

THE FUTURE OF STUFF

09.01.2021

There's been a lot of stuff on young people's minds...
and it will impact the stuff they buy.

VICE MEDIA
GROUP

OBJECTIVE:

TRACK YOUTH BEHAVIORAL CHANGE AROUND THE GLOBE TO FORECAST THE FUTURE OF CONSUMPTION CULTURE

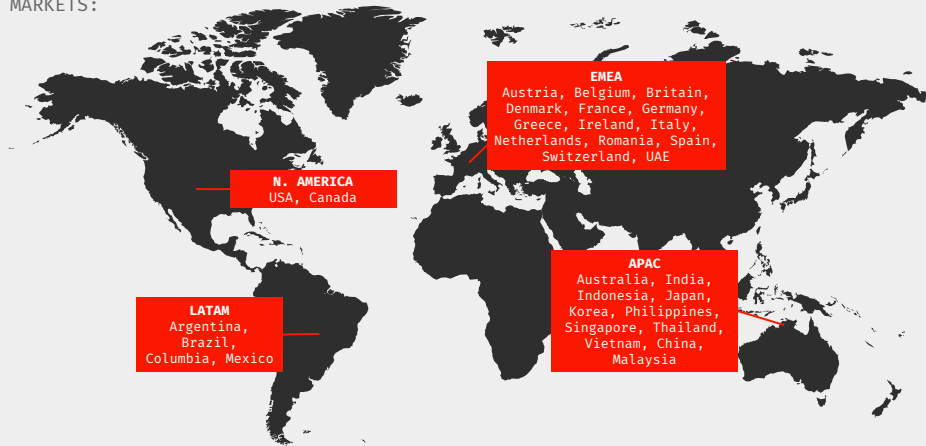
METHODOLOGY:

Proprietary online quantitative studies fielded via VICE, Refinery29, and i-D websites and social channels, combined with category and market-specific insights from VICE Media Group's proprietary insights communities, VICE Voices and Mad Chatter.

SAMPLE:

Gen Z & Millennial Focus
n=350-9,000 Respondents Per Study

MARKETS:



GLOBAL YOUTH CULTURE TRACKING STUDIES

MARCH-APRIL 2020

**YOUTH IN
PANDEMIC I:
CHECKING IN**

APRIL-MAY 2020

**YOUTH IN
PANDEMIC II:
AT HOME
EXPERIENCES**

MAY-JUNE 2020

**YOUTH IN
PANDEMIC III:
HEALTH & WELLNESS**

AUG-SEPT 2020

**YOUTH IN
PANDEMIC IV:
FUTURE
OF WORK**

JUNE-JULY 2021

**YOUTH IN
PANDEMIC V:
RE-EMERGENCE
& INDULGENCE**

CATEGORY & MARKET DEEP DIVES

OCT-NOV 2020

**COMPASSION IN
CURRENCY**

US, UK, & CANADA

JAN-FEB 2021

**ACTIVISM AS A
LIFESTYLE**

US & UK

JAN-FEB 2021

**FUTURE OF
EXPERIENCES**

US & UK

FEB-MARCH 2021

**SUSTAINABILITY IN
STYLE**

US & UK

JUNE-JULY 2021

**SHOPPING
& GIFTING**

US & UK

A LOT OF STUFF HAPPENED IN 2020

MENTAL HEALTH CRISIS



#01

The #01 thing causing young people fear/anxiety throughout the pandemic was their own mental health

SOURCE:
YOUTH IN PANDEMIC III: HEALTH & WELLNESS, 2020

SOCIAL INJUSTICE



62%

of young people participated in more activism in 2020 than previous years

SOURCE:
ACTIVISM AS A LIFESTYLE, 2021

CLIMATE CHANGE



73%

of young people say climate change has inspired them to participate in activism

SOURCE:
ACTIVISM AS A LIFESTYLE, 2021

MISINFORMATION



ONLY 3%

of young people said that after the experience of COVID-19 they'd trust the news more.

SOURCE:
YOUTH IN PANDEMIC II: AT HOME EXPERIENCES, 2020

YOUNG PEOPLE HAVE A NEW MINDSET OF CONSCIOUS CURATION, GUIDING DECISIONS IN ALL AREAS OF THEIR LIVES

HABITUAL SELF-GROWTH

"[I have been] **meditating twice a day, exercising, reading and studying virtually**. The isolation helped me to do a lot of introspection and change my way of seeing things. Now I am a much more positive person and **I value more every moment** I spend abroad."

-GEN Z, WOMAN, ARGENTINA

RESPONSIBLE COMMUNITY

"How I behave towards other people has changed enormously. [In the past], if I had a stressful day, I often answered annoyed or didn't smile. **Now, I just know everyone has a struggle, so why not just be friendly**. That gives them and yourself better energy and mood."

-GEN Z, WOMAN, GERMANY

70%

Of young people say:
"The pandemic changed my perspective on what's important to me in life."

CHERISHED RELATIONSHIPS

"Although my family was important to me before the pandemic, I have **valued more of the moments in their company**. That has helped me to enjoy the moments of life more, to strengthen the relationship with each one of them."

-MILLENNIAL, MAN, COLUMBIA

MEANINGFUL WORK

"I started a new company, **partly to make money, partly to make a difference**, partly to have something to do, partly to give people jobs."

-GEN Z, MAN, USA

INTENTIONAL SURROUNDINGS

"I realized how toxic the environment I was in was for my **personal development**. People, habits ... I swept it all away. I changed jobs, I cut ties, uninstalled dating apps, deleted my insta account. Today I manage to feel happiness in the simplicity of everyday life and that is absolutely amazing."

-GEN Z, WOMAN, FRANCE

WHAT THEY CONSUME WILL BE GIVEN MUCH GREATER CONSIDERATION MOVING FORWARD

6 IN 10

YOUNG PEOPLE PLAN TO SHOP DIFFERENTLY THIS YEAR THAN YEARS PAST

% OF YOUTH PREDICTING LASTING SOCIETAL CHANGES TO THE WAY WE SHOP:



“Shopping has become more mindful. I spend **more time thinking about and considering the purchases** I intend to make, and definitely buy less, but better quality, overall.”

-MILLENNIAL, WOMAN, UK

“This pandemic brought the importance of caring for fellow humans into full focus, which has made me **actively search out responsible places to spend my money**. I have started thinking more about how my purchases may affect others... I'm just thinking a lot more than I used to.”

-MILLENNIAL, WOMAN, USA

“I used to purchase items with some thought and usually based on impulse. **These days, I do a lot more research on the products and the companies producing the items**, and I intentionally try to find companies to support whose values align with my own.”

-MILLENNIAL, WOMAN, USA

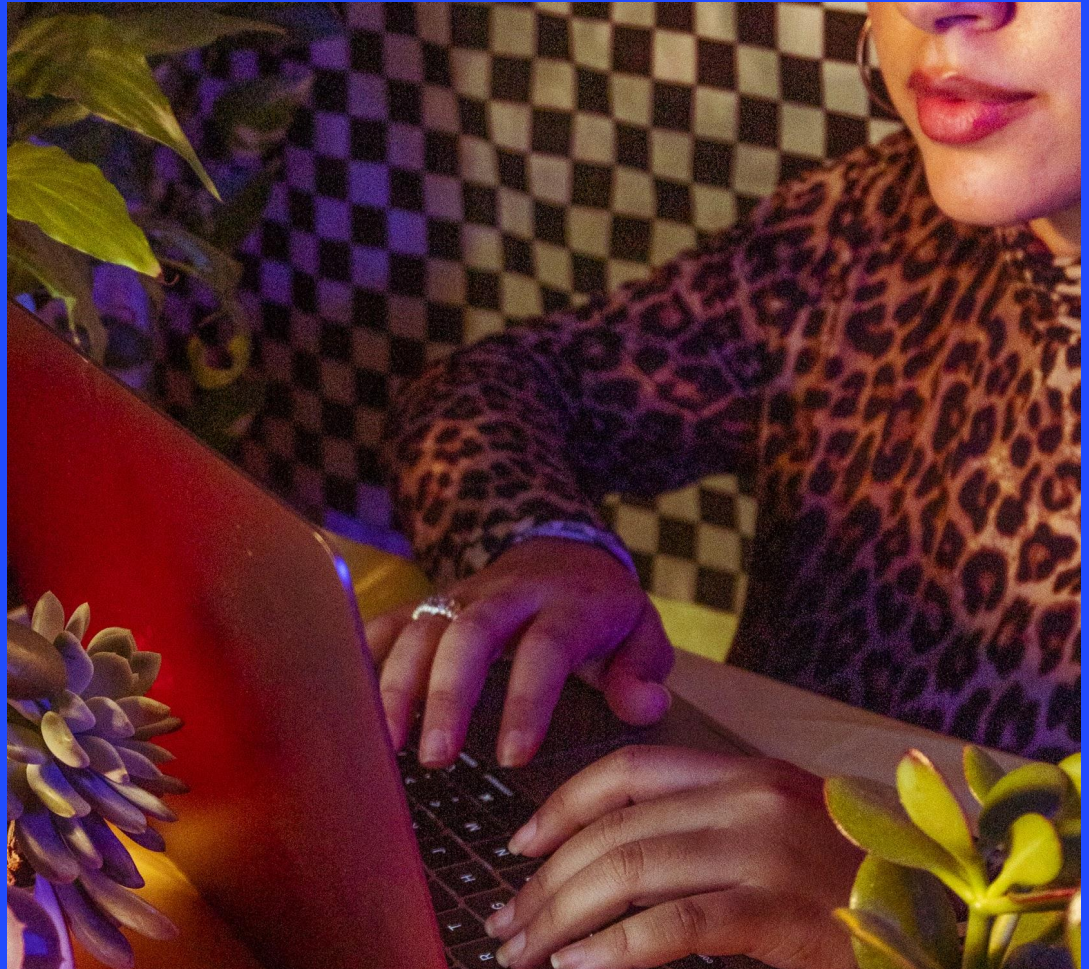
A woman with blonde hair, wearing a pink short-sleeved top and a blue denim skirt, stands in the center of a long, narrow corridor formed by metal scaffolding. She has her hands clasped near her chin and is looking off to the side with a thoughtful expression. The background is slightly blurred, showing more of the scaffolding and some distant lights.

**WHAT DOES THIS
MEAN FOR WHAT
THEY'LL PURCHASE?**

#1: THEIR PURCHASES WILL PROVIDE STRENGTH FOR ADVERSITY

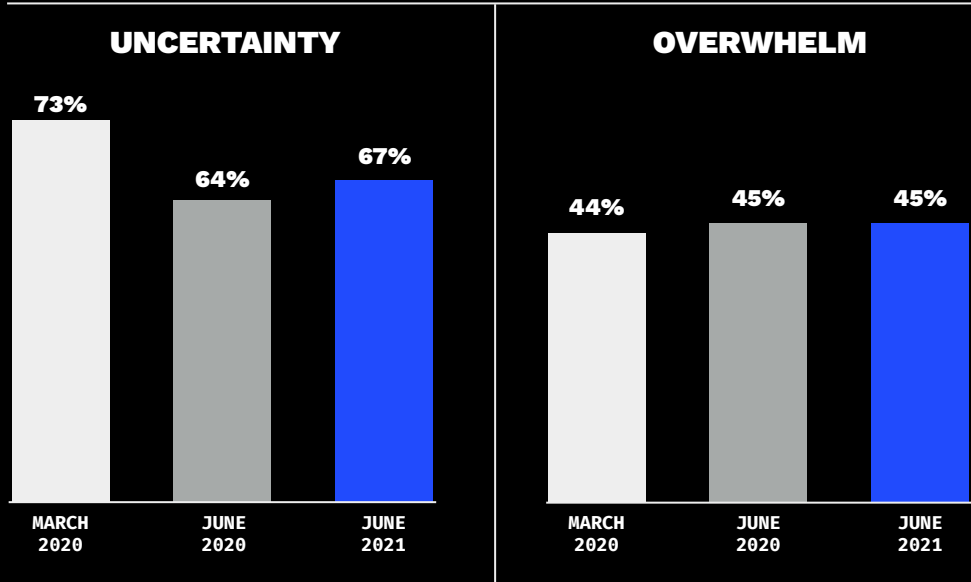
KEY SHOPPING CRITERIA:

- Durability
- Assurance
- Self-sustenance



THE WORLD IS STILL IN CONSTANT FLUX

How would you describe your emotions today compared to an average day before the pandemic? (high/very high)



98% ABOVE TRAFFIC BENCHMARK

YOUNG PEOPLE ARE FOCUSING ON WHAT THEY CAN CONTROL, TO PREPARE FOR WHAT THEY CAN'T

THEIR THOUGHTS



"I started writing and journaling my thoughts and experiences. It helped me become more self-aware and deal with my anxiety and emotionally low periods."

-MILLENNIAL, WOMAN, UAE

"All this time alone with my thoughts helped me put them in order and find out who I truly want to become."

-GEN Z, MAN, MEXICO

THEIR BODIES



"I started to exercise and implement a healthy diet. My stress level decreased while my relationship improved significantly."

-MILLENNIAL, WOMAN, MEXICO

"I started a gym membership, but due to Covid complications it closed, so, I decided to be fit no matter what happens.. I started jogging and some calisthenics and Bingo!! With time my interest to be physically and mentally fit increases."

-GEN Z, MAN, INDIA

THEIR ENVIRONMENT



"I increased contact with nature. Even walking in the small park in the neighborhood. And seeing only the view of calming green.

-MILLENNIAL, WOMAN, GREECE

"I have found more importance in creating a space at home that feels comfortable rather than a place to check in for the night a leave quickly the next morning."

-MILLENNIAL, WOMAN, USA

THEIR MEDIA



"I limit the amount of news I take in a day. The news in general is usually not that upbeat, I already have severe anxiety and depression. I'm a very sensitive person and consuming too much can send me spiraling."

-GEN Z, WOMAN, USA

"I put timers on my phone so that I can't be on social media for more than an hour a day."

-MILLENNIAL, WOMAN, BRITAIN

THEY'RE BUYING STUFF THAT IS MADE TO LAST

DURABILITY

#01

THE #01 THING
YOUNG PEOPLE ARE
NOW PAYING MORE
ATTENTION TO WHEN
SHOPPING IS **HOW
LONG THE PRODUCT
WILL LAST**

WHAT VICE READERS BOUGHT THIS MONTH:



#1 LE CREUSET

"I've realized how important is it to actually spend money on things that will last. Sure enough a lot of the cheap stuff I invested in broke after I overused it. Same with clothing, went retail shopping to spend a bit extra and the fabric feels better."

-MILLENNIAL, MAN, USA

"Yeah, we've all wanted a proper Le Creuset Dutch oven forever—not only because they look cool, but also because they're known for their durability, timelessness, and cooking your food super evenly."

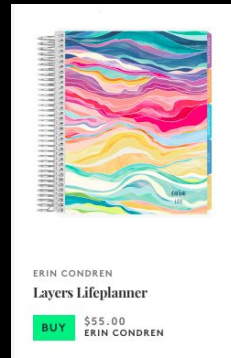
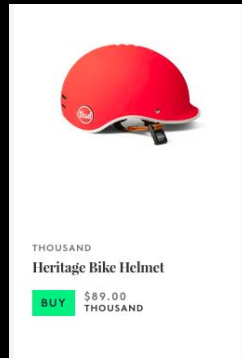
-VICE

THEY'RE BUYING STUFF THAT OFFERS PEACE OF MIND

ASSURANCE

94%

OF YOUNG PEOPLE SAY, "SPENDING MONEY ON THINGS THAT GIVE ME PEACE OF MIND" CONTRIBUTES TO THEIR OVERALL HAPPINESS.

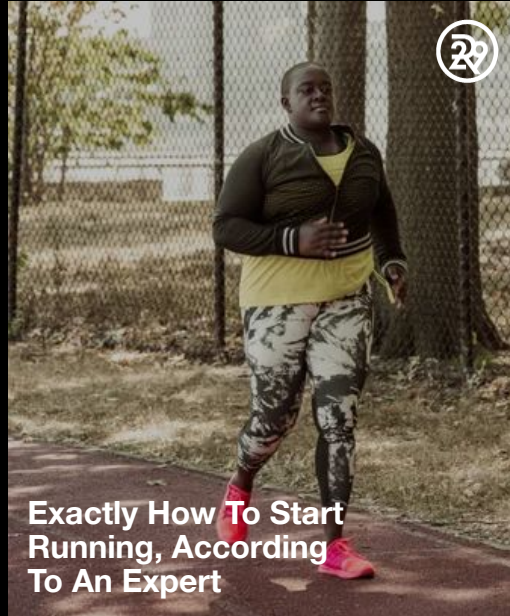


THEY'RE BUYING STUFF THAT EQUIPS THEM WITH STRENGTH & READINESS

SELF- SUSTENANCE

1 IN 2

YOUNG PEOPLE
FORESEE THEMSELVES
INDULGING MORE IN
SELF-GROWTH
EXPERIENCES.



"[I've adapted] myself to external circumstances that I could not control, and started to regain control over myself. I started a personal growth course. I learned new skills in many areas - health and wellbeing, food, climate change. I am grateful to have had a tough time like that of the pandemic!"

-MILLENNIAL, MAN, ITALY

112%

TRAFFIC TO VICE
GENERAL HEALTH
CONTENT
INCREASED 112%
YOY AT THE START
OF THE PANDEMIC

#2: THEIR PURCHASES WILL HELP THEM OFFSET INJUSTICE

KEY SHOPPING CRITERIA:

- Sustainability
- Small, Local, BIPOC
- Business Ethics



YOUNG PEOPLE HAVE INHERITED A WORLD WITH A HEAVY PAST AND A BLEAK FUTURE

NEGATIVE

Do you feel the pandemic will have a **positive or negative long-term** impact on society and culture?

48%

JUNE 2020

54%

JUNE 2021

“COVID has given me the opportunity to stop and think about **environmental issues, social systems**, etc., and I want to put the ideas out there.”

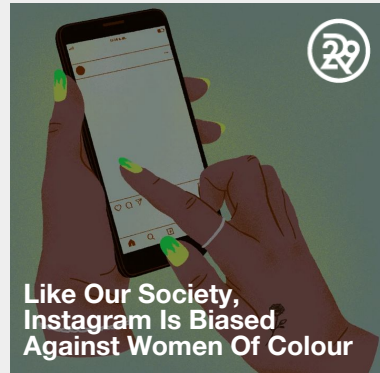
-MILLENNIAL, MAN, JAPAN

“The **political and racial and tensions and divisiveness** have changed pretty drastically in my opinion, and I do not think that is changing anytime in the future.”

-MILLENNIAL, MAN, USA

“I would hope that this experience would bring into the focus our collective need to address the pressing **issues we face as a species on this planet, mainly climate change.**”

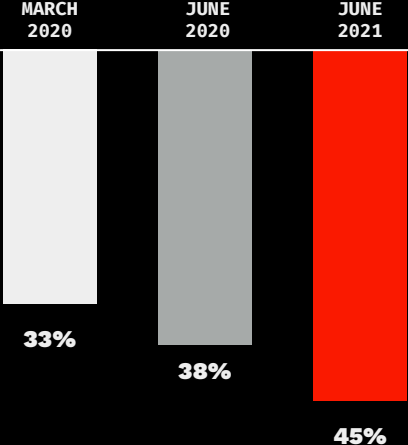
-MILLENNIAL, MAN, CANADA



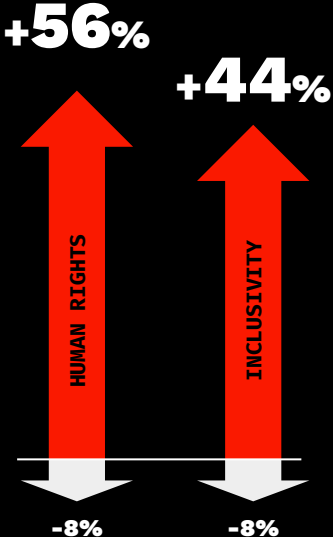
WHILE THEIR HOPE IS LOW, THEIR VALUES ARE HELD HIGHER THAN EVER

How would you describe your emotions today compared to an average day before the pandemic? (Low/Very Low)

HOPEFULNESS



Do you value any of the following more or less than you did before the pandemic?



1 IN 3

YOUNG PEOPLE SAY THE IMPACT THEY LEAVE ON THE WORLD IS EVEN MORE OF A FOCUS FOR THEM NOW.

ACTIVISM IS INGRAINED IN EVERYTHING THEY DO

97%

OF YOUNG PEOPLE
PARTICIPATE IN
ACTIVISM

"I have become vegan, which at the same time has increased my great **commitment to environmental and animal welfare** a lot. I also **got into politics** a lot more and **stood up for social justice** as best I could."

-GEN Z, WOMAN, GERMANY

"I am passionate about the the **planet**, helping **marginalized peoples** be uplifted, **fighting capitalism**, and **changing the whole damn system!**"

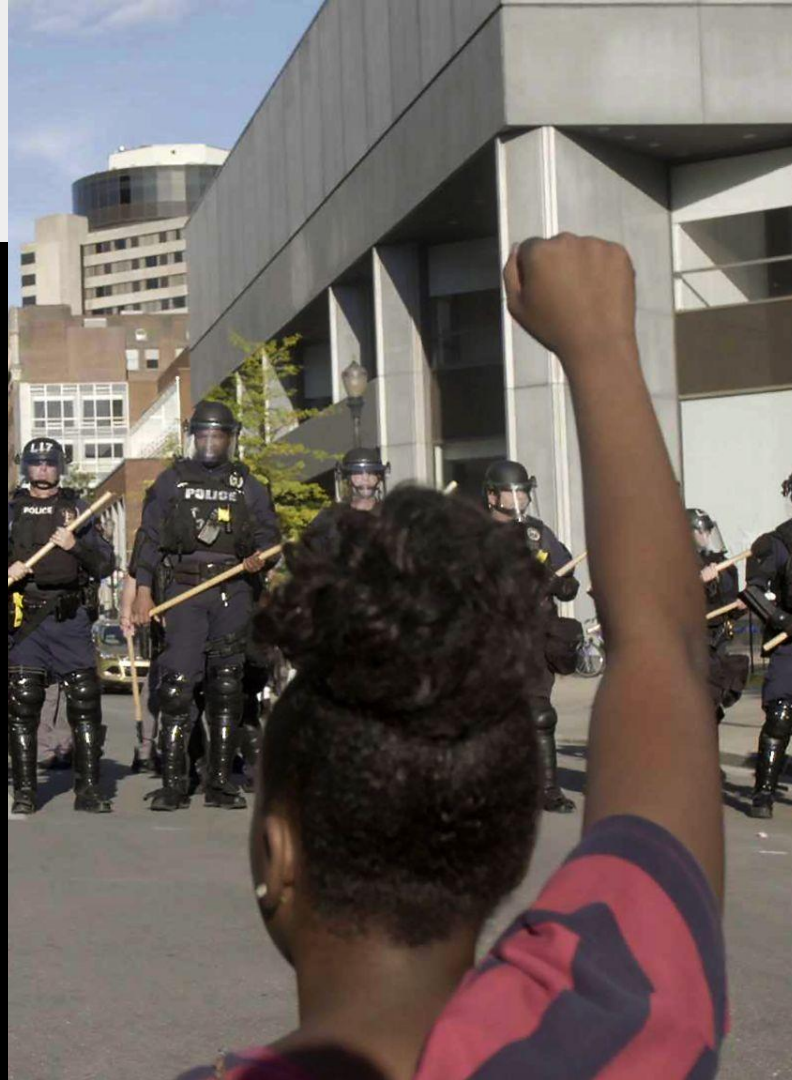
-GEN Z, WOMAN, USA

80%

WANT TO
PARTICIPATE IN EVEN
MORE ACTIVISM

"In my country, I realized that I have to spread awareness and **defend social and gender minorities** and those of different sexual orientations."

-GEN Z, MAN, UAE



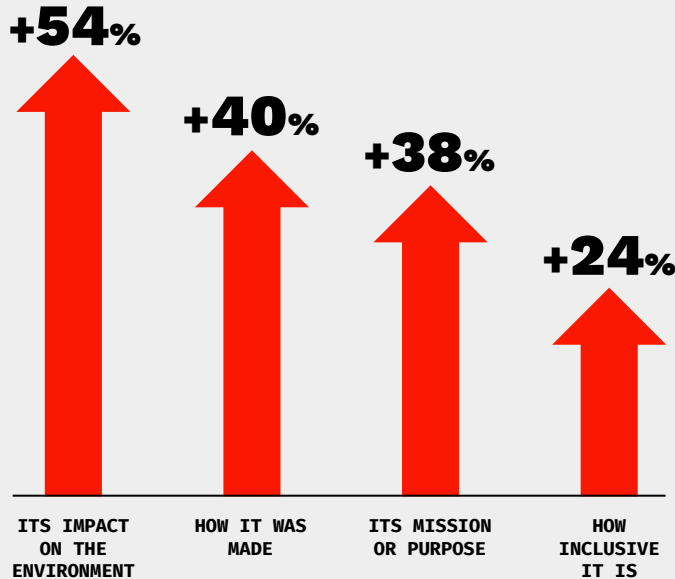
ACTIVISM IS NOW A SIGNIFICANT PART OF HOW THEY SHOP

64%

OF YOUNG PEOPLE USE PREFERENTIAL PATRONIZING AS A FORM OF ACTIVISM

(CONTRIBUTING TO BUSINESSES WHOSE BELIEFS THEY AGREE WITH)

When it comes to buying products,
I've paid more attention to...



“I try to remain more conscious about the **sustainability** of the products I buy, as well as the **causes** they support and **who owns and works at the business**. I'm even more aware now than I was before about the tendency of big businesses to support causes and communities with little thought or impact, and try to support businesses that are truly invested in and led by members of **marginalized communities**. Sustainability and **workers' pay and rights** are also factors that have become even more important to me than they were before the pandemic.”

– GEN Z, NONBINARY, USA

THEY'RE BUYING STUFF THAT REDUCES THEIR IMPACT ON CLIMATE CHANGE

SUSTAINABILITY

1 IN 2

▶ 63% GEN Z

YOUNG PEOPLE WILL NOT PURCHASE FROM A BRAND/COMPANY THAT ISN'T ECO-FRIENDLY IN 2030

“Creating room for sustainability in my everyday life has become increasingly important to me. Knowing how sustainable the product and packaging are (e.g. **carbon footprint, materials collection practice (e.g. palm oil collection practices, the recyclability of the packaging)** are the most important factors when buying a new item over a used item.”

-GEN Z, WOMAN, USA



25 Plus-Size Shops That Aren't Fast Fashion

“It’s the consumer to blame for everything, so I try to live very environmentally conscious.”

-MILLENNIAL, WOMAN, AUSTRIA

“We are trying to find and practice things that we can do even a little bit more to **protect the environment,** because that this is something we should not take for granted in the future.”

-MILLENNIAL, WOMAN, KOREA

5,804%

ABOVE VISITS BENCHMARK

THEY'RE BUYING STUFF THAT PROMOTES SOCIAL REFORM

SMALL, LOCAL, BIPOC

"I have gone **back to more local consumption.**"

-MILLENNIAL, MAN, BELGIUM

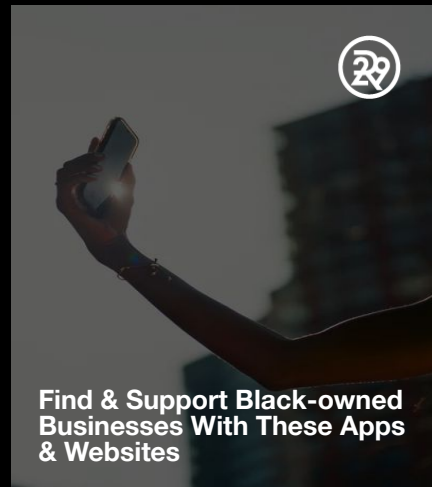
"My idea of luxury was to shop from expensive brands, but **now I believe in buying local and supporting local business.**"

-MILLENNIAL, MAN, INDIA

"**I will go to efforts** to physically visit an independent shop and support a local business."

-MILLENNIAL WOMAN, USA

3,129% ABOVE
BENCHMARK FOR VISITS



70%

**WANT GIFT GUIDES ON
SMALL/LOCAL BUSINESSES TO
HELP INSPIRE THEIR HOLIDAY
SHOPPING CHOICES**

"I really want to **support small business owners and especially BIPOCs** and less big box stores (unless they're supporting small business owners)."

-MILLENNIAL WOMAN, USA

THEY'RE BUYING STUFF THAT REPRESENTS FAIRNESS

BUSINESS ETHICS

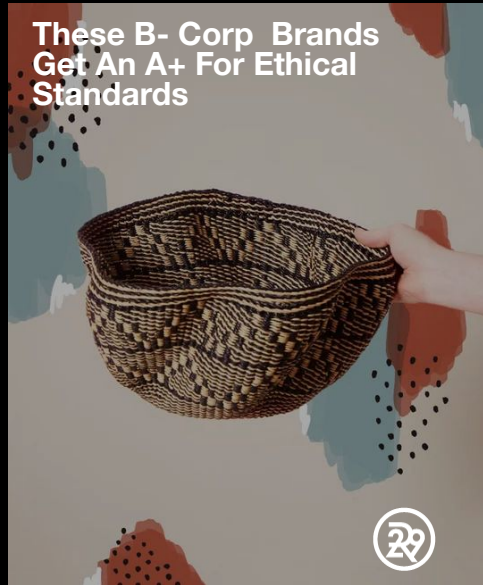
77%

OF YOUNG PEOPLE SAY 'EXPLOITING WORKERS' IS AN ABSOLUTE REASON THEY WOULD NOT PURCHASE FROM A BRAND/COMPANY BY 2030

"[I've paid more attention to] the ecological impacts of production, the **ethics of consumption, the actions of parent companies/directors/lobbying, etc.**"

-MILLENNIAL, NONBINARY, UK

These B- Corp Brands Get An A+ For Ethical Standards



Led by the non-profit B Lab, the social-good stamp of approval measures a retailer's "impact on its workers, customers, community, and environment," according to the agency's website.

-REFINERY29

"I have worked in customer service and retail most of my life, so I have always had **empathy for fellow workers**. However, the pandemic has highlighted that more now, since many have been **unfairly overworked, underpaid, and mistreated** during the pandemic."

-MILLENNIAL, NONBINARY, USA

#3: THEIR PURCHASES WILL MAKE THEIR TIME WELL-SPENT

KEY SHOPPING CRITERIA:

- Experience
- Connection
- Joy



THE PAST 18 MONTHS PUT 'TIME' INTO PERSPECTIVE

A PAUSE ON LIFE MADE SPACE FOR THEM REFLECT ON HOW THEY'D TRULY LIKE TO SPEND THEIR TIME



"I had plenty of time to think about certain areas of my life and to realize that many situations were working against me. So, applying changes in my diet, leaving some people out of my routine and **devoting more time to my self-improvement (reading, exercise, art education).** I saw a huge change in my mood, and that is why it creates the need to maintain these habits even when we return to "normalcy"."

-GEN Z, MAN, INDONESIA

"I miss my friends very much - the social contact, like being able to hold each other."

-GEN Z, WOMAN, CANADA

A DERAILED FUTURE SHIFTED THEIR FOCUS THE PRESENT



"Climate change threatens any human future at all. It's not worth it to have kids or a career. I'm just trying to enjoy life one day at a time."

-MILLENNIAL, WOMAN, US

"Plans have all been scuppered both short and long-term with regards to my career, my personal dreams, my relationship"

-GEN Z, WOMAN, CANADA

"I reduced many working hours. I stopped frantically saving money for my future. I am more focused on now and the present."

-GEN Z, WOMAN, GREECE

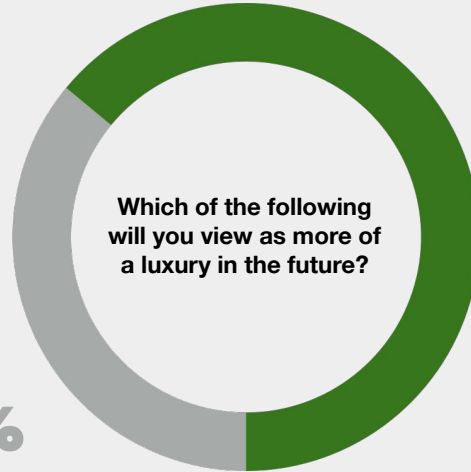
YOUNG PEOPLE NOW VALUE THINGS THAT GIVE THEM ACCESS TO MORE PRECIOUS TIME

"I realized that there are things that are **not necessary to be happy, mainly material things.**"

-MILLENNIAL, WOMAN, MEXICO

36%

MORE MONEY TO INVEST IN THE THINGS YOU LOVE



64%

MORE TIME TO INVEST IN THE THINGS YOU LOVE

"I have changed my degree to a path that will **cost me more, make less money, but ultimately make me much happier** in the end."

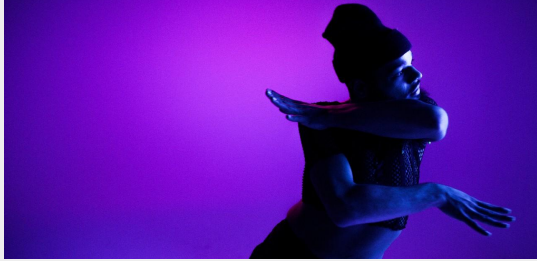
-GEN Z, MAN, USA

"I have once more found that **it is not the material things that make me happy** but the **naturally profound conversations with friends, music, alone time, and also the time to try something new.**"

-MILLENNIAL, WOMAN, GERMANY

THEY'RE PRIORITIZING & INVESTING TIME INTO WHAT'S MOST IMPORTANT TO THEM

THEIR PASSIONS



59% VALUE THEIR HOBBIES MORE THAN THEY USED TO.

67% HAVE EXPERIMENTED WITH NEW RECIPES, ENGAGED IN A HOBBY, OR LEARNED A NEW SKILL

THEIR RELATIONSHIPS



64% VALUE MAINTAINING CLOSE RELATIONSHIPS MORE THAN THEY USED TO.

59% VALUE FAMILY MORE THAN THEY USED TO.

THEMSELVES



65% VALUE THEIR PERSONAL TIME MORE THAN THEY USED TO.

76% OF YOUNG PEOPLE SAY, "I WILL RESPECT MY PERSONAL NEEDS AND BOUNDARIES MORE IN THE FUTURE."

THEY'RE BUYING STUFF THAT ENABLES THEM TO DO MORE (VS. HAVE MORE)

EXPERIENCE

71%

OF YOUNG PEOPLE SAY ARE MORE FOCUSED HOW MUCH TIME THEY SPEND ENGAGED IN WHAT THEY LOVE.

67%

OF YOUNG PEOPLE SAY ARE MORE FOCUSED ON EXPERIENCES - HOW MANY THINGS THEY DO, SEE, AND TRY.

HOBBIES

"I got up with my old hobbies like painting, singing and cutting hair. Started cooking which I realised I'm pretty good at, made my backyard into a mini gym. Read around 50 books. **I plan to continue to exercise, read and have already started online classes for singing.**

-GEN Z, MAN, INDIA

IMMERSION

Top 5 experiences they plan to return to in-person:

1. Museums
2. Local music venues
3. Art festivals/fairs
4. Food festivals
5. Major concerts

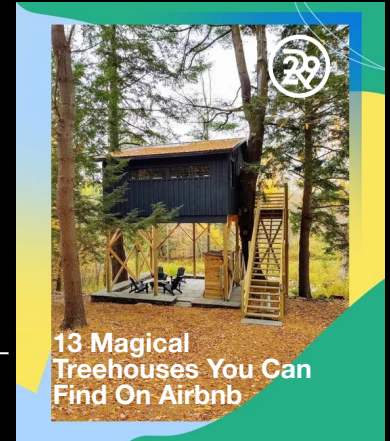
218%

ABOVE VISITS BENCHMARK

ADVENTURE

51%

PLAN TO INDULGE IN MORE TRAVEL & HOSPITALITY



13 Magical Treehouses You Can Find On Airbnb

THEY'RE BUYING STUFF THAT ENHANCES THEIR TIME WITH OTHERS

CONNECTION

#01

THEY #1 THING YOUNG PEOPLE PLAN TO INDULGE IN MORE IN THE FUTURE IS THEIR RELATIONSHIPS & LOVED ONES.

64%

WILL SPEND MORE QUALITY TIME WITH PEOPLE THAN THEY DID IN THE PAST.



Don't attempt to make a ton of recipes you've never made before. **Order food from a beloved local restaurant** (might I suggest the post-pandemic 6-foot hero?) and move on with your life! Get a couple of **disposable cameras** floating around while you're at it, and some **bug spray if you're going to be hanging out outdoors** at night.

-VICE

THEY'RE BUYING STUFF THAT ELEVATES THE EVERYDAY

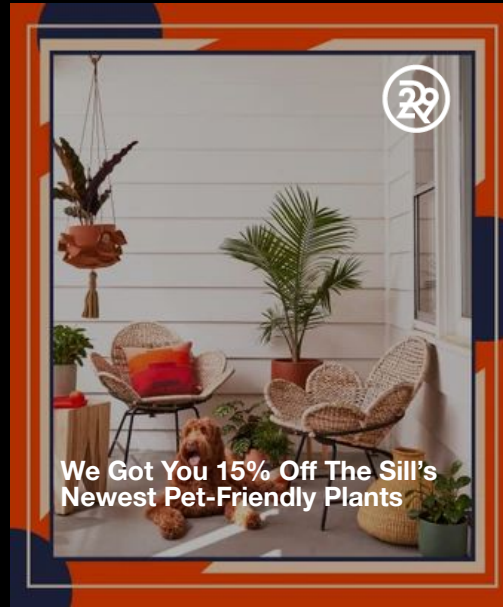
JOY

54%

INVESTED IN THEIR HOMES DURING LOCKDOWN (RENOVATIONS, NEW HOME PROJECTS, MORE CREATIVITY IN THEIR SPACE)

63%

OF YOUNG PEOPLE SAY TIME SPENT IN NATURE/OUTDOORS BECAME MORE MEANINGFUL TO THEM IN 2020



"I planted a lot of indoor plants. This has made me **more receptive to where I live.**"

-MILLENNIAL, WOMAN, UAE

"**We have two hammock stands in our backyard.** My wife and I go lay in our hammocks for sometimes an entire Sunday. That is the height of luxury."

-MILLENNIAL, WOMAN, USA

"I've been really enjoying slow mornings to ease myself into the day and **enjoy a cup of coffee.**"

-MILLENNIAL, WOMAN, UK

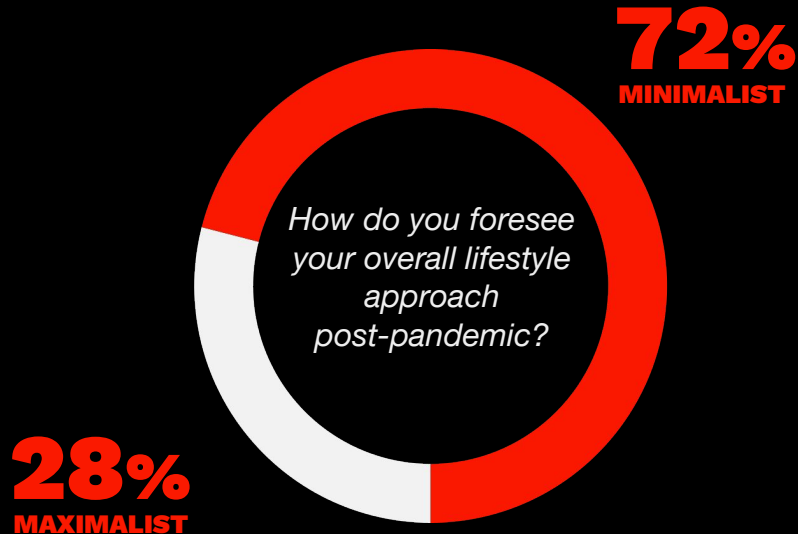
#4: THEIR PURCHASES WILL SUPPORT A SIMPLER LIFESTYLE

KEY SHOPPING CRITERIA:

- Contentment
- Practicality
- Minimalism



YOUNG PEOPLE ARE BECOMING MORE SELECTIVE WITH THE STUFF IN THEIR LIVES



"I have to admit that I'm **consuming less than before**, and focusing more than ever on the environment and social background of the makers."

-GEN Z, NONBINARY, USA

"Prioritizing my expenses to vital things and **focusing more on life experiences** has been beneficial for me."

-MILLENNIAL, MAN, MEXICO

"**We throw away so much in western society.** Clothes, food, equipment, furniture...so my family and I are starting a business where we reuse it."

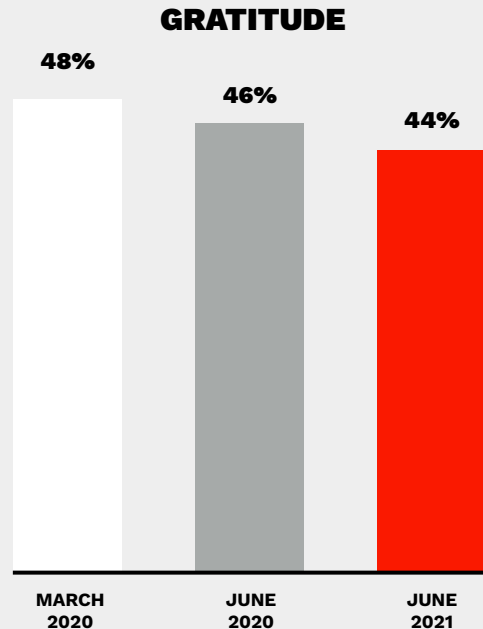
-MILLENNIAL, WOMAN, USA

THEY ARE IN SEARCH OF FEELINGS, NOT THINGS

65%

**OF YOUNG PEOPLE
SAY THEY ARE MORE
FOCUSED ON HOW
AT EASE THEY FEEL
WITH WHAT THEY
HAVE IN LIFE.**

*How would you describe your emotions today
compared to an average day before the pandemic?
(high/very high)*



"I've realized very basic things I didn't consider luxuries before I would now, like **regularly clean air, water, septic, internet, electricity, a reliable vehicle, and even general safety.**"

-MILLENNIAL, MAN, USA

"I've started to look at the world differently, and I **feel grateful every day for myself and love around me.** Where I used to race through life like some kind of steam engine without the slightest love for myself or appreciation for the things around me, I am now much more aware and I can say that I appreciate, accept and love myself."

-MILLENNIAL, WOMAN, NETHERLANDS

"The pandemic, especially the second wave, has made me realise just how many things that I take for granted. I have gained new insights on the privileges I have, and **today I am many times more grateful for even the supposedly "little" things in life.**"

-GEN Z, WOMAN, INDIA

THE MOST LUXURIOUS WAY OF LIFE IS NOW ONE OF PRACTICALITY AND FUNCTION

What must a product provide in order for you to deem it “luxury” moving forward?

- #1 COMFORT
- #2 FUNCTIONALITY
- #3 SUSTAINABILITY
- #4 INNOVATION
- #5 PURPOSE ▲ +22 ppts from March 2020
-
- #11 EXCLUSIVITY
- #12 PRESTIGE
- #13 EXTRAVAGANCE

“Luxuries are things that allow me **pleasure, not status.**”

-MILLENNIAL, MAN, USA

“[My idea of luxury has changed in that] I have a **growing interest in practical products.**”

-MILLENNIAL, MAN, KOREA

“Where I once wanted some extravagant items I now **seek a more simple life.**”

-GEN Z, MAN, USA

“My definition of luxury dramatically shifted from an ability to afford nice and expensive things to an ability to **live a fully intentional life.**”

-GEN Z, WOMAN, USA

“You don't always need a new TV or telephone and **Vintage clothing is just as cool as new clothing.**”

-GEN Z, MAN, NETHERLANDS

THEY'RE BUYING STUFF THAT PROMOTES PHYSICAL AND EMOTIONAL EASE

CONTENTMENT

#1

THE #1 THING YOUNG PEOPLE ARE MORE FOCUSED ON FOR THEIR HOMES IS 'COMFORT.'

#1

THE #1 THING A PRODUCT MUST PROVIDE IN ORDER FOR THEM TO DEEM IT LUXURY IS 'COMFORT.'



THEY'RE BUYING STUFF THAT MAKES SENSE, REGARDLESS OF STATUS

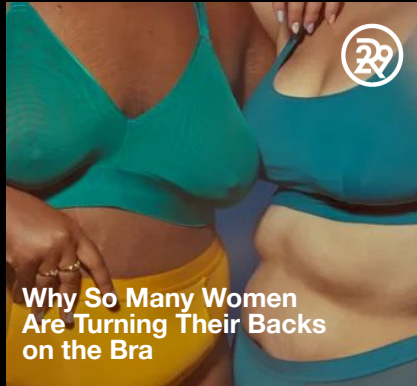
PRACTICALITY

1 IN 3

YOUNG PEOPLE SAY A PRODUCT MUST FIRST BE 'PRACTICAL' IN ORDER FOR THEM TO DEEM IN LUXURY MOVING FORWARD

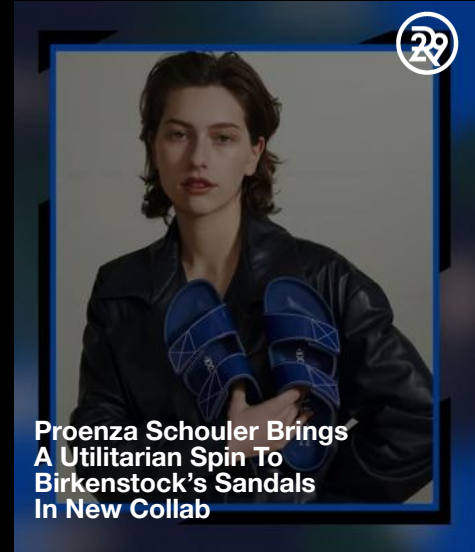
*For many women, the idea of wearing a tight-fitting, pain-inducing contraption made of wire and padding is one that's **stopped making sense.***

-REFINERY29



Why So Many Women Are Turning Their Backs on the Bra

Top Performing
R29 IG Post



Proenza Schouler Brings A Utilitarian Spin To Birkenstock's Sandals In New Collab

*"...strive to find the perfect balance between **form and functionality**," said Oliver Reichert, chief executive officer of Birkenstock.*

-REFINERY29

THEY'RE BUYING LESS STUFF, WITH MORE THOUGHT AND PURPOSE

MINIMALISM

"I have found that I need to **consume and buy much less than I thought to be satisfied**. I want to maintain that because it is better for the environment and my wallet, and because I want to find happiness from within and not from the outside."

-MILLENNIAL, WOMAN, NETHERLANDS

"I will **take longer to think about my purchases**, and will likely do more research to ensure I am buying gifts that are truly meaningful. I will also be giving fewer gifts overall."

-MILLENNIAL, WOMAN, USA



2021 Is Prime Time For Building A Capsule Closet — Here's Why

"We're now dressing for safety, sustainability, and functionality."

-DR. DAWN KAREN, FASHION PSYCHOLOGIST

2,508%
ABOVE VISITS BENCHMARK

A close-up photograph of a person's hands typing on a silver laptop keyboard. The image is overlaid with a dark, semi-transparent filter. In the center, the text "WHERE WILL THEY BUY THEIR STUFF?" is written in a large, bold, white, sans-serif font. The person's left hand is in the foreground, wearing a gold ring on the ring finger. The right hand is slightly behind it, also typing. The background is blurred, showing what appears to be a desk and some papers.

**WHERE WILL THEY
BUY THEIR STUFF?**

THEY WILL GRAVITATE TO IN-STORE SHOPPING FOR EXPERIENCE & INTERACTION



THIS YEAR

1 IN 4

▶▶ 1 in 3 Gen Z

BY 2030

55%

YOUNG PEOPLE PLAN TO DO MOST OF THEIR 2021 SHOPPING IN-STORE THIS HOLIDAY SEASON.

OF GEN Z WILL BUY MOST OF THEIR CLOTHING IN-STORE BY 2030.

“I loooove in-store shopping and trying on outfits, and I want desperately to do more again.”

– MILLENNIAL, MAN, USA

“I used to love online shopping and preferred it to in store shopping, but now I find online shopping frustrating and kind of lonely. I much prefer going shopping in person now.”

– MILLENNIAL, WOMAN, USA

“People [at stores] in general seem nicer, or more caring.”

– MILLENNIAL, MAN, USA

Shopping feels like less of a chore now as its a **chance to actually go out and do something.**

– GEN Z, WOMAN, UK

CONVENIENCE AND INFORMATION WILL SUSTAIN ONLINE SHOPPING

+37%



-14%

ENJOYMENT OF ONLINE SHOPPING NOW COMPARED TO AN AVERAGE DAY BEFORE THE PANDEMIC



“Online retailers have seen a tremendous spike in sales, and **the consumer now expects a certain degree of convenience in their shopping experiences.** It has become easier and faster than ever to get whatever product you are looking for with just a few clicks.”

-GEN Z, NONBINARY, USA

“I take more time in researching anything I consider buying, so **by the time I click "checkout" many hours of research have helped me determine what the best option for me is** and I have no buyers remorse.”

- MILLENNIAL, WOMAN, USA



WHAT HAPPENS NOW?

NEW CONSUMER BEHAVIORS

KEY PURCHASE CHECKLIST

BRAND PROVOCATIONS

#1

The future is entirely unknown. Young people are focusing on what they can control, and buying things that help them feel ready to take on whatever life throws their way.

- DURABILITY
- ASSURANCE
- SELF-SUSTENANCE

- > How long is your product or service designed to last? How can you ensure your consumer always has what they need from your brand?
- > In what ways are you making your consumer feel more secure? How can you demonstrate the safety and reliability of your product or offering?
- > In what ways does your product or service make your consumer stronger? More equipped for the world mentally, emotionally, physically, tangibly?

#2

Young people's values are the fabric of who they are. As such, their values are also a fundamental part of how they purchase. They will go to efforts to research a company's background, and choose brands that promote the future they're out to build.

- SUSTAINABILITY
- SMALL/LOCAL/BIPOC
- ETHICS & FAIRNESS

- > Where can you improve your environmental footprint? Can you share your goals and how you're tracking towards them?
- > Who is your business impacting? Who is at your table, informing decisions, receiving the product/service? Where can you listen more closely to underrepresented voices?
- > Are you paying employees fairly? Sourcing your materials ethically? How can you make your business practices and policies more transparent?

#3

Time has become an anomaly, but undoubtedly a precious one. Young people are buying things that enhance the quality and richness of their time - in both big moments and small.

- EXPERIENCE
- CONNECTION
- JOY

- > How can you build experience around your product? What experiences is it tied to, and how does it make that time more engaging, rewarding, memorable?
- > How does your brand facilitate human-interaction? Where can you take logistical matters off the hands of consumers to free up their time with others?
- > Where can you infuse moments of joy into your consumer's life? Can you uplevel aesthetic appeal, surprise their senses, make their day brighter?

#4

Young people have found that they need less "stuff" in life to feel fulfilled. The things they buy make space for the stuff that matters.

- CONTENTMENT
- PRACTICALITY
- MINIMALISM

- > In what ways does your brand provide a sense of comfort?
- > Is your product or service backed by a justifiable need? How might it be used more frequently, be shared with others, reduce a pain point in your consumer's life?
- > In what ways can you strip back? Can your design be simpler, your materials less wasteful, come in less packaging?



THANK YOU

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GROUP