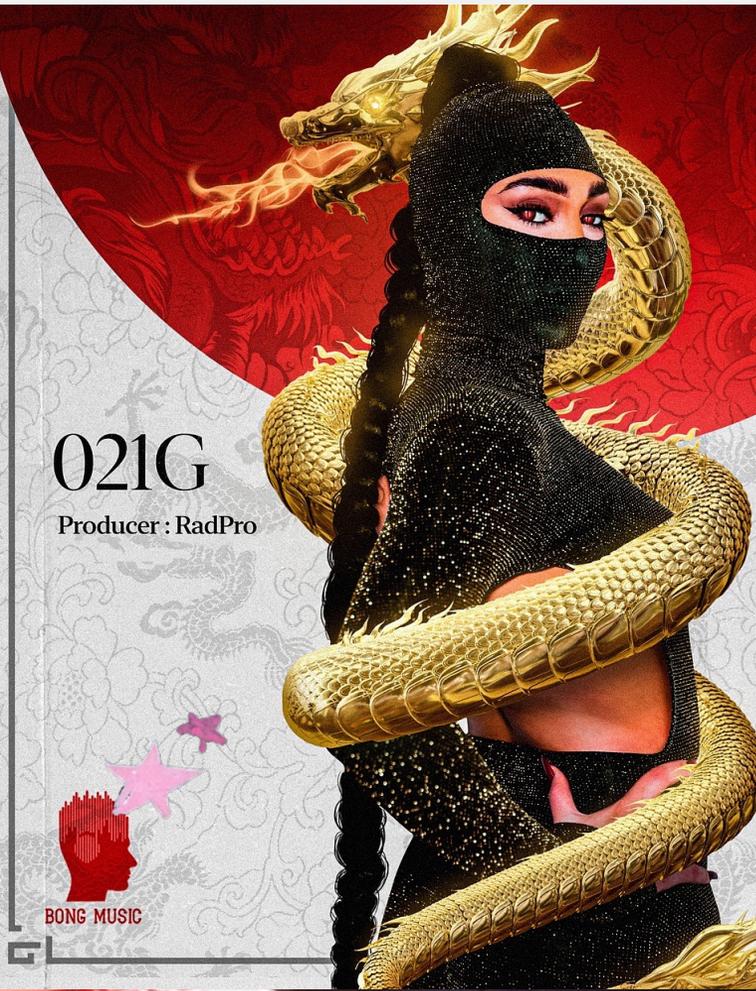




# MUSIC THAT DEFIES

Rap was born as an act of defiance against societal norms and beliefs. Today it can still carry the same weight.

In the 1970s, the Bronx was home to a new wave of music, that gave a voice to marginalised groups and unapologetically criticised the system that oppressed them. Rap's unique cadence and sound allowed voices to be clear, radical and rebellious. This is also true now in Iran.



In a moment of political unravel and uncertainty, people are finding power in music. Making the rounds on social media is one particular song: "In Dafe". Translating to "This time". Songstress O21G fearlessly denounces the system and invites listeners to envision a future Iran, free and independent. The song was then used by a group of Iranian female dancers. They are the rebels of today and ones I truly admire.

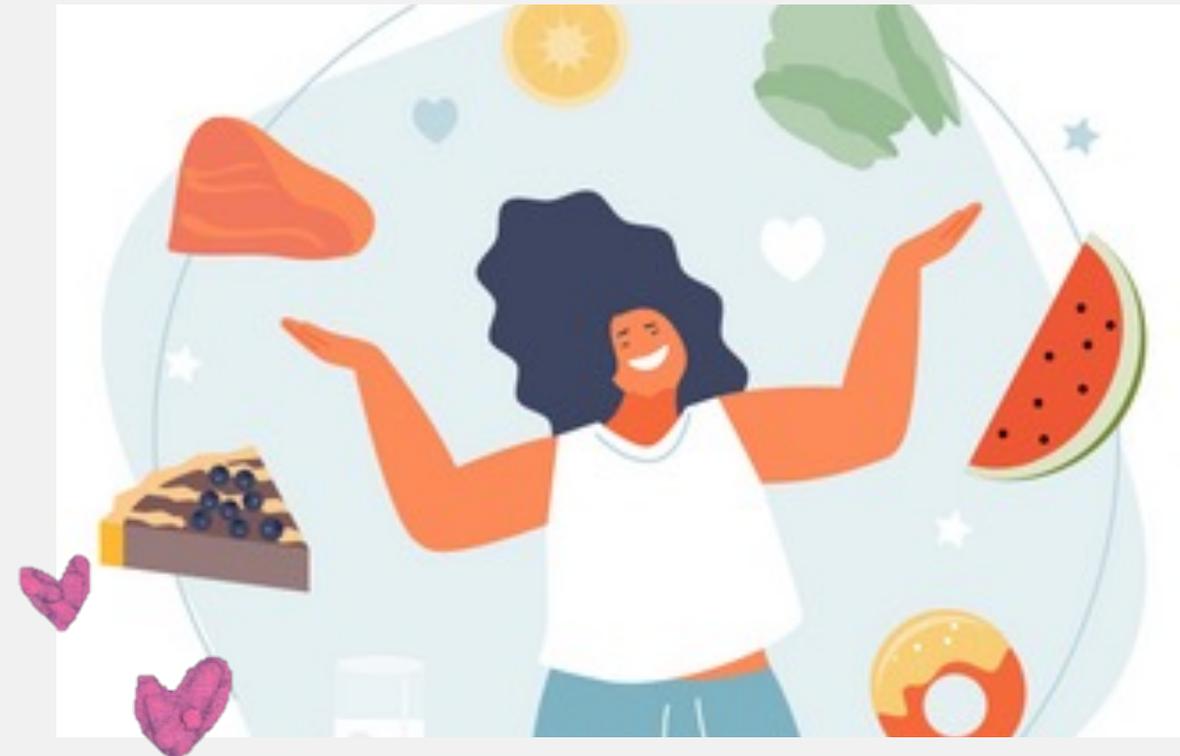


# DITCH DIET CULTURE

Diet culture is the system of beliefs that idolises thin bodies – demonising certain foods and folks in larger bodies. This belief system leads to harmful impacts across society. It centres weight as the main determinant of health rather than looking at it holistically. It promotes fatphobia and is at the root of most disordered eating.

Unfortunately, diet culture is often promoted and upheld by marketers. Media plays a huge role in creating culture and reinforcing societal standards. In recent years, we've seen an increase in celebrities selling diets, taking Ozempic, and promoting weight loss drugs.

Bodies have been shrinking. We're being told that in order to be desirable or healthy you have to look a certain way, which is a lie. Sleep, mental cognition, stress, all play a role in health, and our weight is mostly determined by genetics. As marketers, we have a duty to identify our biases and commit to inclusivity when it comes to the experiences we design and the folks we centre in our campaigns.



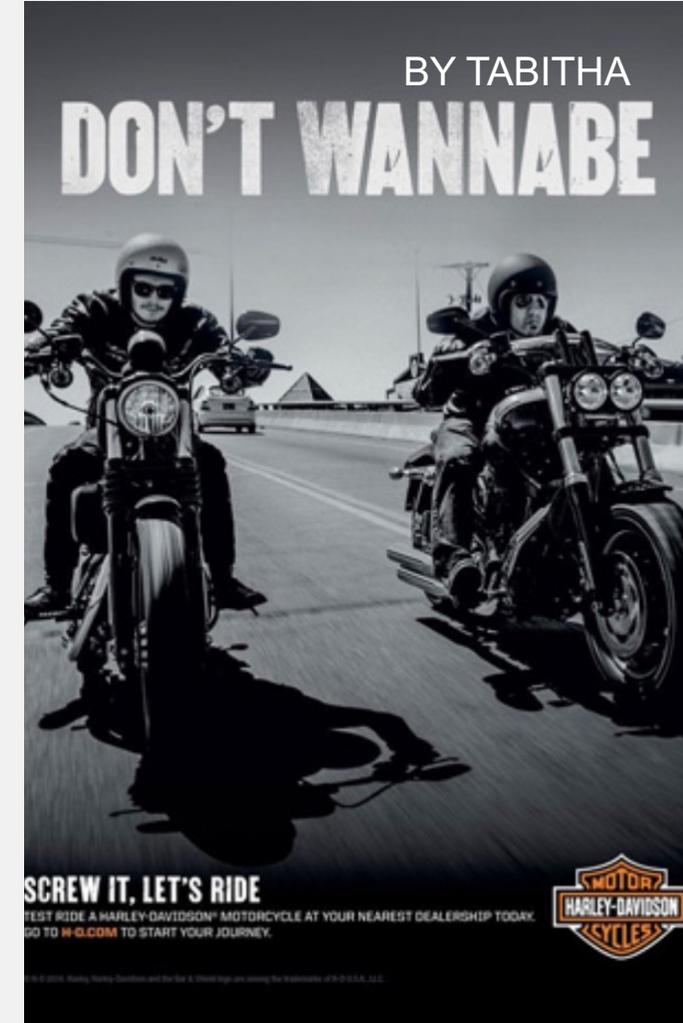
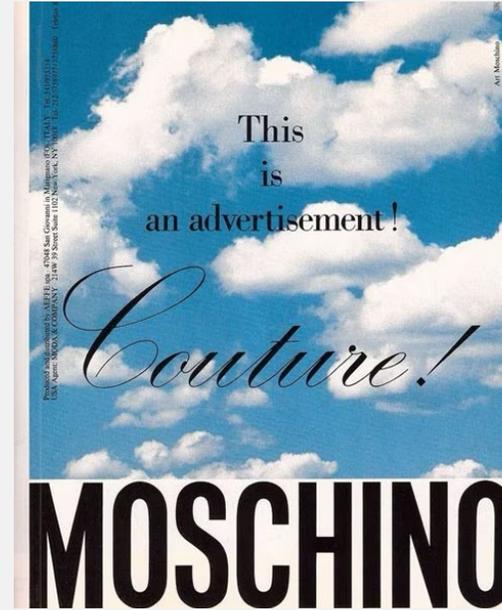
# REBEL JACKS

## What does Rebellion look like for the marketer?

At its core, rebellion is change and changing the status quo. For us, a little rebellious spirit could go a long way. Whether it's wildcard ideas, ones that are bigger and bolder, or a change in the way we pitch – a different structure (logs before creative?!), or format (video, website page); rebellion is key for the innovation that we strive for.

Rebellious and playful brands can act as a source of inspiration, from Moschino (Old-fashioned ads) and Vivienne Westwood (rebel aesthetics), to brat (rebel aesthetics and unconventional marketing), Lush (social activism) and Harley Davidson (rebellious copy).

Do you think that rebellion can exist within marketing? Or is this artifice? If it's artifice how does rebellion feel genuine? Is it backed-up by purposeful aesthetics or social responsibility? Much to think about... 😊

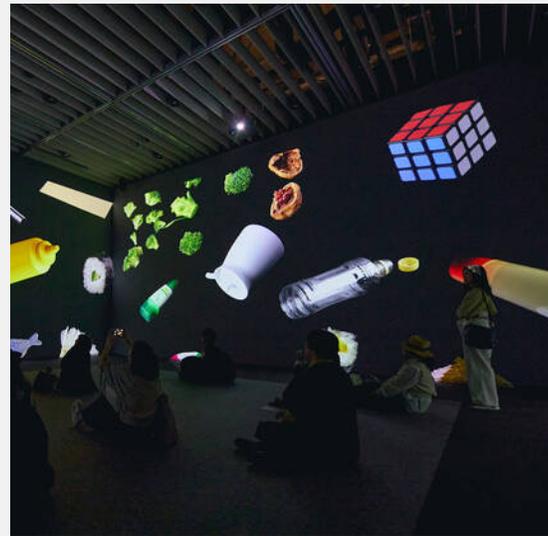




# TECH TAKEOVER



# JACK X FRICTION-BASED TECH



**Less is more!** Everyone's overstimulated and perhaps the best way to stand out now is to help distract people with the bare minimum interactions. Think of it as active meditation. A lovely example of an ultra low-tech experience was the Design Ah! Neo exhibition in Tokyo, where a group of people move in line with video instructions. It was as simple as it sounds.

With all the heavy AI topics at hand, perhaps tech at events is more about a simple solution that fits all and doesn't try to over personalise or overexplain too much. It seems we've gotten used to getting information handed to us, always at our fingertips. Perhaps it's about adding some friction to make experiences feel deserved and leaving space for the user to find joy in the activity.



# JACK X MEANINGFUL TECH



## Customers are craving meaning, and so are we

With the growth of AI and the arguments for and against it, it's more important than ever to build experiences with purpose and meaning.

Do we need to use AI for this, if so, why? Does the output look good? Feel good? If not, why do we do it? We need to ensure that our use of AI is suitable for the consumers we speak to.

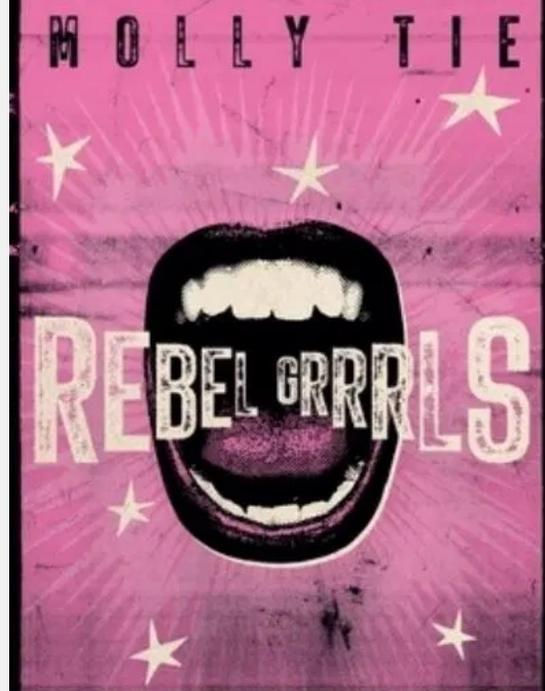
It can be tempting and exciting to use what's trending or what's new or what's easy for the sake of it, or to get into patterns of over-reliance on tech, but we need to be mindful, not just for the quality of the work we produce but for the ethical and sustainable ramifications.

After all, meaningful, purposeful and innovative tech is what Jack X is here to do!



# READING CORNER





# REBEL GRRRLS



**Rebel Grrrls is a book about the real story of the feminist Punk movement**

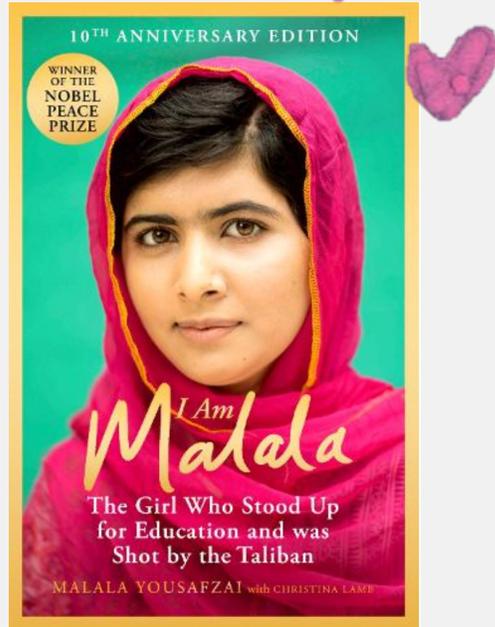
It spotlights the women who defied small-town limitations and shaped the music scene. A British and American lens from the 70s to the early 2000s, this book sounds super cool! :p



## NEVER LET ME GO

KAZUO ISHIGURO

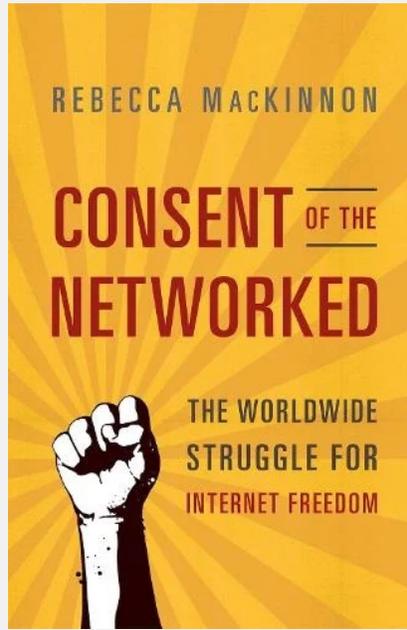
Perhaps an antithesis to this theme, this book is a book of quiet compliance and a desperate attempt at freedom within the confines of a cruel, careless system.



## I AM MALALA

MALALA YOUSAFZAI

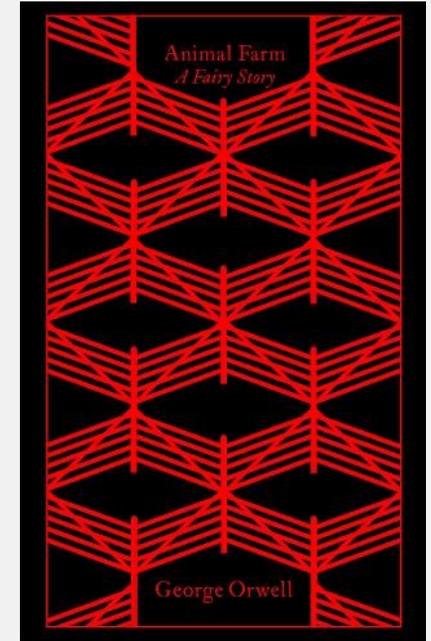
Malala's book is incredibly inspiring, a book of the real horrors of sexism and control, and the bravery of a girl who would not be silenced.



## CONSENT OF THE NETWORKED

REBECCA MACKINNON

A discussion about internet censorship, company control, and user rights.



## ANIMAL FARM

GEORGE ORWELL

A satirical dystopian novel that you've probably all read. "The creatures outside looked from pig to man, and from man to pig, and from pig to man again; but already it was impossible to say which was which."

# NO OIL PAINTING

**My book club buddy recently published a hilarious reverse-heist novel that follows a ‘respectable septuagenarian’ who ‘steals a valuable painting and later tries to return it, with a little help from her friends.’**

Genevieve Marengi’s debut novel is warm, character-driven, and full of dry wit. We follow Maureen, who rebels against social expectation when she decides to steal a painting from Ham House, where she works.

The story champions those who often go disregarded, exploring the loneliness that can occur in old age, especially for women.

Get it here, if you love a good heist :P

[No Oil Painting, INGRAM](#)



**FASHION**



# ★ DIRTY LOOKS

The Dirty Looks Barbican exhibition explored how fashion can be used in a rebellious counter-culture way, but also how these trends find their way into popular, mainstream culture. [chat to me more about it and I can send u a deck hehe]

- Garments ranged from big names to smaller brands, some were wearable fashion and others were more art pieces and statements.
- Many were made from interesting materials or odd ways, like the dress made with crystallised sweat and the garments placed in a bog for microorganisms to feast on.
- The exhibition also touched upon sustainability, with garments using natural objects and materials, dirt, mud, plants and re-used and found pieces.
- I loved exploring the exhibition and all of the messages behind the pieces as well as the aesthetics themselves.

Robert Wun



The Wine Stain Gown

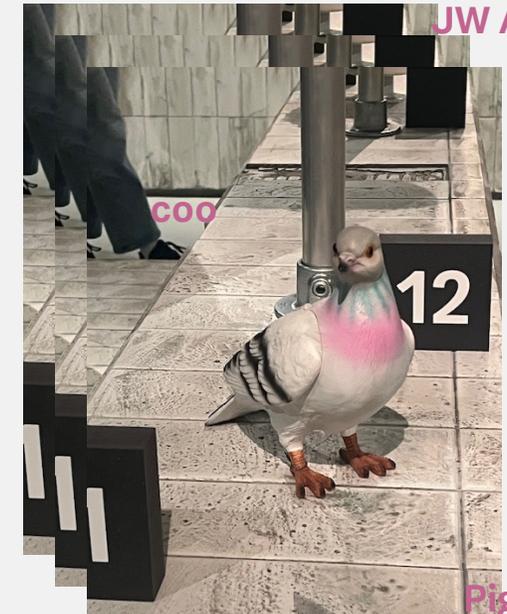
Solitude Studios



Bog bodies



JW Anderson



Pigeon clutch



Sweat crystals

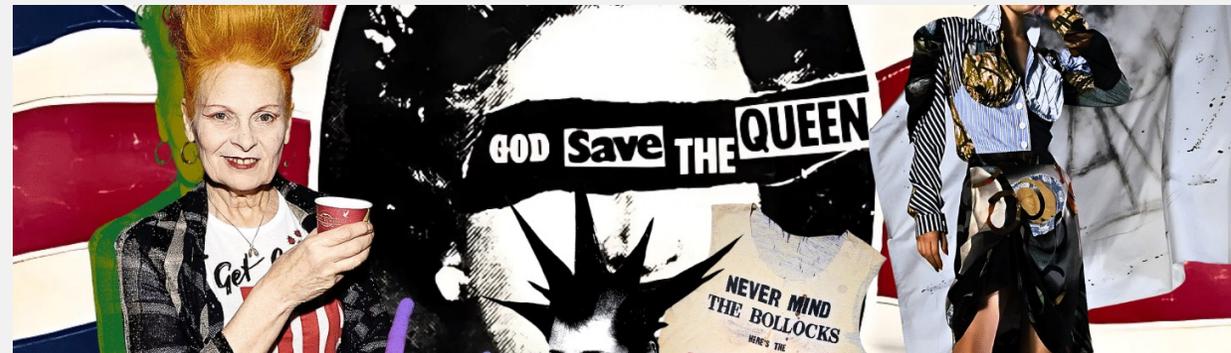
Alice Potts

# GODMOTHER OF PUNK

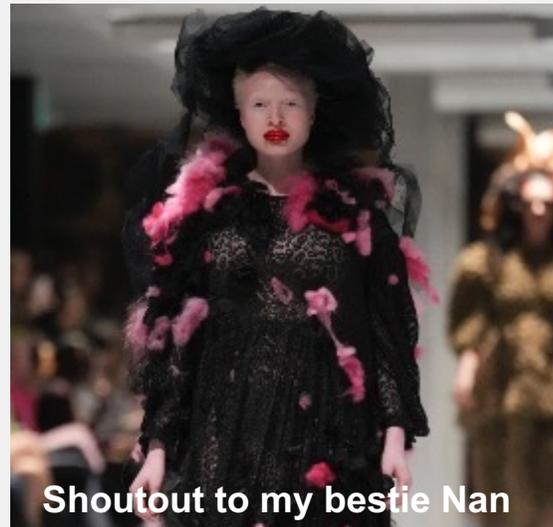
**“If it’s popular, it’s not culture”** a poignant phrase that perfectly encapsulates the protagonist of this article: Dame Vivienne Westwood. An undisputed icon of the fashion world and a fierce activist, Westwood never shied away from rebellion.

With her roots firmly planted in punk subculture, her career began by openly defying the establishment. Chains, spikes, safety pins, and provocative slogans, Vivienne’s “aggressive designs” were calculated acts of resistance against an industry that over-polished and policed clothing and opinion.

As her popularity grew, her designs inevitably evolved. While they continued to challenge convention, they became more palatable, and the raw essence of punk was, to some extent, diluted. Regardless, Vivienne remained an activist until her death in 2022, championing sustainability and consistently challenging how fashion and appearance more broadly should be understood.



# VIN + OMI



Shoutout to my bestie Nan

**“Our work is a rebellion. It’s a statement, a manifesto. Every piece has a story.”**

Norfolk-based designers Vin + Omi are the “hippy” eco-designers you didn’t know you needed. Punkish, political, and unapologetically unconventional, the duo regularly make headlines during fashion week for their radical approach to fashion. More concerned with cause than design, their work draws inspiration from both the political climate and the climate crisis itself.

Using sustainable materials, meticulously tracking their electricity usage, and creating garments from almost anything imaginable, their commitment to sustainability has earned them widespread notoriety. Yet what truly keeps Vin + Omi in the spotlight is their fearless use of the runway as a platform for political protest. If you’re looking for fashion with a message, this is where you’ll find it.



# FILM & TV



# MOVIES IN FEB



## SEND HELP

06/02

### Talking about rebellion!

This movie sees the tables turn when a horrible boss is trapped on an island with his underappreciated colleague after a plane crash.

Think Triangle of Sadness meets Misery.



## WUTHERING HEIGHTS

13/02

This movie certainly has the internet divided with casting and costume choices.

The story follows a passionate love story, intense and destructive, between Heathcliff and Catherine.



## THE TESTAMENT OF ANN LEE

20/02

A trippy religious movie, with Amanda Seyfried playing the leader of the Shaker Movement, the female Christ.

This movie depicts her establishment of Utopia and worship through song and dance.



## HOW TO MAKE A KILLING

27/02

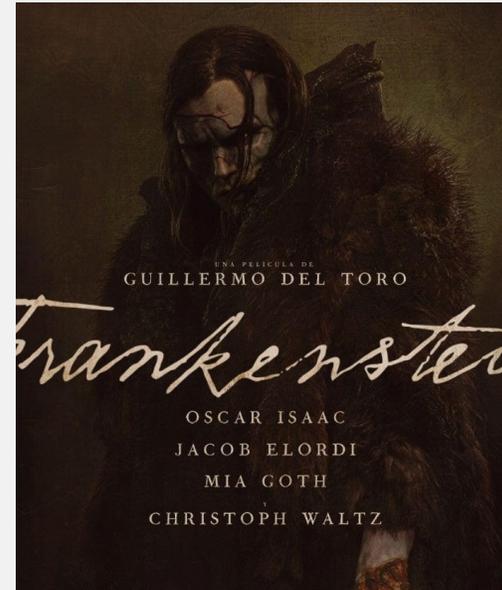
Becket Redfellow (Glen Powell) is desperate for his inheritance, no matter how many relatives stand in his way.

# DEFY YOUR CREATOR

This exploration of rebellion in *Frankenstein* (2025) contains **SPOILERS!**

In *Frankenstein*, the creature is abused his creator and by other members of society. Even after gaining an understanding of himself and the world, learning how to speak, and trying to help people, he is denied basic rights.

His whole creation is a rebellion, through no fault of his own, against science and nature. Victor, AKA the modern Prometheus, has rebelled by playing God without permission, and the creature suffers the ultimate price, to be born in a world where he is met with disgust and violence. In a way, the creature is like an allegory for marginalised people. In the book, the creature says, 'I ought to be thy Adam, but I am rather the fallen angel'. The creature, through no fault of his (its?) own, is a rebellious figure, by its very nature and his creators lack of nurture.



# MOXIE!



## A feminist zine that sparked a rebellion...

Moxie is a story that follows Vivian, a quiet 16-year-old who, inspired by her mother's rebellious past, creates her own anonymous feminist zine, to express her discomfort at everyday sexism at their school.



Soon, the zine grows in popularity, helping the students to band together, find support, and call out harassment and everyday sexism when they see it, leading to a cultural change in the school.

It's not a perfect movie, but it's still an important one and super inspiring for teens.





# PEOPLE & PLANET

# CLEAN SLATE



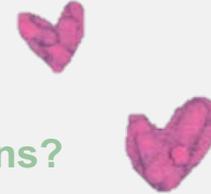
The documentary [Clean Slate](#) is out now, starring our very own Julien Le Bas! Clean Slate explores the waste in our industry, and ways we can tackle this.

The doc is just 40 mins so please give it a watch and share, share, share: [Clean Slate Documentary](#)

*For you busy bees, here's some key takeouts:*

- In 2023, the B2B events industry created 2.845mn tonnes of CO2 equivalent, if the waste was landfilled.
- Chris Hessey from 'iKlean' explores how important waste management is. 50% of the waste they clean is recycled, the other half is 'waste for fuel'.
- The doc explores the harm of PVC usage, which, when buried, leaches toxic content into the atmosphere for 500 years. Incineration also greatly impacts human health, pumping chemicals into the air we breathe.

# CLEAN SLATE



## SO, what are the solutions?

- Mindful creation of events with materiality, logistics, and reusability embedded from the start. (We do this already but let's keep this momentum up)
- Stopping unsustainable practices at the source, limiting single-used plastic (instead, use suppliers like Event Cup Solutions) and unsustainable banners (e.g. use KAVALAN), encouraging better eco-friendly initiatives for our guests and staff.
- Onward life planning, think about what will happen after the event for anything purchased or built. Consider what we can hire, reuse, or donate.
- Collaboration, enough silos, let's communicate with other companies and industries, to find out how we can all improve 😊!



# REBELLIOUS HISTORY-MAKERS



Successful rebellions include the suffragettes, many forget they were a militant group, who went on demonstrations, hunger strikes, took part in property damage and much more.

Many other rebellions have made a huge change, like the Southall Youth Movement, made up of anti-racist, anti-fascist Asian and Black Britons. This was established in 1976 after an unarmed Sikh teenager, named Gurdip Singh Chaggar, was murdered by Neo-Nazi skinheads.



Their peaceful demonstrations were met with violence. This group had a huge impact in helping other Black and Asian groups organise.

Furthermore, due to the bravery of the LGSM, 'Lesbians and Gays Support the Miners', miners were supported financially during their strike, showing that rebellion and support can be intersectional and impactful.

# PUZZLES & POETRY

## Riddle of the month:

A smart one for all you smart people:

Jail break riddle, Ted-Ed

And another one for smart people (one I could actually solve lol) because why not:

Rebel Supplies riddle, Ted-Ed

## Last month's answer:

Abdominal Snowman

## Songs of the month:

Everybody Scream – Florence and the Machine

Rebel Girl – Bikini Kill

Cherry Bomb – The Runaways

## Poem of the month

by Franny Choi

The World Keeps Ending, and the World Goes On

Before the apocalypse, there was the apocalypse of boats:  
boats of prisoners, boats cracking under sky-iron, boats making corpses  
bloom like algae on the shore. Before the apocalypse, there was the apocalypse

of the bombed mosque. There was the apocalypse of the taxi driver warped  
by flame. There was the apocalypse of the leaving, and the having left—  
of my mother unsticking herself from her mother's grave as the plane  
barreled down the runway. Before the apocalypse, there was the apocalypse  
of planes. There was the apocalypse of pipelines legislating their way  
through sacred water, and the apocalypse of the dogs.

Read the rest here: [Poetry Foundation Website – The World Keeps Ending](#)

# THANK YOU

# THANK YOU

Thank you for reading

## THE JACK DISPATCH

if you have any ideas about what you'd like to see in future editions please email me at [the\\_jack\\_dispatch@jackmorton.co.uk](mailto:the_jack_dispatch@jackmorton.co.uk)

Tab and Linds wish you a very rebellious year



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