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SEE TOMORROW™

Hello, Luxury Daily!

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SEE YOUTH

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SEE CULTURE

A person is smiling and holding two donuts. The donut on the left is white with a hole in the center. The donut on the right is chocolate with a hole in the center and three small blue circular decorations. The text 'SEE OPPORTUNITY' is overlaid on the image. 'SEE' is in white, and 'OPPORTUNITY' is in orange.

SEE OPPORTUNITY



WE DO
YOU
TH





TO UNDERSTAND YOUTH IS TO SEE THE FUTURE

Methodology

Cultural Analysis

New trends are published daily, hundreds catalogued every year

Quantitative Research

Formal study of over 1,000 young consumers ages 14-34 four times a year

Qualitative research

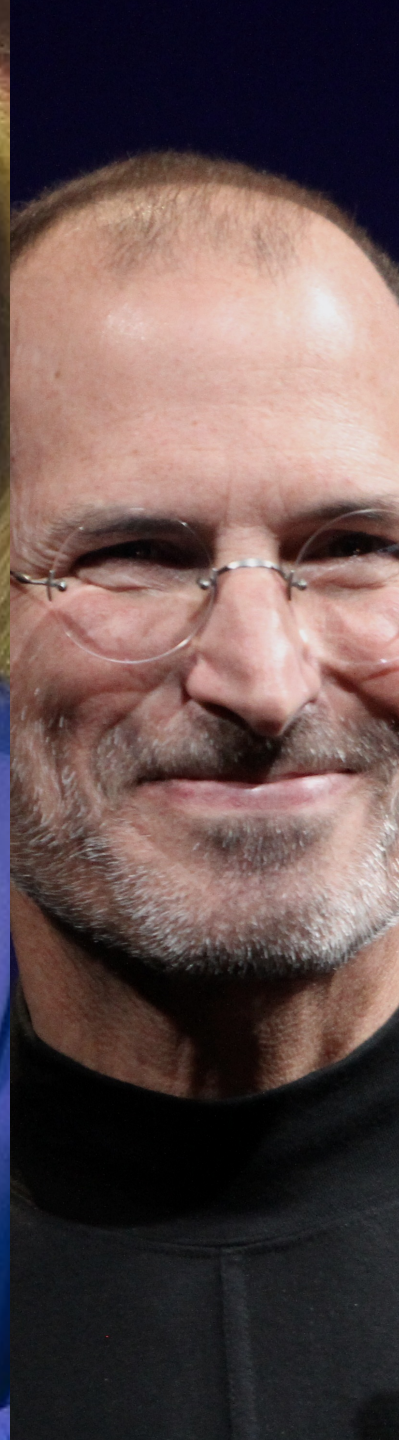
Focus groups & in-depth interviews among our audiences + ten times a year

Trendsetter Community

Invite-only community of +1k handpicked young trendsetters + eight times a year

The Silent Generation Called Boomers

Hippies, beatniks,
flower children



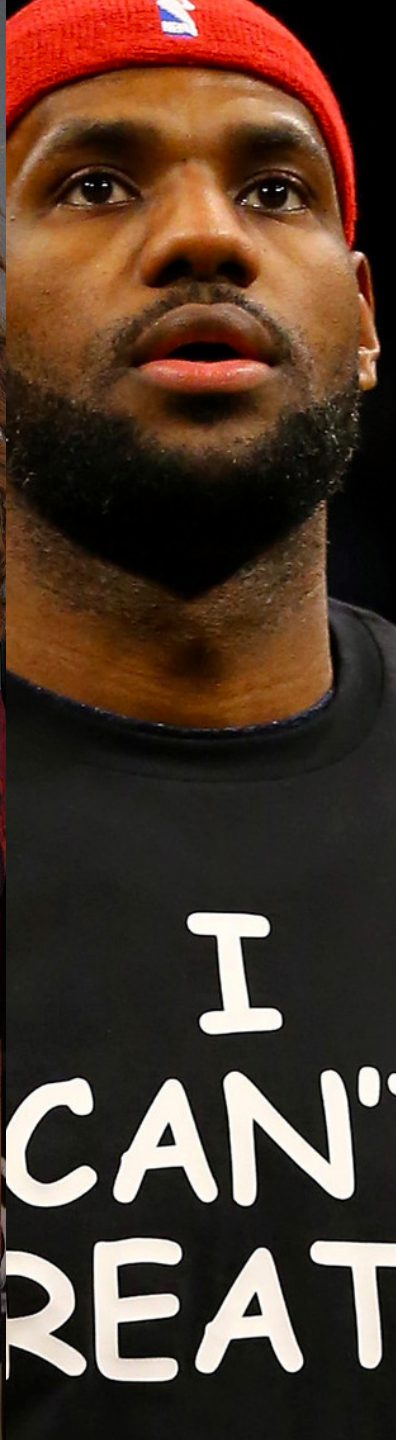
Boomers Called Gen X

Lazy, unmotivated,
slackers



Gen X Called Gen Y

Entitled narcissists



A group of diverse young people, including a woman with glasses and a man with a plaid shirt, are laughing and cheering in front of a brick wall. The image is overlaid with a dark blue semi-transparent filter.

What will Ys call Gen Z?

GEN Y VS Z

Compare & Contrast



Gen Y
vs.
Gen Z

GEN Y VS Z

Economic & World Events



1990's vs.
2000's



GEN Y VS Z

Parenting Styles

51% of Gen Z parents says today's world is a scarier, more dangerous place and they feel the need to protect their children



**Helicopter vs.
Life Skills**

GEN Y VS Z

Tech Advances

80% of 13-17 year olds would consult the internet over their parents if they had a question about something



**Adopters vs.
Navigators**

GEN Y VS Z

Popular Culture

The number of U.S. youth who identify as multiracial has increased by 50% since 2000



Progressive vs.
Enlightened

GEN Y VS Z

World View



**Idealists vs.
Realists**

Redefining Luxury



Gen Y

75.4 Million (U.S.)
\$200 Billion Annual Spending Power

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WELLNESS LUXURY

WELLth Investors

Economic shifts are inspiring Gen Ys to invest in personal and societal wellness.



Soul Cycle

Spinning studio SoulCycle regularly hosts charity rides that benefit a multitude of causes, from breast cancer research to the 9/11 Memorial.



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**Consider how your
company can
promote wellness.**

MINDFUL LUXURY

Presence of Mind

The cultivation of an acute sense of “presence” is becoming aspirational, and Gen Ys are seeking out new ways to be mindful.



MINDFUL LUXURY

AuBox

This luxury marijuana subscription box delivers premium cannabis products to your doorstep.



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**Consider how your
company can
maximize mindfulness.**

TRANSFORMATIONAL
LUXURY

The Transformation Economy

Experiences and products that provide the promise of a “better you” are becoming Gen Ys preferred form of luxury.



**TRANSFORMATIONAL
LUXURY**

The Wildfire Initiative

Gen Ys are flocking to this “P90X for the soul.”



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**Consider how your
company can tap the
transformation economy.**



Gen Z

70 Million+ (U.S.)
Influence \$600 Billion in Family Spending

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CULINARY LUXURY

Tastemakers

Gen Zs prioritize spending on food and beverages and have elevated it above other consumer categories because it's an accessible way to collect share-worthy experiences.



CULINARY LUXURY

Museum of Ice Cream

An immersive experience
dedicated to the celebration
of all things ice cream



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**Consider how your
company can offer
share-worthy products
and experiences.**

LIMITED LUXURY

ReLuxe

Gens Z are redefining the concept of luxury to better suit their generations' modern values and needs.



LIMITED LUXURY

Supreme

The NYC streetwear brand, Supreme, frequently releases limited-edition items that, while not priced as high as typical luxury goods, are often resold by Gen Zs for multiple times their street value.



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NYC



**Consider how your
company can tap their
love of all things
ephemeral.**

DIGITAL LUXURY

DigiLuxe

The digital realm is where Zs go to discover products and form early relationships with luxury brands. Those early connections on social media lead to an affinity that will inform their purchasing decisions when they can finally afford luxury.



DIGITAL LUXURY

Louis Vuitton x Final Fantasy

Lightning, the pink-haired heroine of popular video game Final Fantasy, made an appearance in the global campaign of Louis Vuitton's spring-summer 2016 women's collection, "Series 4."



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**Consider how your
company can
dominate digital.**

Luxe Redux

Questions?



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Thank You!