

NOW ON

The “Woke” Consumer

The coming impact of Gen Z on modern retail

Presenter:



Phillip Jackson

Co-Founder, Future Commerce

The “Woke” Consumer

The Coming Impact

of Gen Z on Modern Retail

The background of the image is a dark, textured field filled with numerous small, bright yellow and orange specks, resembling a starry night sky or a dense field of distant galaxies. Overlaid on this background is a fine, repeating pattern of small dots, creating a halftone or dithered effect. In the center of the image, the word "WOKE" is displayed in a bold, white, sans-serif font. The text is contained within a dark, rectangular box that blends into the overall dark theme of the background.

WOKE



MILLENNIALS



CANCELLED



TRUST

Trust
=
Brand Equity

Globally-recognized

Large Community

Heritage

Innovators in a category

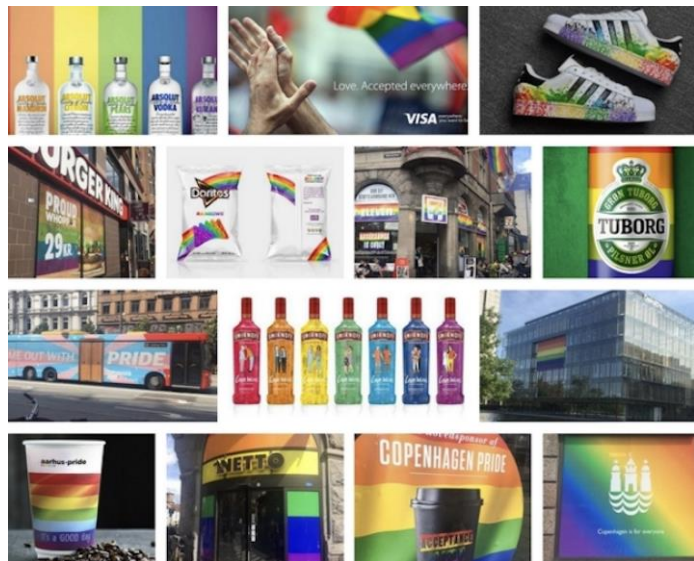
Positive Future Outlook

Multi-generational

Lasting cultural impact

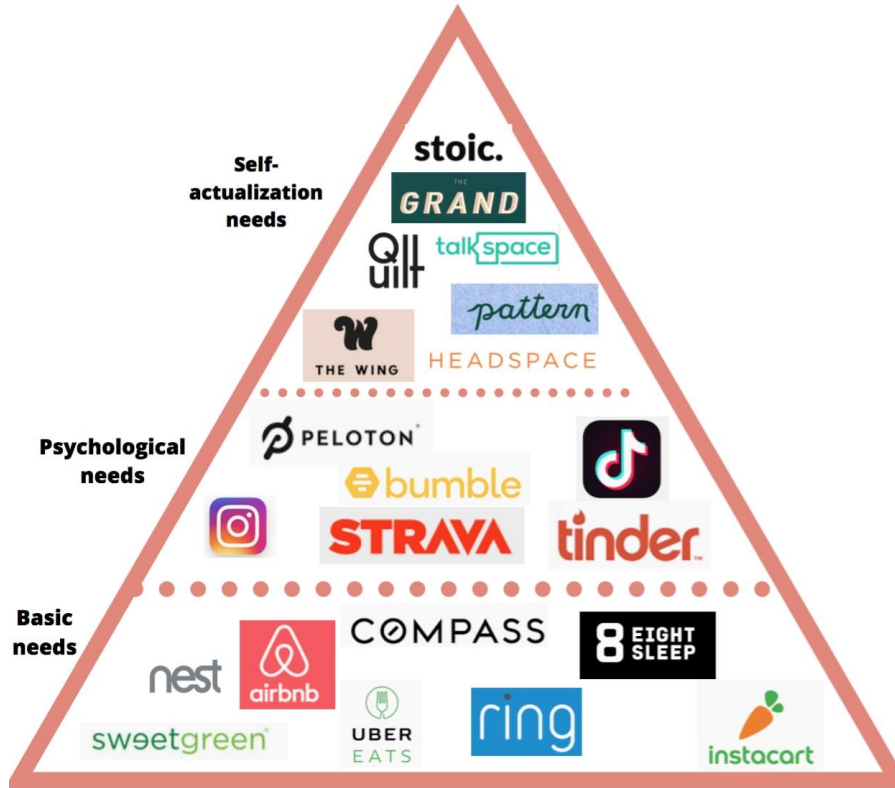
| | | | |
|--------------------------|-----|----------------------|---|
| <input type="checkbox"/> | ☆ ➤ | Marcus by Goldman S. | COVID-19 Update: We're here for you - We' |
| <input type="checkbox"/> | ☆ ➤ | Wells Fargo Online | COVID-19: Stay connected with mobile and |
| <input type="checkbox"/> | ☆ ➤ | Foot Locker | A message regarding COVID-19: Stores Clo |
| <input type="checkbox"/> | ☆ ➤ | Crumpler 2 | A letter to our community on COVID-19 - V |
| <input type="checkbox"/> | ☆ ➤ | SoulCycle | COVID-19 update: studio closures. - We're |
| <input type="checkbox"/> | ☆ ➤ | Scotch Select | A Message Regarding Coronavirus - conce |
| <input type="checkbox"/> | ☆ ➤ | Deer Valley Resort | ALTERRA MOUNTAIN COMPANY COVID-19 |
| <input type="checkbox"/> | ☆ ➤ | Outdoor Voices | An Update From Team OV on COVID-19 - d |
| <input type="checkbox"/> | ☆ ➤ | Amy Casavina Hall, . | Covid 19 Update - concerns about COVID- |

TRUSTWASHING



H.E.N.R.Y.

(high earner not rich yet)



MILLENNIAL BRAND AFFINITY

Credit: Sari Azout, Level VC

By Sari Azout

PAUL



H.E.N.R.Y. PERSONA

DELTA TERMINAL, LGA

NATALIE



COMMON PROJECTS

AWAY



CANADA GOOSE

BOSE

BUCK MASON



RHONE
XXX



EVERLANE

Acne Studios



BASICS

BUCK MASON



EVERLANE

IN-CROWD

AWAY



RHONE
XXX

LUXURY



CANADA GOOSE®



ROLEX



GOYARD
MALLIETIER DEPUIS 1853
PARIS

NEW-LUXURY

COMMON PROJECTS

Acne Studios



TECH-LUXE

BOSE





GENERATION Z

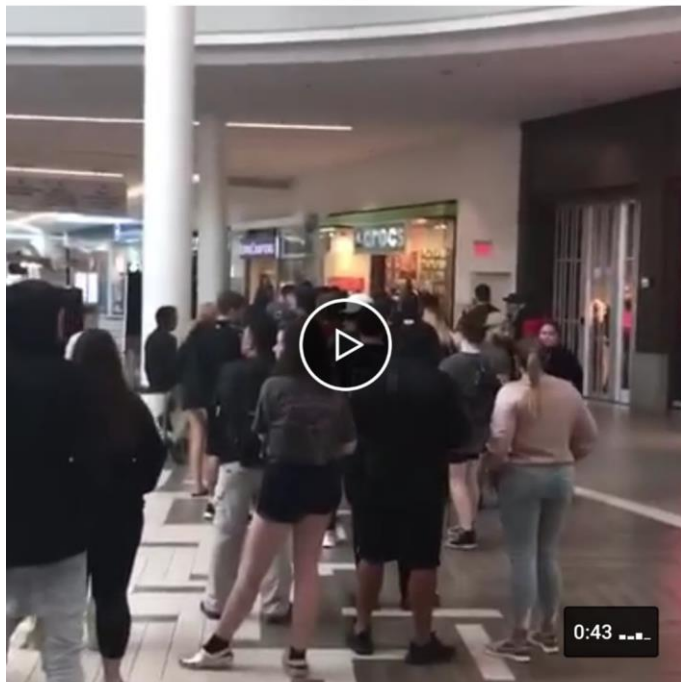


Terence Reilly • 2nd

Crocs Global CMO. Brand Builder. Comfortable In My Own...

12h • Edited • 🌐

Latest iPhone release? Beyoncé tickets? Baby Yoda plush toy? Nope. This is just one of the many lines this morning for Post Malone x Crocs. Congratulations to everyone at Crocs for making this another amazing moment in a year of amazing moments.



👍👎👏 116

18 comments • 3,499 views



MILLENNIALS

Idealists

Portray perfection

Life “oversharing”

Tolerance

Flexibility

Freedom

Enjoy Present

GENERATION Z

Realists

Share flaws

“Secret life” sharing

Togetherness

Stability

Safety

Plan for Future



C.A.R.L.Y.

(can't afford real life yet)

HENRY

Globally-recognized

Large Community

Heritage

Innovators in a category

Positive Future Outlook

Multi-generational

Lasting cultural impact

CARLY

Peer-group approved

Social acceptance

Newness

Innovators in community

Hype right now

Purpose-built

Meme-length half-life

VISIONARY

OUTSPOKEN



GRETA
THUNBERG



MALALA
YOUSAFZAI

ENTREPRENEURIAL

EMPATHETIC

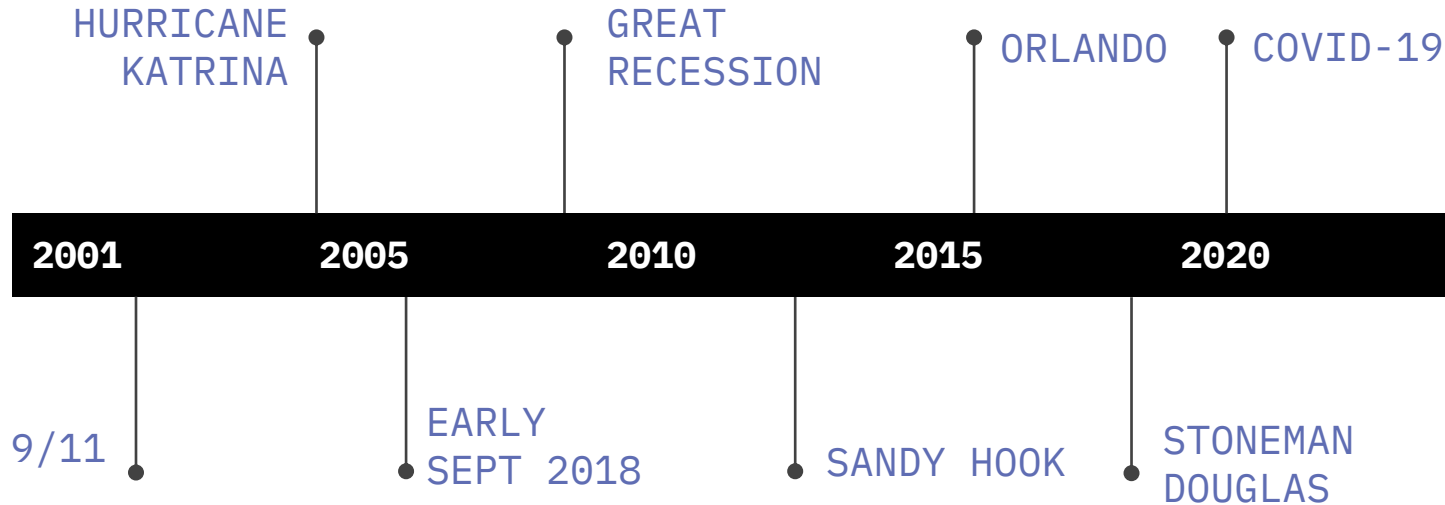


NEIL
PATEL



GARY
VAYNERCHUK

Gen Z grew up in an world that is fundamentally flawed





Kintsugi: "golden repair"

**CARLY sees
herself as
flawed.**

**She celebrates
these flaws.**



alancrocetti
50.4k followers

[View Profile](#)



**CARLY sees
herself and
the world
around her as
flawed.**

**She celebrates
these flaws.**



STARFACE

Entireworld.

Men / New Arrivals.

Best Sellers.

Ts.

Knitwear.

Sweats.

Button Ups.

Trousers.

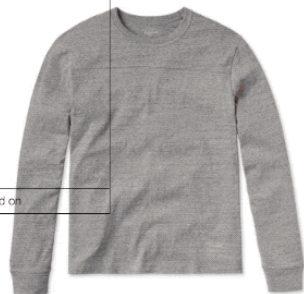
Socks.

Underwear.

Outerwear.

Miscollary.

Someone from Portland logged on.



Recycled Cotton Football T

\$50



Recycled Cotton Football T

\$50



Entireworld.

Subscribe to the mailing list

Get updates when new products are coming out, and all that good stuff.

Men

Women

Your Email

→

XXXXXXXXXXXXXXXXXXXXX
PUFF THE SQUEAKY CHICKEN
TOASTER BATHBOMB
THIS FOOT DOES NOT EXIST
CLICKSWIPE
ZUCKWATCH
CUSS COLLAR
MSCHF BOX

ALL THE STREAMS

MAR.24* 00:03:23:01:16 4TH.TUES





CARLY
celebrates
irony as much
as she
celebrates
diversity.



Gen Z is poised to become the most entrepreneurial generation ever

U.S. Students' Entrepreneurial Aspirations

Students in grades 5-12

| | % Agree | % Disagree |
|--|---------|------------|
| I want to be my own boss | 77 | 23 |
| I plan to start my own business | 45 | 55 |
| I will invent something that changes the world | 42 | |

Gallup-HOPE Index 2011

U.S. Students' Entrepreneurial Mindset

Students in grades 5-12

| | % Agree | % Disagree |
|--|---------|------------|
| I am not afraid to take risks even if I might fail | 91 | 9 |
| My mind never stops | 91 | 9 |
| I never give up | 85 | 15 |

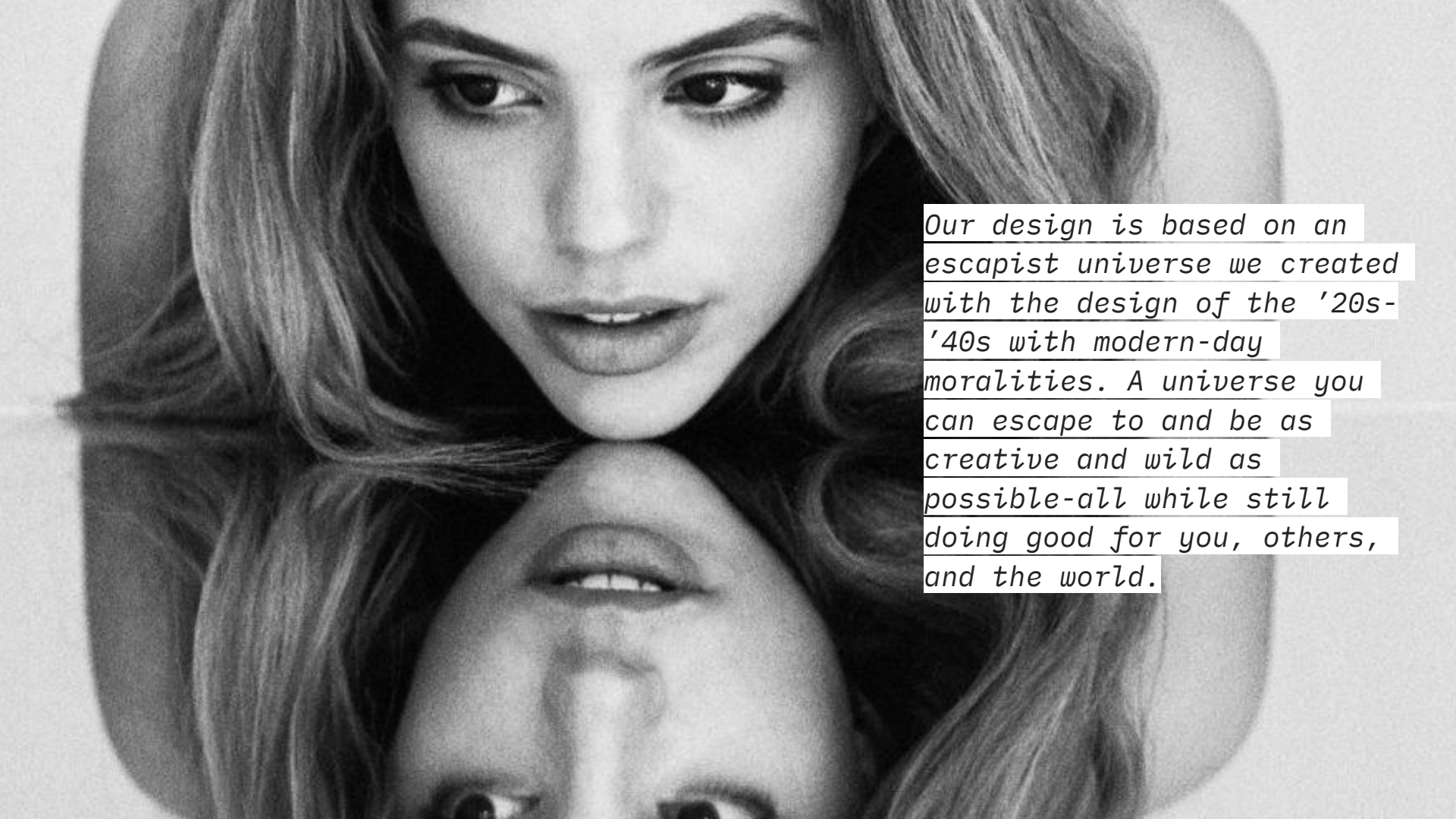
Gallup-HOPE Index 2011

*"Gen Z wants to be more
successful than Millennials.
We have something to prove."*

- Lesley De La Uz (Age 23)



LDLU

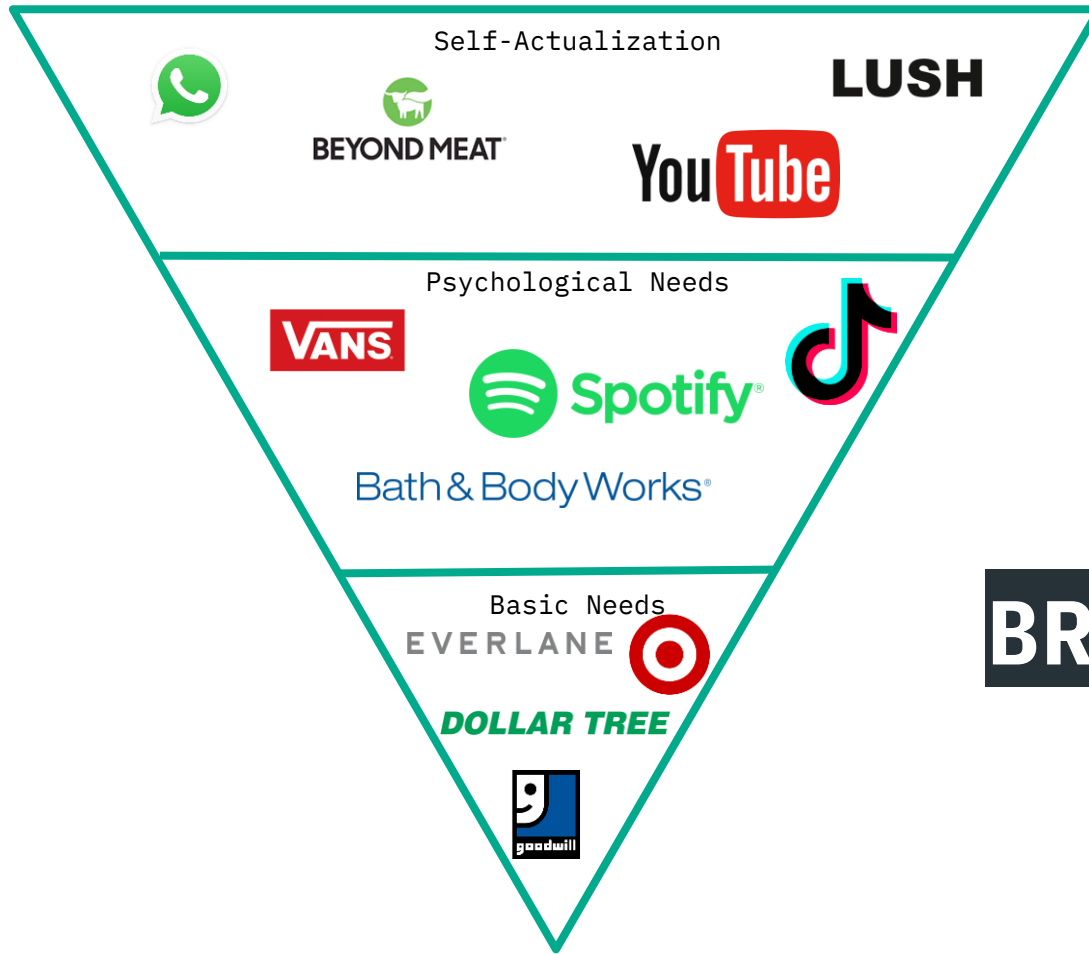


*Our design is based on an
escapist universe we created
with the design of the '20s-
'40s with modern-day
moralities. A universe you
can escape to and be as
creative and wild as
possible-all while still
doing good for you, others,
and the world.*

CARLY:

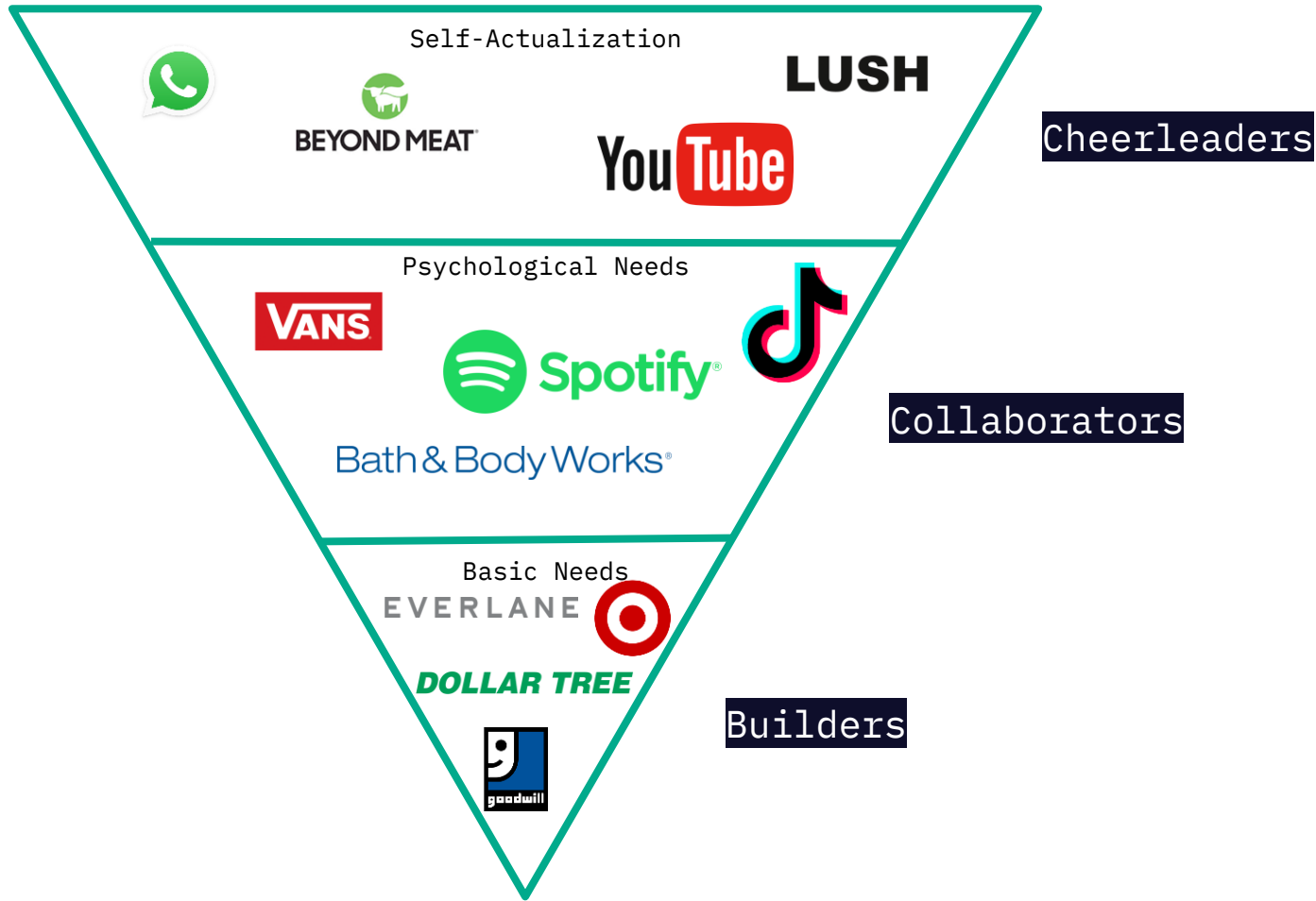
Social Education > Higher Education





CARLY

BRAND AFFINITY



*"I WOULD SKIP LUNCH
TODAY TO BUY EYELASH
EXTENSIONS"*

- Lesley De La Uz (Age 23)

**Shaping your brand
for CARLY**

Gender-neutral

Ordered chaos

Socially-native

Self-aware

Part of the zeitgeist

Purpose-built

“New” luxury

Brands purpose-built for CARLY

BASICS



EVERLANE

crocs

IN-CROWD



NETFLIX

KITH

LUXURY

EILEEN
FISHER

STELLA McCARTNEY


POSHMARK

NEW-LUXURY

LE LABO[®]
GRASSE - NEW YORK

AIMÉ LEON DORE

stock

TECH




PlayStation



CARLY
celebrates
irony as much
as she
celebrates
diversity.



TELFAR is a unisex line Est in 2005 in NYC by Telfar Clemens and sold internationally. It's not for you — it's for everyone.



[x] Gender-neutral

[x] Ordered chaos

[x] Social native

[x] Self-aware

[x] Part of the zeitgeist

[x] Purpose-built

[x] "New" luxury

**Shaping your brand
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More reading on C.A.R.L.Y.



<https://futurecommerce.fm/posts/insiders-018-meet-carly>

<https://futurecommerce.fm/posts/insiders-019-consumerism-stinks-but-you-smell-amazing>



Phillip Jackson

Co-founder, Future Commerce

futurecommerce.fm



Q & A