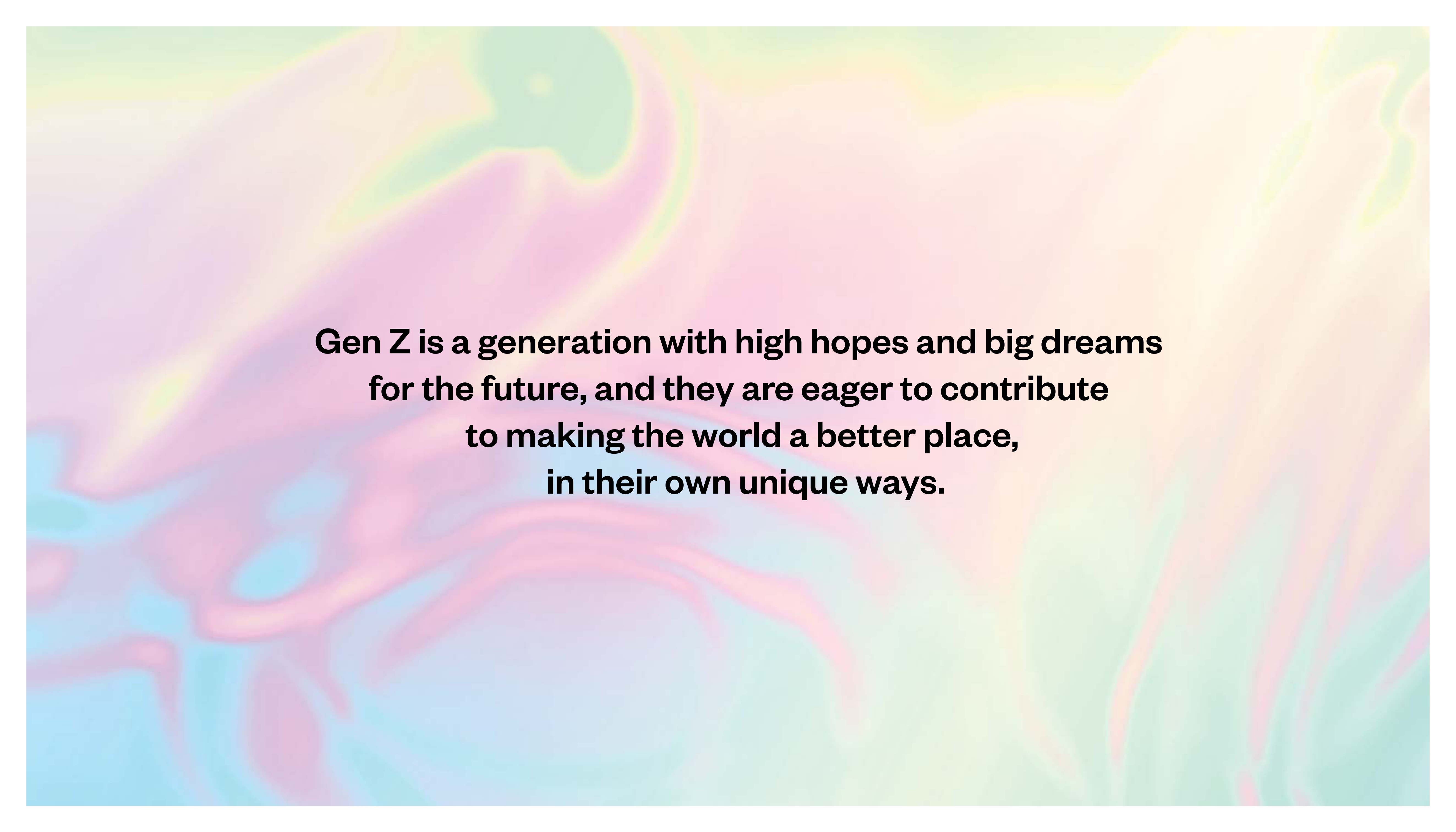


yousta*

Brand

Strategy FY24 -25

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**Gen Z is a generation with high hopes and big dreams
for the future, and they are eager to contribute
to making the world a better place,
in their own unique ways.**

CONTENTS

- Indian Economic Landscape
- Gen Z Consumer
- Market and Competitor Study
- Yousta Brand
- Market Growth Areas
- Product Opportunities
- Marketing & Brand
- Summary

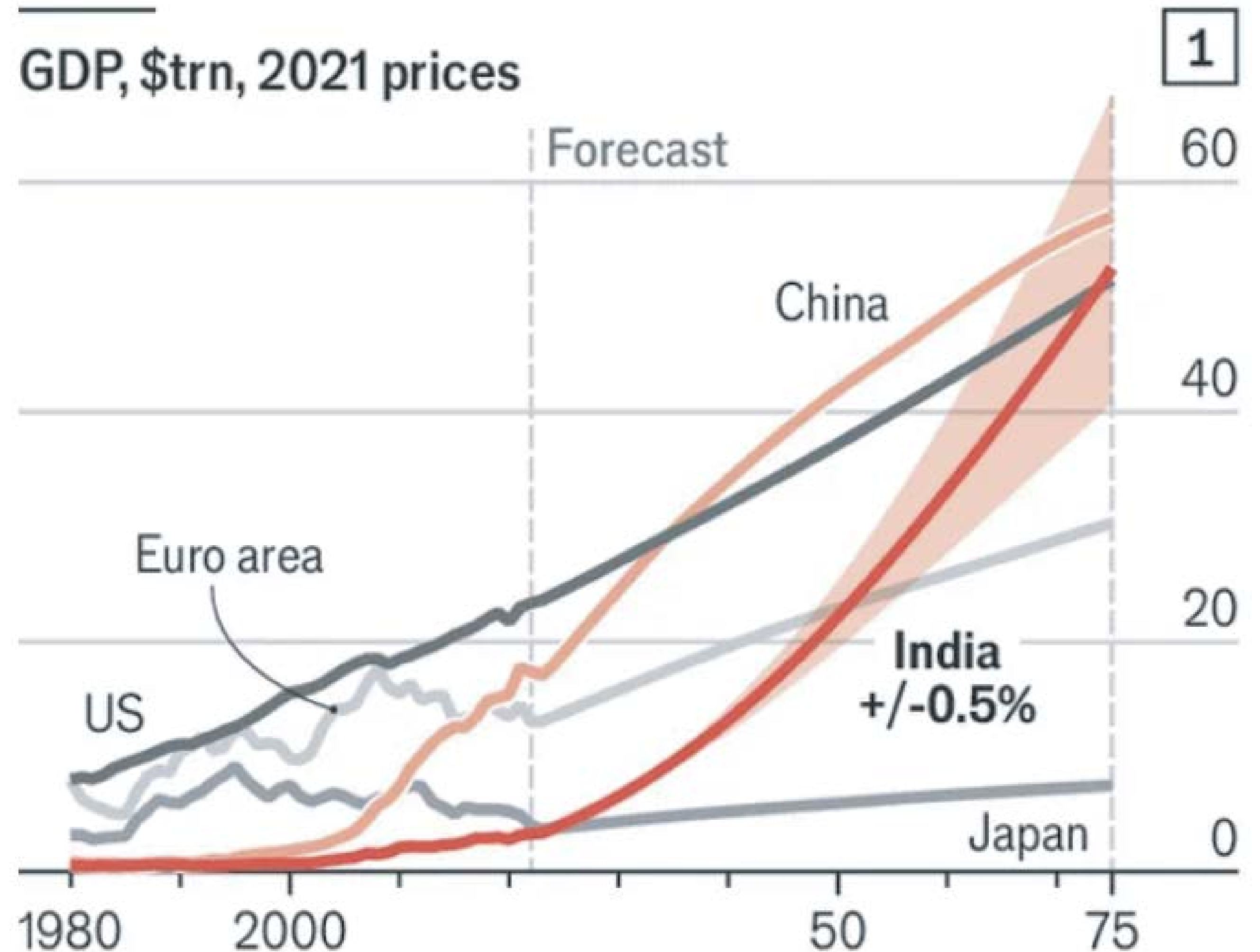


THE ECONOMIC STATUS

India has been the world's fastest-growing economy. With an impressive 6.5% annual growth rate, more than double the global average at 3%.

East Asia and specifically China had the highest growth rate. However growth has slowed, and comparatively India's stratospheric rise is notable.

Especially, considering India was on par with China in the 1980's, and now continues to rapidly advance.



472 million

Gen Z consumers in India

151 million

32% of Gen Z are working

- * 30% (45.3 million) live independently - High % in metro cities.
- * 70% (105.7 million) still live with their parents.

321 million

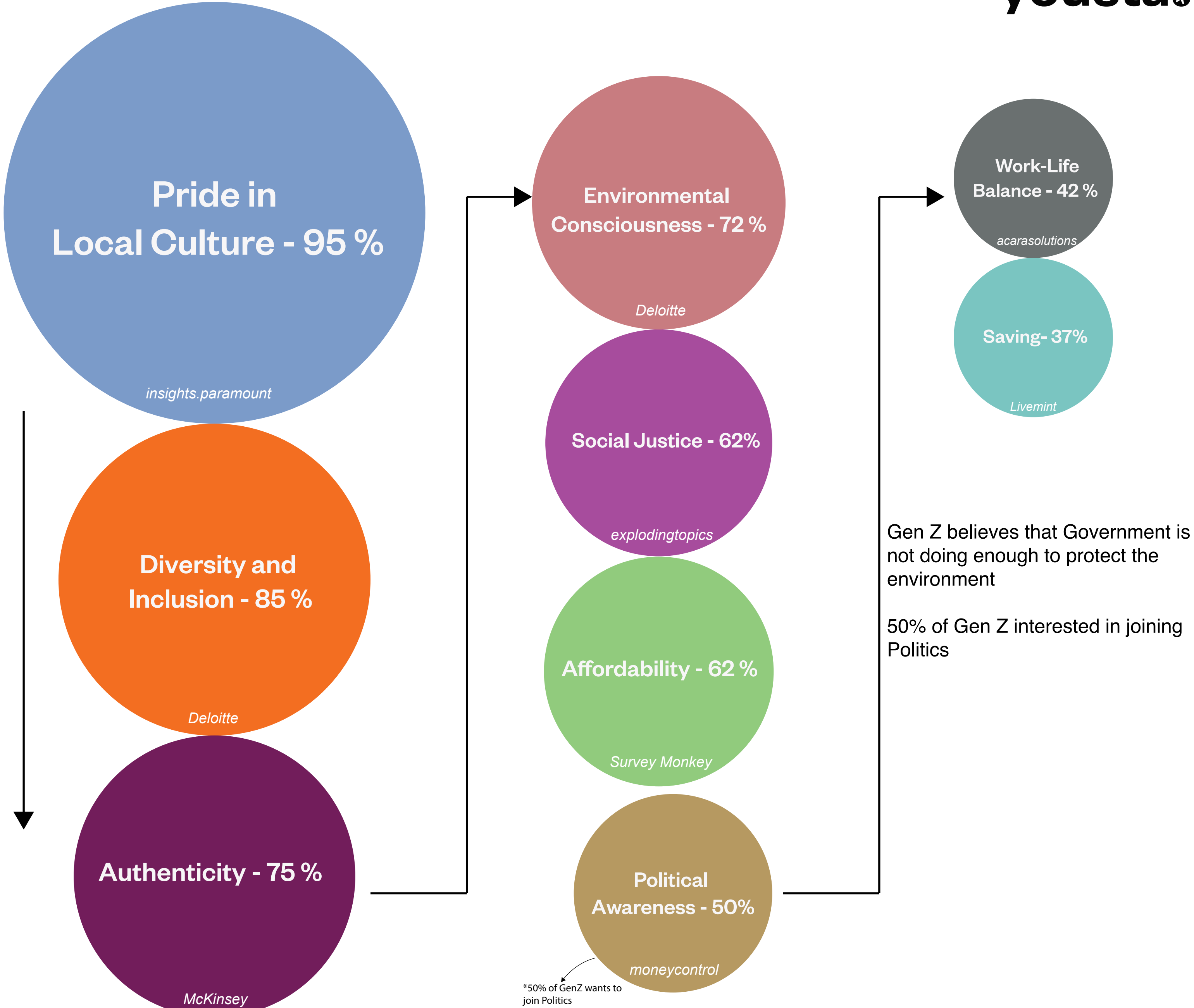
68% engaged in academic studies

- * 45% (145 million) reside in hostels
- * 55% (176 million) live with their parents
- * A Significant portion relies on their parents for shopping and other purchases

Average Disposable income of Gen Z consumer in India will be: INR 13,333 (approx.) PCM
A Significant portion relies on their parents for shopping and other purchases

GEN Z VALUES

Gen Z priorities are very differentiated to the generation before them. Top of mind are the importance of local culture, diversity and inclusion and authenticity. For Brands to win the Gen Z spend. These brands will need to communicate utilizing their value parameters to capture this consumers heart and mind.

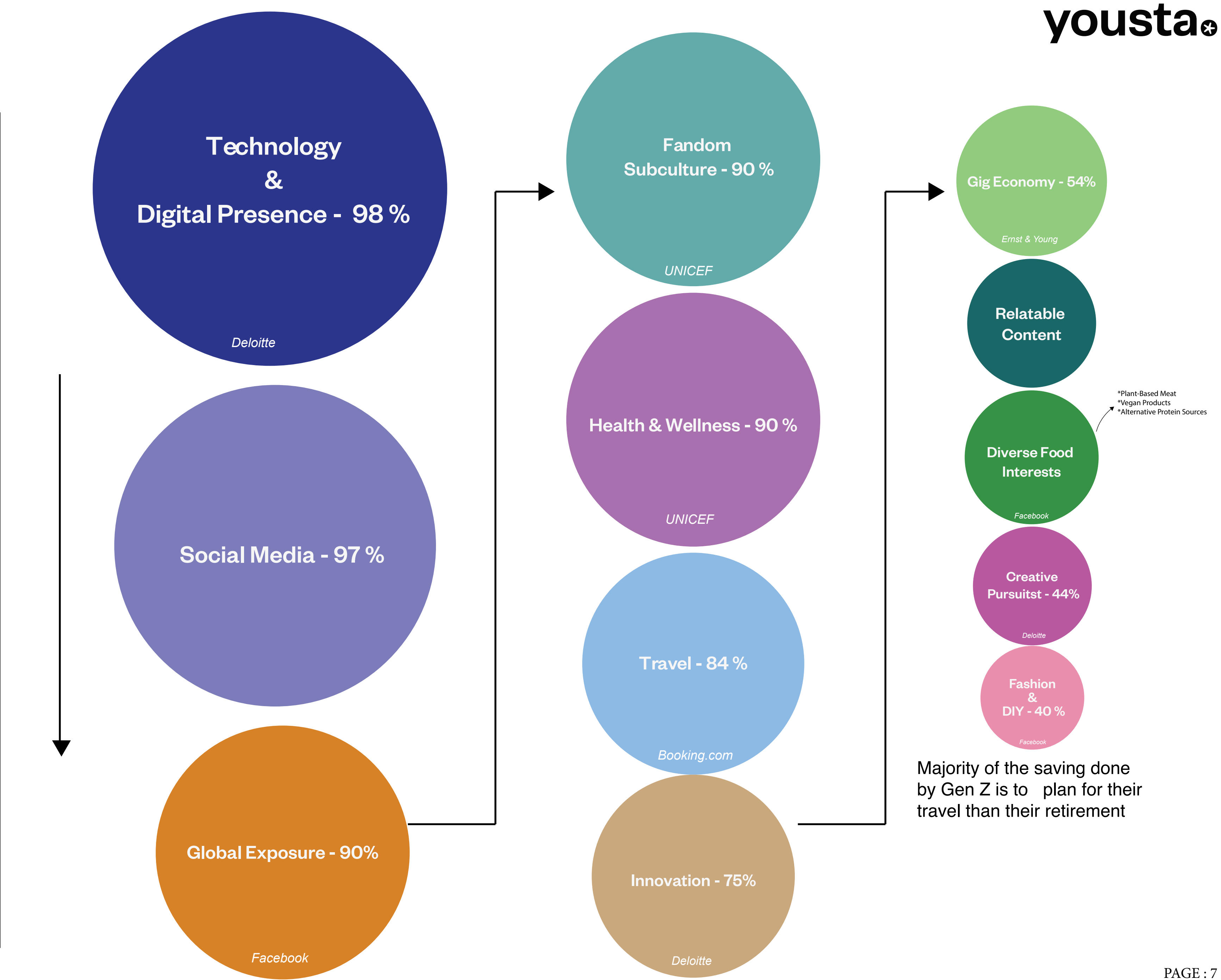


GEN Z PRIORITY

As digital natives Gen Z prioritize Tech and Digital as normal part of their daily life. Social media is seen as the tool for inspiration and communication.

They value authentic brand experiences, diverse workplaces, and ethical practices. Flexibility in work and education, are crucial to their day to day life.

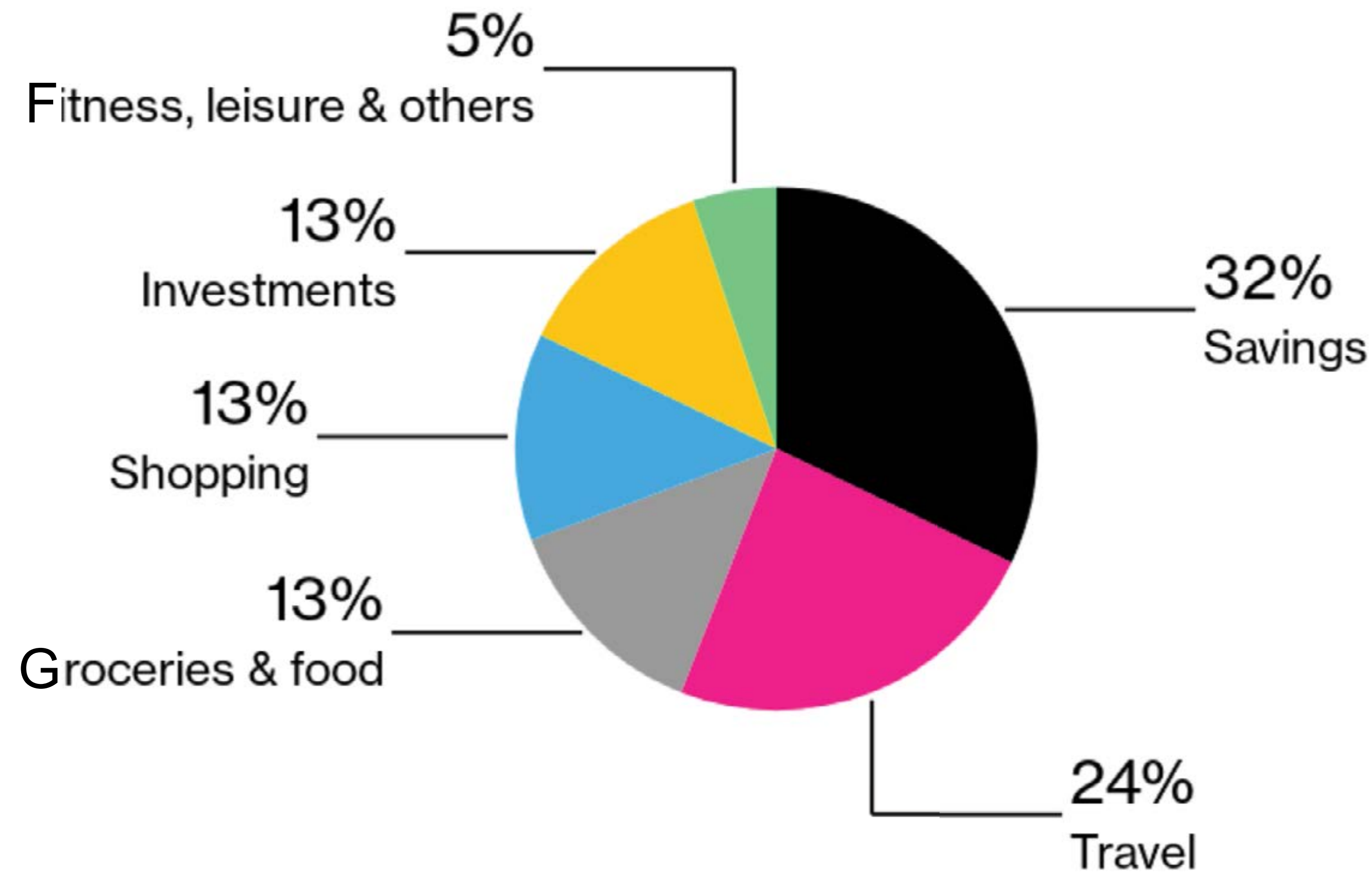
Personal growth and social impact often outweigh traditional metrics of success, with an emphasis on living a meaningful, purpose-driven life.



GEN-Z CONSUMER SPENDING PRIORITY

- 32% Saving
- 24% Travel
- 13% Shopping.
- 5% Fitness and Leisure

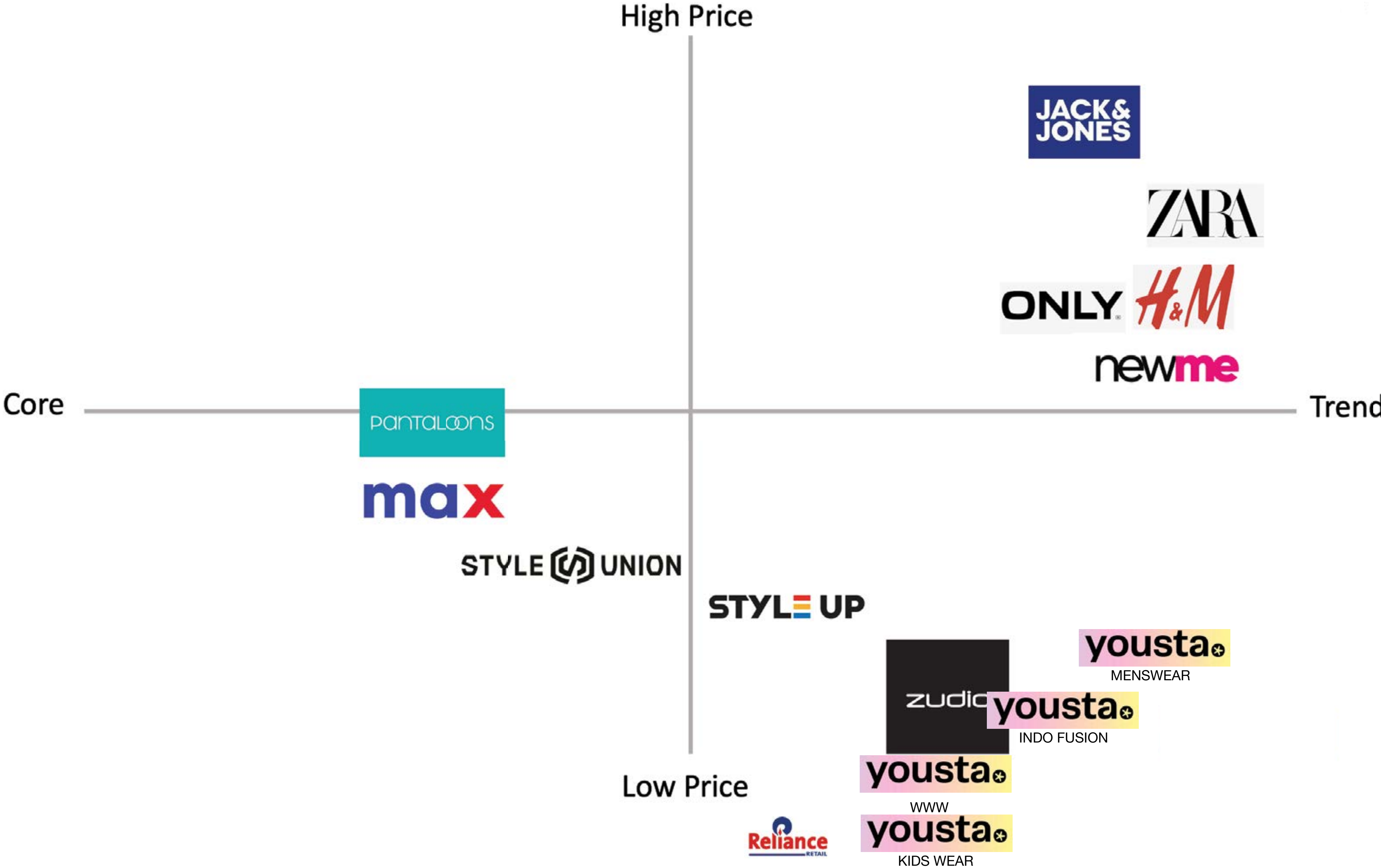
As a significantly large consumer demographic, their financial habits offer key insights for brands aiming to cater to this market segment.





market

competition



who we are

We're not just a brand; we're a movement fueled by authenticity and a drive for positive change. We connect with our community, creating stories and making a statement. We're here to spark conversations, inspire action, and create a vibrant space for gen z to express themselves.

Join us on this journey as we make it meaningful impact, one step at a time.



PERSONA - WESTERN WOMENS WEAR

Name : Alisha
Age : 20 year Old
Location : Mumbai / Metro Cities
Status : In Relationship
Education : Pursuing Degree
Live : On shared Apartment
Hobbies : Plays in Band, Fitness, Video Games.
Fashion Take : Fashion Leader, Experimenting with personal style
Commute : Bike + ride sharing
Where they shop : Mobile first + Off-line Retailers & Markets



Hailing from a middle-class family. She balances her passion for Music and Instrument Playing with an interest in fashion, often experimenting with trendy styles that reflect her personality. Despite her busy schedule, Aisha actively participates in fashion related shows and events, showcasing her unique sense of style.

PERSONA - MENS WEAR

Name : Amit
Age : 20 year Old
Location : Mumbai / Metro Cities
Status : In a relationship
Education : Pursuing Degree
Live : On shared Apartment
Hobbies : Plays in Band, Fitness ,Video Games.
Fashion Take: Fashion Leader, Experimenting with personal style
Commute : Bike + ride sharing
Where they shop : Mobile first + Off-line retailers & Markets

A dynamic Gen Z Mumbai local, he thrives in the city's fast-paced environment. Tech-savvy and fashion-conscious, he enjoys blending online shopping with streetwear finds. A passionate gamer and culture explorer, he seeks new experiences and connections in the bustling metropolis

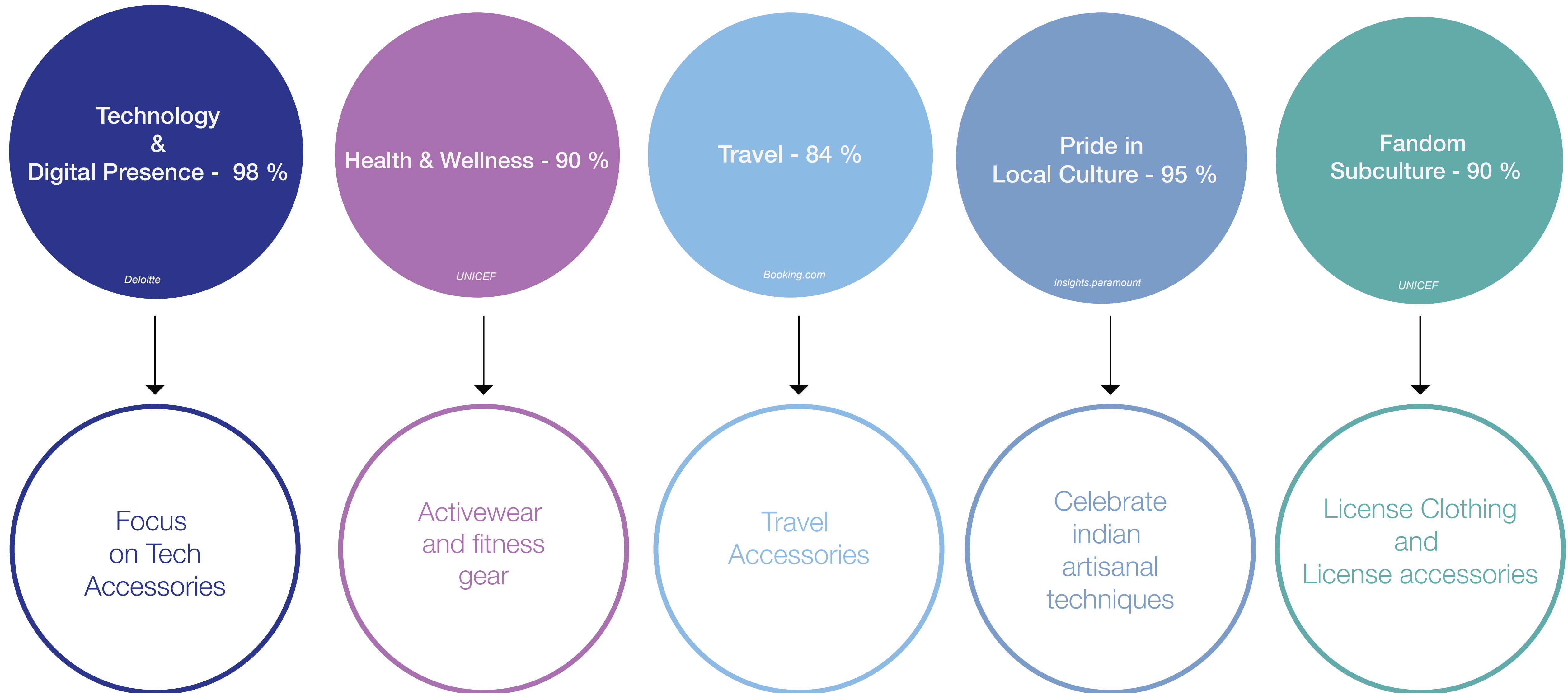


PERSONA - INDO-FUSION

Name : Riya
Age : 20 year Old
Location : Mumbai / Metro Cities
Status : Single
Education : Pursuing Degree
Live : On shared Apartment
Hobbies : Practicing traditional Indian art
Fashion Take : Fashion follower, Experimenting with personal style
Commute : Bike + ride sharing
Where they shop : Mobile first + Off-line Retailers & Markets

A traditional Gen Z girl from India loves to experiment with modern elements while maintaining a traditional twist. She enjoys blending contemporary fashion with ethnic wear, practicing yoga, cooking fusion dishes, and exploring cultural crafts and heritage sites.





COMPETITORS CUSTOMER PRODUCT FEEDBACK

Key areas of importance:

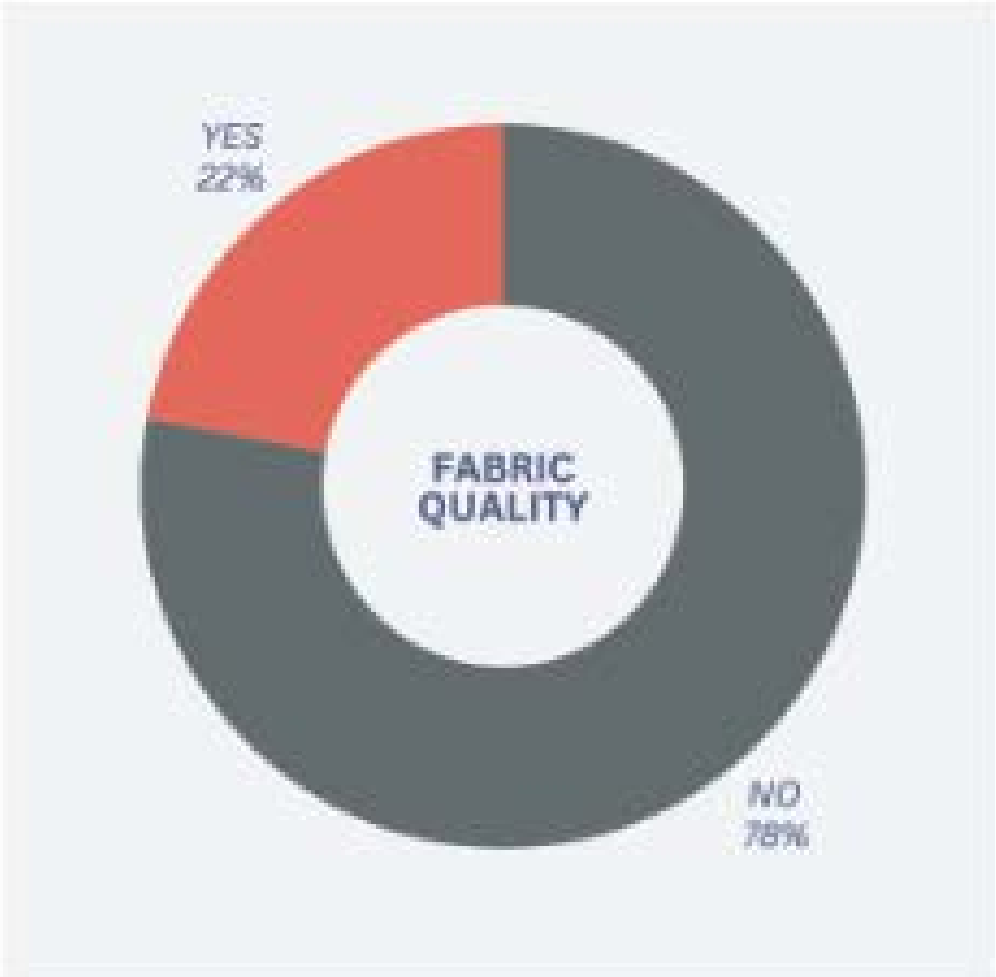
- Price
- Fashionability
- Fabric quality
- In-store experience
- Size availability

Questions covered:

Did the product's 'make' quality meet your expectations?
Is size availability a concern?
Did you have a positive shopping experience?
Was the product fashionable?
Did the fabric quality meet your expectations?
Is price a concern that would influence your buying decisions?



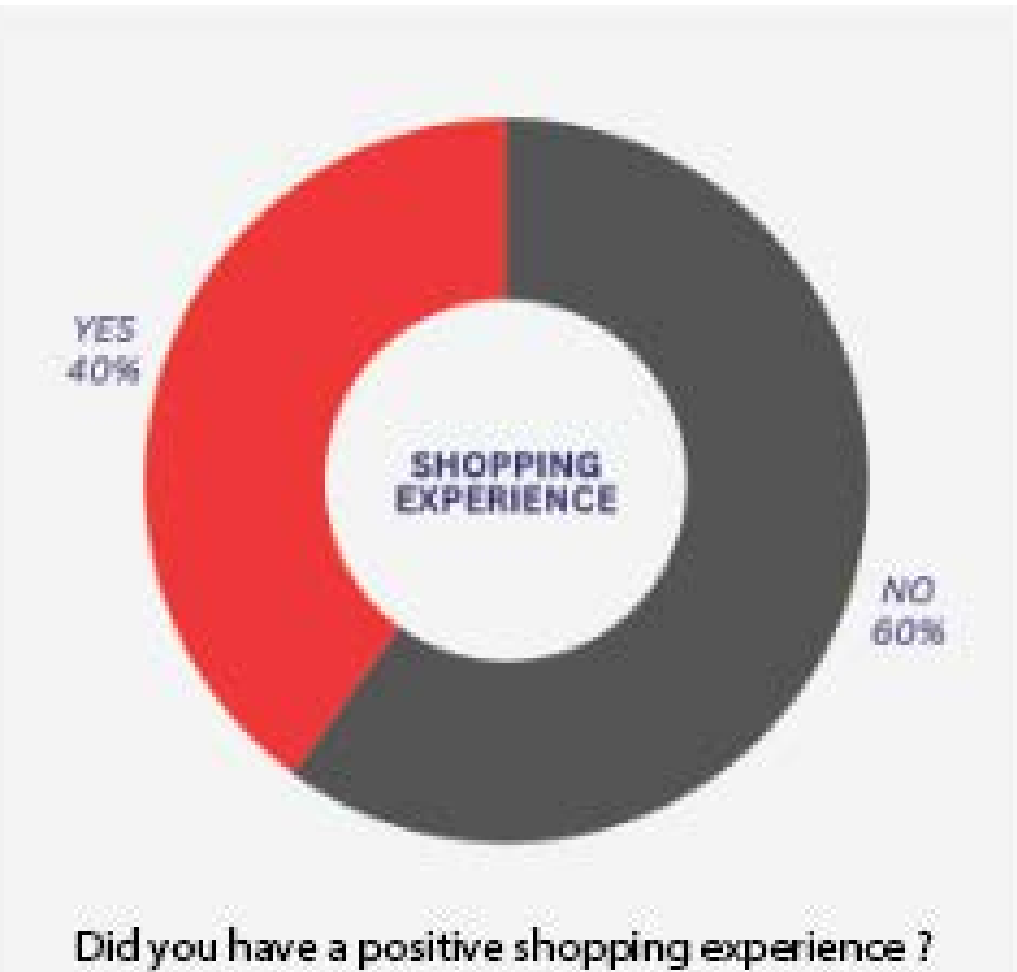
Is Price a concern that influence your buying Decision ?



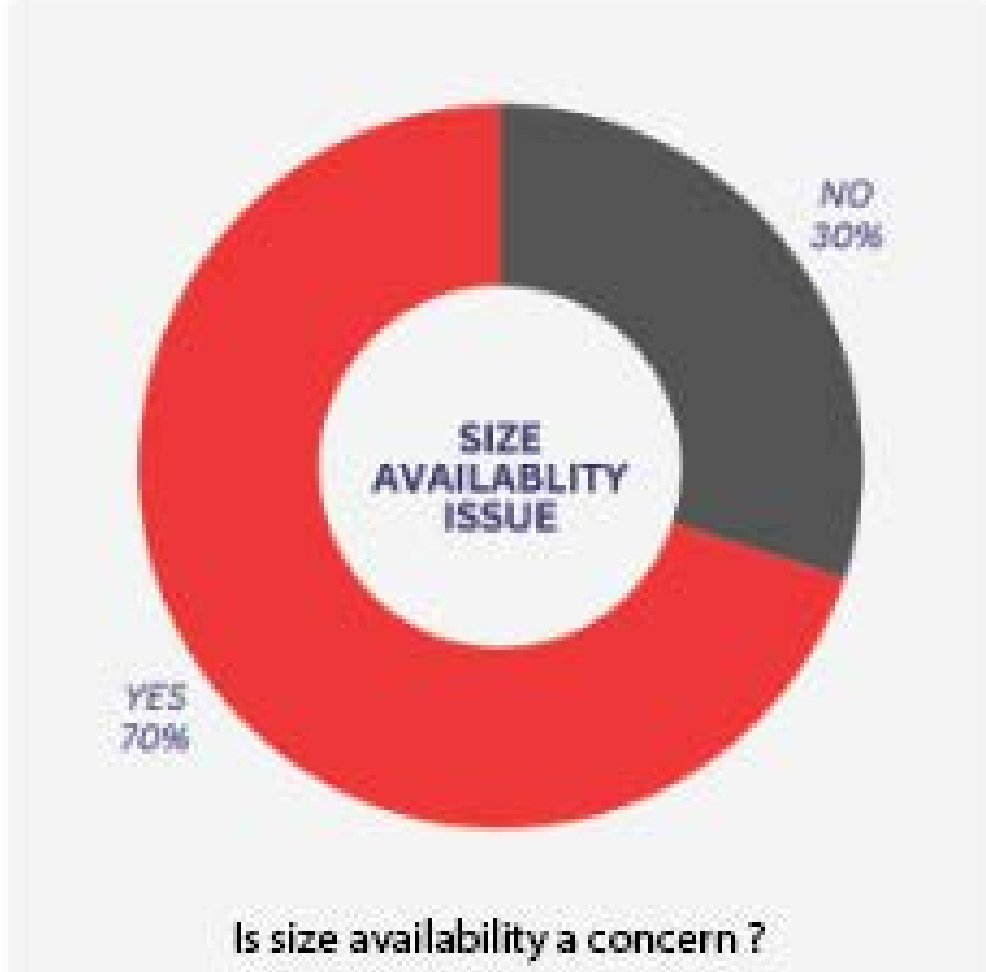
Did the fabric quality meet your expectations?



Is fashion significant in your overall shopping experience?



Did you have a positive shopping experience ?



Is size availability a concern ?



Did Product's making quality meet your expectations?

BRAND TAKEN FOR STUDY : ZUDIO / NEWME ASIA / STYLE UNION / SNITCH / MAX / YOUSTA

INDIAN LIFESTYLE MARKET GROWTH STUDY

India Lifestyle Market to Grow with a CAGR of 9.3% through 2029

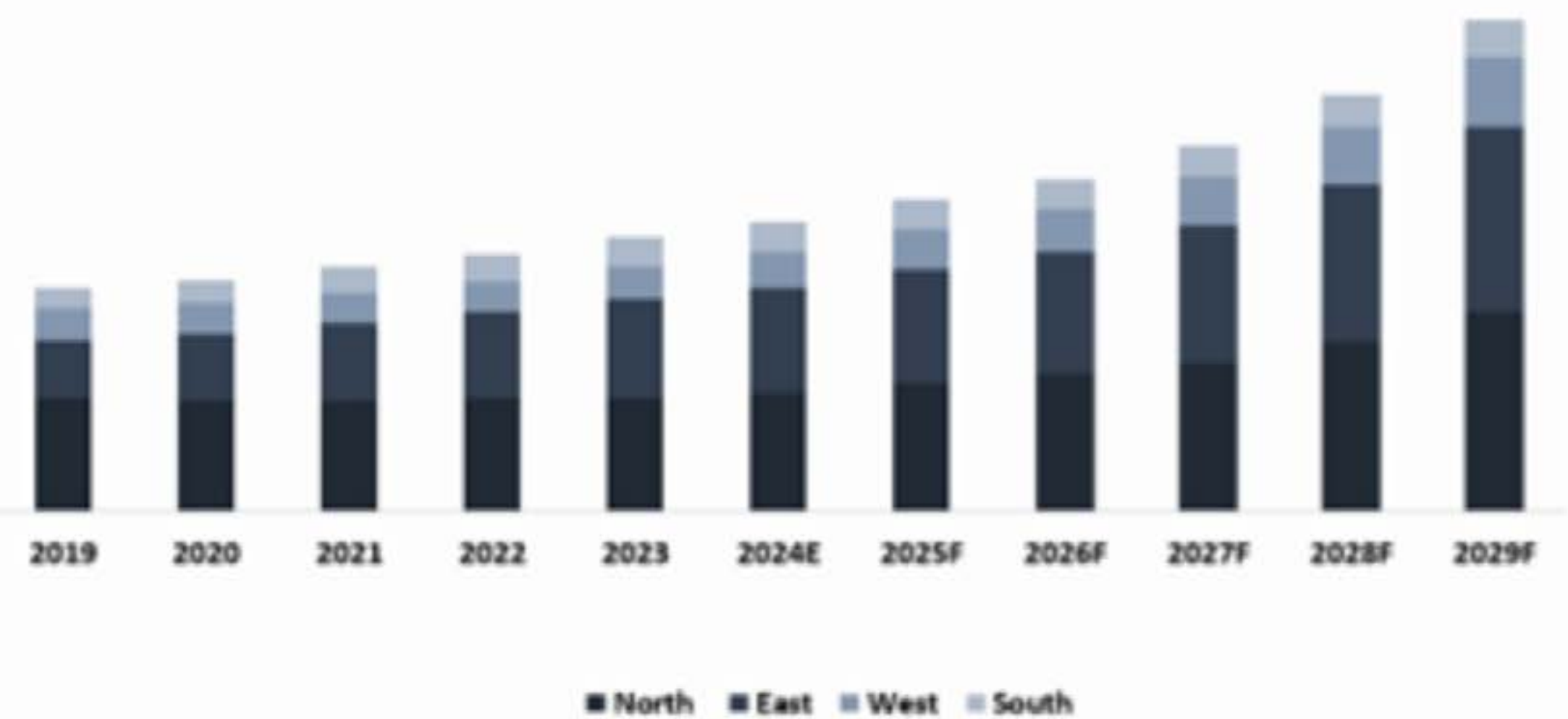
The Indian lifestyle market is projected to grow at a CAGR of 9.3% through 2029, driven by urbanization, digital transformation, and rising incomes.

- Key segments: fashion, entertainment, electronics, home decor, health and wellness, travel.
- Significant growth in the lifestyle stationery and gift segment among Gen Z.
- Successful brands: Miniso (India), Urban Outfitters (U.S.).
- Diverse product range: home decor, electronics, beauty tools.



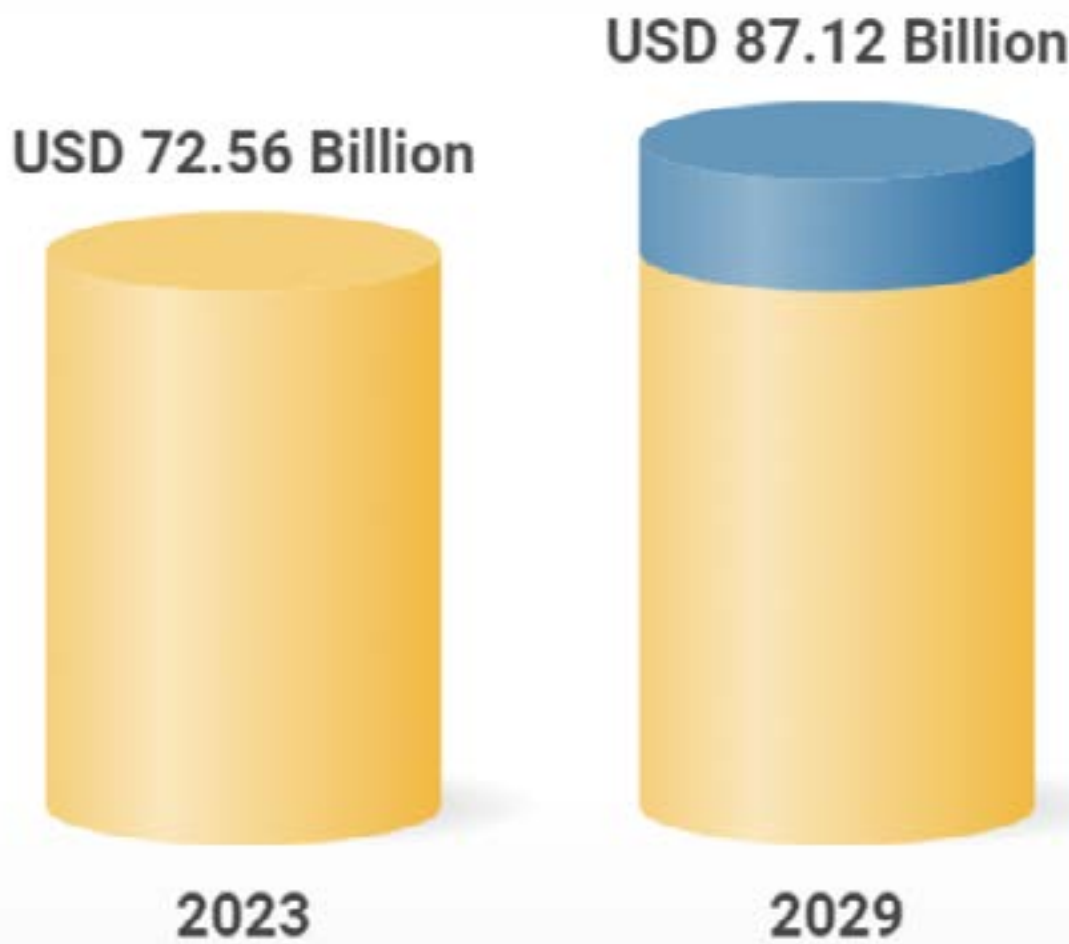
India Lifestyle Market

India Lifestyle Market Size, By Region, By Value, 2019-2029F



Indian Gifting Market

Market forecast to grow at a CAGR of 3.4%



TECHSCI RESEARCH
from NOW to NEXT

9.3%

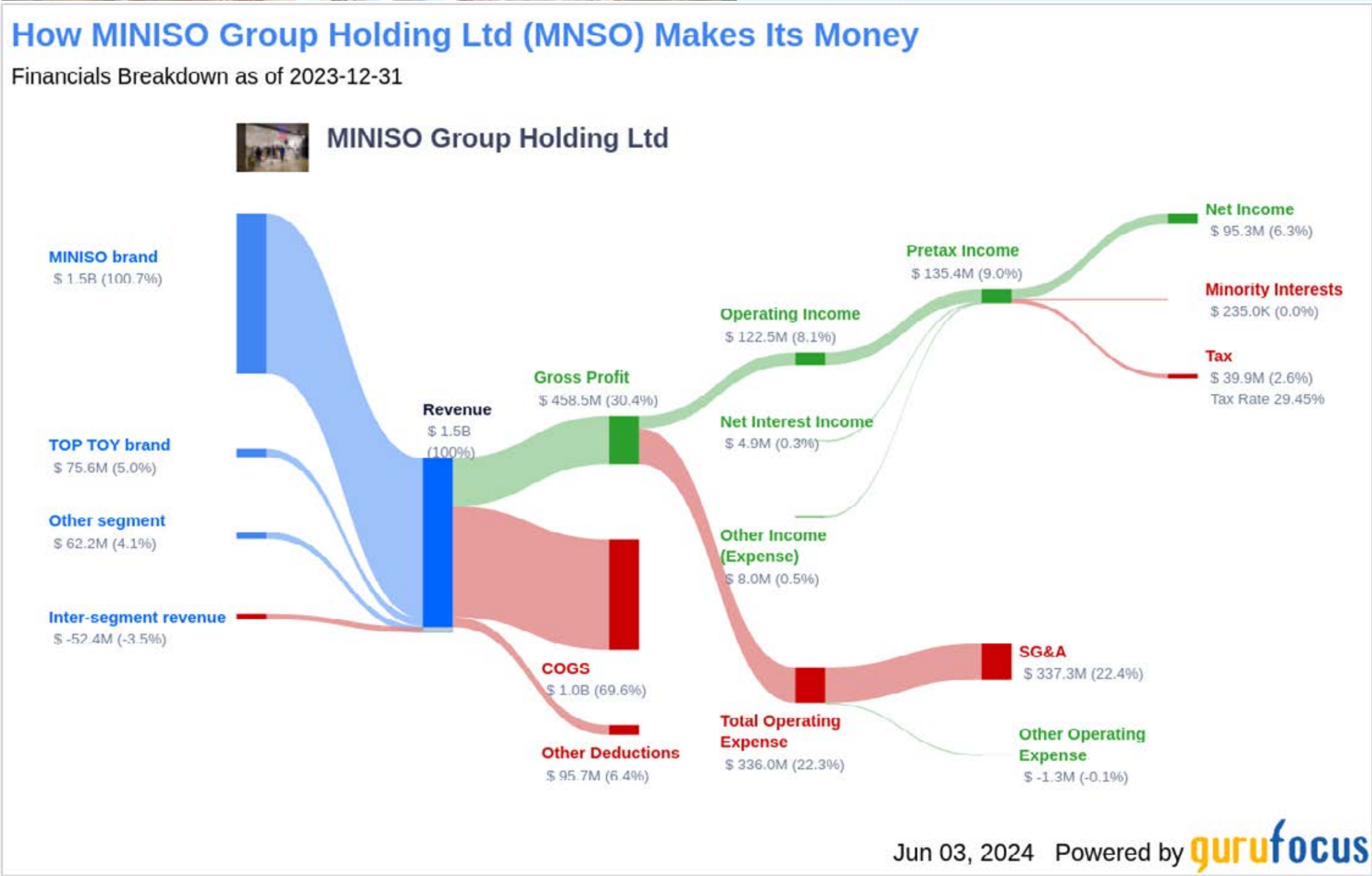
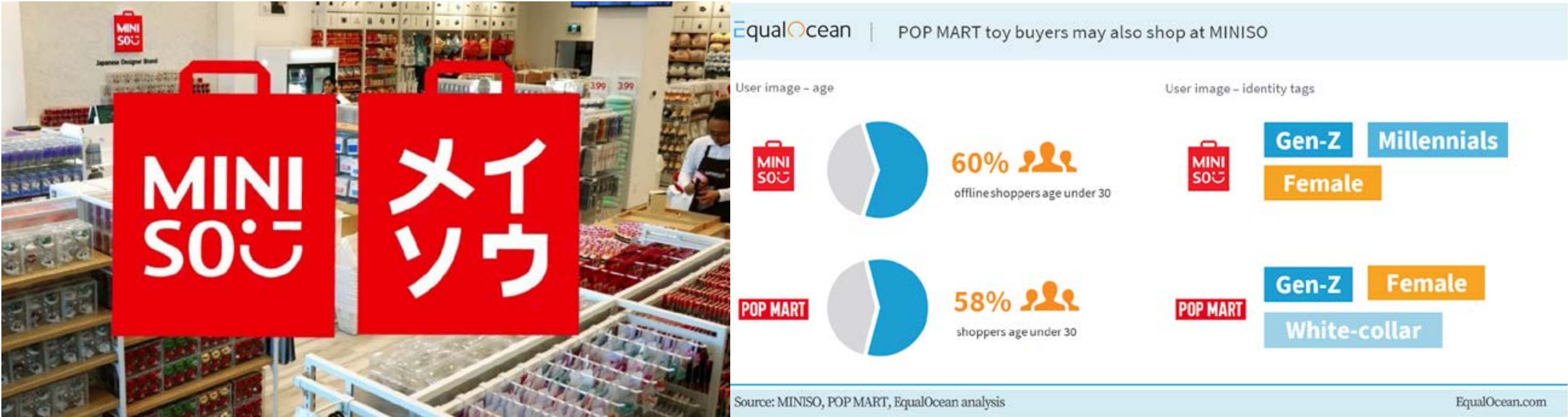
India Lifestyle
Market Size, By
Region, By Value,
2019-2029F

MARKET STUDY - LIFESTYLE RETAILERS

Global lifestyle brand MINISO reported a net profit of \$81.2m (RMB586m) for the March quarter of 2024, a 24.4% increase year-over-year.

- Miniso’s new store format is called 3.0.
- The concept is based on “three high and three low”:
 - The three low refers to low price based on low cost and low margin while the three high means higher efficiency, higher technology, and higher quality.
- Miniso has reported robust global growth, including its operations in India.
- For the March quarter of 2024, Miniso’s gross profit was RMB 1,616.5 million (approximately USD 223.9 million).
- This represents a 39.1% increase year-over-year

ASIAONE / RETAILASIA.COM



MISBU - MARKET STUDY

Founded Year - 2019

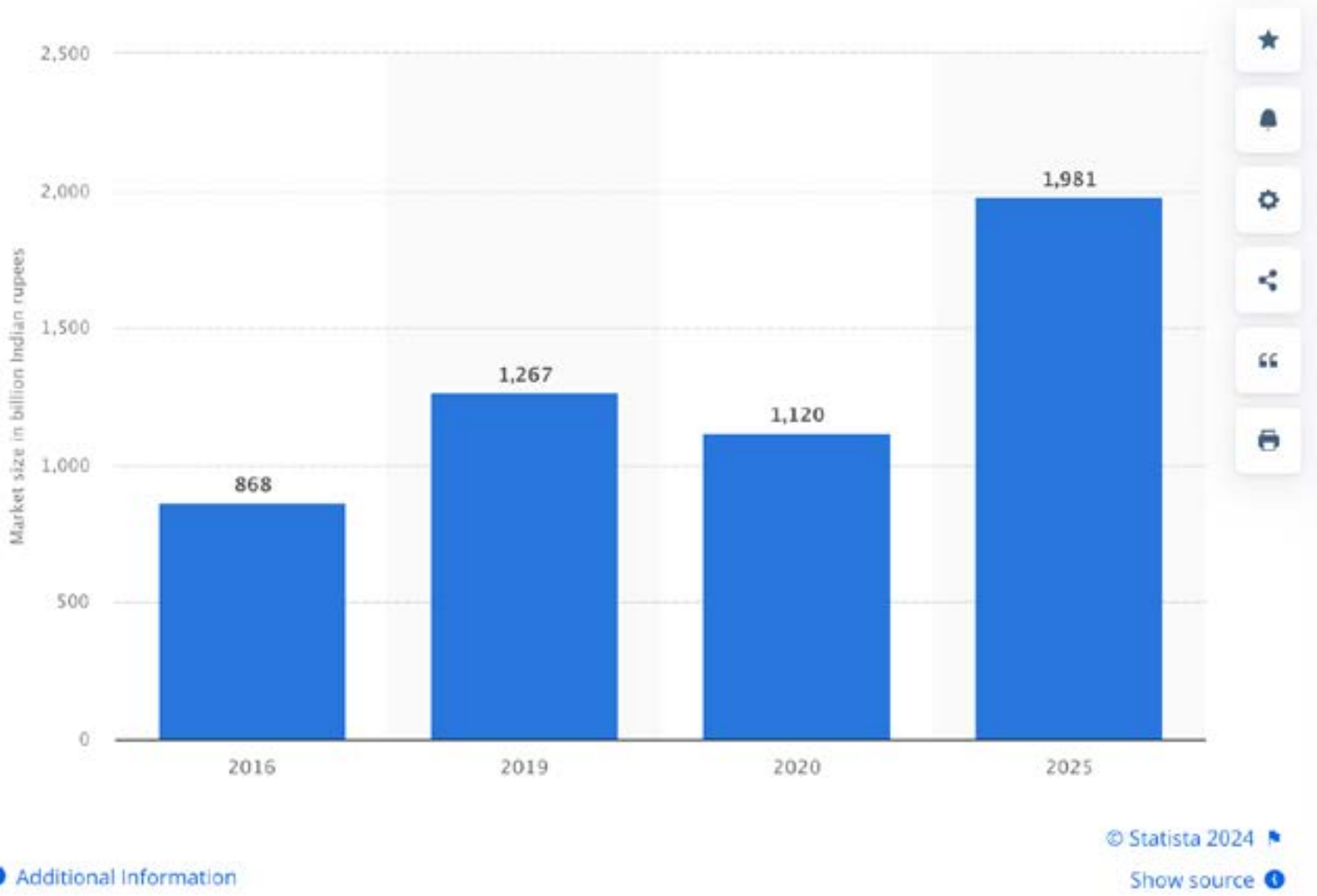
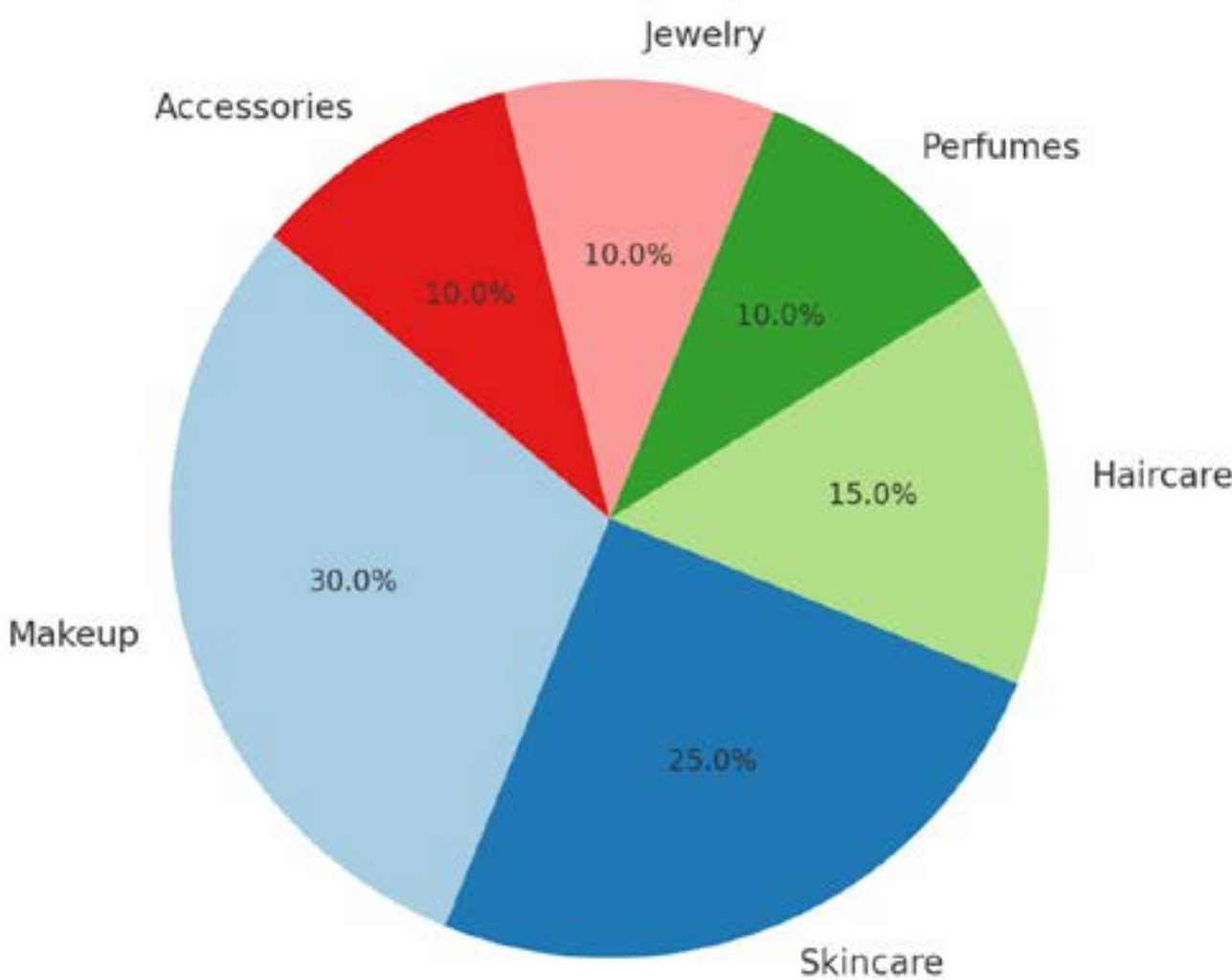
Misbu caters to all the basic necessities for fashion as it has handbags, makeup, beauty products, beauty essentials, accessories,

Misbu stores are present in tier 1 cities like Pune, Mumbai, Gurugram, Bangalore, and Ahmedabad

Misbu Address : SJR – ZION Opp
Shankar Eye Hospital Near Kundana-
halli gate, Varthur Main Rd, Signal,
Munnekollal, Bengaluru, Karnataka
560037

Misbu Address: 1st Floor, HM Vibha
Towers, Ward No.63, 7th Block,
Koramangala, Bengaluru, Karnataka

Sales Distribution of Misbu's Beauty and Accessories Business (2024)



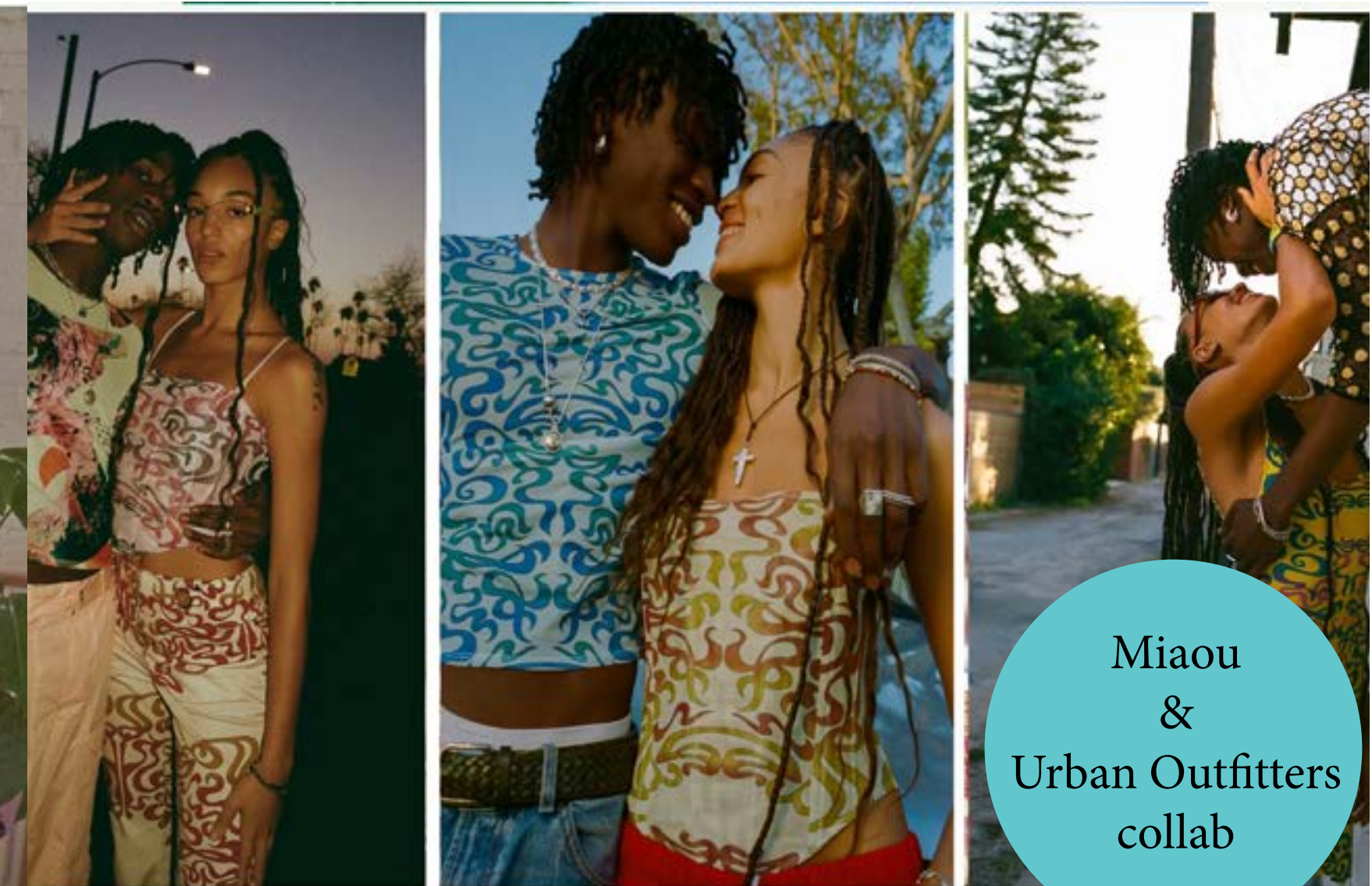
URBAN OUTFITTERS - MARKET STUDY

youniverse

Urban Outfitters caters to trendy young adults and teens with its eclectic, fashion-forward products and innovative store layouts, often featuring exclusive designer collaborations and eco-friendly practices.

- Urban Outfitters' annual revenue for the fiscal year ending January 31, 2024, was \$5.15 billion.
- This represents a 7.47% year-over-year increase.
- Quarterly revenue for the same period was \$1.49 billion, up 7.34% from the previous year.
- Market cap of \$4.05 billion as of 2024.
- Focus on innovative store formats and a diverse product range to maintain growth.

<https://events.urbanoutfitters.com/>



Miaou
&
Urban Outfitters
collab



Urban
outfitters
instore
display

HEALTH & WELLNESS : PERFORMANCE PRODUCTS CLOTHING

Gen Z embraces holistic health with a focus on balanced nutrition, diverse fitness activities, and mental well-being. They prioritize sustainability, seek alternative wellness practices, and advocate for body positivity and social causes. Digital technology and social media play a central role in their wellness journey.

Health & Wellness - 90 %

UNICEF



X-Light

Rehabilitation

postpartum

Muscle

Body

Strength



Categories

Mens , Womens , Youth Boys &Girl

Product Ideas

Skincare Product

Water Bottle

Activewear

Gummy Vitamins

Yoga Mats



PERFORMANCE WEAR

Opportunity to add an additional segment as result of the Gen Z consumers focusing on their Health and Wellness.

Launch an assortment of Light Performance wear, across Tops, Bottoms, Innerwear and Outerwear across both MW and WW. These will fill a gap in the Indian market with products that have a Gen Z Appeal.

Range Architecture / Proposal to follow.



PRIDE IN LOCAL CULTURE : LOCAL DESIGN COLLAB

Indian Gen Z blends tradition and modernity, cherishing festivals, savoring regional cuisines, mixing ethnic and contemporary styles, and promoting cultural pride on social media.

- Indian Gen Z cherishes traditional festivals.
- They savor regional cuisines.
- Blend ethnic attire with modern styles.
- Explore diverse music genres.
- Engage with indigenous arts like Bollywood and classical dance.
- Use social media to promote cultural pride and awareness.
- Foster unity amidst diversity.

Pride in
Local Culture - 95 %

insights.paramount

Categories
Mens , Womens , Youth Boys & Girl

Product Idea
Laptop bags, tshirt - printed
indian culture inspired wal
stickers ,



TECHNOLOGY & DIGITAL PRESENCE : TECH ACCESSORIES

- Gen Z is actively engaged in the tech accessories market.
- Preferences driven by technological advancement, lifestyle needs, and values.
- Significant and influential consumer group in this sector.

Around 83% of Gen Z are interested in tech accessories, heavily influenced by social media and Online shopping
Habits, preferring products that align with their values and digital lifestyle



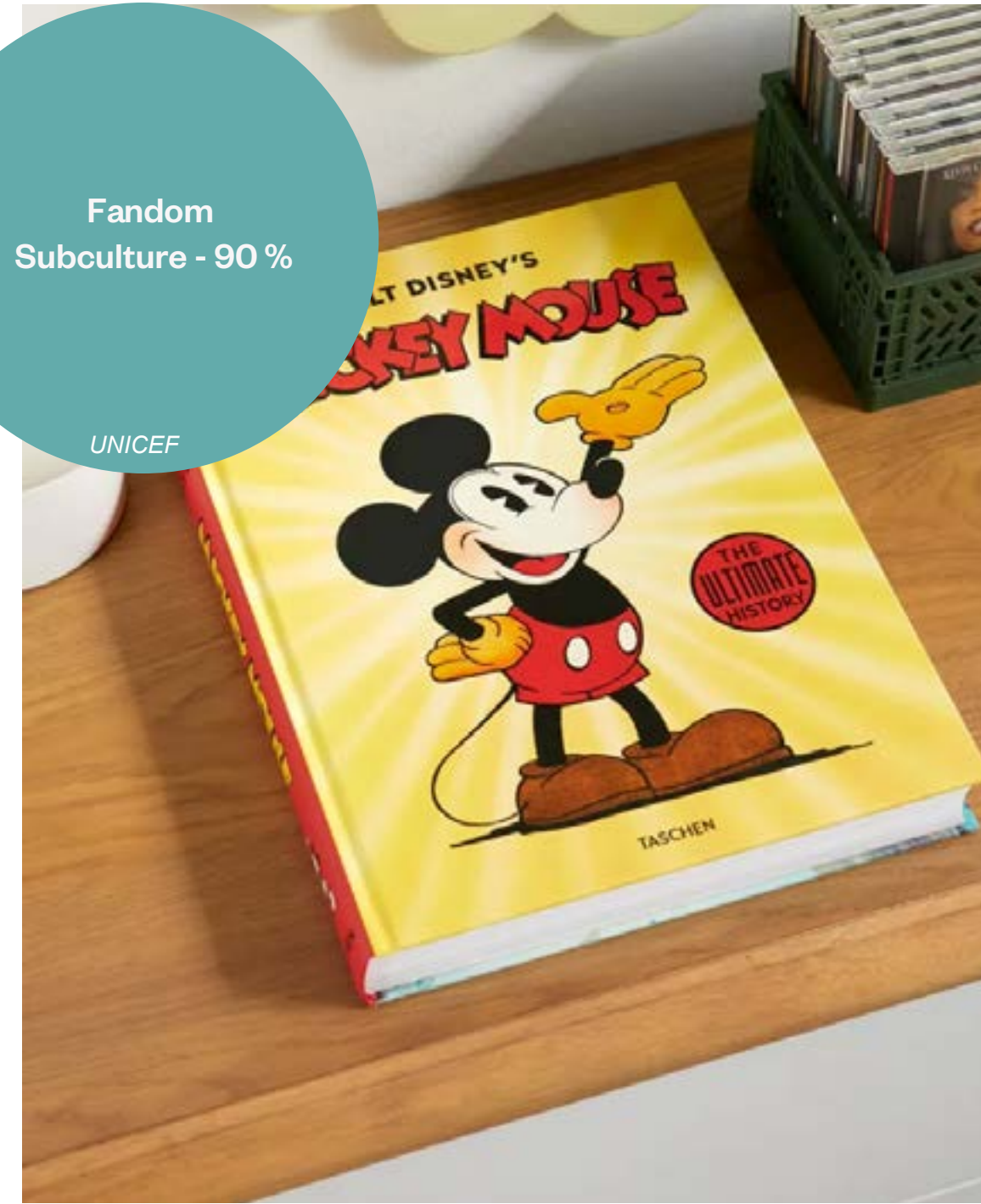
FANDOM SUBCULTURE : LICENSED PRODUCTS

Introducing an platform offering personalized licensed merchandise across diverse interests and exclusive collaborations.

- Platform specializing in licensed merchandise across movies, sports teams .
- Collaborations with popular brands and influencer for exclusive merchandise.
- Commitment to sustainability through eco-friendly practices.
- Targeting digitally savvy Gen Z consumers interested in community-driven products.
- Products designed to reflect and resonate with customers' identities and passions.

Fandom
Subculture - 90 %

UNICEF



Categories
Mens , Womens , Youth Boys & Girls

Product Ideas

Anime Merch
K-Pop Accessories
Gaming Gear
Comic Book and Superhero Gear
Fantasy and Sci-Fi Items
Music Band Merch
Movie and TV Show Collectible s

TRAVEL : TRAVEL ACCESSORIES

The fact that 84% of Gen Z consumers travel underscores their strong desire for experiences and adventure.

- Gen Z values exploring new cultures and seeking unique experiences.
- They emphasize personal growth, diversity, and social media sharing.
- Travel accessories are preferred for convenience, style, and functionality.
- Accessories enhance travel experiences while reflecting their values.
- These values include exploration, self-expression, and digital connectivity.



Categories
Mens , Womens , Youth Boys & Girls

Product Idea s

Backpack
Away Luggage
Anker Portable Charger s
Hydro Flask Water Bottle s
Sony Noise-Canceling Headphone s
Packing Cube s
Polaroid Camera s
Beis Travel Organizer s



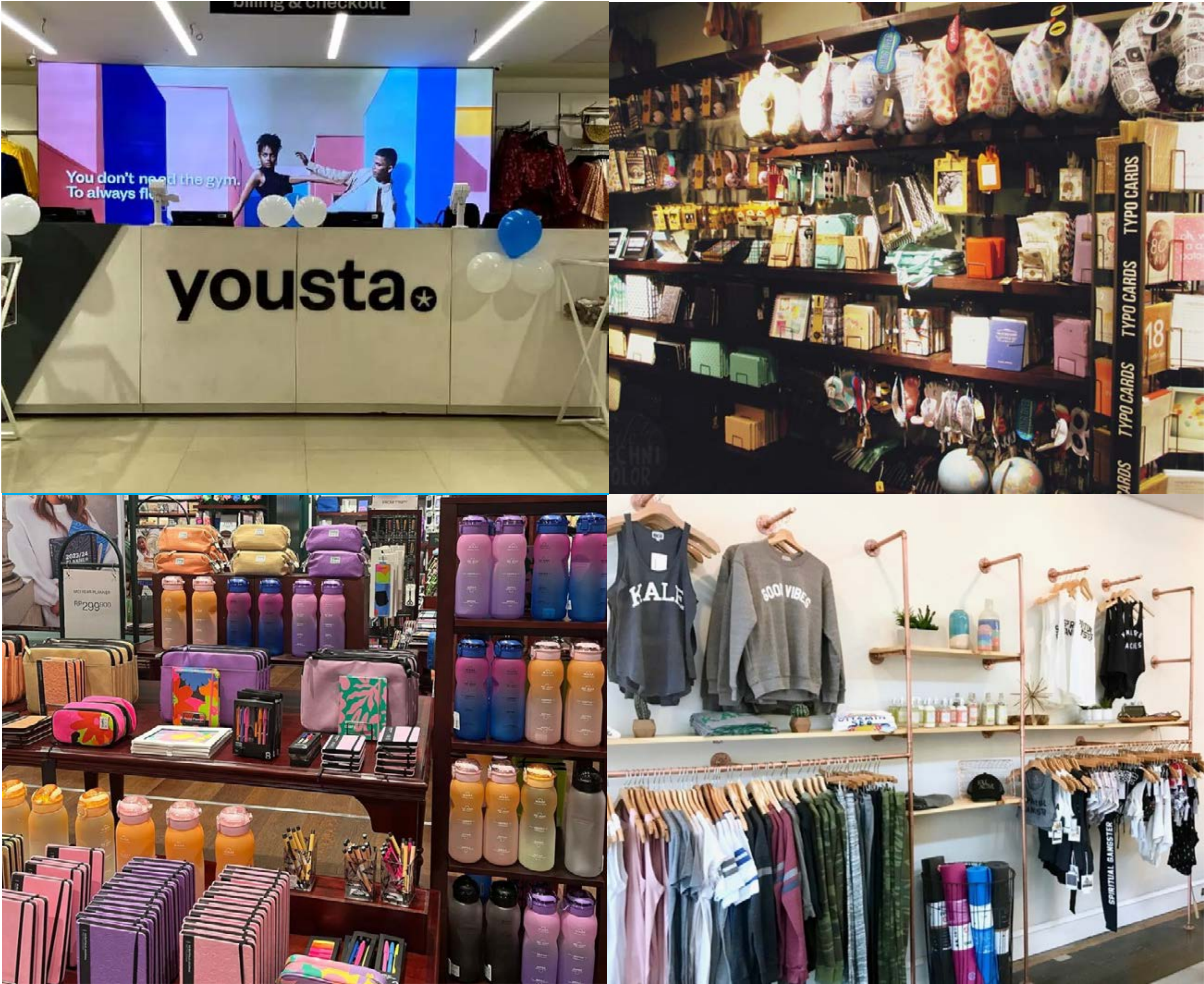
YOUSTA WORLD:+10K SQFEET

“Welcome to the youniverse”

Step into a world crafted exclusively for Gen Z, where every trendsetter finds their ultimate haven. Welcome to Youniverse, your one-stop destination for all things fashion, accessories, lifestyle products, and beyond. Embrace your individuality and express yourself with our curated collection of favorite brands and exclusive finds.

TRAVEL TREASURE	STATIONARY	PERSONAL CARE	INNERWEAR ACCESSORIES	ORGANIZERS	MOBILE PHONE ACCESSORIES
Cabin bag Pouches Baggage tags Passport holder Organizers Laptop cover Neck pillow Sipper/ bottles Umbrella Wet wipes Travel charms Eye mask Sticky notes	• Pen notebook sets • Clips • Small sets- stapler, notebook, pen, pencil, clips • Pencil pouches	• Manicure set • Medical pouch • Face pack applicator kit • Nail filers • Waterbottles/ Sippers	• Bra Straps • Clear Straps • Beaded? accessoried straps • Boob Tape • Covers • Cross stap Hooks/ clasp	• Jewelry box • Make-up organizer • Extra bag belts • Tin Boxes- decorative	• Phone slings • Phone card holder stick on • Selfie sticks • Headphone cases • Phone stands • Phone rings/ pop socket / mobile grip • Wires and cords organizers

CATEGORY	TOTAL AREA	ACC AREA	NO OF OPTIONS
ACCESSORIES	12000	300	270
ACCESSORIES	10000	250	225



COMPETITORS

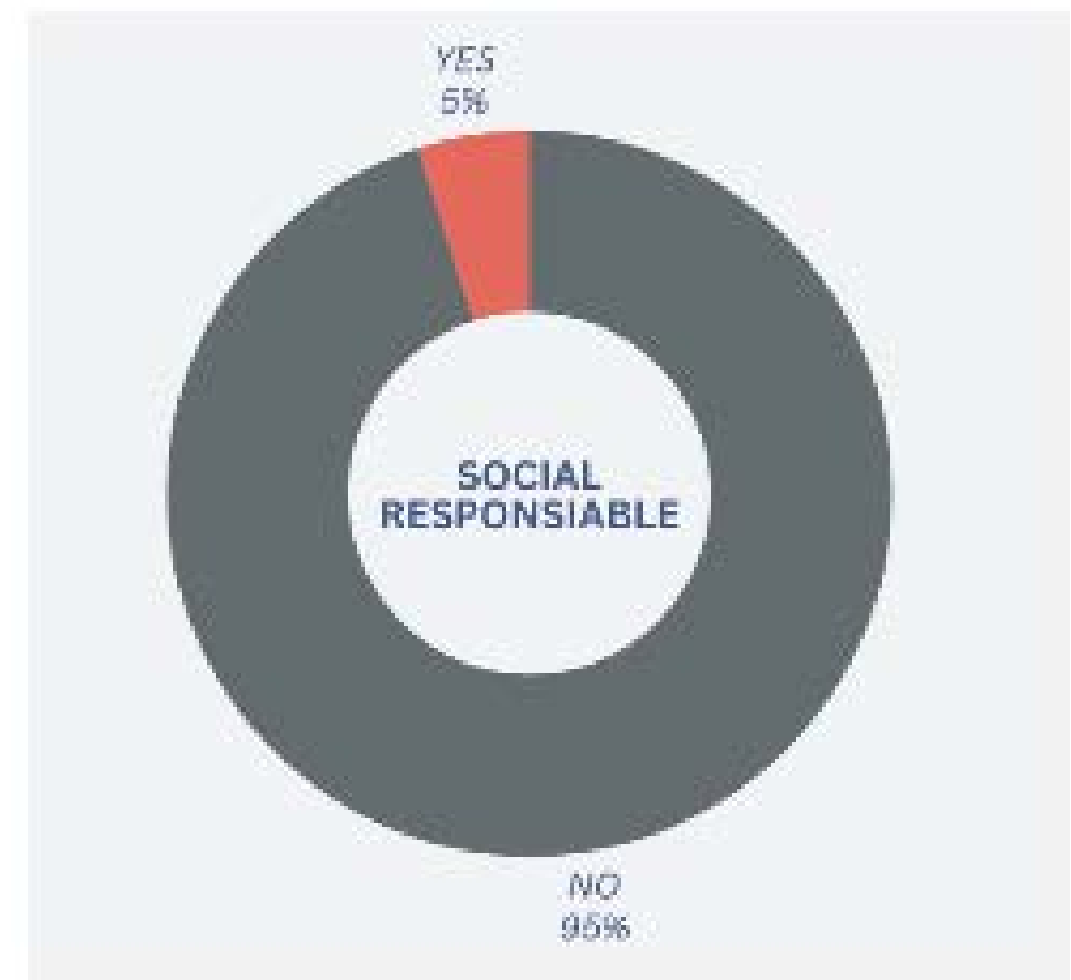
CUSTOMER BRAND

FEEDBACK

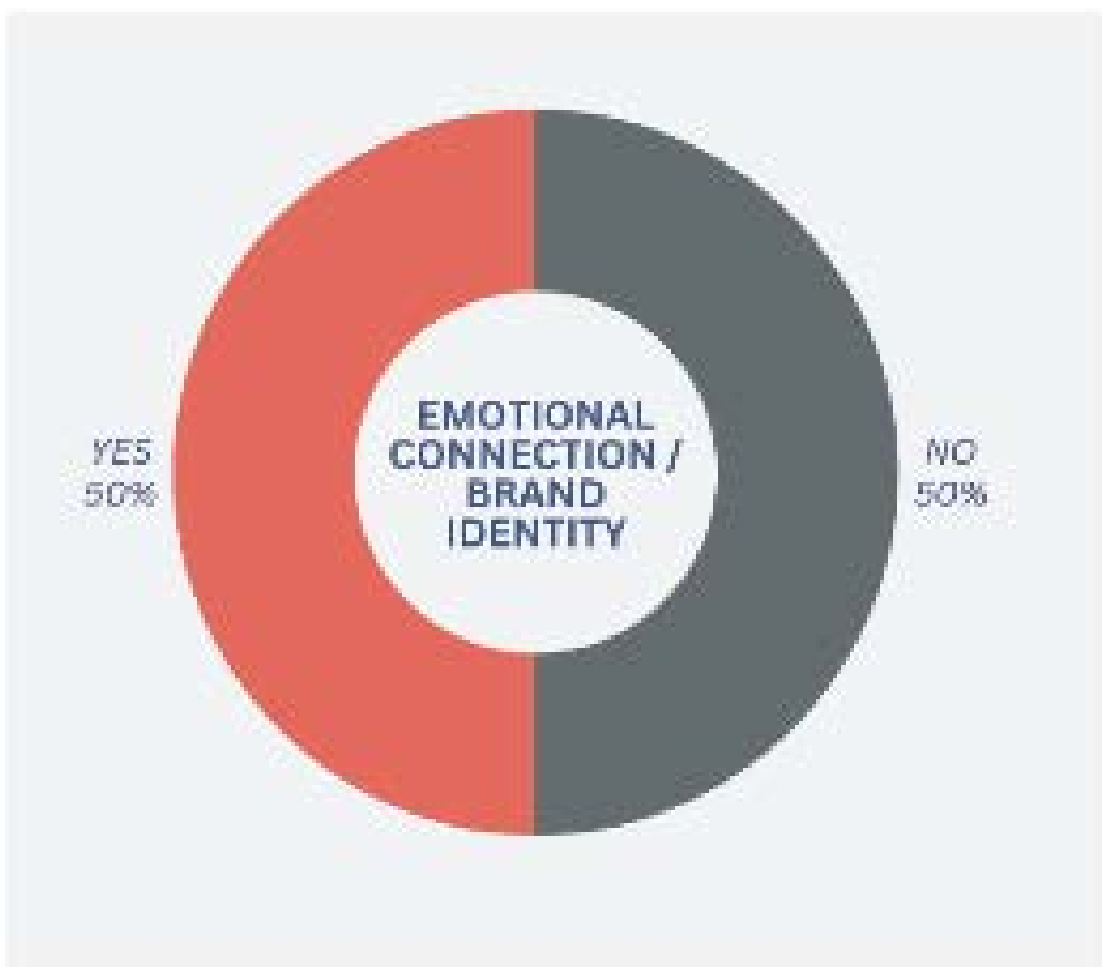
A comparison of Gen Z brands in India revealed mixed perceptions. Social responsibility was generally not highlighted in the value space, with only a few brands showing significant effort. E.g. Max Charity partnership. Consumers understood the brand positioning of the key competitors, especially Zudio, Max and StyleUnion. Plus Tech Innovation was notably absent across the board.

Key Questions Covered:

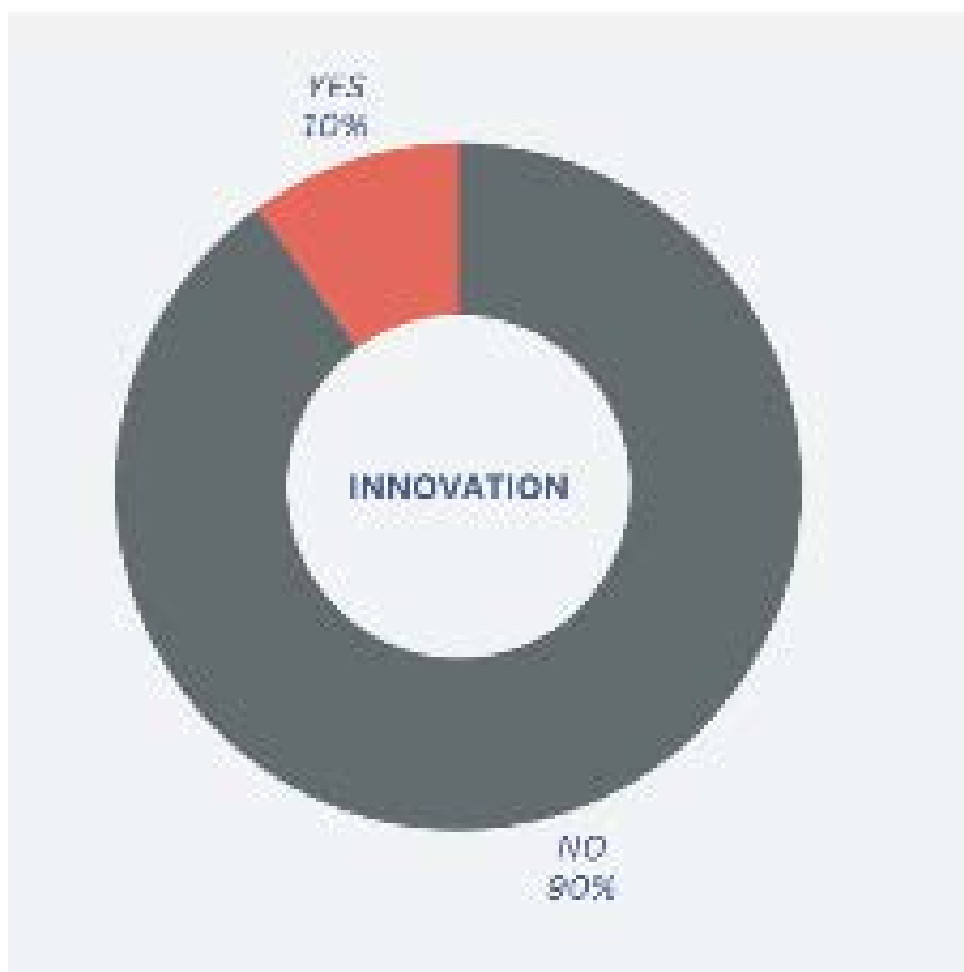
- Do you feel the brand is socially responsible?
- Does the brand resonate with you?
- Does this brand make innovative products?
- Is the brand doing a good job with its advertising?
- Do you feel the brand is sustainable?
- Does this brand promote inclusivity?



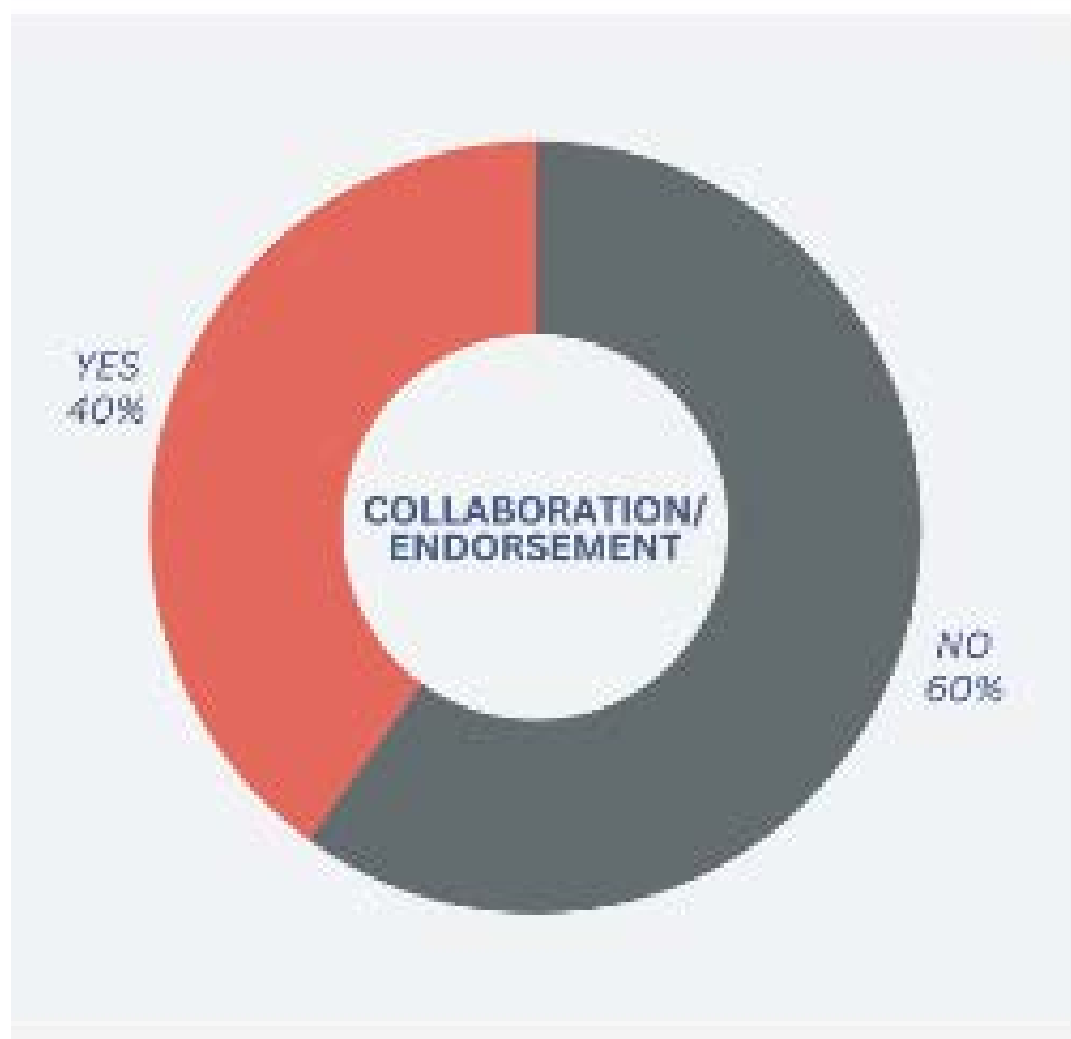
Do you feel the brands are socially responsible?



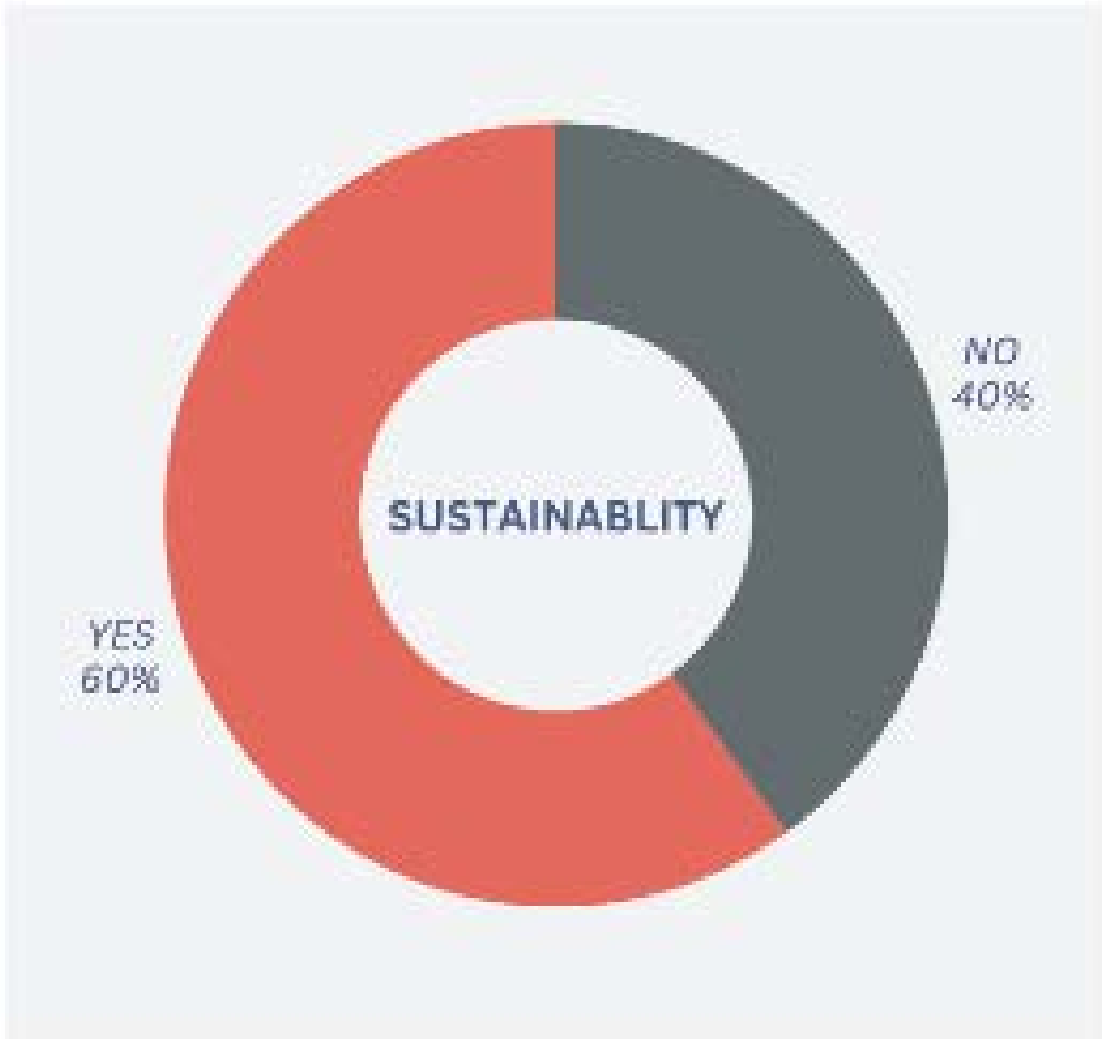
Is the brands Emotionally connected ?



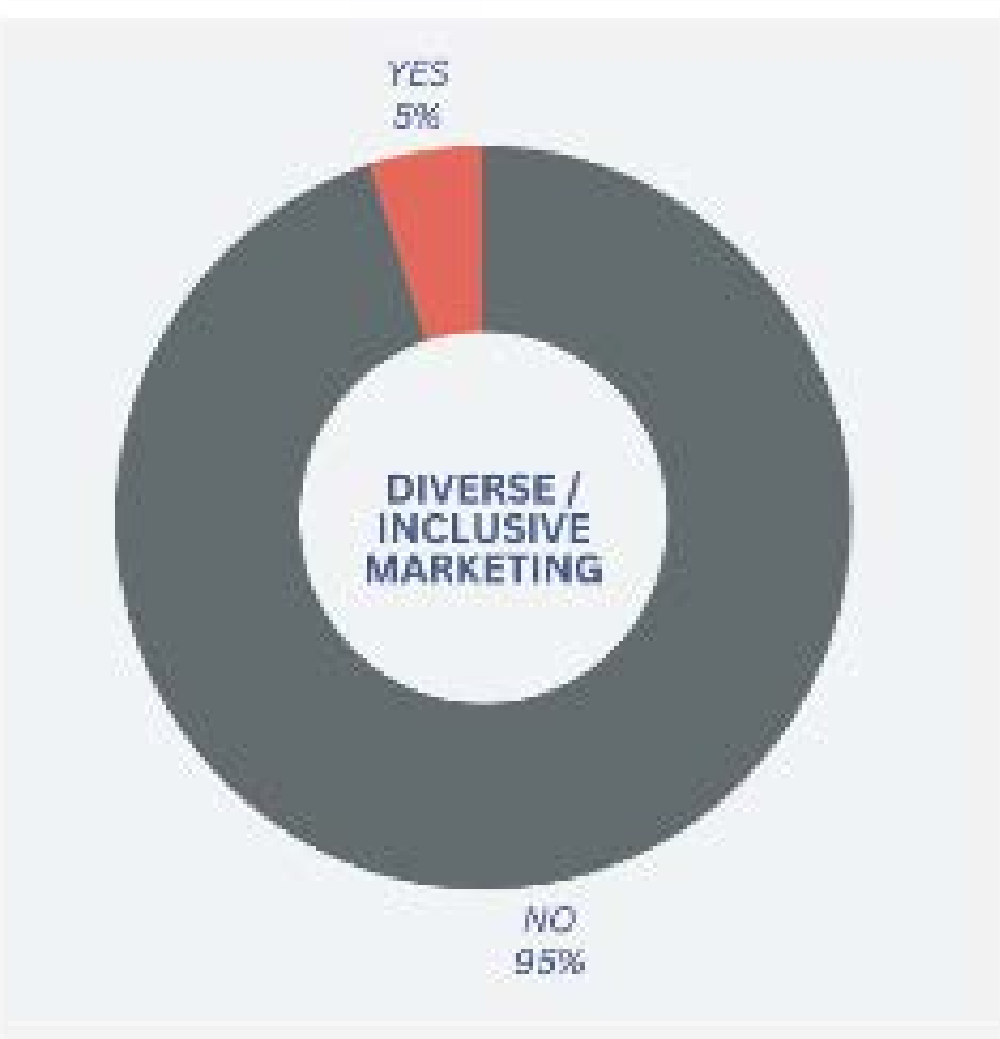
Does the brands make innovative product ?



Is Brands doing a good job with its endorsements?



Is the Brands on a sustainable path ?



Is the Brands doing inclusive marketing?

BRAND TAKEN FOR STUDY : ZUDIO / NEWME ASIA / STYLE UNION / SNITCH / MAX / YOSTA



marketing

BUILDING BRAND EQUITY



PRIDE IN LOCAL CULTURE

Pride in
Local Culture - 95 %

Celebrate local

Collaborate with local designers and artists :

- Partnering with homegrown streetwear labels to build brand equity e.g. Yousta x BluOrng
- Partner with Local Community-Driven Projects

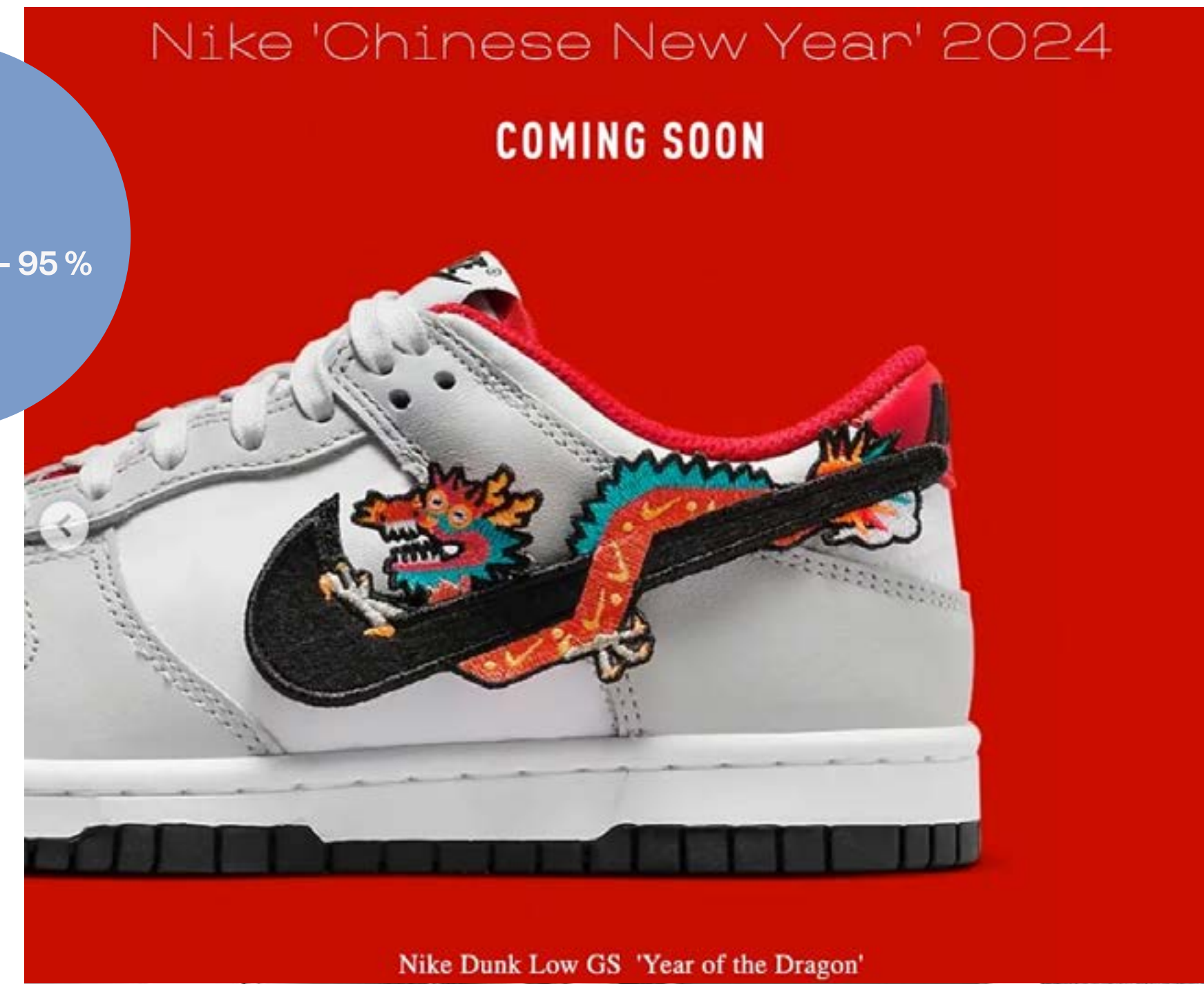
Work with organisations that support local artisans e.g. Mimco x EFI

- Partner with Cultural institutions that celebrate local design



<https://www.youtube.com/watch?v=J3RdXxaD->

<https://www.youtube.com/watch?v=HXkha1qptuQ>



A.P.C. X JESSICA OGDEN - COLLABORATION



LEVI'S X OMD CHINA



DIVERSITY AND INCLUSION

Diversity and Inclusion - 85 %

Celebrate Diversity of Size, Gender, and Skin Colour
e.g. Aerie (American Eagle)

Inclusive Design to support people of all Abilities
e.g. Tommy Hilfiger Adaptive Essentials



<https://www.youtube.com/watch?v=s4xnyr2mCuI>

AFFORDABILITY + SAVING

Promote Price Creatively

Build Campaigns that utilise comms strategies that resonate with the Gen Z Consumer

e.g. Ajo Big Bold Sale (UFO Story) – Humour

e.g. Primark Haul Campaign - Topical



<https://www.youtube.com/watch?v=Ry9j56eKph4>

PRIME MARK CAMPAIGN : AMAZING FASHION AMAZING PRICES

Affordability - 62 %

+

Saving - 37 %



M&S CAMPAIGN : SPEND IT WELL

M&S

EST. 1884

Spend it Well



AUTHENTICITY

Communicate what the brand stands for:

- Social Issues that are brand aligned
- Topical / Newsworthy Moments : e.g. Yousta x Met Gala
- Communicate Product Story
- Communicate Design Journey e.g. Country Road Group Design Journey

Communicate the brand property across all channels:

- Make the Customer the Star of our campaigns
- Drive connection with the local Gen Z community



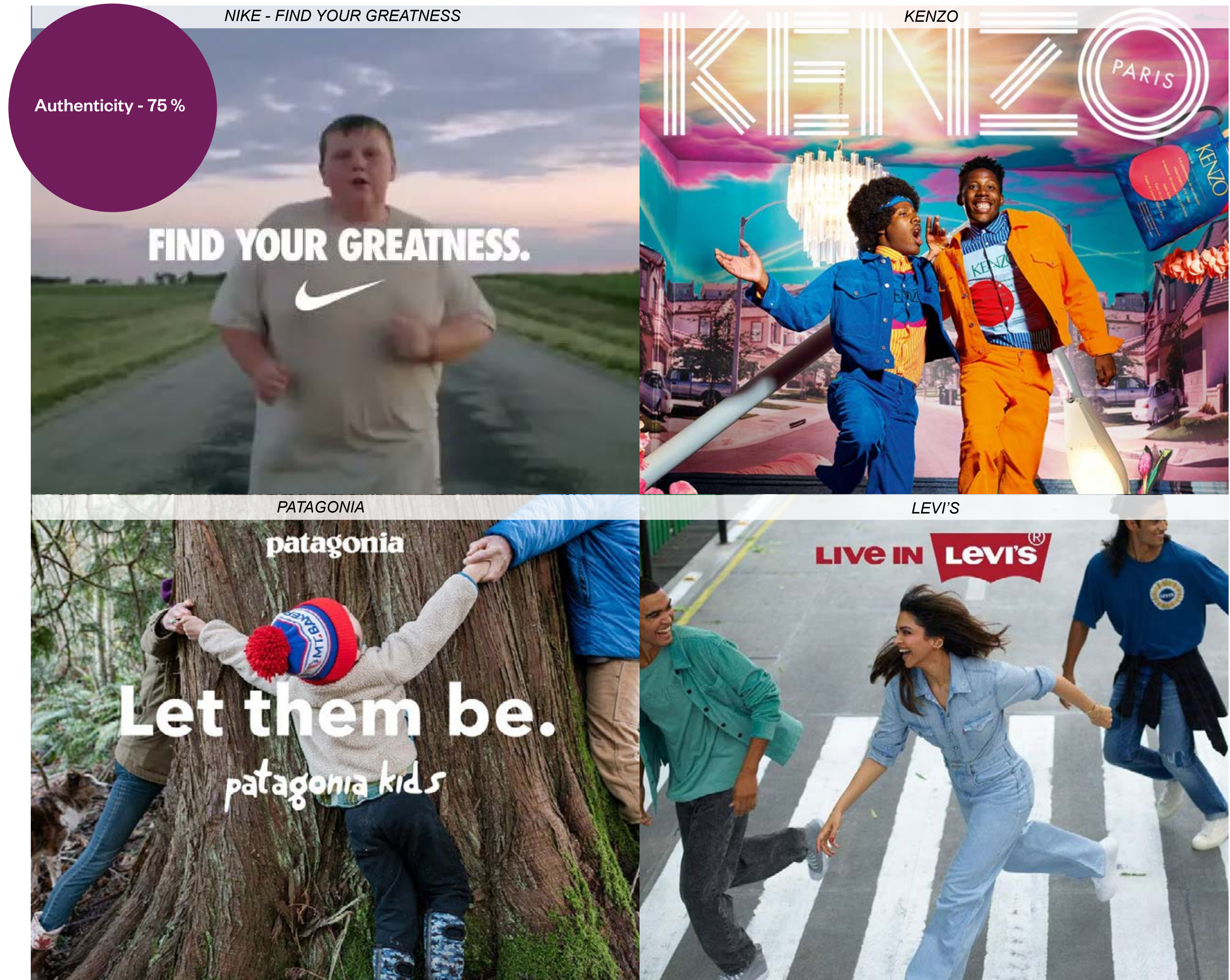
<https://www.youtube.com/watch?v=NoMqvniiEkk&t=4s>

<https://www.youtube.com/watch?v=4q5b6mAa7is>

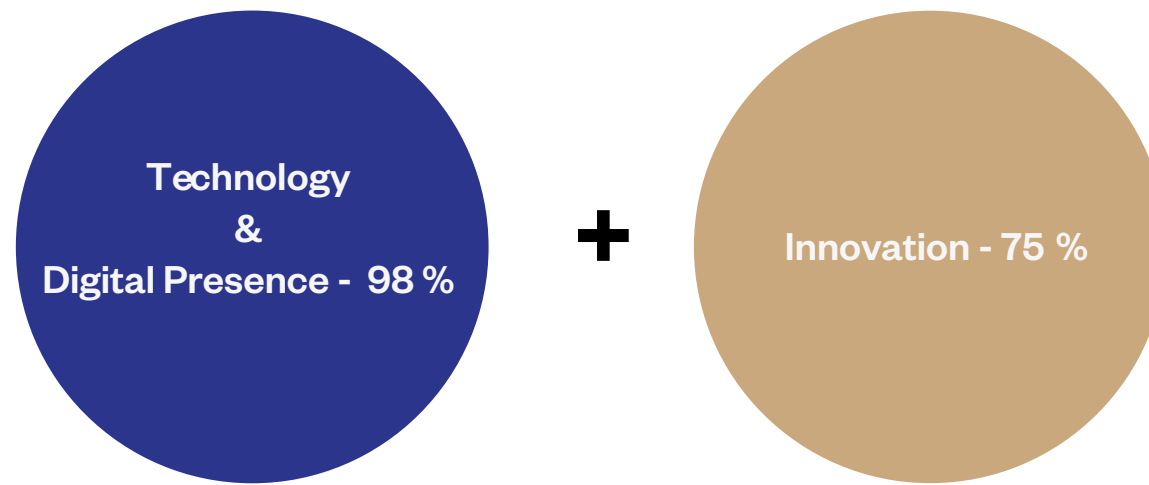
<https://www.youtube.com/watch?v=UYCoVfEW9gU>

<https://www.facebook.com/watch/?v=10155228107645797>

<https://www.facebook.com/watch/?v=10156307932215797>



BRAND BUILDING-02-VALUES (TECHNOLOGY AND INNOVATION)



Technology can be used in various ways: for experiential purposes, to appeal to mobile users, increase convenience for shoppers, and to promote a retailer's Online presence.

Technology used by Yousta Today :

- Self Check out using RFID Tag & QR code

Technology used by Yousta tomorrow :

- Smart vending machines for beauty and fragrance offering.
- AR technology window displays / in-store AR zones.
- Gamification is to increase engagement, a stepping stone to other outcomes.
- Instore Juke box Media player Zone



<https://www.youtube.com/watch?v=lsx76-y0MA&t=31s>

<https://www.youtube.com/watch?v=PTiT-Y4y7AI&t=3s>

YOUSTA IN STORE SELF CHECK OUT RFID TAG AND QR CODE SCANNER



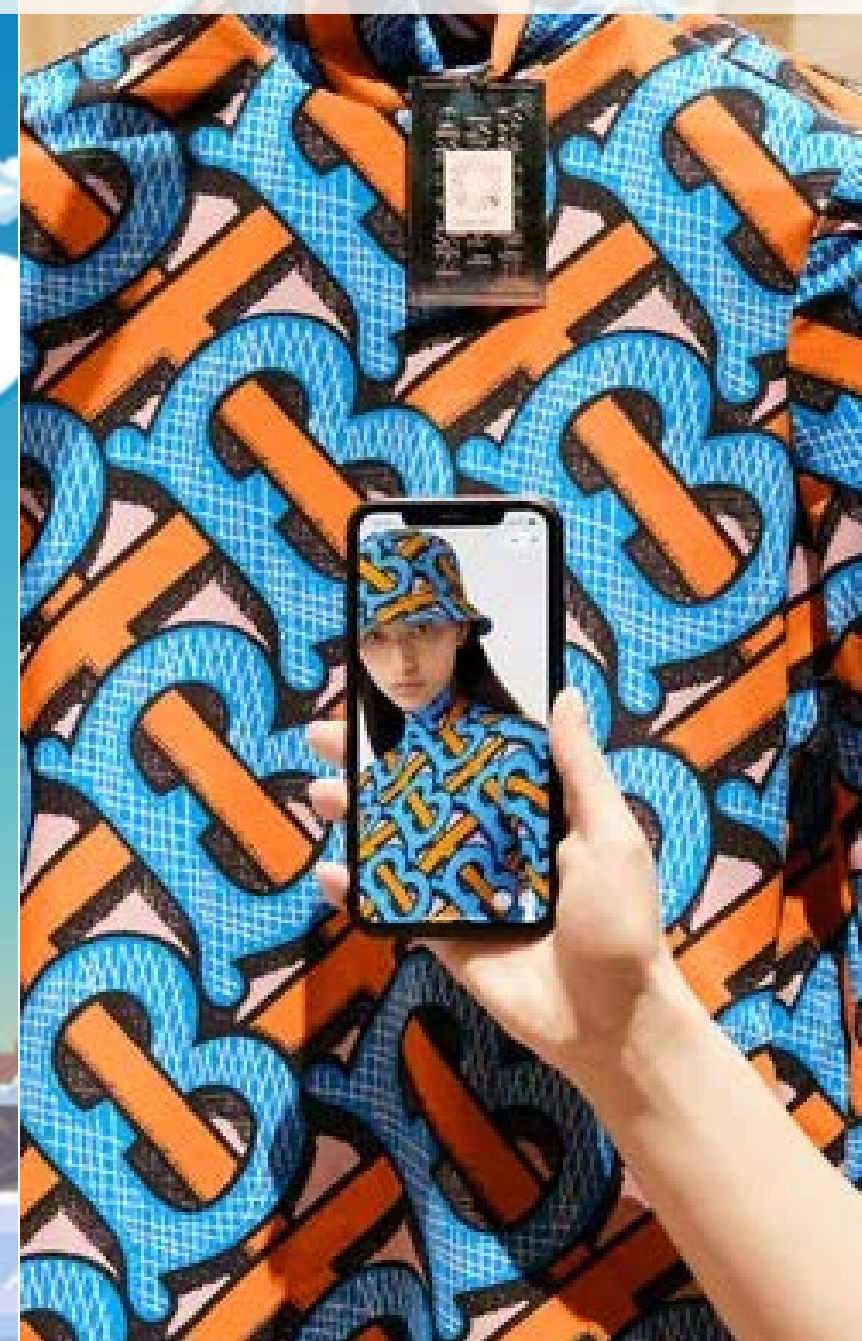
INSTORE JUKE BOX MEDIA PLAYER FOR CUSTOMER



NIKE - GAMIFICATION APP



INSTORE LIVE PRODUCT SCANNER



SMART VENDING MACHINE



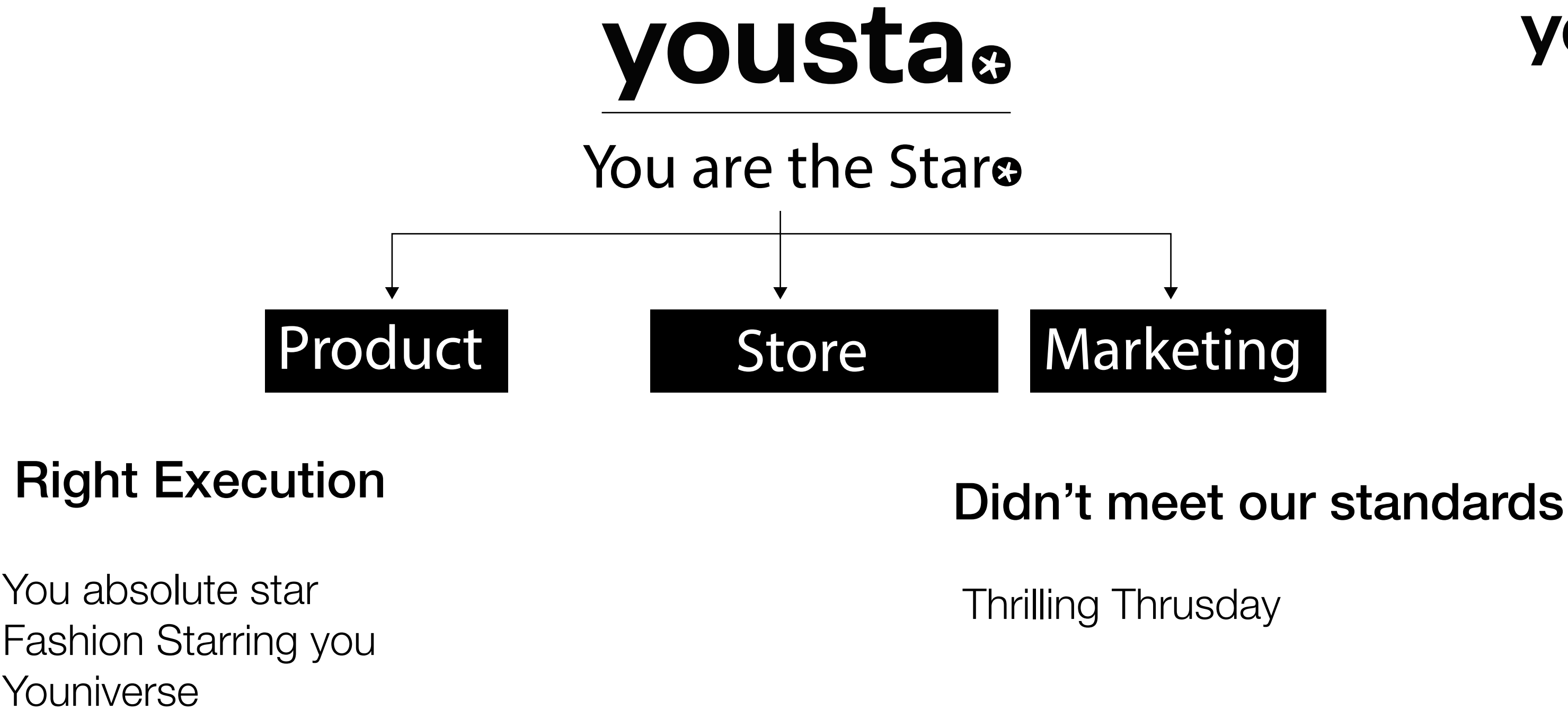
AR TECHNOLOGY WINDOW DISPLAY



BRAND VOICE

“Starring Now,” “You Absolute Star,” and “Yousta” are some of our key brand properties, each conveying a powerful message: our customers are always the stars, and it is the brand’s commitment to their unique individuality, because with us, they are always the star.”

- ✧ Starring now
- ✧ you absolute star



BRANDS THAT GOT IT RIGHT.



New every day and in their own style, no judgment attached

Green chameleon represents the adaptation to the changing times, just like its target audience – the Gen Z.

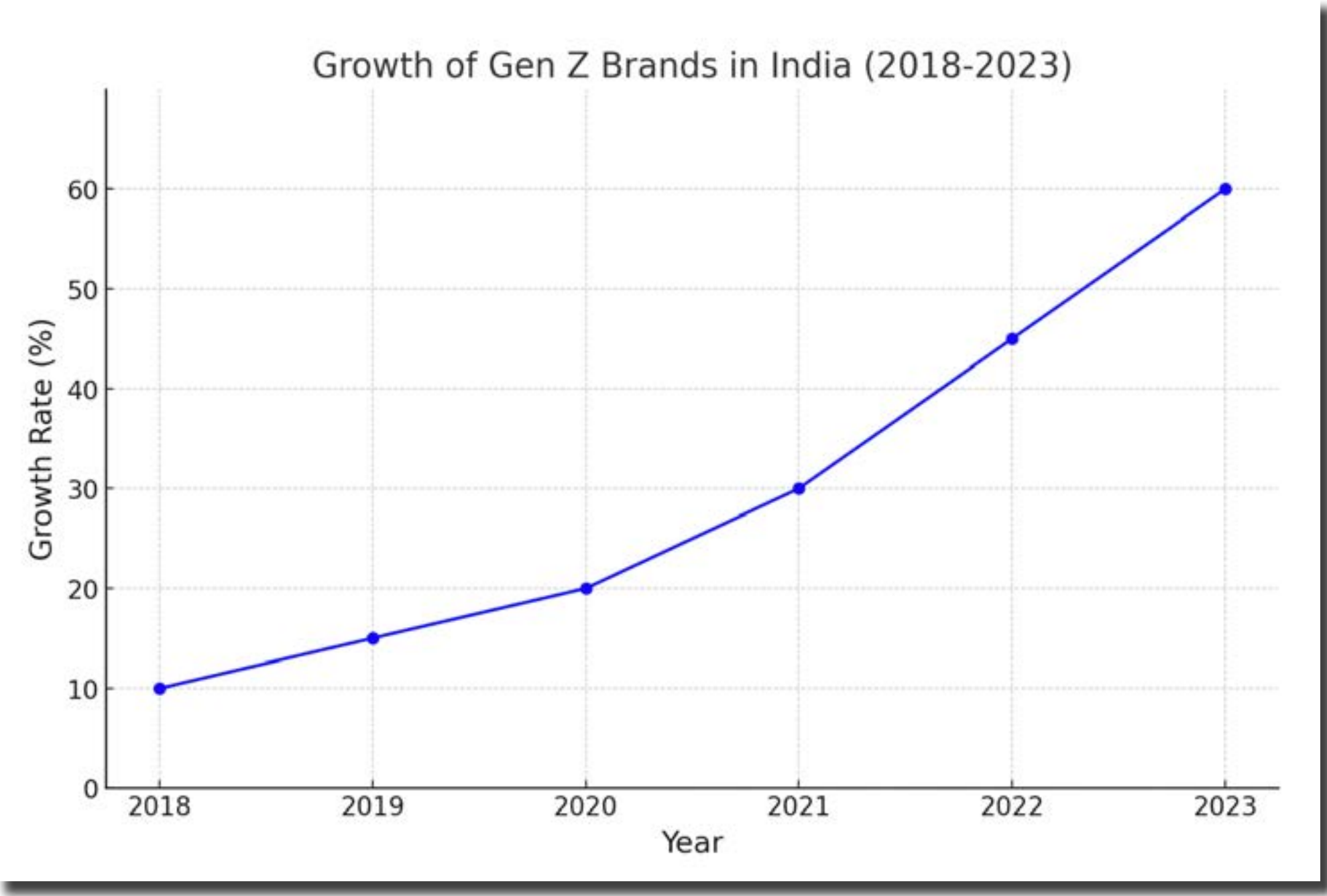
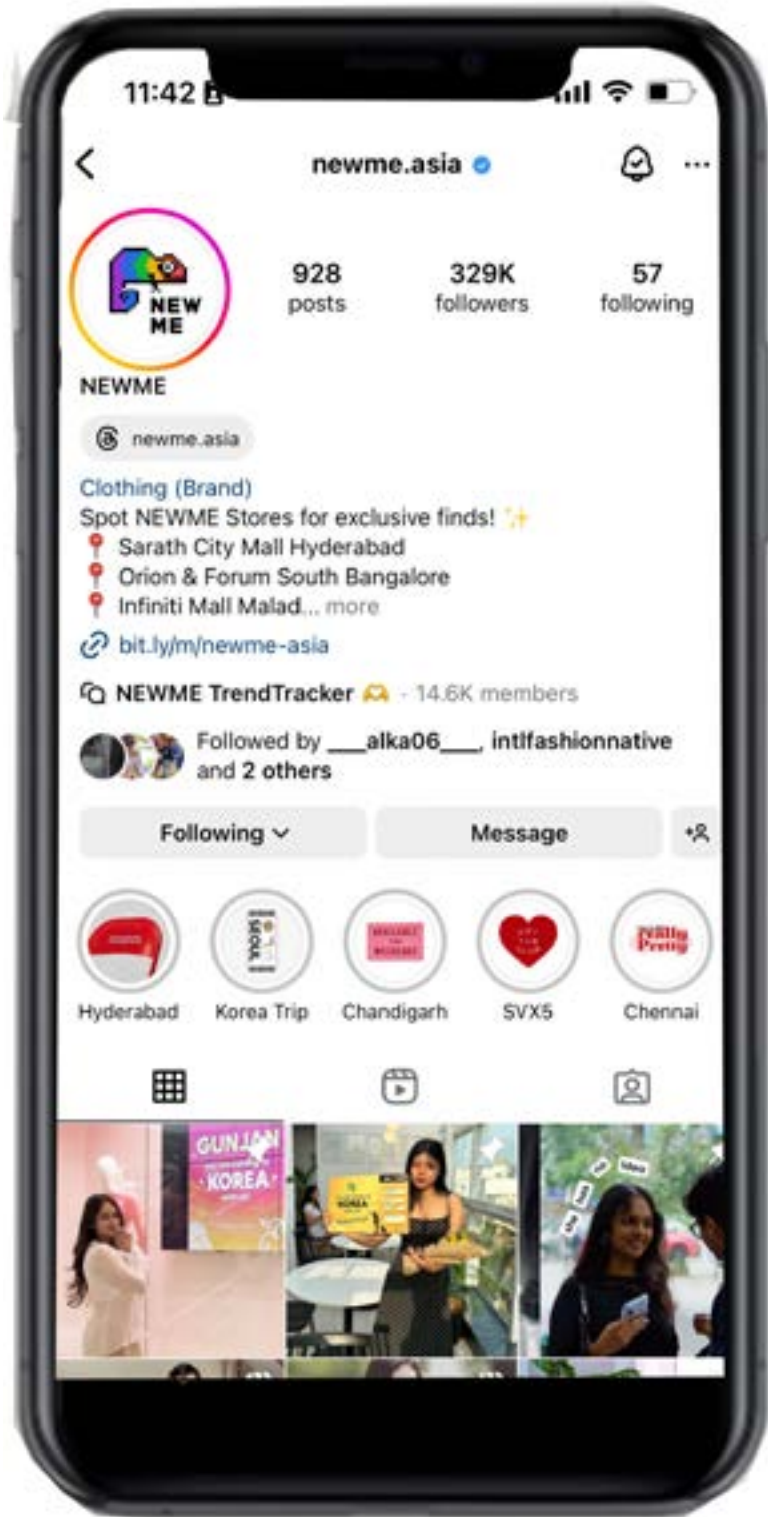


Urban Outfitters encapsulates the essence of the brand’s identity: a destination for young, trend-savvy consumers looking for unique, fashionable, and culturally relevant products that fit an urban lifestyle.



- Founded on Aug 2022
- 12 Stores across India
- Newme is building a low-inventory model and staying away from mass produced designs
- 70% of the company's orders come from non-metro cities
- Launches 500 fresh designs every week
- Keeps two weeks' worth of inventory, compared to three months inventory maintained by most fashion brands.
- Sponsoring programs that resonated deeply with Gen Z, ensuring they feel well-connected

Newme, as a brand, uniquely engages Gen Z consumers by announcing new entries in a fun, exciting way that builds anticipation. They collaborate with competitors to create an inclusive space, and sponsor programs popular with Gen Z, effectively drawing them to the brand.



UO URBAN OUTFITTERS

Partner with Gen Z Influenced Artist / Musician etc

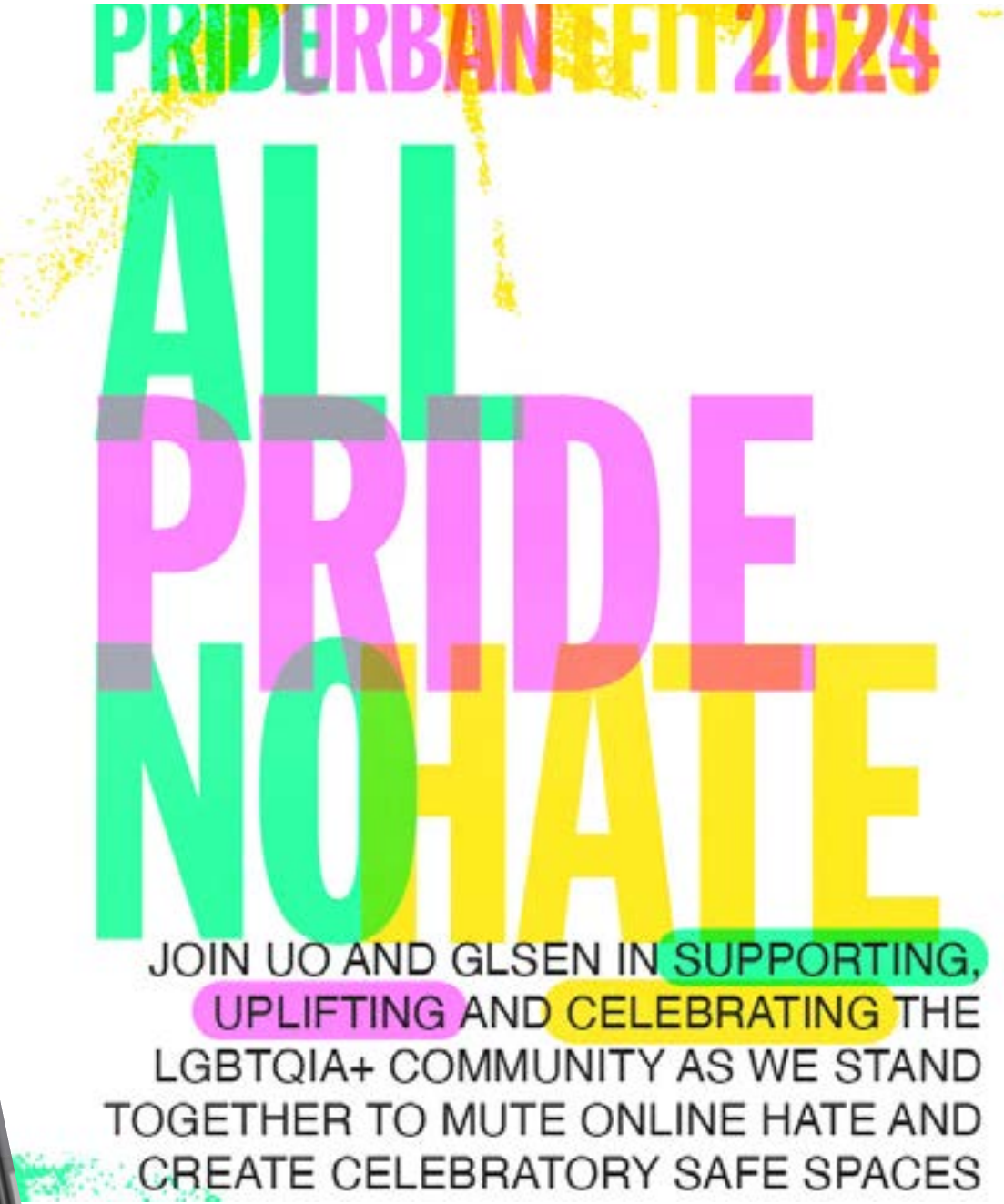
Store experience align with Gen Z consumer interest

- Breakout area
- Music Jukebox Section
- Launch Area

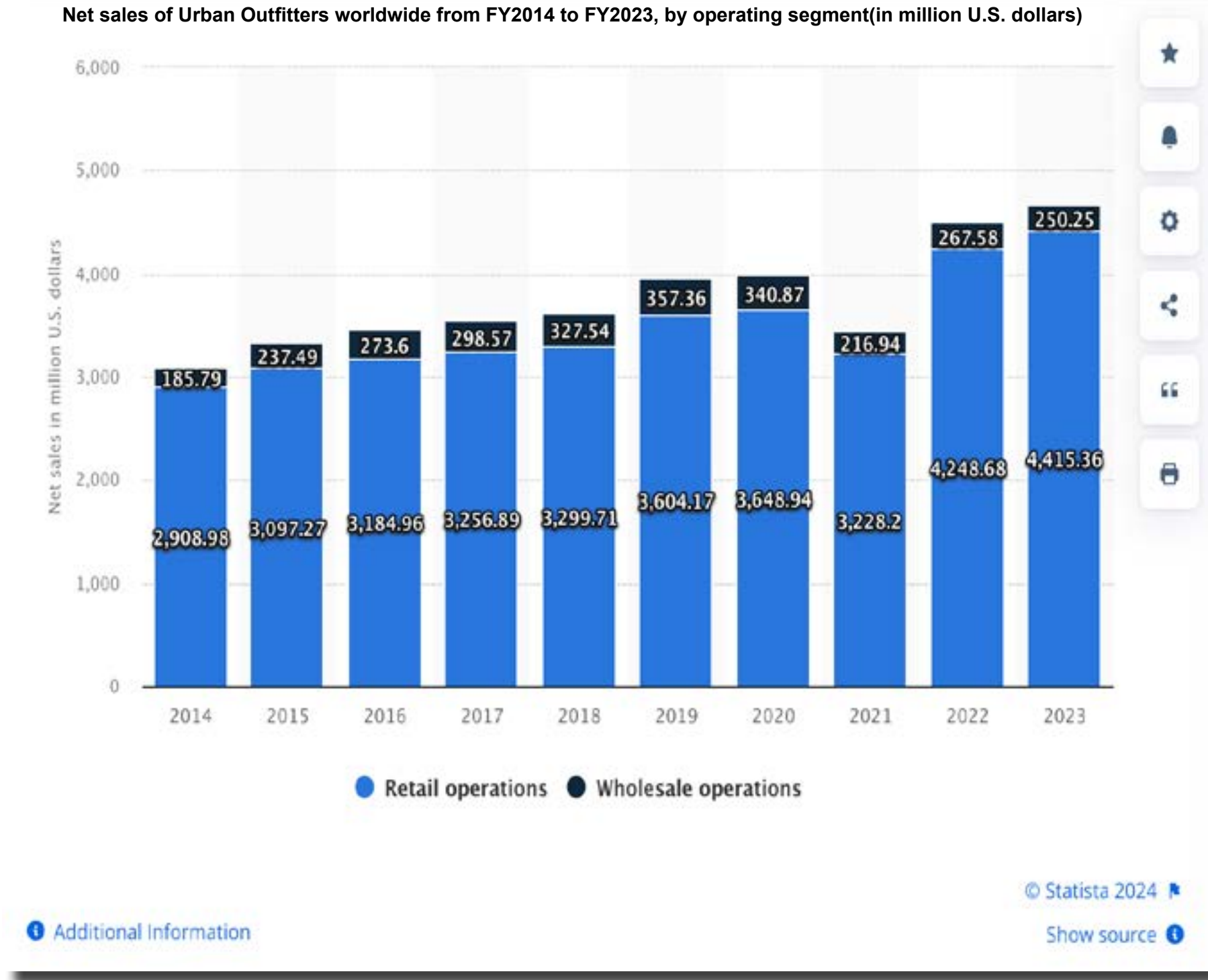
Developed Long term partnership with brands/Musicians & events that build continues visibility of their brand ethos.

NB: Continues strategy sinc brand inception - 2005

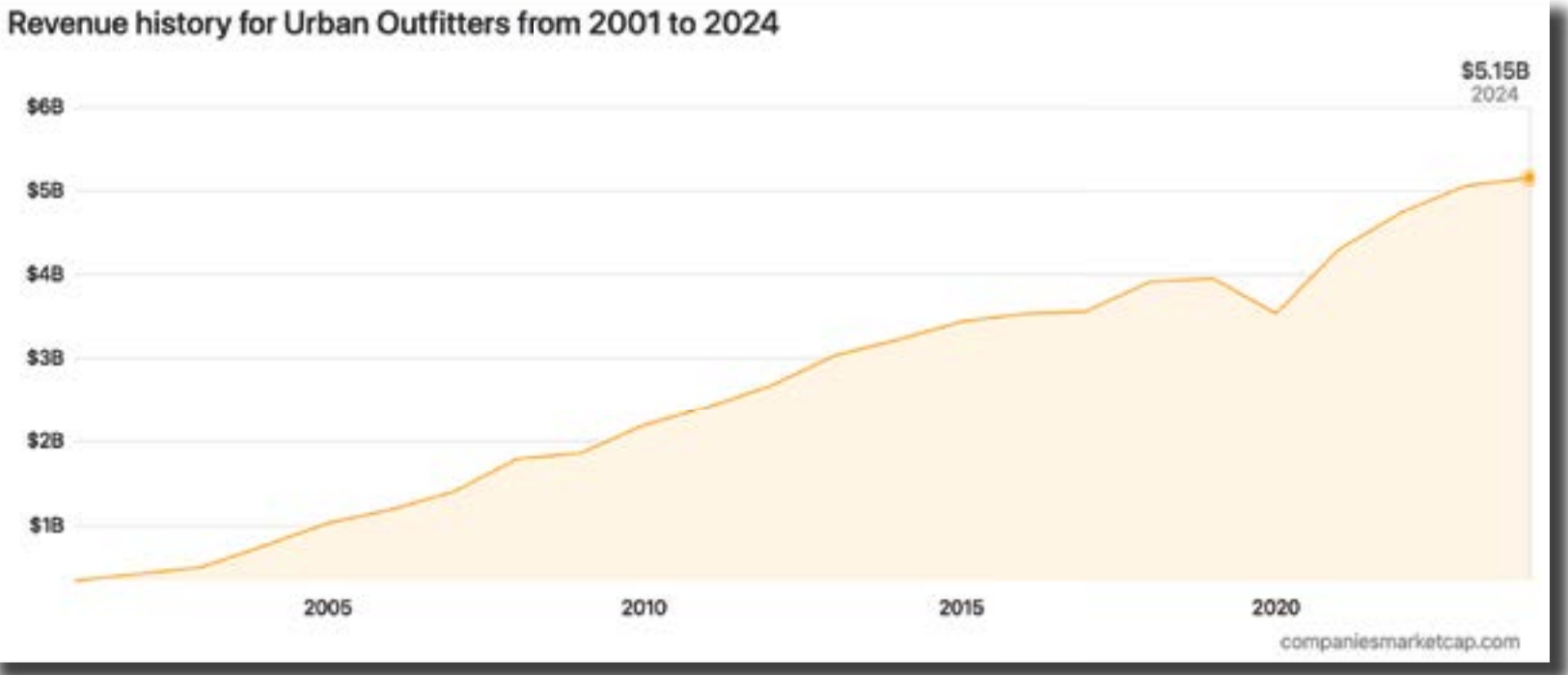
UO select the apt brand for colabration resonating with the Gen Z mindset



Net sales of Urban Outfitters worldwide from FY2014 to FY2023, by operating segment(in million U.S. dollars)



Revenue history for Urban Outfitters from 2001 to 2024



YOUSTA TODAY

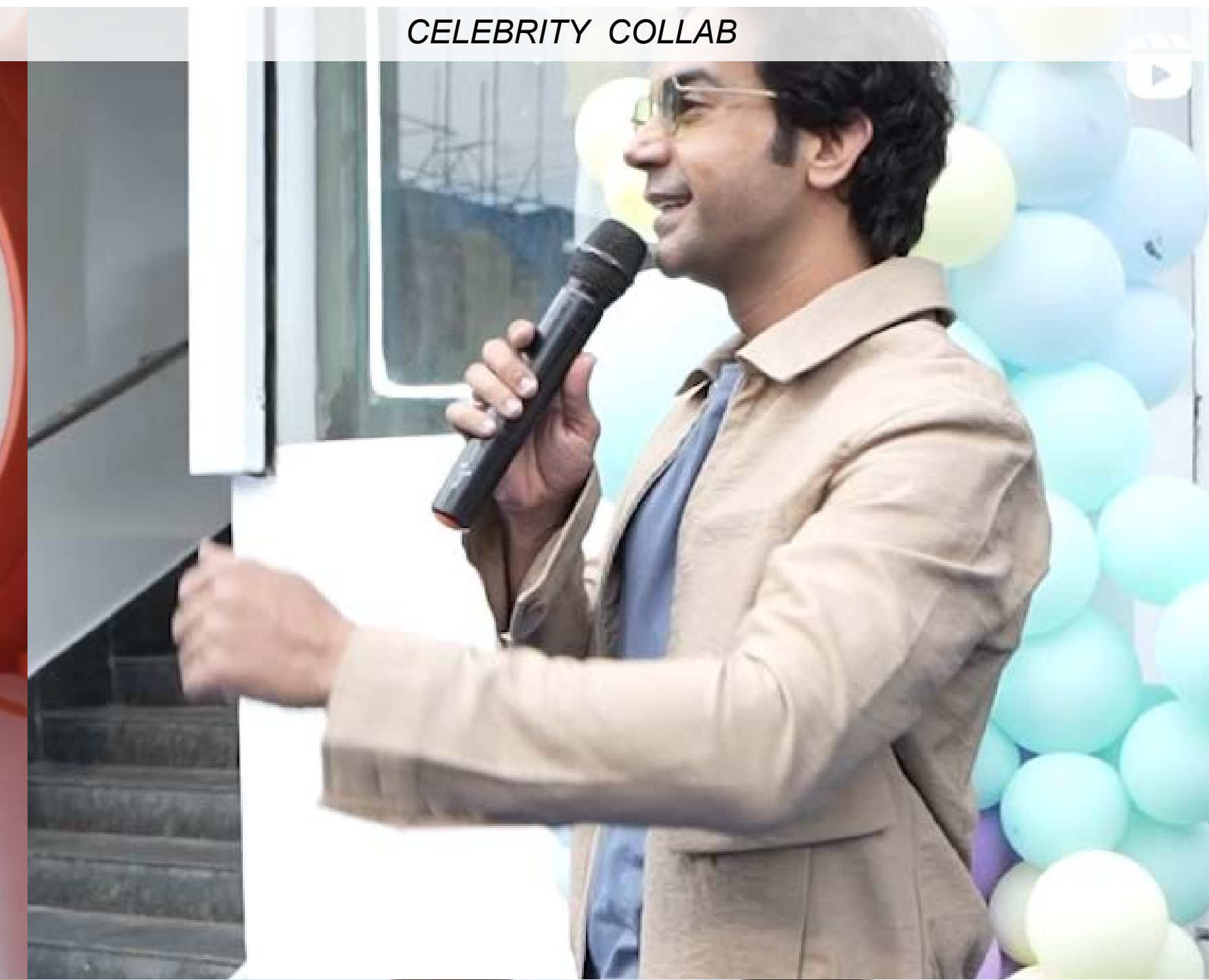
Yousta customer has a positive feedback towards fashionable, budget-friendly offerings, appreciating tech features and sustainability efforts like clothing donations and local sourcing done by the brand.

Despite these strengths, We should focus on the below:

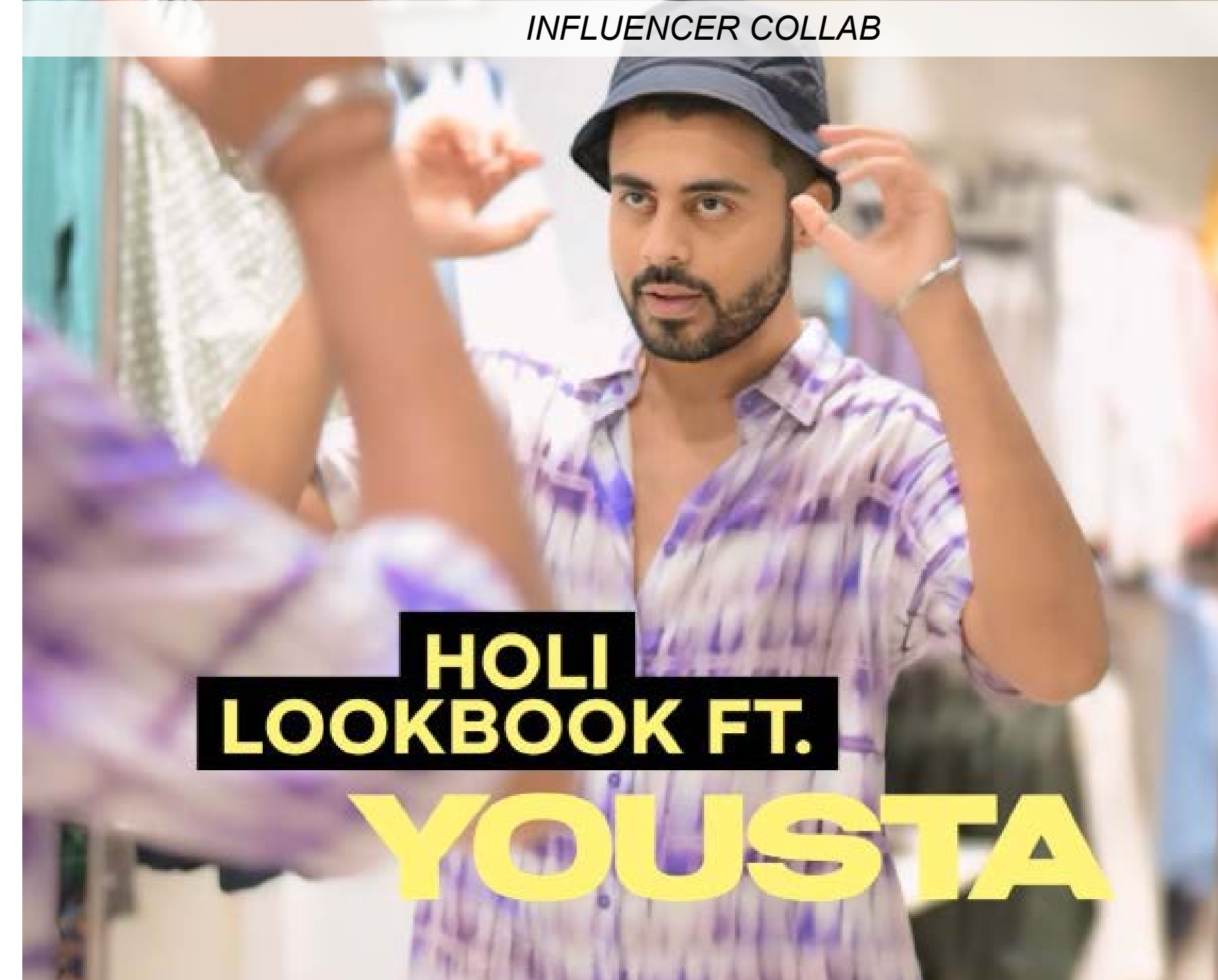
- Enhance product innovation.
- Diversify marketing campaigns for inclusivity and other topics that gen Z resonate .
- Strengthen brand identity.
- Differentiate through sustainability initiatives.
- Use technology for Marketing / Shopping experience.



CREATIVE INSTA PAGE



CELEBRITY COLLAB



INFLUENCER COLLAB



STORE OPENING CALL OUTS

YOUSTA TOMORROW

AI Driven Marketing Campaign

AI-driven marketing uses technology for personalized content, trend prediction, customer interaction automation, and efficient targeting, ensuring campaign success.

Pop up Store

A pop-up store offers a low-risk opportunity to test a new market place before committing to a permanent store, optimizing market entry strategy.

Marketing the Moment

Colin Kaepernick’s iconic kneeling protest became a powerful symbol of activism, embraced by Nike in a bold move that aligned the brand with social justice and resonated deeply with consumers.

Music Band

A Gen Z musician band creates fresh, relatable music that resonates with contemporary youth culture, capturing the spirit of the generation with catchy beats and meaningful lyrics.



AI DRIVEN MAKETING CAMPAIGN



POP UP STORE



MARKETING THE MOMENT



MUSIC BAND

YOUSTA TOMORROW

STORE EXPERIENCE THAT FOCUS ON GEN Z

A store experience tailored for Gen Z integrates interactive technology, trendy products, and social media engagement, creating a vibrant and immersive shopping environment.

LAUNCH EVENTS

Store launch events can connect with Gen Z by incorporating interactive experiences, live social media coverage, influencer appearances, and immersive tech like AR/VR. Highlight trendy products and create shareable moments to

INFLUENCER MARKETING

Influencer marketing harnesses the social influence of individuals to promote brands, products, or services, leveraging their credibility and reach to engage target audiences effectively.

CAPTURING THE ESSENCE OF FESTIVALS AND EVENTS

Capture the essence of festivals and events by focusing on vibrant visuals, candid emotions, and unique traditions. Use storytelling to highlight key moments, creating a vivid, immersive experience where Gen Z can relate and connect.



STORE EXPERIENCE THAT FOCUS ON GEN Z



LAUNCH EVENTS



INFLUENCER MARKETING



CAPTURING FESTIVALS & EVENTS

How ?



Remarkable pricing ranging from Rs 79 /- to Rs 999 /-



Quality first



Build a Universe for the Gen Z Customer that covers all their needs : from fashion, to accessories to performance to home.



Ensure a seamless shopping experience across

- Online
- In-store
- Mobile
- Self-checkout platforms



Engage in authentic communication that resonates with their aspirations and requirements.



Infuse continual innovation into the range to cultivate excitement among the young Indian consumer base



thank you.*