

More from crystal ball

Today's predictions for 2007—stand by for more—come from futurists Marian Salzman, executive vice president, chief marketing officer of JWT Worldwide, and Ira Matathia, managing partner of brand consultancy NoFormula.

The trend spotting:

- **The concept of celebrity is blurring and shifting.** Salzman, co-author of "Next Now" (Palgrave Macmillan, \$26.95) says, "Celebrity is becoming more about familiarity than real status. So in the long run, it's authenticity that will give celebrities edge and depth. While many move in and out of the spotlight, unapologetically real personalities like Angelina Jolie will be the enduring stars."

- **Adoption fever:** The hottest celeb trend is adopting an African baby—even Oprah Winfrey is speaking out in favor of it. Skeptics wonder whether the adoptions are motivated more by image enhancement than altruism and fear that stars may fail to distinguish between "accessory" and "member of the family."

- **Cause celebre:** Being green is now all the rage in Hollywood, with hybrid cars serving as de facto merit badges for eco-conscious celebrities.