

PRODUCT & BRAND

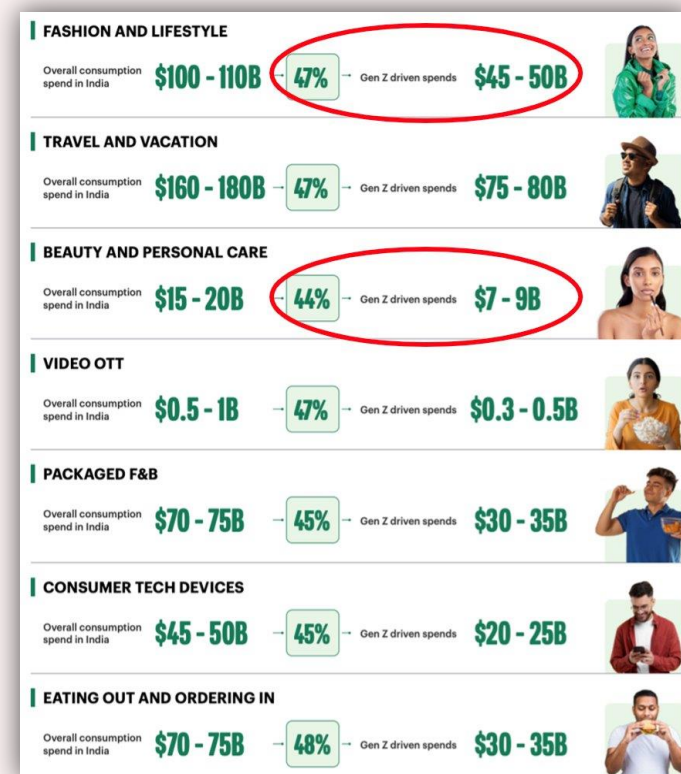
Strategy FY25-26

Our Mission

**To be the #1 Youth Brand in India
offering of the moment fashion
at affordable prices.**

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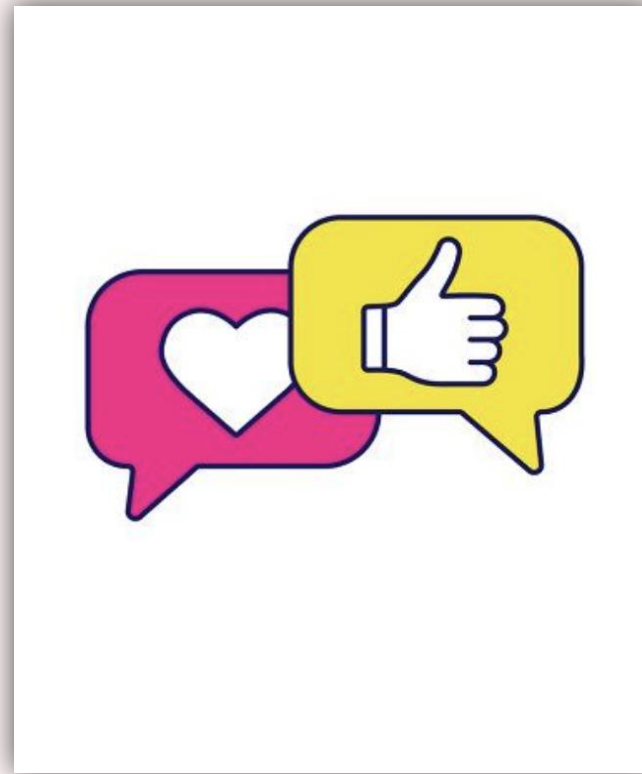
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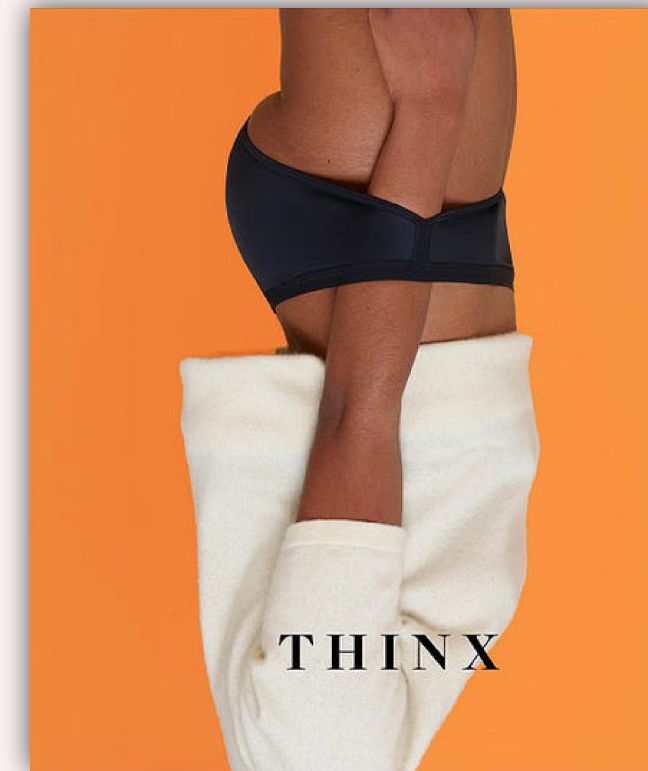
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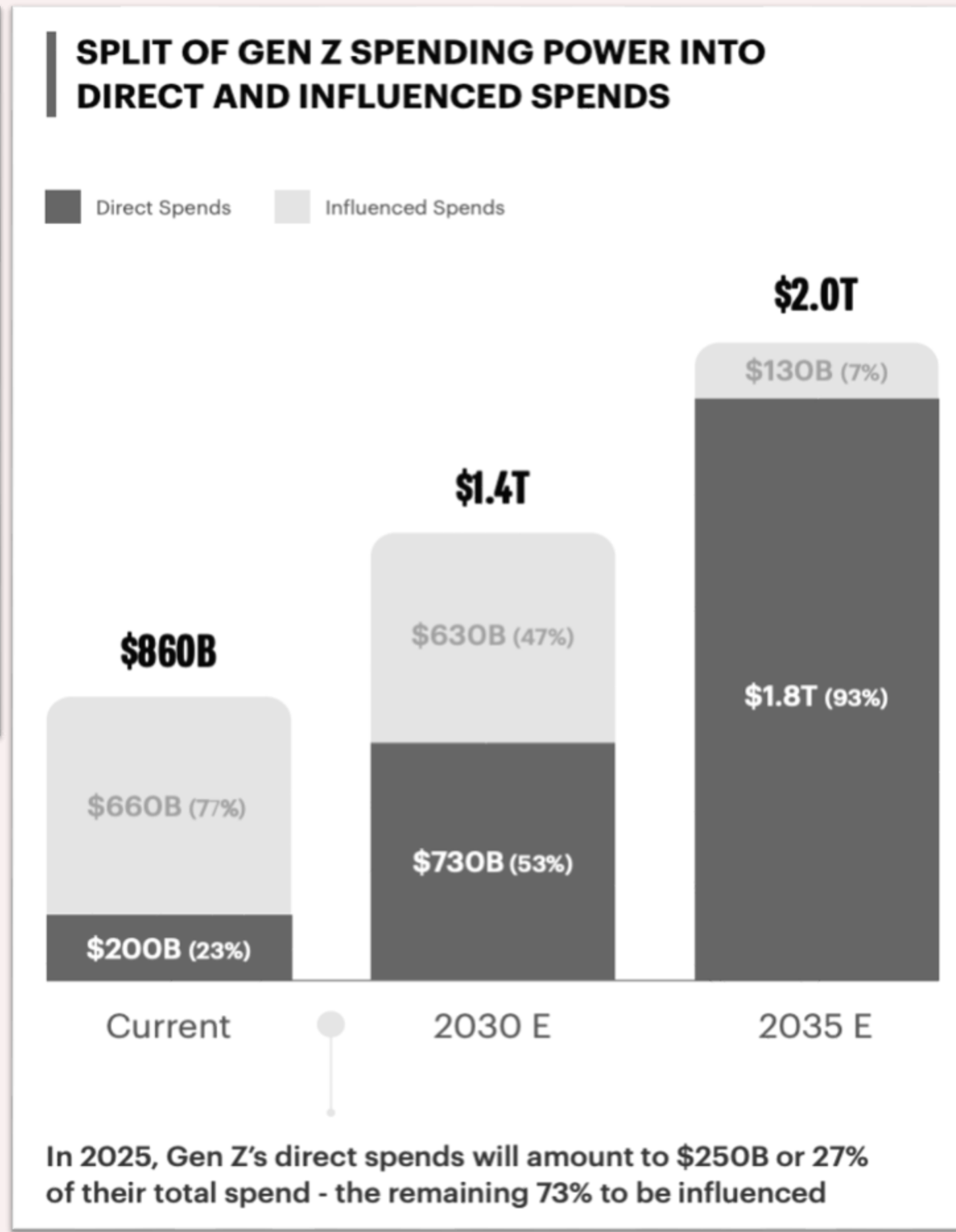
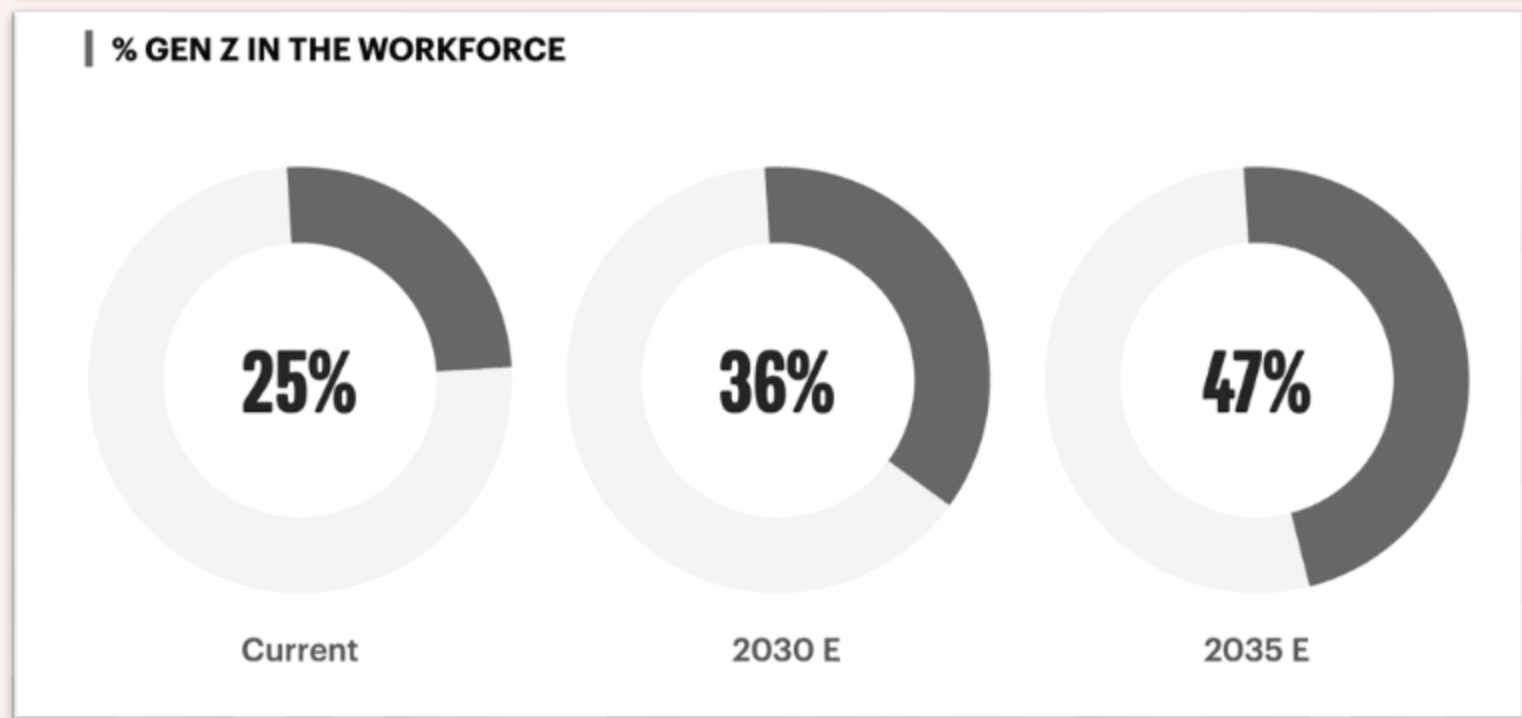
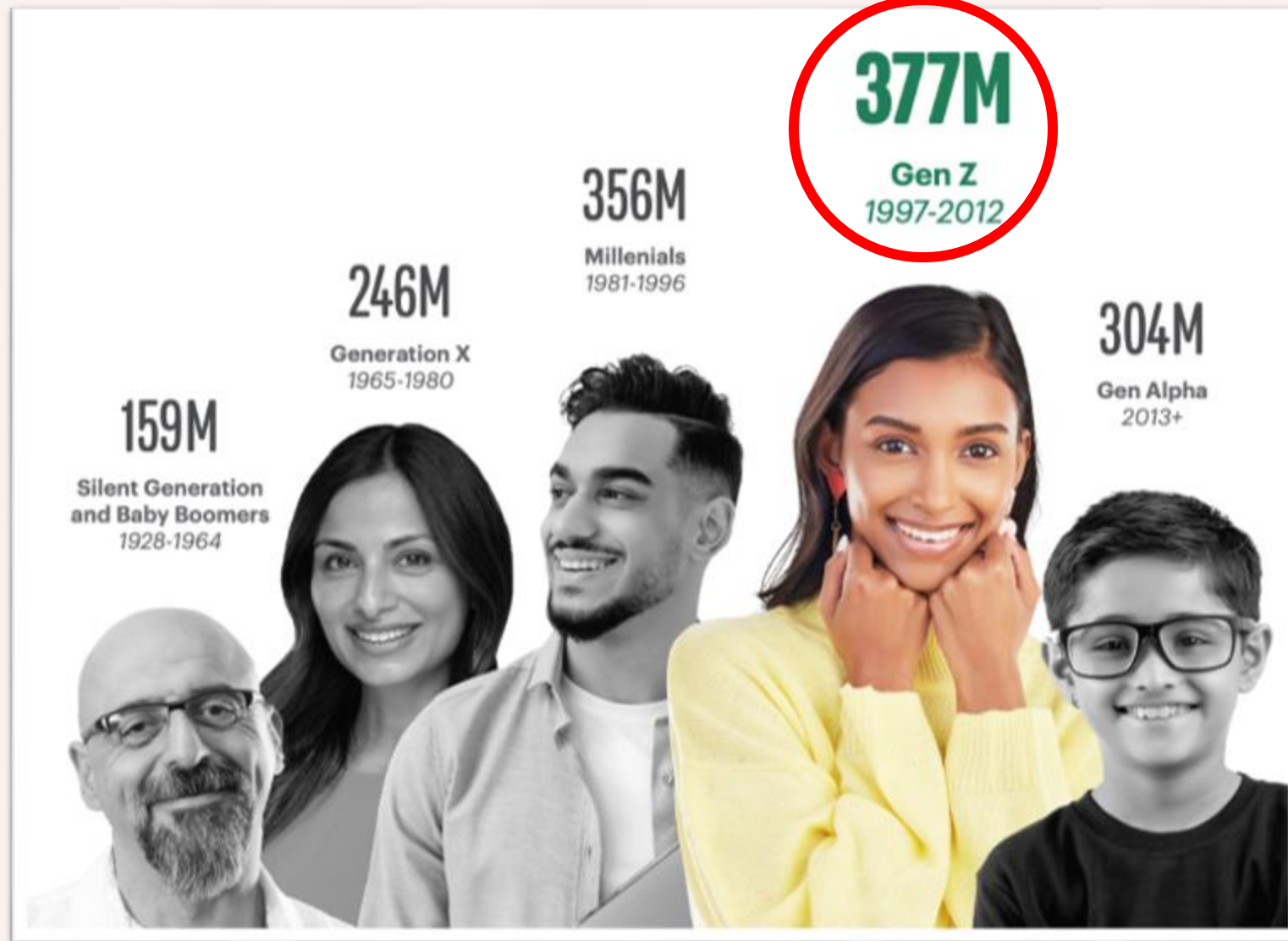
CUSTOMER MACRO ECONOMICS

“The future of fashion isn’t just about what’s worn; it’s about who’s wearing it and why. And in this narrative, 16-25 consumers hold the pen, crafting fashion stories that are vibrant, inclusive, and unapologetically expressive.”

Abhishek Maloo, Senior Director Flipkart Fashion

Gen Z spending projected up to \$930 Billion USD in 2025

MACRO ECONOMIC FACTORS



*Direct Spends: % Gen Z spending their own income

**Influenced Spend: % Spend by parents and family with Gen Z's, directly influencing the purchase decision

SOURCE: Boston Consulting Group

MACRO ECONOMIC FACTORS

Over the past few years, Gen Z's shopping habits have undergone a remarkable transformation. They gravitate toward brands that resonate with their preference for authenticity and relatability. Additionally, their relaxed fashion sensibilities emphasize comfort and convenience, influencing their purchasing decisions.

They don't just wear clothes—they turn fashion into a form of self-expression. They actively reject conformity, embracing bold, unique styles that reflect their individuality. When it comes to shopping, they strike a balance between quality and affordability, seeking out value without sacrificing their sense of style.

- 377M makes Gen Zers the largest generation to ever live in India
- 1 of 4 is already in the workforce and in the next 10 years every 2nd Gen Zer will be earning.
- They already impact \$860B of consumer spending set to increase to approx. \$2T in the next 10 years.
- From snack to sedans, Gen Zers impact almost every second rupee spent today across categories.



PURCHASE DRIVERS

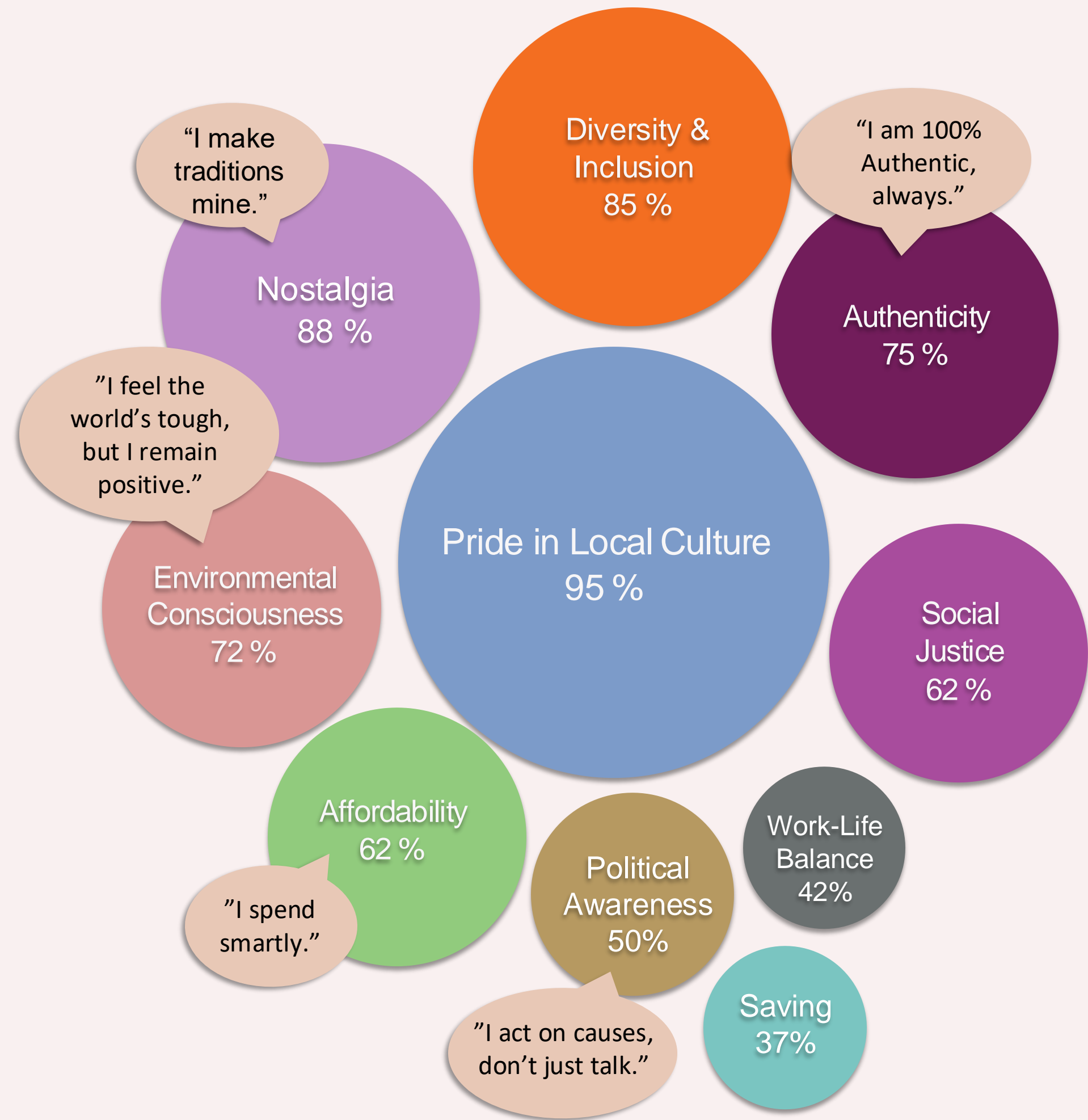
Access to Information - 16–25-year-olds are a digitally native generation characterized by pragmatism, social consciousness, and a keen focus on trends. With unparalleled access to information, they are drawn to brands that actively share meaningful content on social media and foster transparent communication.

Emphasis on Identity - For the 16–25-year-olds, fashion is a medium of self-expression and individuality. This generation values the freedom to define their personal style, often rejecting traditional fashion norms to establish new trends that reflect their uniqueness.

Alignment with Ideology - Activism is a cornerstone of the 16–25-year-old's consumer's ethos. They expect brands to demonstrate authenticity and accountability, particularly in areas like body positivity and inclusivity. The growth of the unisex market has challenged traditional gender norms in fashion, while a revival of nostalgic styles, particularly the Y2K trend, has become a defining feature. This blend of past and present reflects Gen Z's unique approach to fashion, where they embrace both nostalgia and innovation.

Focus on Introspection - Mental health and well-being are paramount for the 16–25-year-old's consumer. They actively advocate for mental health awareness, challenging stigmas and fostering open discussions on topics once considered taboo.

Price	60%
Shared Values	18%
Social Media Presence	9%
Friends' influence	7%
Other	6%



SOURCES: Boston Consulting Group, Insights.paramount, Deloitte, McKinsey, Explodingtopics, SurveyMonkey, moneycontrol, acara solutions, Livemint

CUSTOMER FEEDBACK

Initial Findings

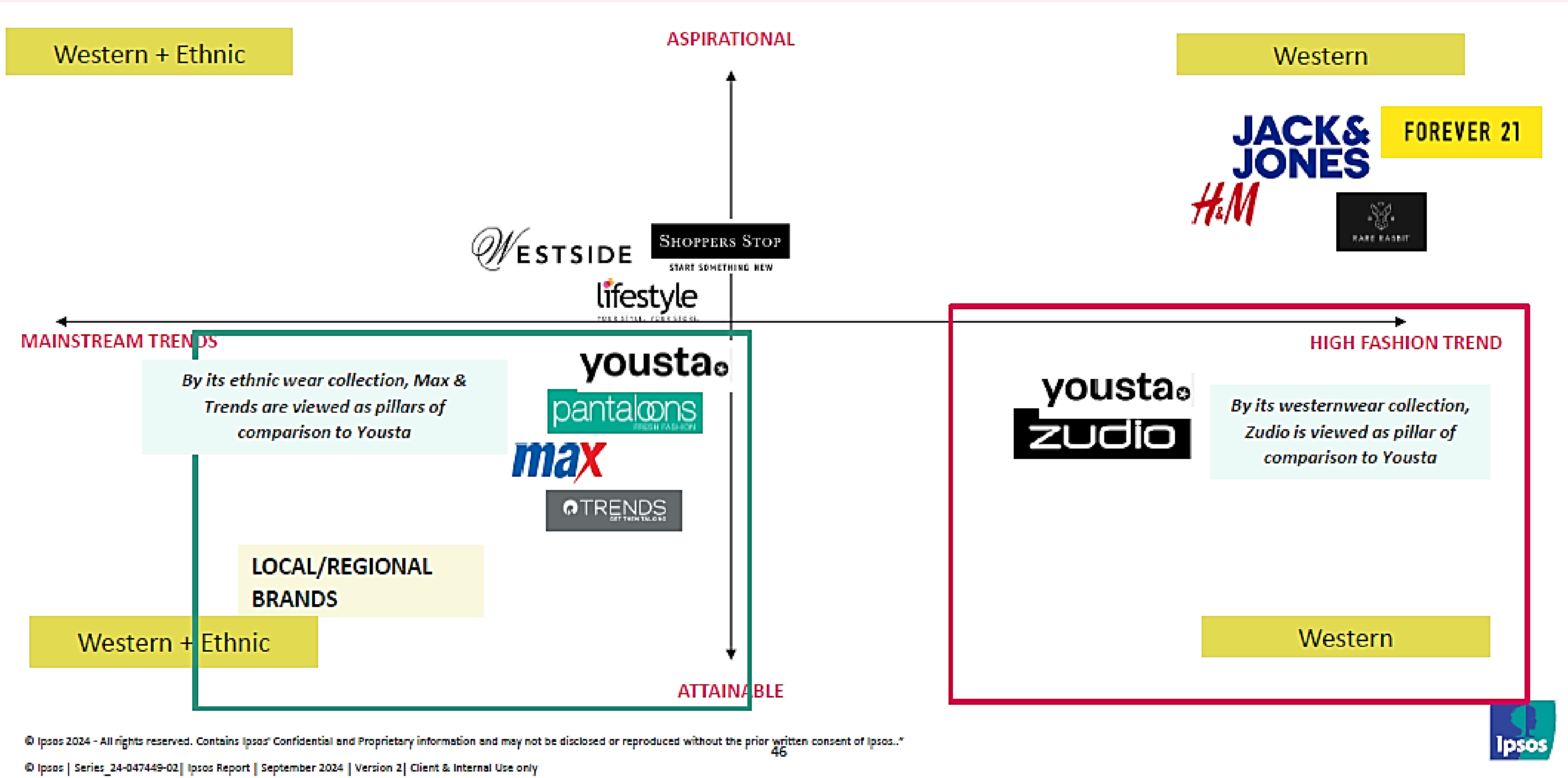
Yousta's first level concern is saliency → the brand needs to reach consumers through activations
Once aware, the brand shows strong conversion to first level footfall

Since the GenZ literacy in fashion is evolved, Yousta should position as a fashion expert with **collaboration with fashion forward influencers, Pintresty styles, on trend merchandise and the right product descriptors**

Current assortment of ethnic wear ventures into territory of mainstream brands (Pantaloons, Trends), the relevant TG shops and **seeks more indo western styles and unconventional silhouettes**

While Trendy collection is available in Yousta, more focus is needed on **micro trends within Trends** as shoppers seek those specifically
 Color options are considered vibrant and sometimes flashy/gaudy with **limited pastels and neutral tones** → these need to be increased

While **Yousta's quality is appreciated** over Zudio's, this needs to be capitalized on as this is a point of dissonance with Zudio
Yousta's price point is directionally higher than Zudio's, can be justified for better quality product?



To date from a customer perspective Yousta lacks brand recall + is still not seen as a destination for fashionable products as compared to the competition

WARDROBE CONSISTS OF A MIX OF FUSION/ INDO-WESTERN WEAR AND WESTERN WEAR

Typical items in their regular wear closet:

Females:

- Skirts- varying lengths, most worn are long skirts
- T-shirts
- Shirts
- Tops
- Tunics
- Jeans
- Leggings
- Palazzos
- Dresses

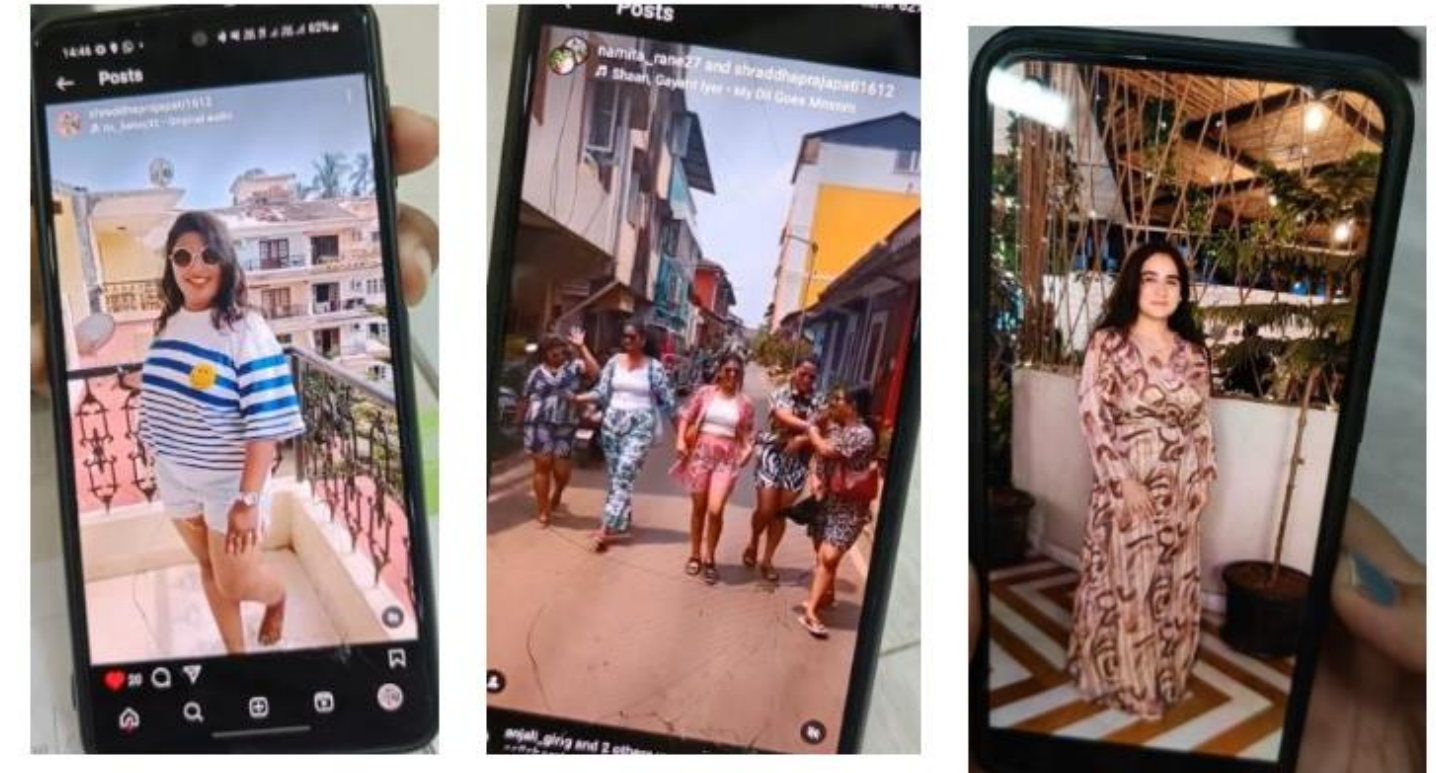
Males

- Shirts
- T-shirts
- Jeans
- Shorts
- Trousers
- Hoodies/ Jackets

This consumer set, **does not wear as much traditional ethnic wear- that is, full suits/ sarees**

- **Indo-Western wear forms a substantial portion of wardrobe** for Chennai, Kottayam and even some Hyderabad females
 - Outfits such as Kurta's/ Kurti's with Jeans/ Palazzos or leggings
- Evolving and expanding portion of Western wear – especially those 'pieces' that are currently trending
 - **Tend to pick more everyday wear or casual 'looks' and product** – more than the dressier occasion wear trending picks

**Images of respondents*



WESTERN WEAR (WOMENS): ZUDIO IS VIEWED AS MORE TRENDY

zudio

Trendy, Versatile, fits all occasions



Trendy, very youthful in terms of colours, for more casual occasions

yousta*

- **Wide product range covering:** across casual wear & formal wear - such as Dresses, T-shirts, Crop tops, casual tops, one-piece, skirts, overcoats, baggy/ wide jeans, trousers etc → Caters to different occasions
- **Styles & Design:**
 - **Variety within each type** → variations in colours, prints
 - *Different kinds of trending as well as mainstream cuts/ silhouettes*
 - **Covers micro trends** - trends within trends → Different styles of Cargo pants such as regular, Carpenter styles etc
- **Colour range diverse & extensive** - Covers neutrals and basic as well as having some unusual colours such as Mehendi green → Cues Versatility, fit with multiple occasions

Product range: Like men's range, viewed to be skewed towards Casual wear.

Type of products: gym wear, loungewear, casual tops, jeans, beachwear, dresses, skirts

- **Styles and Designs:** Limited availability of Micro Trends – ex- have crop tops and some variations, but not corset tops; limited collection of Coord sets in westerns and even ethnic

Zudio is as per current trend but Yousta does not have much trend for college students and family...Their style is different. If they are taking t-shirt then they want to wear it and go to college and stay in the house and even hang out very well- SOB User_ Younger Age_ Male_ Mumbai

The neon and pastel colour tops are very rare to find. So, they have attracted me in Yousta.- SOB User_ Old_ Female _ Hyderabad

ETHNIC WEAR (WOMENS & MENS): YOUSTA PERCEIVED TO HAVE A WIDER RANGE OF OPTIONS, HOWEVER NOT A DETRACTOR FOR ZUDIO

Furthermore, both brands are perceived to primarily cater to women- with negligible offering for men

zudio



yousta*

limited collection –

- **Typical Kurta's and Kurti's** – similar patterns and designs to what they see in other brands
- **Fusion wear-** few options, not a very diverse or wide collection Co-ord Kurti sets, tunics and some 'ethnic' dresses, Palazzos
- **Good collection of Coord sets**

Men's wear– very limited collection

Considered to have a wider collection than Zudio

- **Similar in type of products available** – Kurta's, Kurti's, Ethnic Co-ords & Dresses, Palazzos
 - More extensive variations and variety within this – hence a potential destination to shop for Indo Ethnic as well

"In Zudio, I have never checked the traditional wear collection. This is the first time, I am checking because I saw ethnic wear in Yousta. Otherwise, I don't really buy ethnic wear in Zudio. Its mostly for my casuals like shirts and jeans." - Zudio User, Middle Age, Male

d may not t

"In Zudio, they have a decent range in ethnic, like I saw some kurtas in long and half formats. But they don't have much for like weddings and big occasions. Its more like casual celebrations type of wear" – SOB User, Younger, Male, Mumbai

I like the Kurtas in the Yousta store, but they don't have the type of sleeves I am looking for. I cant wear sleeveless to college, I wanted 3/4th sleeves. " – Zudio User, Younger, Female, Kottayam

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WESTERN WEAR (MENS): ZUDIO IS PERCEIVED TO BE TRENDIER




- **Wide product range covering:** casual, formal, party, gym wear etc → **caters to multiple different occasions and needs**
- **Styles & Design:**
 - **Variety within each type** → such as *prints in shirts as well as solids*
 - **Covers micro trends** - trends within trends → Example: Cuban collar shirts + Chinese collar + regular collar
- **Colour range diverse & extensive** - Neutrals (whites, gray, black, etc) as well as vibrant colours, with variations in shades (Hues of orange, yellow, brown) → **cues versatility for styling across occasions**
- **Formal Wear:** Not a very extensive range, however perceived to be adequate

The T-shirt colours were unique in Yousta. I have never seen a t-shirt in such colours before. They used double colours like green and yellow, sky blue, avocado greens - very flashy colours. If I am looking for those kinds of trendy items, then Yousta is my go to place - Zudio User_Middle Age_Male_Chennai




- **Product range** → Oversized tees, shirts, trousers, hoodies, jackets, jeans etc → Similar to Zudio
- **Styles and Designs:** Varieties in some products, such as T-shirts: crew neck, round neck, Plain, Graphic and Pop-culture themed
- **Lacks micro trends within a type**
- **Colour combinations** perceived to be unique/"Funky"— Ex. avocado green, zesty orange etc → **However, limited in neutral colours – esp when compared to Zudio**
- **lacks options of neutral toned shirts & pants compared to Zudio and over killed on Vibrant and gaudy colors**

In the Yousta store, I saw hoodies in Avengers theme. I really liked that. Wolverine versus Deadpool has releases, so I am hoping they will have it the next time I come. I wanted to buy it. I have not seen something like this in Zudio- Zudio User_Middle Age_Male_Chennai

"I wanted to buy this cargo pants with multi-pockets because that is the one that is latest. But I could not find it in Yousta" – Yousta User_Middle Age_Male_Mumbai

Recommendation:

AS A 'ME-TOO' BRAND TO ZUDIO- YOUSTA NEEDS TO CONVEY GENZ ORIENTED AND FASHION FORWARDS PRODUCTS



Providing both Ethnic and Western wear in equal proportions will lead to a confused slotting of the brand in consumers mind

- Current Ethnic offering not viewed to be Trend forward or GenZ oriented → hence contradicts the brands intended positioning as a 'me-too' to Zudio
- **There is need therefore to re-assess whether providing a selection of Ethnic wear is the right course of action for the brand**
 - Yousta's current Ethnic wear pushes it more towards a Max and Trends rather than Zudio – not a space intended

PRODUCT STRATEGY

YOUSTA PRODUCT PRIORITIES

3 STAGES OF DELIVERY:

- ✓ Put out the fires
 - Immediate actions to resolve current issues
- ✓ Fix the basics
 - Embed solid foundations and operational discipline
- ✓ Build for the future
 - A brand that wins in the market and creates profitable, sustainable growth

PUT OUT THE FIRES

Complementary customer strategies must be executed to win together

FROM INTERNAL LENS

- ❑ Overstock position from SS24 means:
 - Seasonally inappropriate product
 - Lack of true newness
 - Missing key fast fashion trends
 - Providing an inconsistent offer across stores
- ❑ Weak online
- ❑ Planned to have the same proportion of options in women's western vs Indian wear

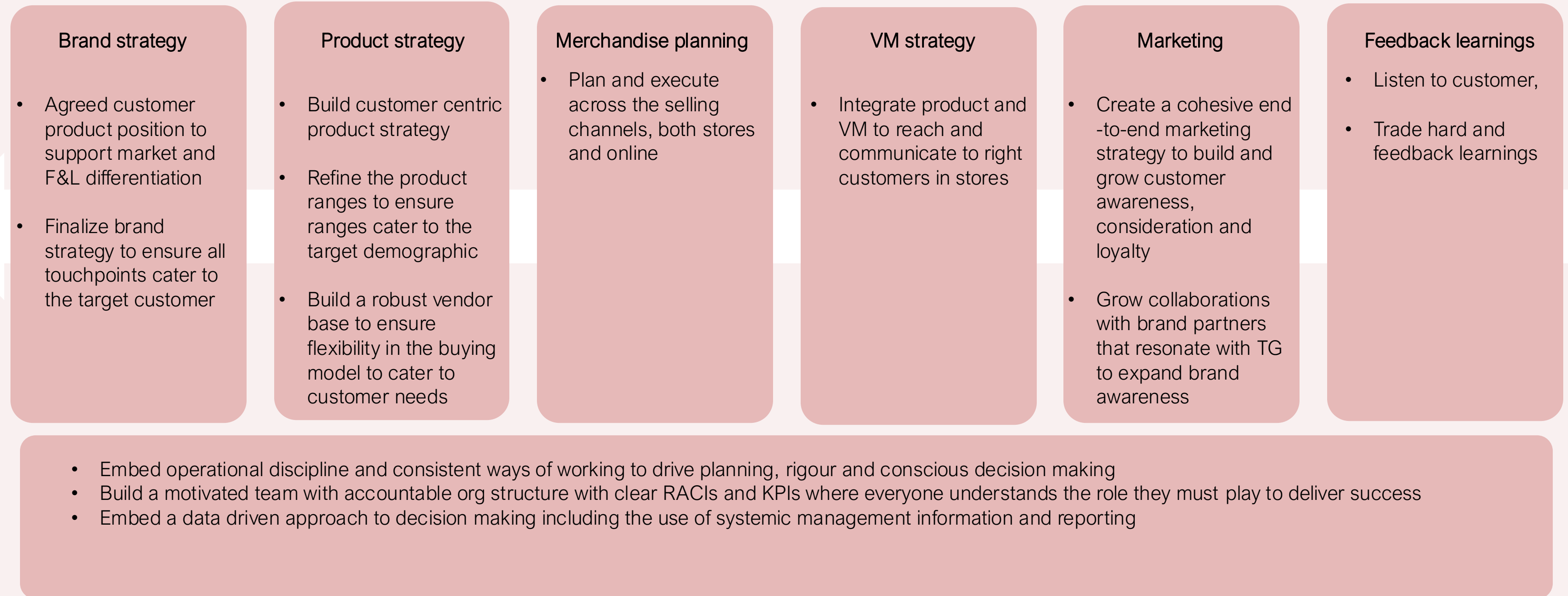
FROM CUSTOMER'S LENS

- ❑ This leads to the customer thinking of Yousta as:
 - Confused, with a lack of clarity on that the brand stands for – is it an ethnic or western wear brand? Gen Z or family?
 - Having a lack of understanding of fashion trends
 - Lacking in brand recall and reach
 - Perceived as expensive

- Stock liquidation
- Re-planning SS25
- Placing OTB
- Embedding initial ways of working

FIX THE BASICS & RE-ESTABLISH THE BRAND

KEY SUCCESSES ATTRIBUTES



WHO WE ARE...

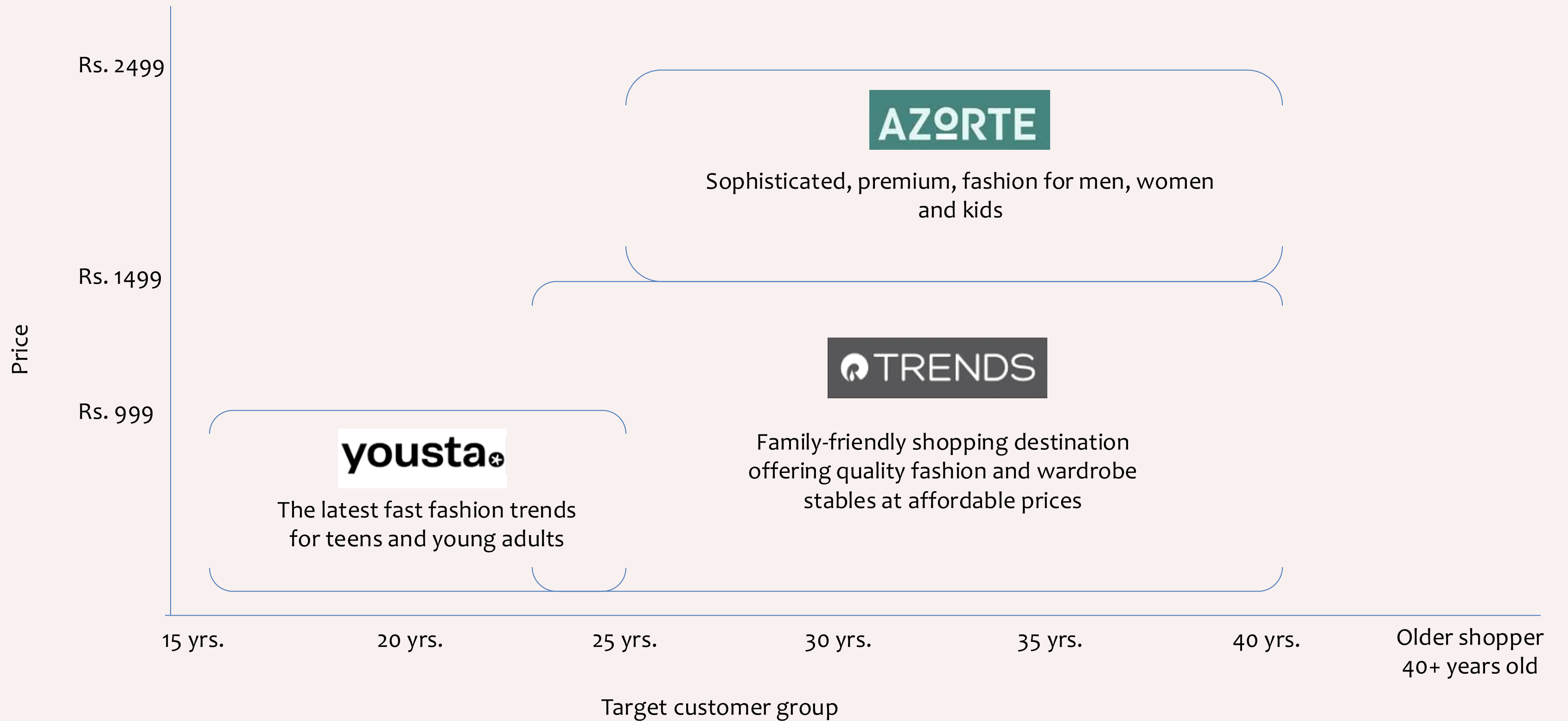
YOUSTA IS:

- A mono-brand retailer:
 - ✓ Will build emotional connection with 'Youstar's' by consistently delivering our brand promise, thus giving a reason for customers to return time and again.
- An omni-channel brand:
 - ✓ We communicate with one tone of voice and sell across all relevant offline and digital channels
- A brand that sharply caters to the target audience:
 - ✓ We place western wear in the front of the stores, seamlessly transitioning into Indofusion and Ethnic
 - ✓ We adopt fashion trends early in the lifecycle
 - ✓ Offers newness, always
- A brand that has clear pricing to offer value for money:
 - ✓ Keeping 3-4 max. price points per brick with clear product differentiation
 - ✓ We will have lower entry price point than competition

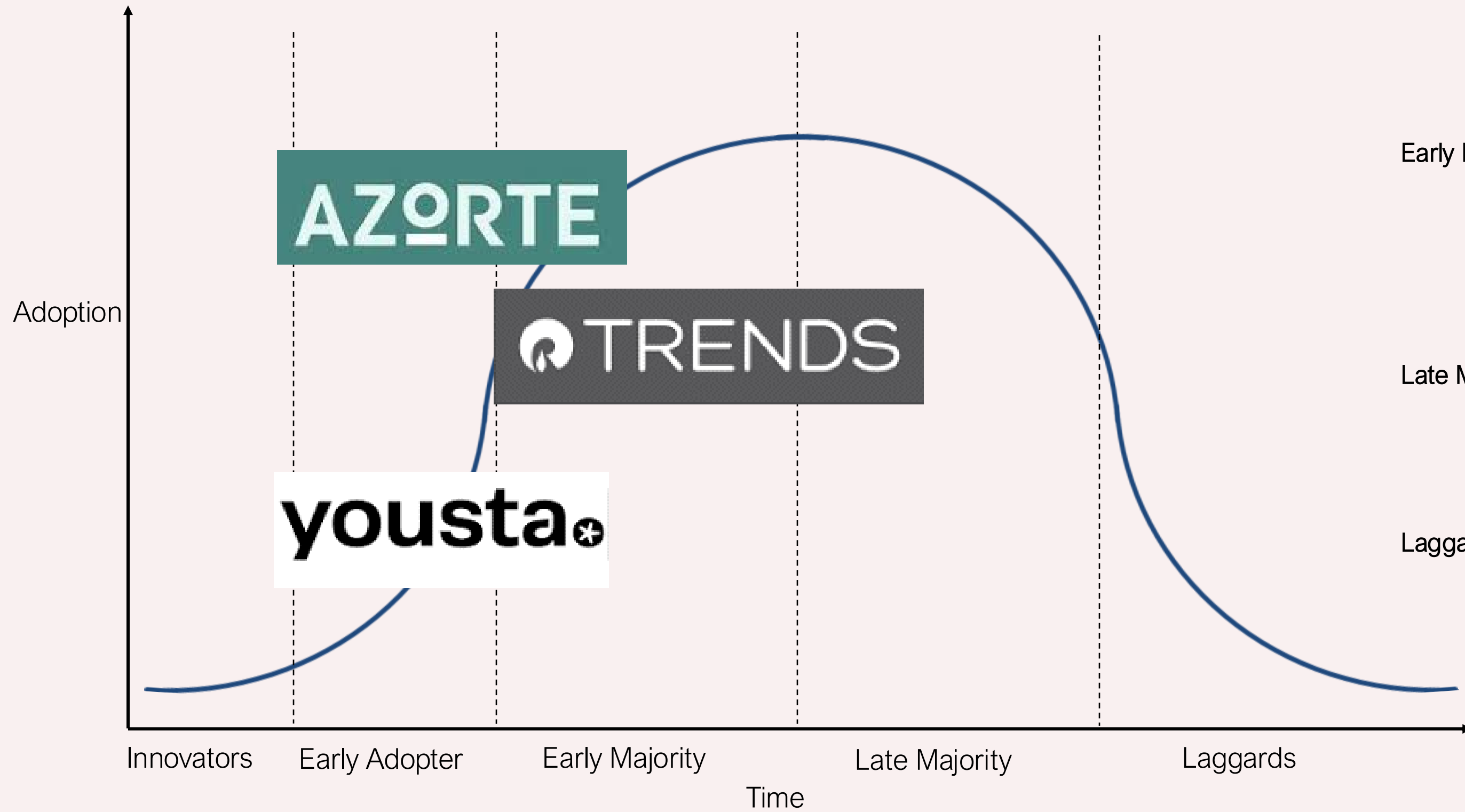
YOUSTA IS NOT:

- A multi-brand retailer:
 - ✗ To support building brand recall over time by serving all lifestyle needs of young teens and adults
- Offline-only brand:
 - ✗ Will limit the business potential of the brand by underserving target customers, who are digital first.
- Family Retail Brand:
 - ✗ This will reduce our ability to make strategic choices of range planning, fashion trend positioning, store experience, marketing, communication, and in turn reduce our market differentiation and growth potential.
- A brand with traditional design sensibilities:
 - ✗ This will not support market differentiation and will alienate the target demographic.

BRAND STRATEGY



BRAND STRATEGY



ADOPTION CURVE

Innovators 2.5% of population

- Experimental adopter of new fashion trends

Early Adopter: 13.5% of population

- Opinion leaders in the diffusion process they follow innovators implementation and adoption of new ideas, and they mark the tipping point from a minor to a highly visible trend

Early Majority 34% of population

- Adopt trends as they see them becoming prevalent in early adopters. While socially active they are not opinion leaders and will stick with a trend for the longest – key for profitability

Late Majority 34% of population

- More deliberate and skeptical in their decisions, they adopt trends when they are fully established but drop them the quickest

Laggards 16% of population

- Most traditional and reluctant to change, their adoption shows that a trend has reached a limit and there is no further potential

AZORTE

TRENDS

yousta*

Premium quality kids clothing

Sophisticated, premium fashion

Babywear Kids clothing, footwear, underwear & nightwear Wardrobe essentials across clothing, underwear & nightwear including first bra Wardrobe essentials, first work outfit, footwear, underwear & nightwear Destination for clothing & footwear needs

Destination for latest fast fashion products

Newborn

2 to 8 yrs.

9 to 12 yrs.

13 to 22 yrs.

23 to 30 yrs.

30 to 40 yrs.

40+

Customer Age

FIXING THE BASICS – PRODUCT STRATEGY

Complementary customer strategies must be executed to win together

Expertise

- A brand that is designed, developed, bought, executed and traded by a team who have a deep understanding, and are seen as the market experts, in 16 to 25 yr old fashion in India covering their apparel and non-apparel needs and wants

Omni-channel

- Provides true choice, ensuring all product categories are available in all stores and online
- Communicates, executes and sells consistently across all relevant offline and digital channels

Customer-centricity

- Ruthlessly targets the needs & wants of the 16 to 25 yr old customer, unashamedly ignoring other customers
- Confidently places western wear in the front of its stores and lead online
- Delivers fashion trends early in the adoption lifecycle
- Offers newness, always
- Is fun, brave, confident, has personality and the element of surprise

Offering affordable pricing

- Max. 3-4 price points per brick, each with clear product differentiation, with everything under Rs. 999
- Ensuring entry price points are in line, or lower, than the competition
- Offer trusted value through a consistent price file across all channels with no discounting outside Mid or EOSS
- Drive full price sell through

FIXING THE BASICS – PRODUCT STRATEGY

Complementary customer strategies must be executed to win together

yousta.

Branding

- A mono-brand retailer which builds an emotional connection with its customers driving recall, association and loyalty
- Create 'famous for' product led destinations which are defined by seasonal relevance and customer need.
- Complemented by inspirational 'must have' coordinated top to toe looks

Product range

- Apparel led but supported with credible offers across, footwear and accessories
- Till point pick up items at 99Rs or under to drive increased basket size
- Introduction of beauty
- Serviced footwear with dedicated trying on seated areas

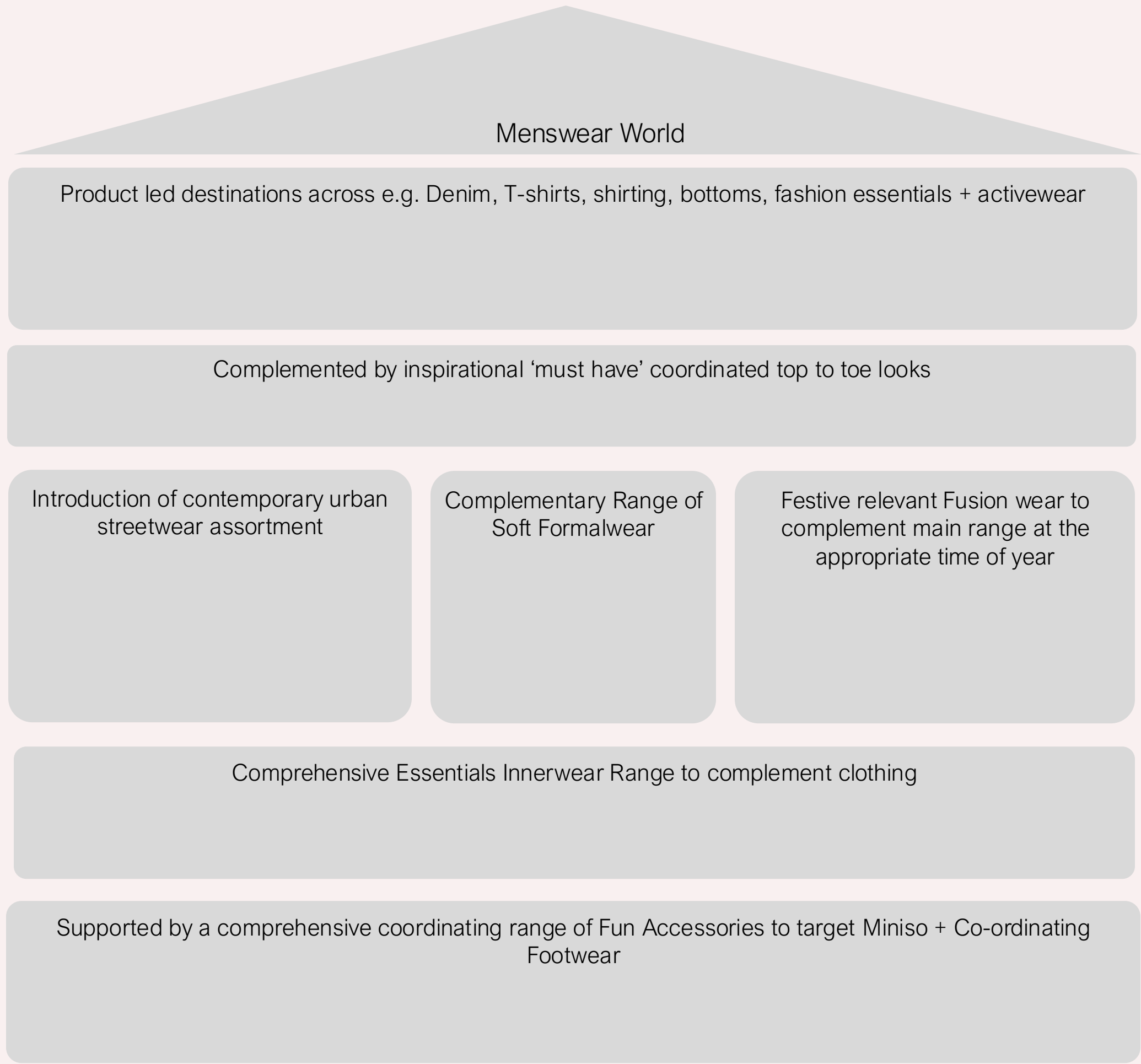
Made well

- Continue to elevate trims, detail, packaging and utilize the 'star'
- Ensure product is well made with consistent fit
- Drive authenticity and relevance for the target customer

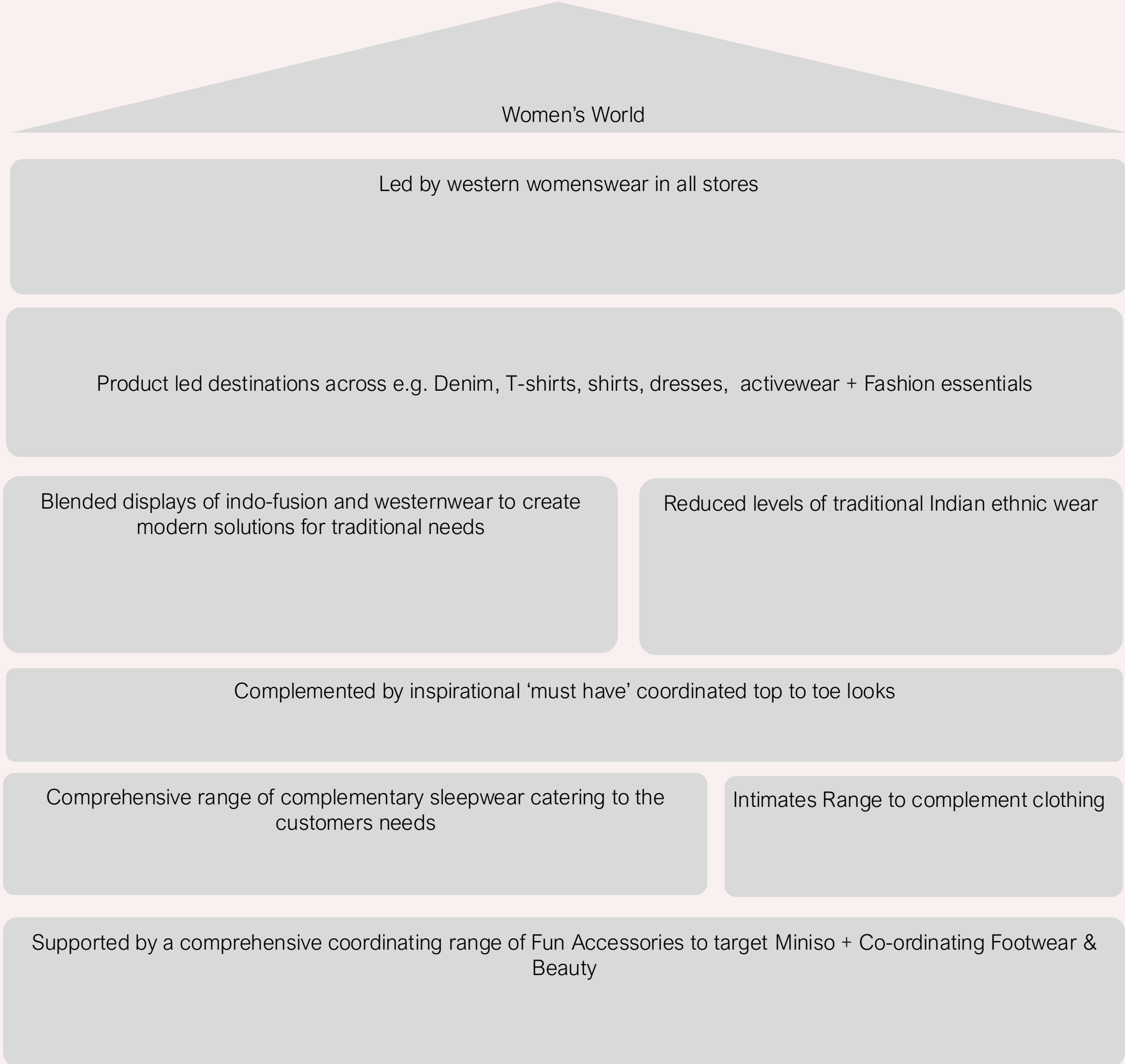
Product Lifecycle

- Reduce salesfloor options by 10% to 15%
- Utilize these options to create a range which ensures 85% of the offer is consistent across all stores but caters for regional/ catchment needs e.g., winterwear, balance of women's western / indo-fusion
- Weekly newness of circa 100 options
- Min product lifecycle planned for 12 weeks, driving ranking, depth, availability and allowing sell through
- Targeting of key events and marketing moments for the target demographic
- Core fashion essentials that can run for 6 to 9 months on tables / browsers

MEN'S WEAR WORLD



WOMEN'S WEAR WORLD



KIDSWEAR

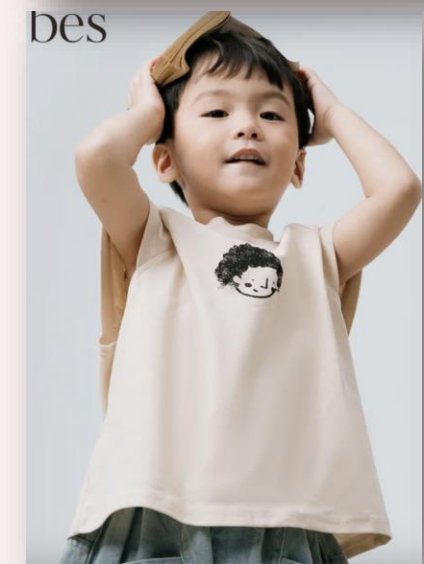
Kidswear
Range Capped
to 8%-10%
Age 0-12 years

Product led destinations across e.g. Bottoms, Party Dresses, Licensed + Tables

Complemented by inspirational 'must have' coordinated top to toe looks

Capsule of Festive relevant Fusion wear to complement main range at the appropriate time of year

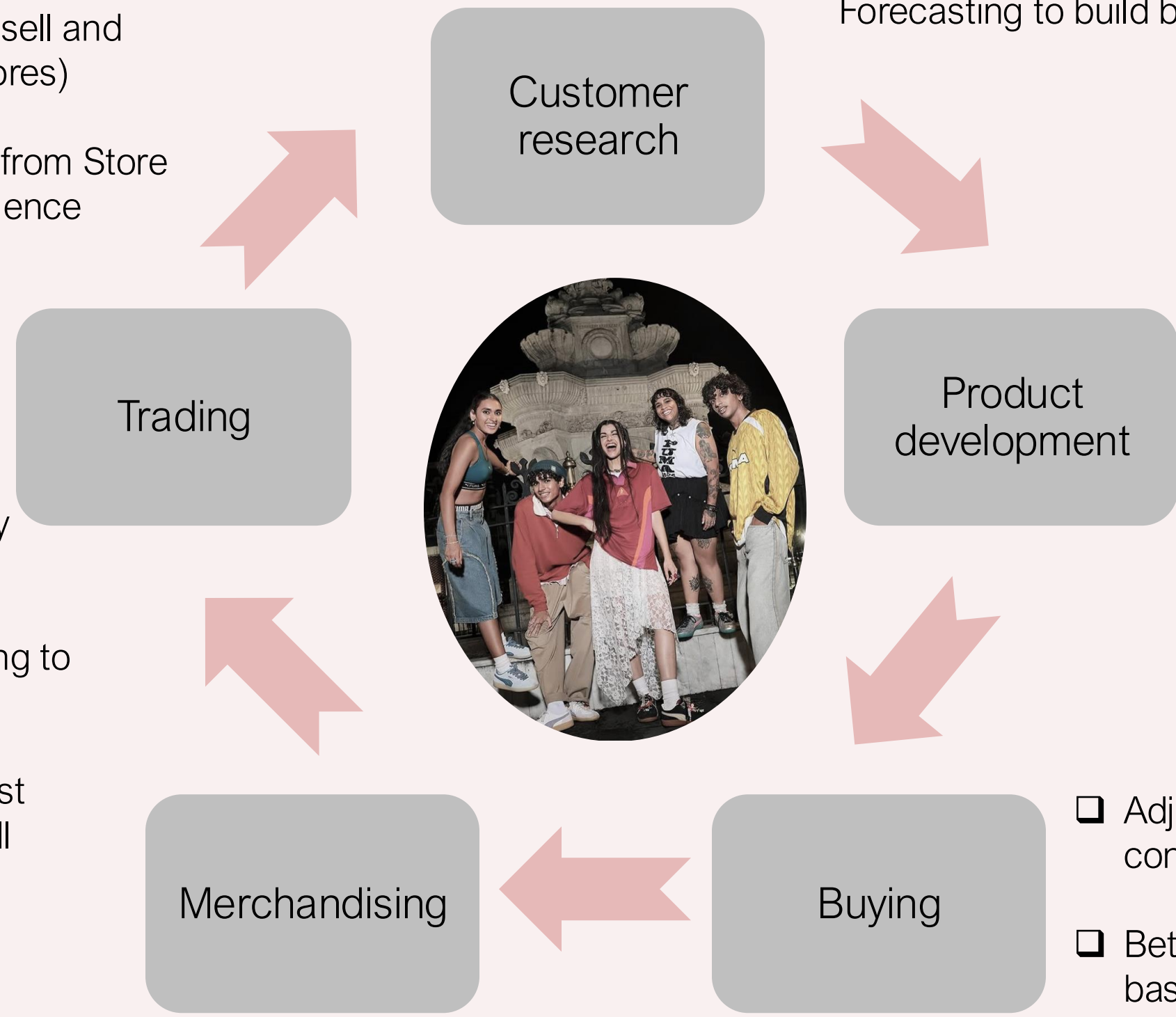
Comprehensive Essentials Range to complement clothing



CUSTOMER LED MERCHANDISE MODEL

HOW WE WIN

- ❑ Learn by enhancing robustness in identifying good, better, best options basis cash value, sell-through, rate of sell and customer feedback (Ajio and stores)
- ❑ Incorporate customer feedback from Store NPS to improve shopping experience
- ❑ Profile the stores basis area to maximize sales to space efficiency across segments
- ❑ Tweak 10-15% assortment catering to the location nuances, events
- ❑ Leverage growing online trend-first market by cataloging and listing all options on Ajio
- ❑ Market and communicate to the consumer based on Macro Trend Research



- ❑ Seasonally utilize Macro Economic, Consumer Macro Trends, Localized Customer Research and Trend Forecasting to build brand and merchandise strategy
- ❑ Embed systems to objectively select designs through A/B testing utilizing Instagram, brand partner influencers + seasonal customer panels
- ❑ Incorporate relevant customer feedback from Google reviews, Instagram into WOW
- ❑ Create events/occasions calendar relevant to TG marking the ones that brand should be present in vs the ones with high decibel engagement
- ❑ Adjust range assortment mix based on consumer data and key trends
- ❑ Bet on emerging trends differentially basis expected ROS and defining product into core vs fashion
- ❑ Evaluate the success rate of options buy vs sell weekly

WHAT DOES THIS DELIVER

- Planning and buying process, ensuring alignment of sales and buys and depth of buy at option level
- Critical path adherence, ensuring products reach stores on time without missing seasonal moments, events and festive periods
- Ensure size level buying and allocation is reflective of customer needs to maintain relevancy
- Establishment of an operating rhythm & routine across week/ month/ quarter/ seasonal/ annual periods
- Ensure store space is traded hard and reflects latest trends
- Ensure rigour in Space planning from gross selling footage to net selling footage, the allocation of equipment, option planning, store fill rates, SPSF, GMROF and stock turn
- Option planning, phasing of newness, product lifecycle and end of life planning including processes for dealing with underperforming options

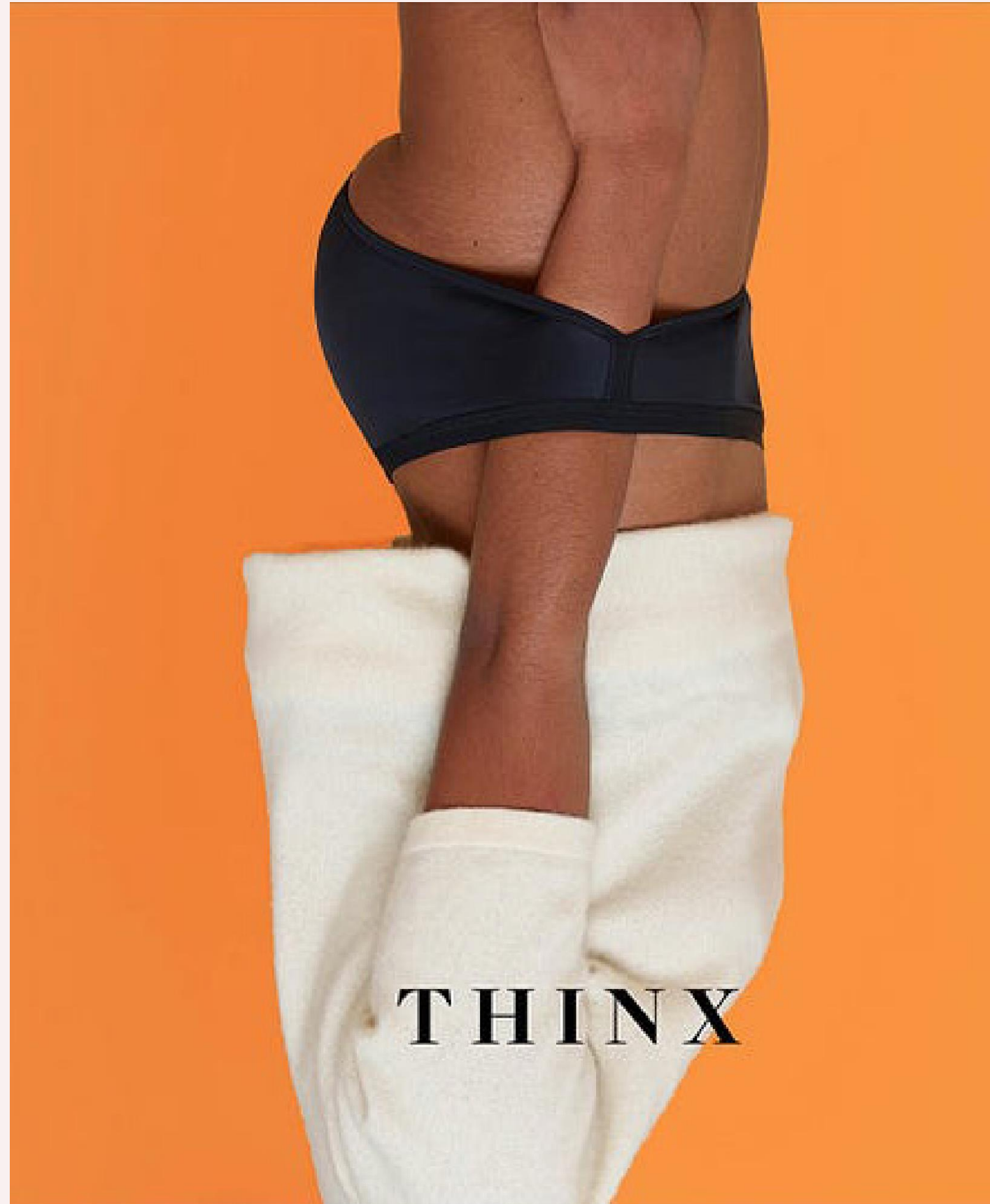
SUMMARY CONT.

- Alignment of VM and Marketing with the product team allowing seamless planning and execution for the customer in line with the customer product strategy
- Standardised planning and review templates which deliver a depth of analysis, understanding and conscious decision making
- Understand the product supply base strategy and create vendor capacity planning capability to drive margin and OTIF delivery at 90%+
- Fabric and trim strategy which enables flexibility and trading capability
- Supply chain discipline through regular reporting of performance v SLAs which should be aligned to business priorities
- Adoption of Impetus tools, roadblocks and process designs for speed and agility
- Establish ways of working which drive performance across online and offline selling channels

MACRO TRENDS AW25 / SS26

1. MEGA-TREND

NEO-ALTRUISM



<https://www.thinx.com/>

[Down to earth with zac efron](#)

This trend focuses on the idea that true fulfilment comes from creating lasting, positive impacts on others. In a world full of uncertainty, consumers are increasingly balancing their personal needs with the well-being of their communities. This shift is reshaping how we view identity, community, and shared experiences, as people seek to make meaningful contributions to the greater good. Thinx, with its period-proof underwear, promotes sustainability and addresses period poverty, while Down to Earth with Zac Efron highlights how personal choices impact global issues. Both emphasize the growing connection between personal identity, social impact, and community well-being.



NEO-ALTRUISM SUB-TRENDS :

1.1 PURPOSE DRIVEN

1.2 THE AUTONOMISTS

1.1 SUB-TREND

PURPOSE DRIVEN



<https://www.bombayshirts.com/>

<https://wildcraft.com/>

The Purpose Driven macro trend merges selflessness with empathy, where brands like Bombay Shirt Company and Wildcraft prioritize sustainability and community well-being. Bombay Shirt Company empowers artisans through fair trade, while Wildcraft promotes eco-friendly products and supports educational and social initiatives, benefiting both society and the environment.

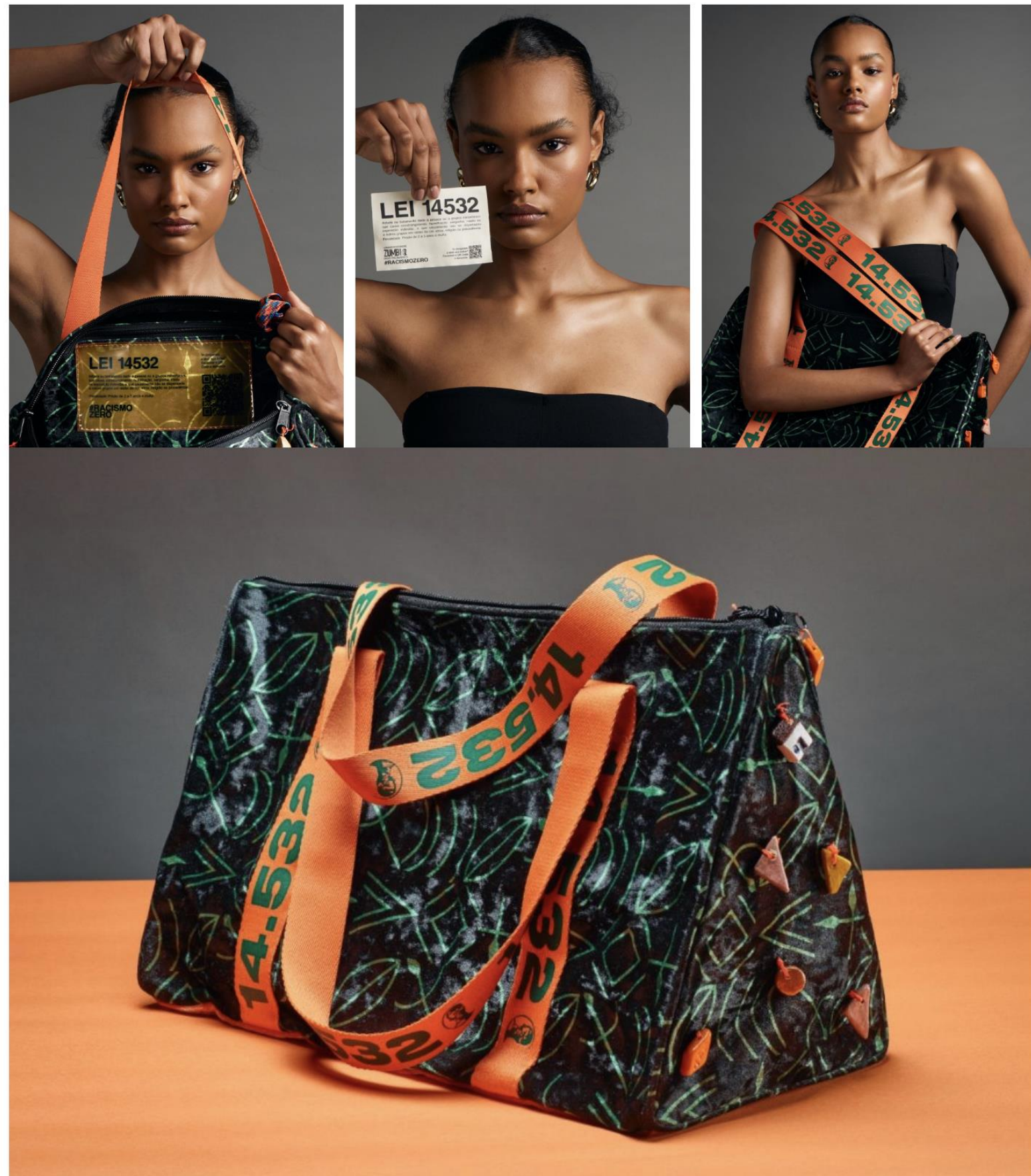
NEO-ALTURISM SUB-TRENDS :

1.1 PURPOSE DRIVEN

1.2 THE AUTONOMISTS

1.2 SUB-TREND

THE AUTONOMISTS



The Autonomist movement is driven by the belief that true fulfilment comes from collective action—from creating environments and systems that empower others, foster equality, and protect the common good

The Anti-Racist Bag was designed as a tool for protection and protest against the racism experienced by Black Brazilians shopping in Brazil. The bag is affixed with a label boasting Law 14.532/2023, explaining how racism is unlawful and a QR code that helps victims report incidents



NEO-ALTURISM SUB-TRENDS :

- 1.1 PURPOSE DRIVEN
- 1.2 THE AUTONOMISTS

PRODUCTS



Nudie Jeans



Pangaia



All Birds



Pangaia

[nudie jeans](https://www.nudiejeans.com/)

<https://pangaia.com/>

<https://www.patagonia.com/home/>

<https://www.allbirds.com/pages/sustainable-practices#reality>

Recycled Material Collections

- ❑ Launch a collection made entirely from upcycled or recycled materials (e.g., ocean plastics, post-consumer waste).
- ❑ Highlight transparency in sourcing and the environmental impact reduction.

Repairable and Modular Clothing

- ❑ Design apparel that can be repaired, swapped, or upgraded (e.g., detachable sleeves, reversible jackets).
- ❑ Offer repair kits or subscription services for maintenance.

Customizable Ethical Fashion

- ❑ Introduce customization options for customers to design their garments with pre-approved sustainable materials.

Eco-Conscious Accessories

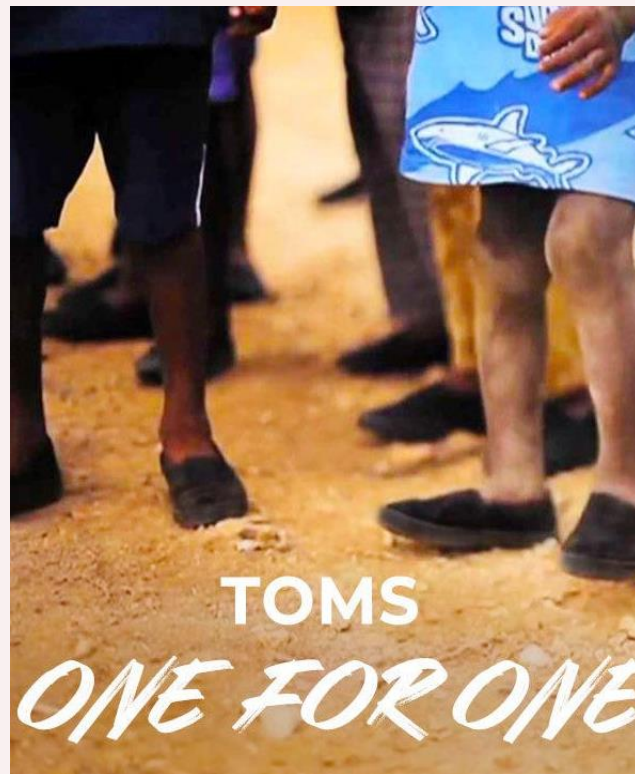
- ❑ Create accessories like biodegradable sneakers, plant-dyed scarves, or vegan leather bags.

NEO-ALTURISM SUB-TRENDS :

1.1 PURPOSE DRIVEN

1.2 THE AUTONOMISTS

PRODUCTS CONTINUED



[https://pangaia.com/Travel Jacket to Pillow](https://pangaia.com/Travel-Jacket-to-Pillow)
[Toms - one for one](https://www.toms.com/one-for-one)
<https://www.nike.com/in/nike-by-you>

Cause-Based Capsule Collections

- ❑ Mission-Driven Designs: Launch limited-edition collections where each piece supports a specific cause (e.g., ocean conservation, education, or mental health).
- ❑ Impact Graphics: Use bold graphics or patterns inspired by the supported causes, such as waves for ocean health or abstract educational icons.

Independent Lifestyle Essentials

- ❑ Packable Wardrobes: Items that fold into small, easy-to-carry shapes, ideal for those constantly on the move.
- ❑ Wearable Tech Integration: Fashion that incorporates practical tech like solar charging panels or embedded Bluetooth for hands-free communication.

Customizable Apparel

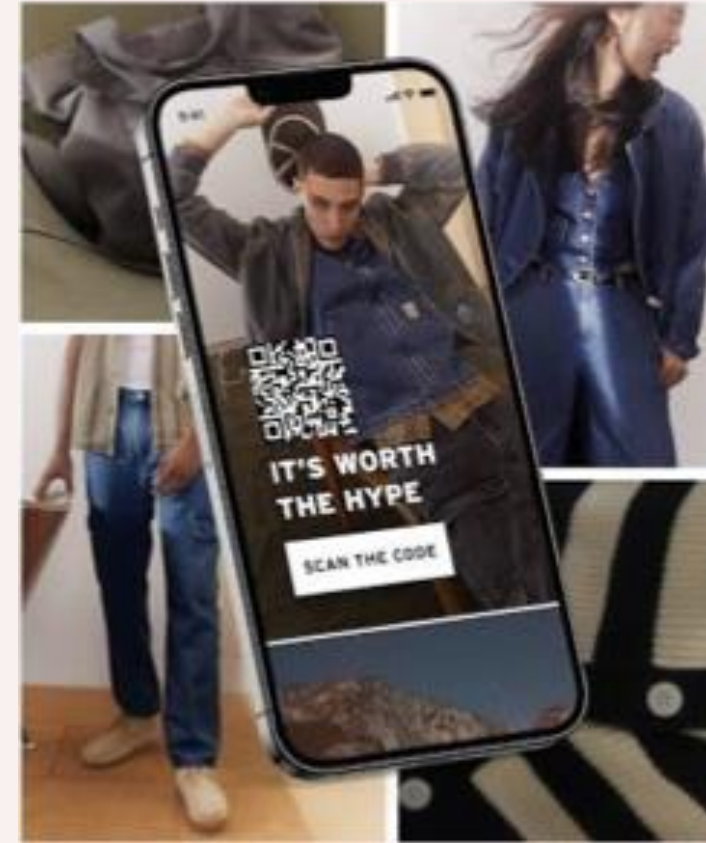
- ❑ Modular Fashion: Create clothing with detachable or interchangeable components (e.g., sleeves, collars, or panels) to allow wearers to adapt their look.
- ❑ Personalized Prints: Offer items where customers can choose graphics, colors, or text to reflect their unique identity or values.

NEO-ALTURISM SUB-TRENDS :

1.1 PURPOSE DRIVEN

1.2 THE AUTONOMISTS

PRODUCTS CONTINUED



TOMMY HILFIGER ADAPTIVE FOR HIM

A new season of essentials. Smart design, timeless style.



Profit-Sharing or Impact-Linked Products

- ❑ Create limited edition pieces where a portion of the profit goes to environmental or social causes.
- ❑ Highlight measurable impact (e.g., "This hoodie cleaned 10 pounds of ocean plastic").

Storytelling Apparel

- ❑ Narrative Pieces: Each item comes with a tag or embedded QR code that shares the story of the artisan, the community, or the cause it supports.
- ❑ Collaboration with NGOs: Work with organizations to create exclusive pieces tied to their missions, like wildlife conservation-themed tees with a wildlife charity.

Inclusive and Accessible Lines

- ❑ Universal Design Apparel: Pieces made to accommodate diverse needs, such as adaptive features for individuals with disabilities, ensuring inclusivity.
- ❑ Sliding Scale Pricing Options: Introduce models where customers can opt to pay more to support others who can't afford full price, fostering community support.

NEO-ALTURISM SUB-TRENDS :

1.1 PURPOSE DRIVEN

1.2 THE AUTONOMISTS

<https://www.levistrauss.com/levis-history/>

<https://usa.tommy.com/en/tommy-adaptive>

<https://www.thereformation.com/sustainability.html>

<https://www.the-spin-off.com/news/stories/The-Brands-How-Vivienne-Westwood-supports-Made-in-Kenya-and-circularity-16788>

COMMUNICATION

Community-Driven Collections

- Develop products co-designed with customers to promote inclusivity and shared responsibility.
- Crowdfund ideas from customers to reflect shared values.

Shared Closet Subscription

- Launch a "shared wardrobe" program where customers can subscribe to rent and exchange clothes within a like-minded community.
- Focus on affordability, sustainability, and community building.

Storytelling with Purpose

- Share authentic, behind-the-scenes stories about the materials, artisans, and processes behind the products.
- Use visual storytelling (videos, infographics) to show the measurable impact of each purchase.

Interactive Content

- Host live Q&A sessions, panel discussions, or digital workshops with, designers, and brand ambassadors.

Social Media Advocacy

- Collaborate with Gen Z influencers passionate about sustainability.
- Encourage user-generated content with hashtags like #NeoAltruismStyle or #ImpactThroughFashion.

Community Engagement

- Organize virtual and in-person events such as clothing swaps, upcycling workshops.
- Build an online forum or app where users can exchange ideas and stories about sustainability.

Collaborations for Impact

- Partner with NGOs, & grassroots organizations.
- Co-brand collections with sustainable material innovators.

Cultural Alignment

- Tap into Gen Z's social values by addressing topics like diversity, inclusion, and global citizenship alongside sustainability.
- Emphasize unity and action through bold, inclusive campaign visuals and narratives

2. MEGA-TREND

EMBRACING CHANGE



<https://www.nike.com/you-cant-stop-us>
[Adobe's "The Future is Fluid"](#)

Embracing Change is a trend focused on adapting to life's uncertainties with a positive mindset. It encourages moving past negativity, seeing challenges as opportunities for growth. Instead of resisting difficult realities, this mindset embraces them, recognizing moments of change as transformative. Brands like Nike and Adobe are embodying this trend. Nike's "You Can't Stop Us" campaign showcases athletes overcoming adversity, celebrating resilience and the power of change. Similarly, Adobe's "The Future is Fluid" campaign emphasizes the importance of adaptability in the creative industry. By promoting digital tools that help creatives navigate change, Adobe encourages a mindset of evolution, pushing boundaries and embracing the constant shifts in technology and trends.



EMBRACING CHANGE SUB-TRENDS :

- 2.1 RATIONAL OPTIMISM
- 2.2 RADICAL ACCEPTANCE
- 2.3 GLIMMERS

2.1 SUB-TREND

RATIONAL OPTIMISM



Girlfriend Collective

<https://girlfriend.com/>

[Airbnb "live anywhere "](#)

While global challenges and negative news dominate, this mindset acknowledges difficulties but focuses on evidence-based hope and progress. It emphasizes adaptability, positive change, and mental well-being, offering a grounded, constructive approach to overcoming societal and personal crises by embracing change.

Girlfriend Collective and Airbnb's "Live Anywhere" campaigns both promote rational optimism—brand promotes a mindset of personal empowerment, encouraging individuals to embrace their bodies and highlight new possibilities for work-life balance and cultural connection.

2.2 SUB-TREND

RADICAL ACCEPTANCE



The Radical Acceptance Macro reflects a shift toward embracing difficult realities, imperfection, and embracing life as it is—without resistance. It encourages letting go of the need to control everything and finding peace in accepting what cannot be changed. This mindset is about acknowledging life’s challenges and allowing space for personal growth, healing, and transformation.

Nike’s “Play New” and Apple’s “A Different Kind of Perfect” campaigns both champion Radical Acceptance by encouraging Gen Z to embrace failure, imperfection, and diversity. Nike promotes growth through mistakes in sports, while Apple celebrates individuality and inclusivity, showing that “perfect” is different for everyone. Both campaigns empower authenticity.

<https://www.nike.com/jp/en/a/play-new>

<https://books.apple.com/us/book/a-different-kind-of-perfect/id1161772285>

2.3 SUB-TREND

GLIMMERS



[Coca - Cola " Open to Better "](#)

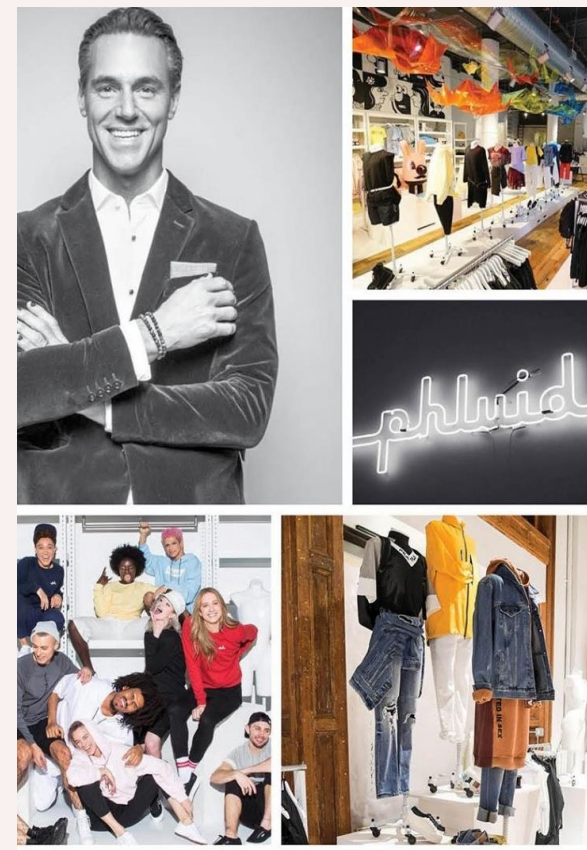
[Legos : Rebuild-the-world-campaign](#)

Small, positive moments of joy, surprise, or contentment—will become a key take away to cope with stress and uncertainty. These micro-moments, like hearing your favorite song or meeting a friendly dog, help calm anxiety, improve mood, and motivate action. While they won't solve big problems, glimmers will provide comfort and relief in difficult times, making them valuable for brands to incorporate into their products, services, and culture.

LEGO's "Rebuild the World" and Coca-Cola's "Open To Better" campaigns both embrace the glimmers trend by highlighting small, joyful moments that bring comfort in a chaotic world. LEGO promotes creativity and play as stress relief, while Coca-Cola emphasizes sharing simple, everyday experiences to spread optimism and togetherness.



PRODUCTS



Trend step Ireland : Modular Design

The Phluid Project : Inclusive Fashion

<https://tredstep.com/>

<https://thephfluidproject.com/>

<https://www.hm.com/xk/simone-rocha-hm-designer-collaboration-2021/>

Transformable Clothing

- ❑ Launch multi-functional pieces that adapt to different uses, such as jackets that convert into backpacks or dresses / pants that transform into two-piece sets or shorts.
- ❑ Highlight versatility as a metaphor for adaptability.
- ❑ Align this with the message of personal evolution and flexibility

Limited-Time Collections

- ❑ Introduce "flash collections" that change frequently, creating a sense of urgency and aligning with the theme of embracing the ephemeral.

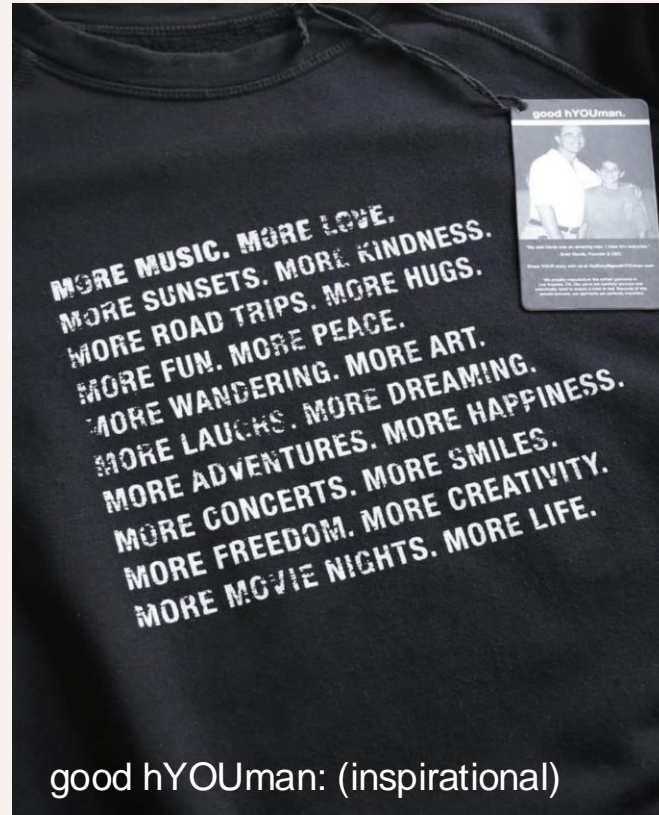
Customization and Modular Design

- ❑ Offer modular pieces where users can swap out components (e.g., interchangeable collars, cuffs, or panels) to keep up with their evolving tastes or needs.

Adaptive and Inclusive Fashion

- ❑ Create designs that adjust to various body types and lifestyles (e.g., elasticized, adjustable, or all-gender items).
- ❑ Ensure inclusivity by offering extended size ranges and gender-neutral styles.

PRODUCTS CONTINUED

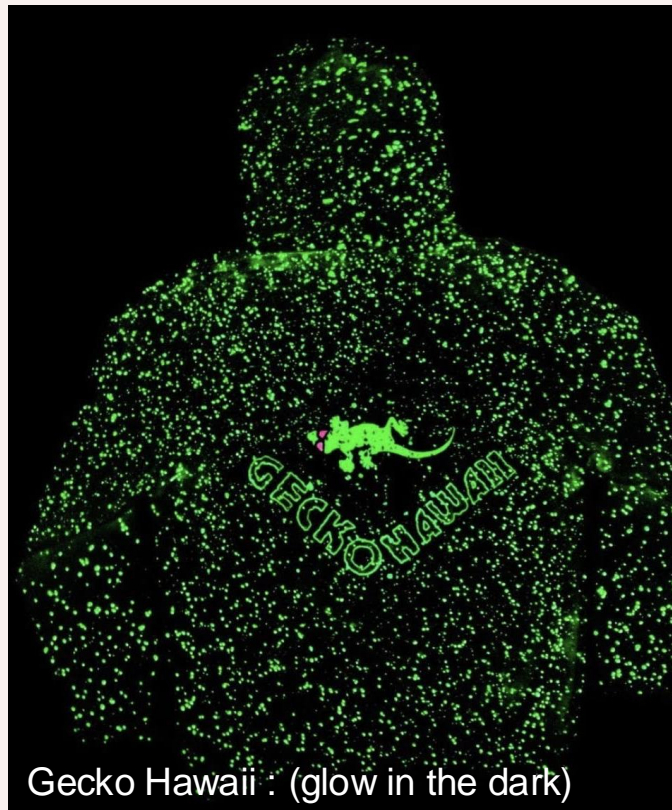


good hYOUman: (inspirational)



Purpose Jewelry

PURPOSE Jewelry is handcrafted by survivors of human trafficking



Gecko Hawaii : (glow in the dark)

<https://geckohawaii.com/>

<https://goodyouman.com/>

<https://www.vettacapsule.com/>

<https://www.purposejewelry.org/>



VETTA (Capsule Collection)

Inspirational Quote Apparel

- ❑ Create apparel featuring subtle, meaningful quotes or phrases that inspire optimism without being overly dramatic.
- ❑ Use modern typography for a sleek, rational design aesthetic.

Purpose-Driven Accessories

- ❑ Create items such as bracelets or pins that donate a portion of proceeds to social causes, aligning optimism with action.
- ❑ Highlight these accessories as symbols of small yet meaningful change.

Seasonless Fashion

- ❑ Develop versatile, season-neutral clothing to minimize waste and support a forward-thinking mindset, position this as a smart investment in a sustainable future.

Iridescent Clothing Collection

- ❑ Develop a line of garments using shimmering, reflective, or holographic fabrics that catch the light to create "glimmers" of beauty and joy.

Glow-in-the-Dark Apparel

- ❑ Introduce glow-in-the-dark elements, such as thread or prints, that reveal themselves in dim lighting, aligning with the concept of finding light in unexpected places.

PRODUCTS CONTINUED



Subtle Sparkle Accessories

- ❑ Offer accessories like jewellery, belts, and bags with understated but eye-catching sparkle effects (e.g., crystal embellishments, metallic finishes).

Light-Catching Activewear

- ❑ Create activewear with reflective accents that shine under sunlight or flash, symbolizing small, uplifting "glimmers" in everyday life.



[Joker and Witch](#)

[Swarovski-Delivers joy in full color](#)

<https://www.adidas.com/us/reflective-clothing>

<https://www.nike.com/in/w/reflective-clothing-6ymx6z7w6g3>

Dynamic Storytelling Campaigns

- Share evolving stories of real customers and influencers showing how they adapt to life changes, using the brand's products.
- Use a "Before and After" approach to highlight transformation through fashion.

Immersive Experiences

- Create pop-up stores or traveling fashion shows that transform with each location.

Social Media Challenges

- Launch campaigns encouraging customers to show how they embrace change (e.g., outfit remix challenges).
- Use hashtags like #FashionEvolution or #EmbraceChange.

Partnerships with Change Advocates

- Collaborate with Gen Z influencers who embody personal growth, adaptability, or social activism.
- Highlight their stories in the brand's campaigns.

Educational Content

- Share tips on adapting fashion to different settings or seasons.
- Offer content on personal growth and self-expression through change.

Inclusivity-First Messaging

- Position the brand as a champion of inclusivity, celebrating all forms of change—cultural, personal, or societal.
- Use diverse representation in visuals and storytelling.

COMMUNICATION

Rewarding Change-Makers

- Introduce loyalty programs where customers can trade in old clothing for discounts on new collections, symbolizing their contribution to a changing, circular fashion economy.

Real-Time Engagement

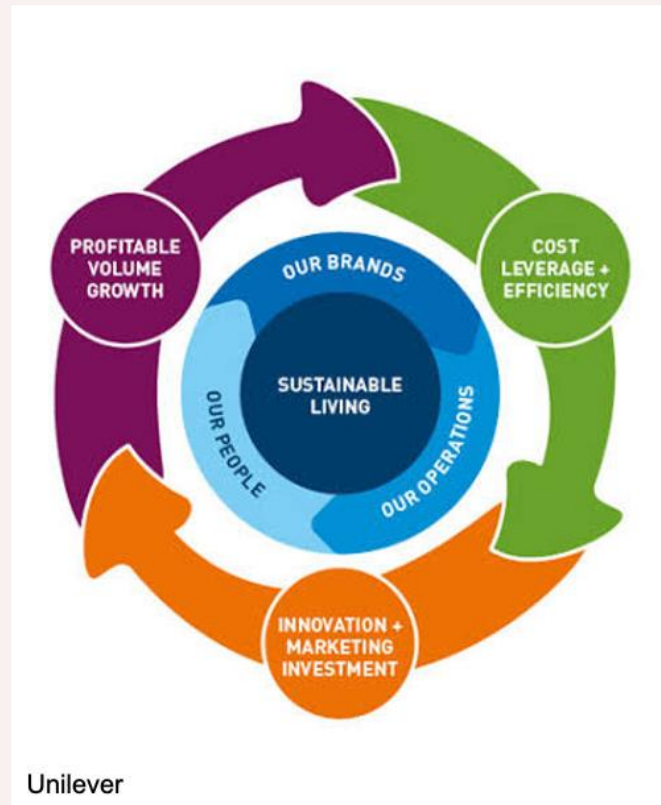
- Host live events on social media where customers can vote on upcoming changes to collections or designs.
- Keep customers engaged by regularly introducing updates to existing collections based on their input.

Emotional Connection

- Use messaging that aligns with Gen Z's focus on self-expression, such as "Style that evolves with you" or "Wear change, embrace the new you."
- Focus on the emotional aspects of personal

3. MEGA-TREND

MORAL INJURY



The theme of "moral injury" resonates with Gen Z's deep concern for social justice, mental health, and the psychological toll of ethical dilemmas. Products in this theme should focus on healing, awareness, and solidarity while addressing issues like activism, ethical production, and emotional expression. The trend occurs when people make decisions that go against their values due to financial pressures. As living costs rise, many are forced to compromise their morals, leading to stress, guilt, and mental health struggles like depression. Sustainable fashion brands like B Label and Doodlage in India are addressing the moral injury dilemma by promoting ethical production and eco-friendly designs. Similarly, Unilever's Sustainable Living Plan encourages conscious consumerism with eco-friendly products, helping consumers navigate the tension between convenience and sustainability, reducing feelings of guilt over purchases.



MORAL INJURY SUB-TREND:

1. GREENWASHING AWARENESS

<https://doodlage.in/>

<https://www.blable.in/>

<https://www.nonasties.in/>

<https://www.unilever.com/sustainability/>

3.1 SUB-TREND

GREENWASHING AWARENESS

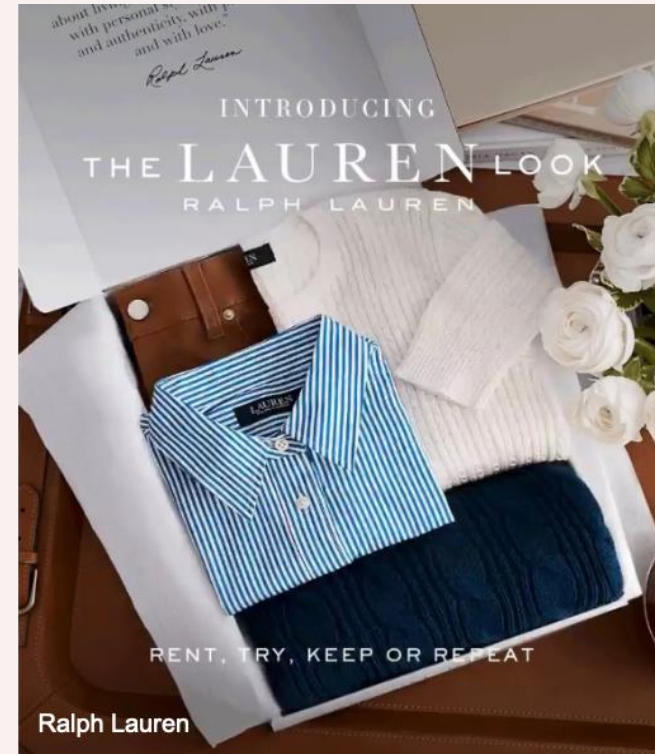


The growing awareness of greenwashing has become a significant sub-trend related to moral injury. Greenwashing occurs when brands falsely claim to be environmentally friendly without making substantial changes to their practices. As consumers become more informed, they feel guilty and conflicted for supporting brands that deceive them.

Companies like Nestlé and H&M have faced backlash for misleading sustainability claims, leading to greater scrutiny and demands for transparency.



PRODUCTS



<https://shopsenseationalyou.com/>

<https://www.the-outrage.com/collections/accessories>

https://corporate.ralphlauren.com/pr_210302_LaurenLook.html

<https://www.vogue.com/fashion-shows/spring-2025-ready-to-wear/kim-shui>

Therapeutic Fashion

- Introduce sensory-friendly clothing with soothing fabrics, weighted elements, or calming textures for emotional comfort.
- Emphasize self-care through clothing.
- Winterwear is the opportunity here.

Statement Accessories

- Design pins, patches, or jewellery that express solidarity with social causes (e.g., mental health awareness, environmental action, or anti-oppression messages).

Emotion-Driven Prints

- Feature designs inspired by abstract representations of moral injury, such as fractured patterns, cracks, or healing motifs like kintsugi (the art of mending broken objects).

Sustainable Subscription Boxes

- Offer a subscription service where customers receive eco-certified basics quarterly, reducing overconsumption and ensuring transparency in the supply chain.

Pre-Owned and Circular Economy Lines

- Launch a resale or rental program to promote circular fashion, demonstrating real commitment to reducing waste.

PRODUCTS CONTINUED



The Red Dress Project – Kirstie Macleod



Glory Allan



Mate the Label



Repair denim patch

<https://matethelabel.com/>

<https://reddressembroidery.com/>

<https://www.gloryallan.com/collections/ga000-diy-kits>

Collaboration with Artists and Activists

- ❑ Partner with activists, survivors, or therapists to co-create collections that raise awareness of moral injury and its impact on individuals and society.

Healing-Inspired Pieces

- ❑ Design garments with features that symbolize healing and resilience, such as stitched designs or layered fabric representing strength through adversity.

DIY Sustainable Kits

- ❑ Offer kits for customers to upcycle old clothes or create their own garments, empowering them to participate directly in sustainable practices.

“Honest Materials” Collection

- ❑ Launch a line using only truly sustainable materials, such as organic cotton, hemp, or recycled fabrics, with certifications (e.g., GOTS, OEKO-TEX).

Visible Repair Clothing

- ❑ Introduce visibly repaired or patchwork designs that celebrate extending the life of garments rather than replacing them, reinforcing authentic sustainability.

Authentic Storytelling

- Share stories of people who have experienced moral injury and their paths to healing and growth.
- Use personal narratives and testimonials in campaigns to create a connection with the audience.

Advocacy-Driven Campaigns

- Partner with organizations addressing moral injury-related topics (e.g., mental health nonprofits, environmental groups, or justice movements).
- Launch campaigns where a portion of sales supports these causes.

Emotional Resonance in Messaging

- Use slogans like “Mend the World, Mend Yourself” or “Wear Your Story” to align with the healing and empowerment narrative.
- Create visually impactful content that reflects both struggle and hope.

Safe Spaces for Expression & Healing

- Host forums, online discussions, or workshops where people can share their experiences with moral injury and find support.
- Use these spaces to promote the brand as a leader in fostering dialogue.

Interactive Content

- Encourage customers to share their personal "healing stories" or how they've taken action on moral dilemmas using hashtags like #MoralHealing or #WearYourValues.
- Feature these stories in marketing efforts to highlight community engagement.

Empowerment Through Action

- Offer programs where customers can trade in old clothes for discounts, emphasizing the concept of renewal and ethical consumerism.

Collaborative Collections

- Create limited-edition collections where a portion of profits supports advocacy and awareness campaigns directly related to moral injury issues.

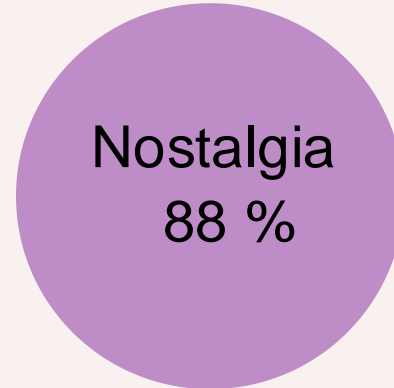
4. MEGA-TREND

YEARNING



Levis

The longing for the past is a reaction to a world of uncertainty and constant change. Many are nostalgic for pre-pandemic times or eras they never fully experienced but idealize, like the 90's or 2000's. This yearning is expressed through trends like #yearnposting on TikTok, where they share bittersweet memories about love, loss, and missed opportunities. Gen Z's nostalgia also drives consumer choices, as they seek comfort in products that remind them of simpler times. Levi's "Our House" (2023) campaign captured Gen Z's yearning for connection and nostalgia. The brand asked consumers to share past relationships and life decisions, as well as celebrating the emotional comfort of well-worn jeans, encouraging reflection on personal milestones and familiar memories. The "yearning" theme evokes nostalgia, aspiration, and emotional depth. Products should focus on evoking memories, dreams, and a sense of connection to the past, present, and future.



YEARNING SUB-TREND:

4.1 EMPATHETIC DISTRESS

4.1 SUB-TREND

EMPATHETIC DISTRESS



<https://www.threadless.com/>

[Headspace - Mindful Detox](#)

Trend reflects a yearning for emotional relief and mental peace. As crises build, people are yearning for a simpler, calmer existence, where they don't feel overwhelmed by constant negative news and emotional stress. They yearn for a world where they can contribute more meaningfully, focusing on what truly matters—kindness, action, and self-care.

Many of the designs sold by Threadless feature messages of kindness, activism, and self-awareness, often with a humorous or creative twist.

Mindful Detox Campaigns: Platforms like Headspace have gained popularity in India, promoting mindfulness practices and encouraging users to take mental breaks from their screens. Offline Campaigns by Celebrities such as Actress Deepika Padukone who has publicly spoken about her struggles with mental health has meant for the 16-25 consumer that its okay to publicly share that 'you're not okay.'

PRODUCTS



Nostalgia-Inspired Apparel

- ❑ Create pieces inspired by retro designs, blending elements from past decades (e.g., 90s grunge, 70s bohemian, or early 2000s aesthetics) with modern silhouettes.

Memory-Driven Accessories

- ❑ Offer customizable jewellery or accessories where customers can engrave personal messages, coordinates, or dates tied to cherished memories.

Mood-Evoking Prints

- ❑ Use dreamy patterns like hazy landscapes, starry skies, or handwritten letters to convey longing and emotional depth.

Comfort Wear with a Story

- ❑ Develop loungewear and oversized items with fabrics designed to feel like a comforting hug, featuring phrases or designs that evoke home, safety, and warmth.

Time Capsule Collections

- ❑ Launch curated capsules inspired by specific time periods, blending past trends with future-forward ideas to appeal to customers yearning for both nostalgia and newness.

<https://suziekondi.com/>

<https://www.tiffany.com/personalize/shop/personalized-gifts/>

<https://www.gucci.com/ca/en/ms/cruise-2025-fashion-show/>

<https://in.louisvuitton.com/eng-in/stories/louisvuittonxmurakami>

PRODUCTS CONTINUED



Globe-Trotter



Thepdkfstore



thelaundress



Coach x Disney

<https://www.globe-trotter.com/>

<https://www.thepdkfstore.com/>

<https://www.thelaundress.com/>

<https://www.coach.com/shop/new/featured/disney-x-coach>

Travel and Exploration Themes

- ❑ Create clothing and accessories inspired by wanderlust, such as map prints, compass motifs, or fabrics inspired by global textiles.
- ❑ Incorporate practical elements like hidden pockets or convertible features.

Scent-Infused Apparel

- ❑ Add scent technology to garments (e.g., lavender for calm, citrus for vibrancy) to tie the pieces to emotional states or memories.

Vintage-Upcycled Line

- ❑ Repurpose vintage fabrics into modern designs, emphasizing the beauty of the old and the excitement of the new.

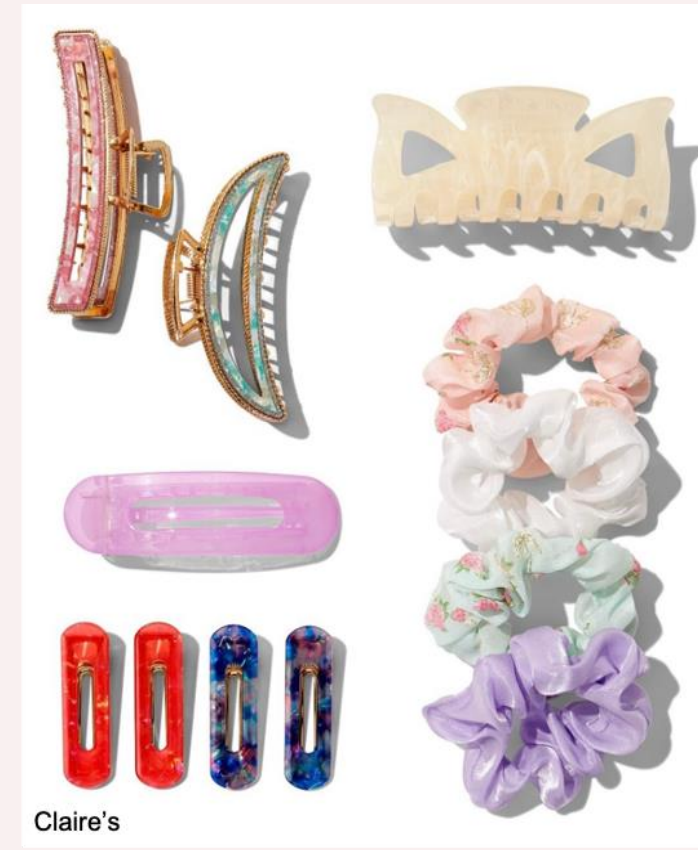
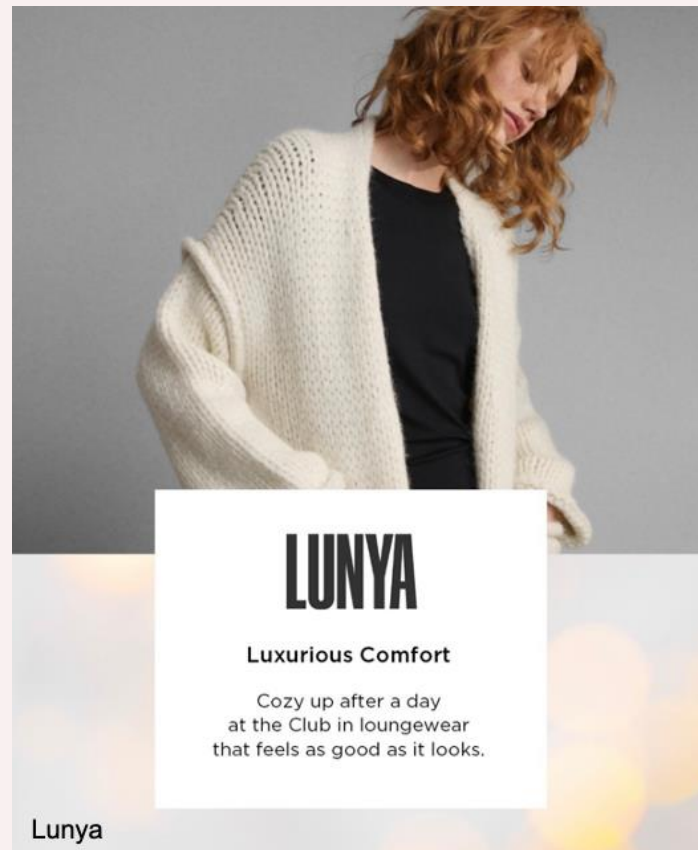
Cozy Layering Essentials

- ❑ Create layering items like knit cardigans, shawls, and oversized scarves that offer both warmth and emotional comfort.

Limited-Edition “Memory Capsules”

- ❑ Launch mini collections tied to specific themes of childhood or community, such as “First School Days” or “Family Gatherings.”

PRODUCTS CONTINUED



Nostalgia-Driven Apparel

- ❑ Retro-Inspired Collections: Create pieces inspired by the 90s and early 2000s, like baggy jeans, tie-dye tops, varsity jackets, or colorful windbreakers that evoke simpler times.
- ❑ Cartoon or Pop Culture Prints: Feature imagery from beloved TV shows, movies, or cultural moments that remind consumers of their childhood.

Comfort-Focused Clothing

- ❑ Oversized Loungewear: Design cozy hoodies, joggers, and sweaters made from soft, nostalgic fabrics like fleece or terrycloth.
- ❑ Weighted Apparel: Offer hoodies, scarves, or jackets with light weighted elements to evoke a sense of security and grounding.

Healing and Calming Products

- ❑ Color Therapy Clothing: Use soft, pastel palettes or soothing earth tones to evoke calm and comfort.
- ❑ Sensory Textures: Include tactile elements like velvety surfaces, quilted designs, or silky linings for emotional reassurance.

Playful Throwback Items

- ❑ Reversible Clothing: Offer reversible tops or jackets with bold, playful prints on one side and neutral, nostalgic tones on the other.
- ❑ Accessories Inspired by Childhood: Headbands, scrunchies, or socks featuring playful designs like smiley faces or stars.

<https://lunya.co/>

<https://eu.stussy.com/>

<https://www.clares.com/>

<https://www.nike.com/in/w/cozy-wear-9fqg6>

Emotional Storytelling

- ❑ Craft campaigns that tap into universal feelings of longing, such as for childhood, adventure, or deep connection.
- ❑ Use relatable storytelling through short films, photo essays, or blog posts.

Interactive Nostalgia

- ❑ Create interactive digital tools or quizzes where customers can discover their “yearning aesthetic” or pick a time period that resonates with them.
- ❑ Encourage users to share their results on social media.

User-Generated “Yearning” Stories

- ❑ Invite customers to share moments or memories they long for, paired with your products, using hashtags like #RememberWhen or #FashionThatFeels.

Visual Language of Longing

- ❑ Use dreamy, atmospheric visuals in campaigns, such as sunsets, handwritten notes, or softly lit portraits.
- ❑ Highlight textures and colours that evoke warmth, softness, and nostalgia.

Time-Travel-Themed Content

- ❑ Run social media content showcasing how past and present styles meet in your collections.
- ❑ Include time-lapse videos or “then-and-now” comparisons to showcase fashion evolution.

Collaboration with Storytellers

- ❑ Partner with poets, musicians, or filmmakers who explore themes of yearning and nostalgia to co-create content or limited-edition designs.

COMMUNICATION

Exclusive “Memory” Drops

- ❑ Release limited-edition pieces tied to specific nostalgic moments, such as a “Back to Summer” or “FirstFriends” collection.

Mood-Board Marketing

- ❑ Share curated mood boards for each collection, blending visuals of places, objects, and feelings that inspired the designs.

Yearning Playlists

- ❑ Create Yousta in-store / social playlists that evoke the emotions tied to the collections and share them with your audience.

Sentimental Packaging

- ❑ Use packaging that feels personal, such as handwritten-style notes, or keepsake-worthy boxes.

Immersive Events

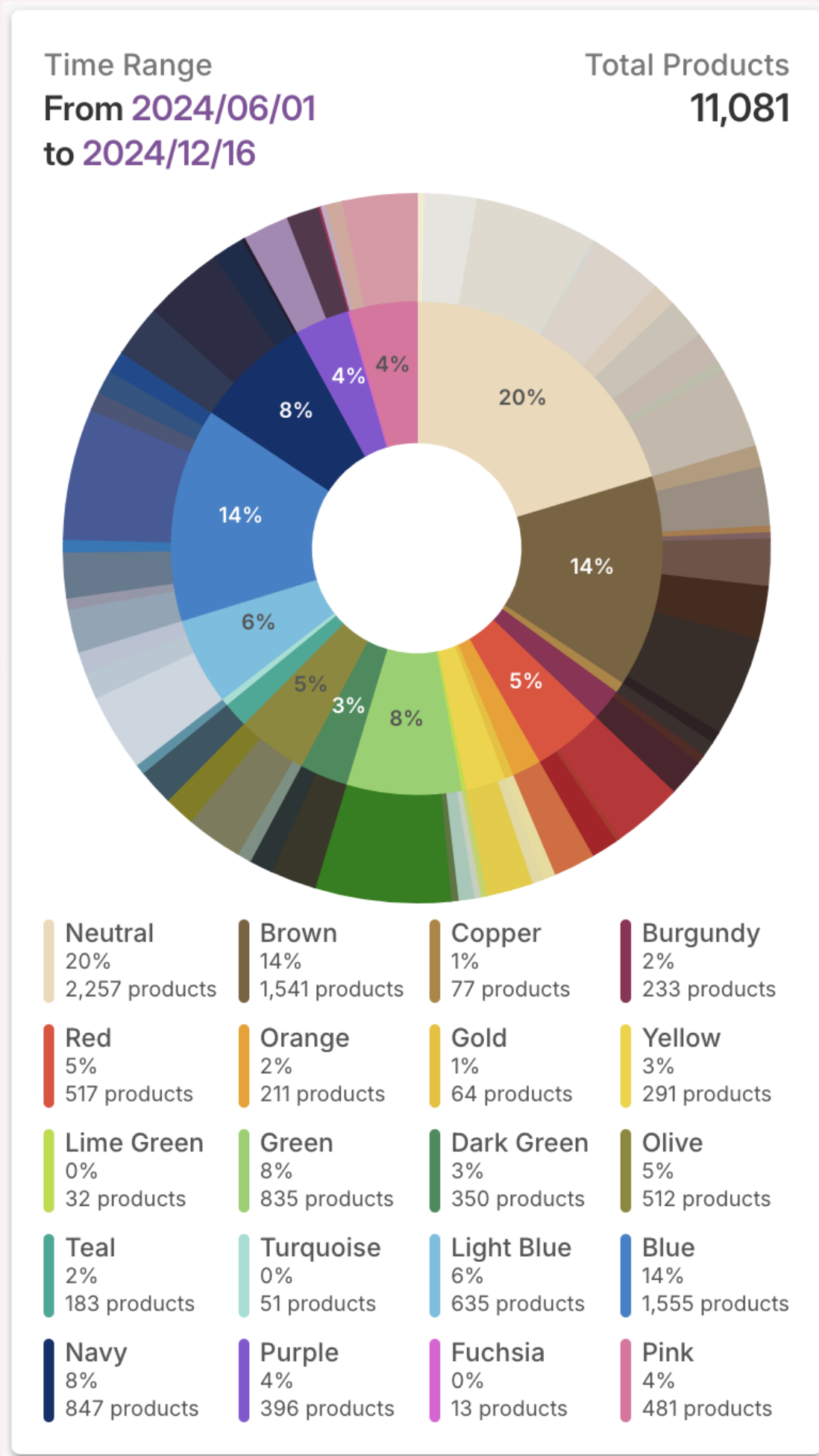
- ❑ Host events or pop-ups that transport attendees to a specific nostalgic or aspirational setting, like a retro diner or dreamy meadow.

Empower Day Dreaming

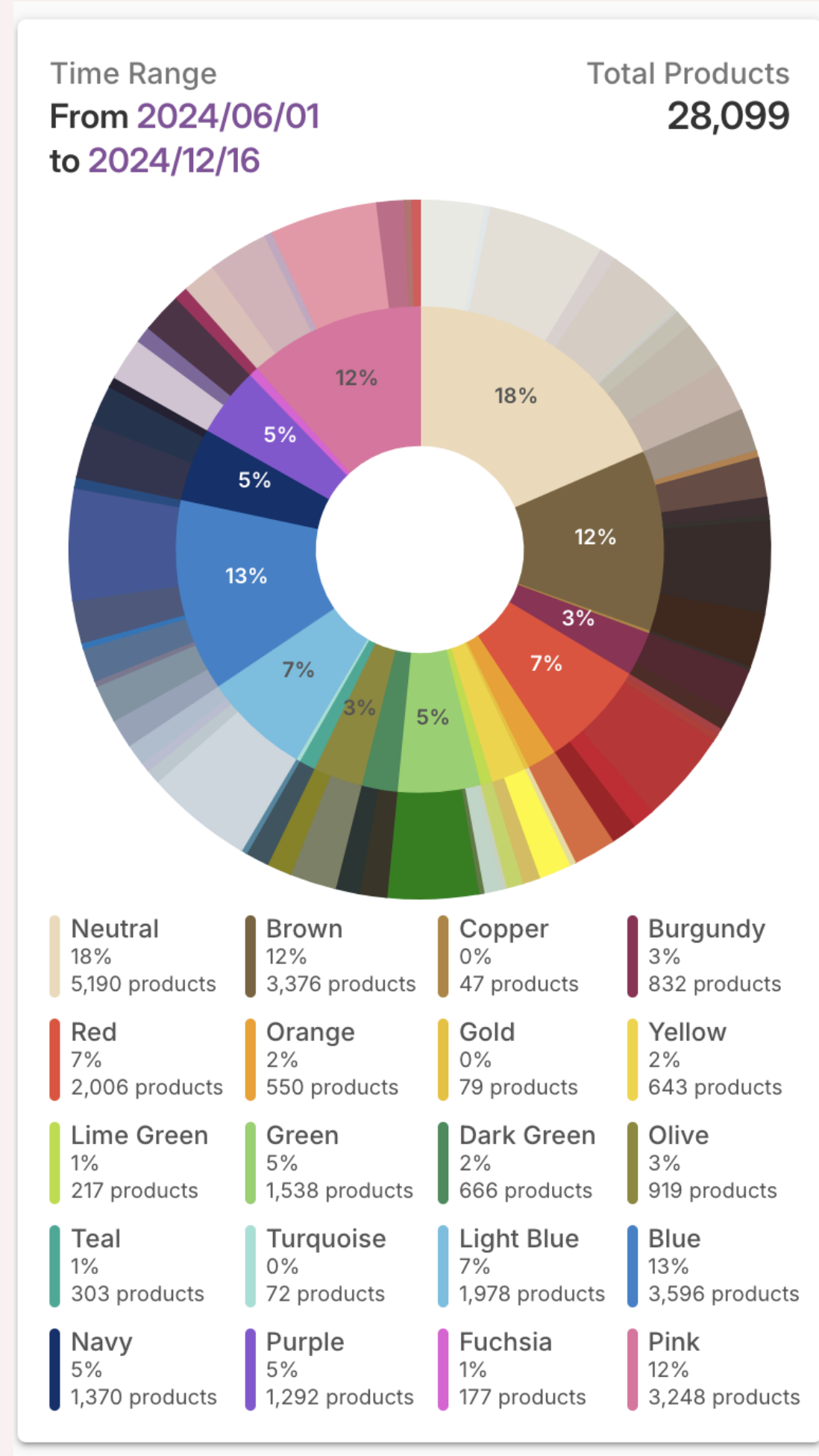
- ❑ Use taglines like “Fashion for What You Dreamed of” or “Wear Your Dreams” to connect emotionally and empower customers to embrace their yearnings.

PRODUCT LESSONS LEARNT

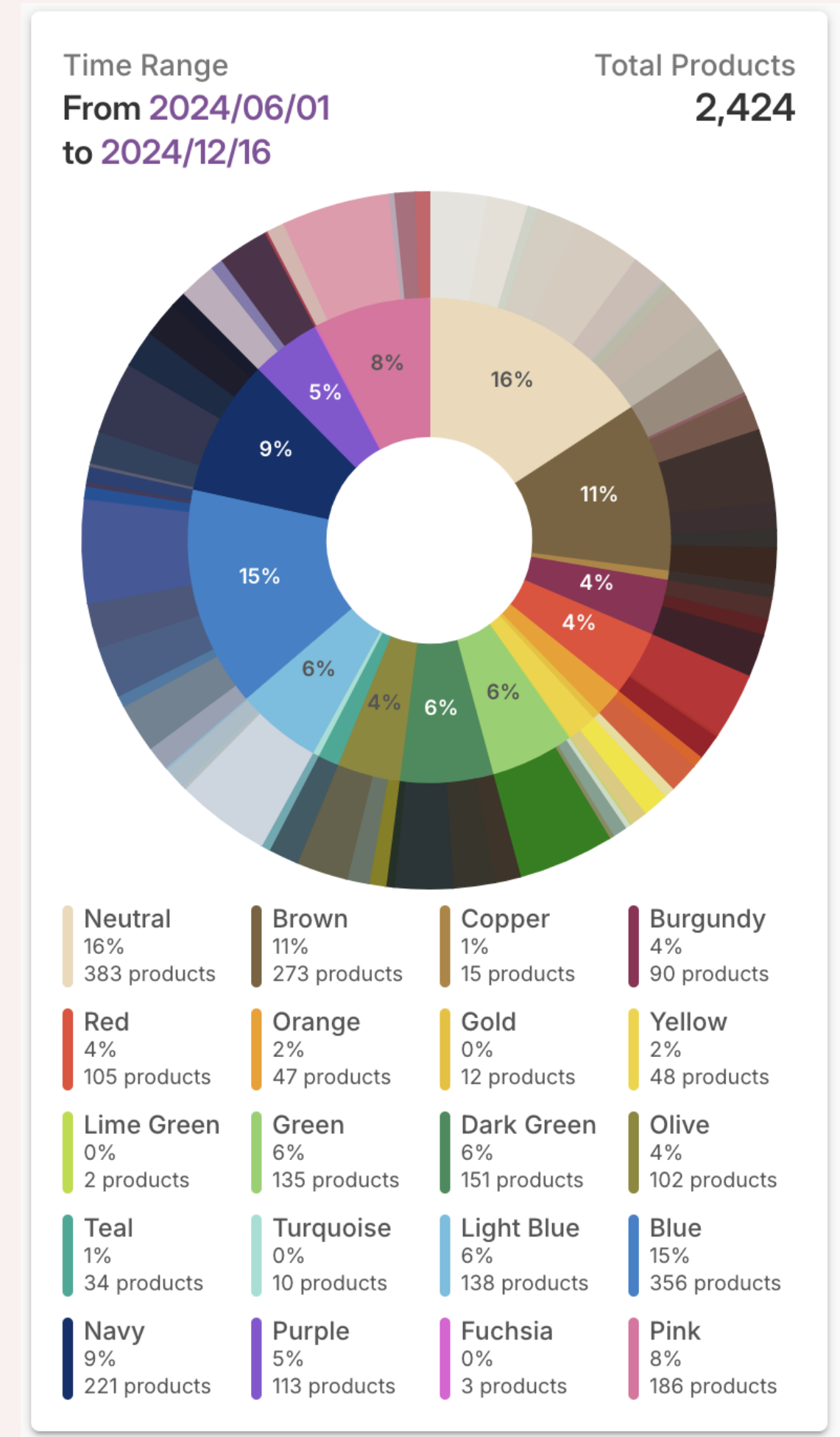
CENTRIC AW24 COLOUR ANALYSIS



MEN



WOMEN

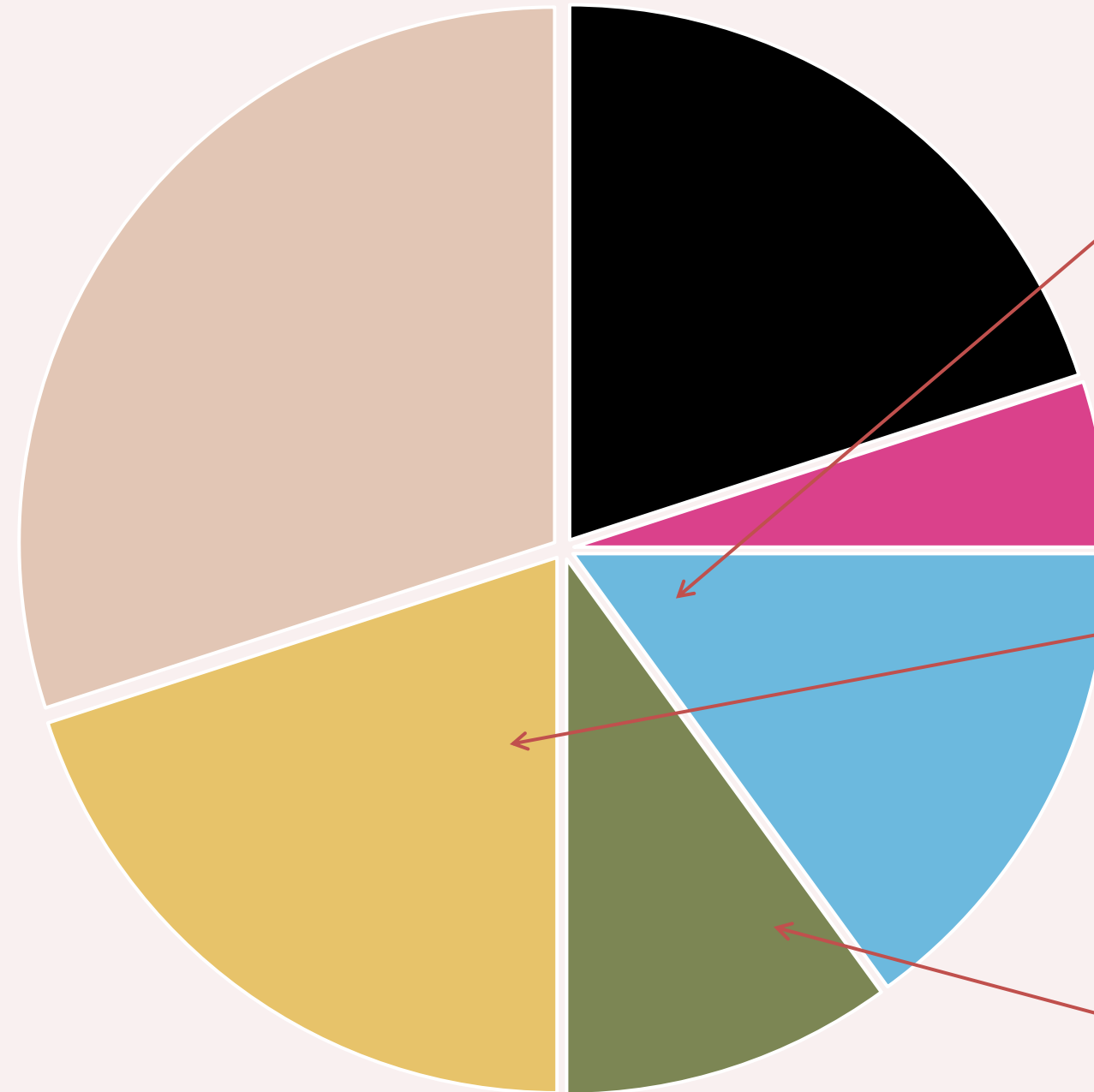


GENDER
NEUTRAL

YOUSTA COLOUR ANALYSIS AW24



(1) RATIO OF HIGHLIGHT COLOURS COMMONLY USED ACROSS THE BRAND (NOT INCLUDING CORE COLOURS)



(2) KEY PERFORMING BUCKETS OF COLOUR ACROSS YOUSTA



COBALT BLUE



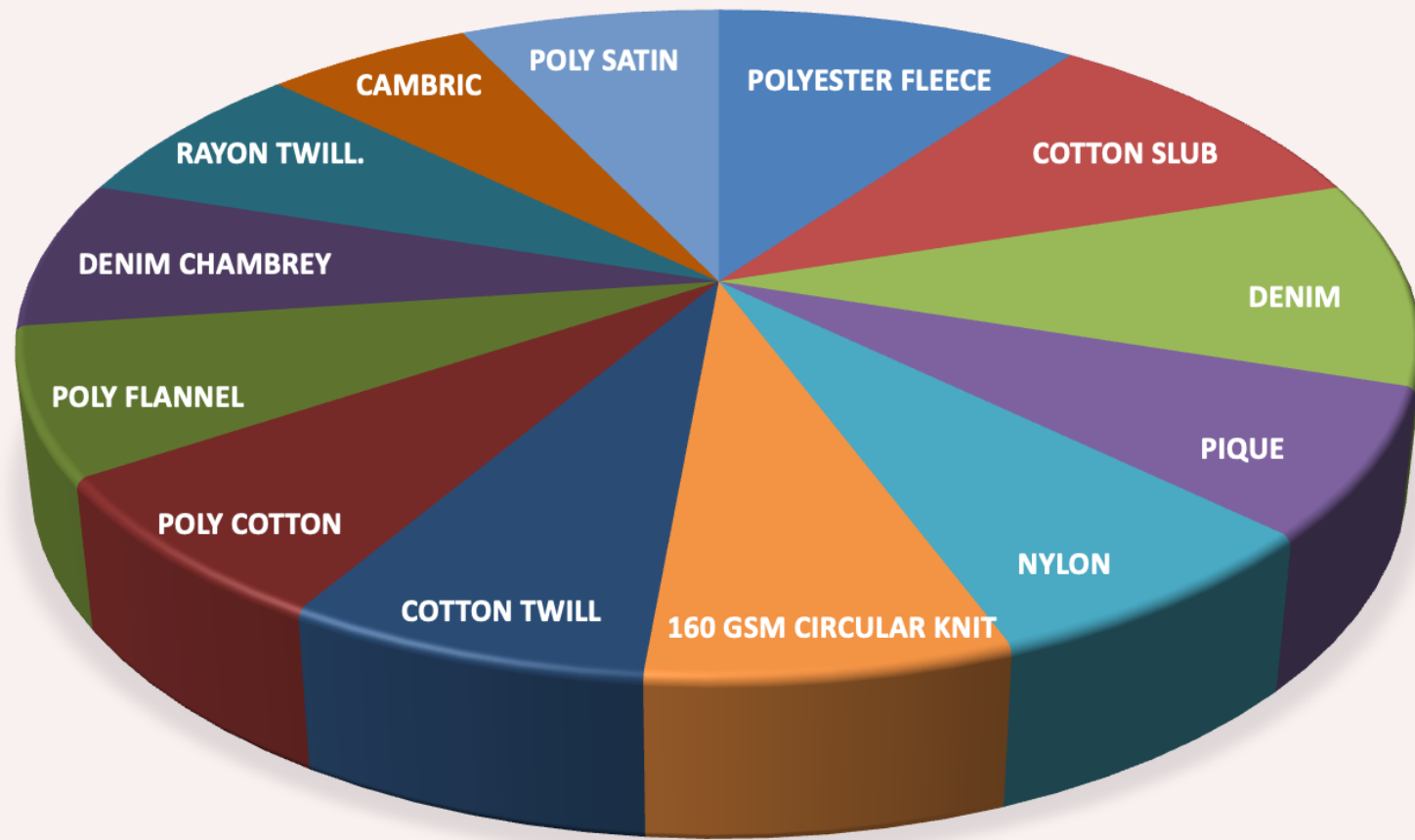
ORANGE IN BOTTOM OF THE BODY



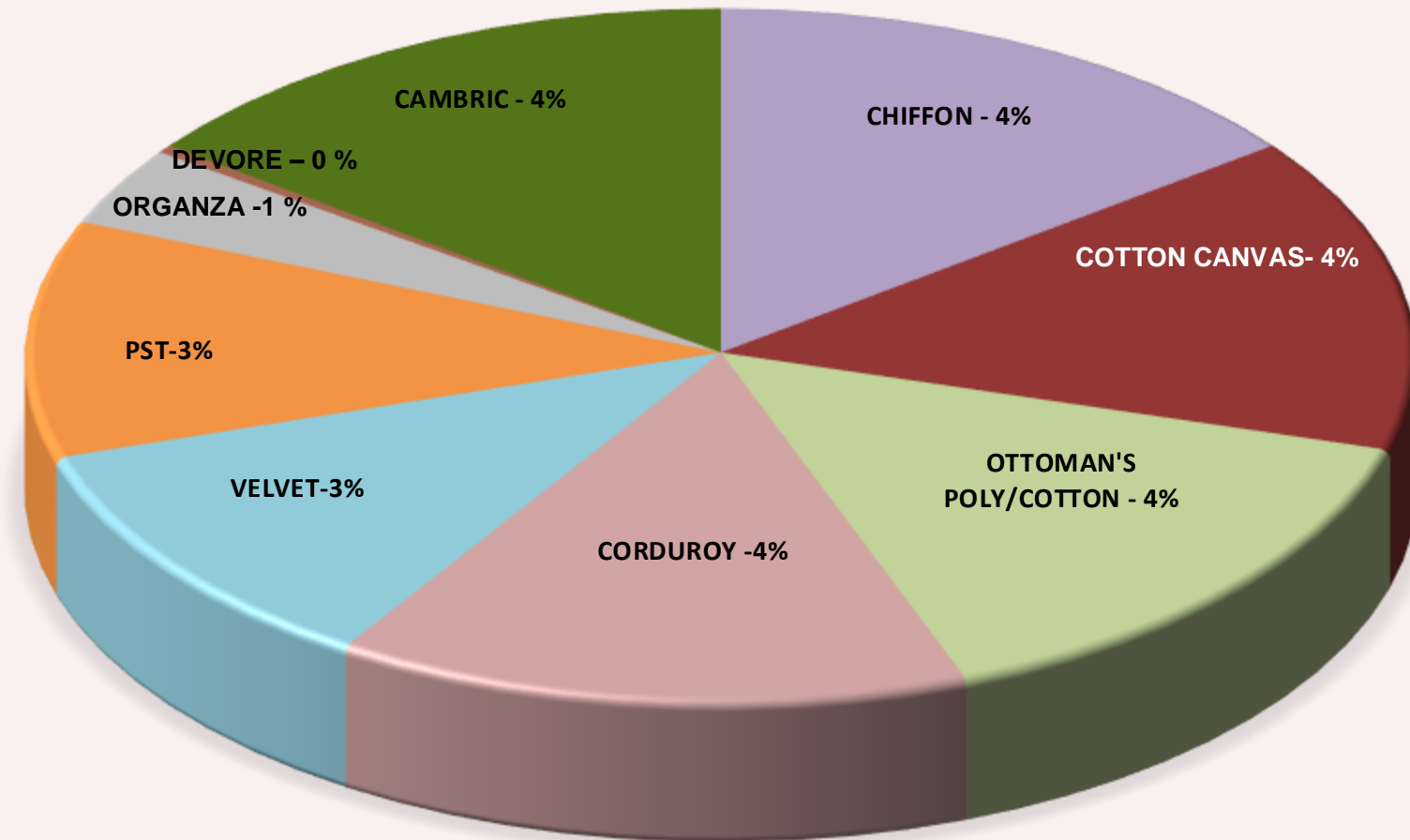
LIME

(3) COLOURS THAT DIDN'T WORK

FABRIC ANALYSIS



(1) RATIO OF FABRIC ASSORTMENT ACROSS YOUSTA



(2) UNDERUTILISED FABRICS IN AW24: UTILISE AS A GROWTH OPPORTUNITY FOR AW25 BASED ON TREND + YOUSTA AW24 PERFORMANCE

OTTOMANS & COTTON CANVAS MIX HAS BEEN RECTIFIED IN SS25 GROWTH WILL CONTINUE TO AW24



CORDUROY



CHIFFON



VELVET



PST

PRODUCT FOCUS

PRODUCT VISION: MW



Urban

Authentic

Individual

PRODUCT VISION:
WWW



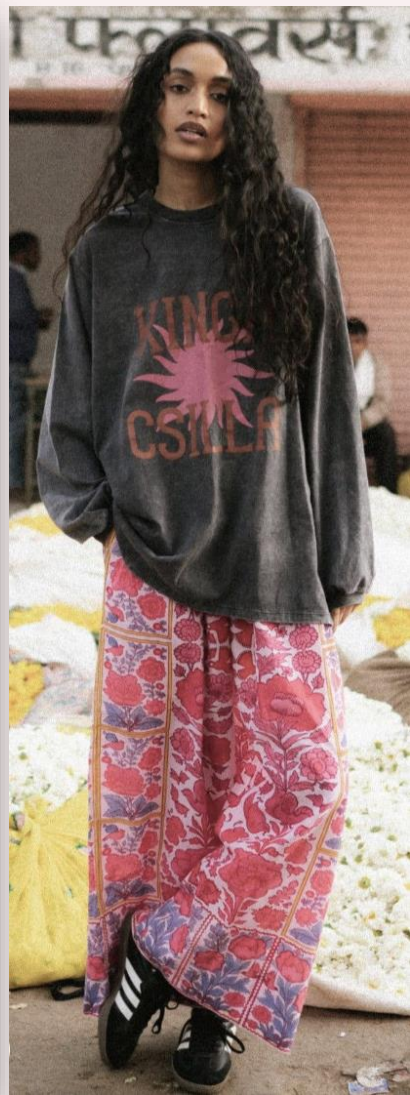
Urban

Authentic



Feminine

PRODUCT VISION: INDOFUSION



Urban

Authentic



Layered

PRODUCT VISION: ETHNICWEAR



Urban

**Culture
Centric**

Feminine

PRODUCT VISION: KIDSWEAR



Fun

Expressive



Creative

TRIM STRATEGY

LOGO & NECK TAPE - ACTIVEWEAR

LOGO ARTWORK DETAILS

0.8cm
0.8cm
HT REFLECTIVE PRINT
SILVER COLOLR

JACQUARD NECKTAPE FOR DARKER BASE

1CM
JET BLACK
BTIGHT WHITE JACQUARD
11-0601 TPG

JACQUARD NECKTAPE FOR LIGHTER BASE

1CM
BTIGHT WHITE JACQUARD
11-0601 TPG
JET BLACK


SHANK & BACK PATCH - DENIM

SHANK RIVET
SHANK RIVET

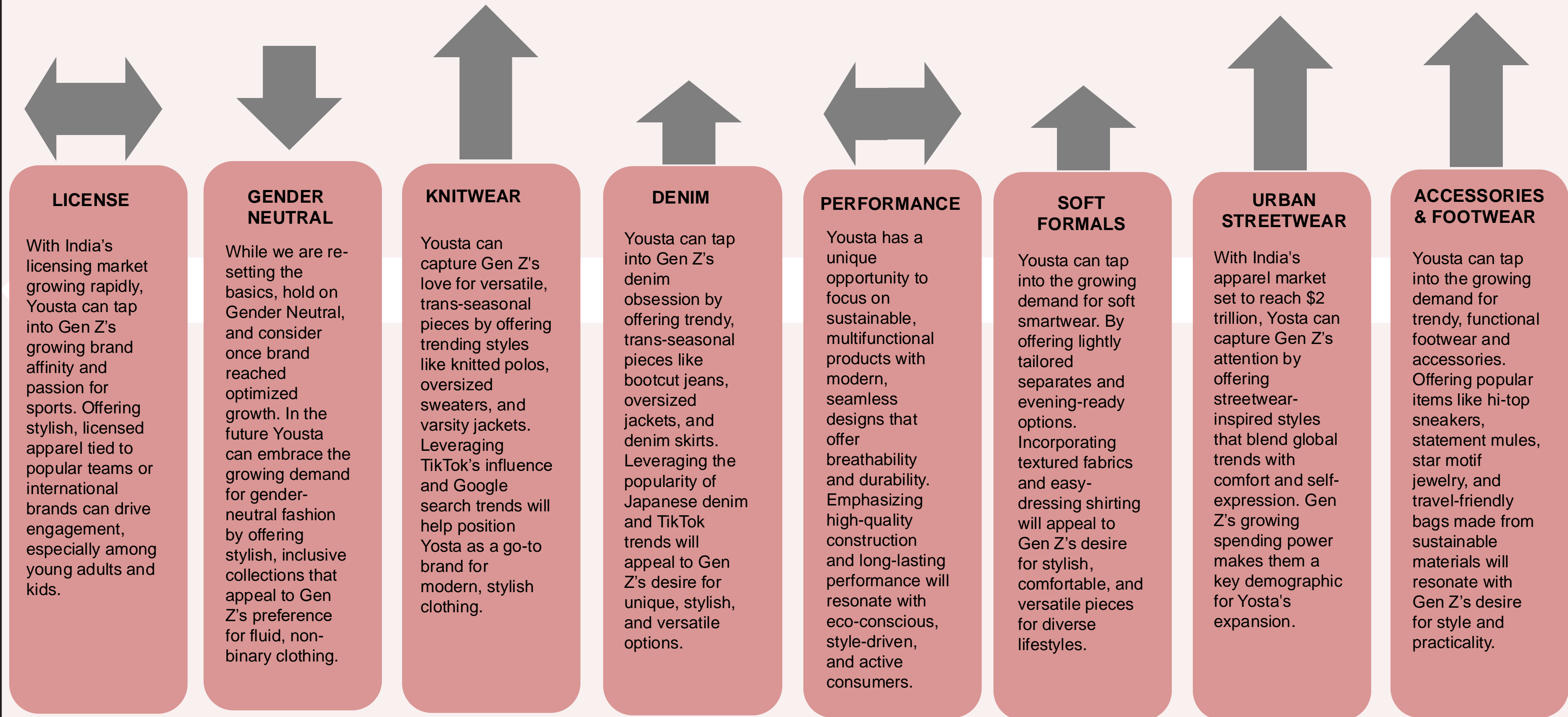
yousta*
DARK TAN COLOR SILVER FOIL BRANDING
(NON-TEARABLE PAPER)
REFERENCE IMAGE

yousta* yousta*
XS/82cm XS/82cm
5 cm 5 cm
N/A
(For dark base, need "White" label & for light base need "Black" label)
REFERENCE IMAGE
1.5 cm from neck seam
yousta* yousta*
XS/82cm XS/82cm
5 cm 5 cm
(For dark base, need "White" label & for light base need "Black" label")
INSIDE DOUBLE NEEDLE STITCH FINISH ON WAIST BAND
CLEAN FINISH ON TOP LAYER
2CMS BELOW CENTRE,
BACK WAIST
HEAT TRANSFER MAIN LABEL ON BACK WAIST BAND INSIDE LAYER

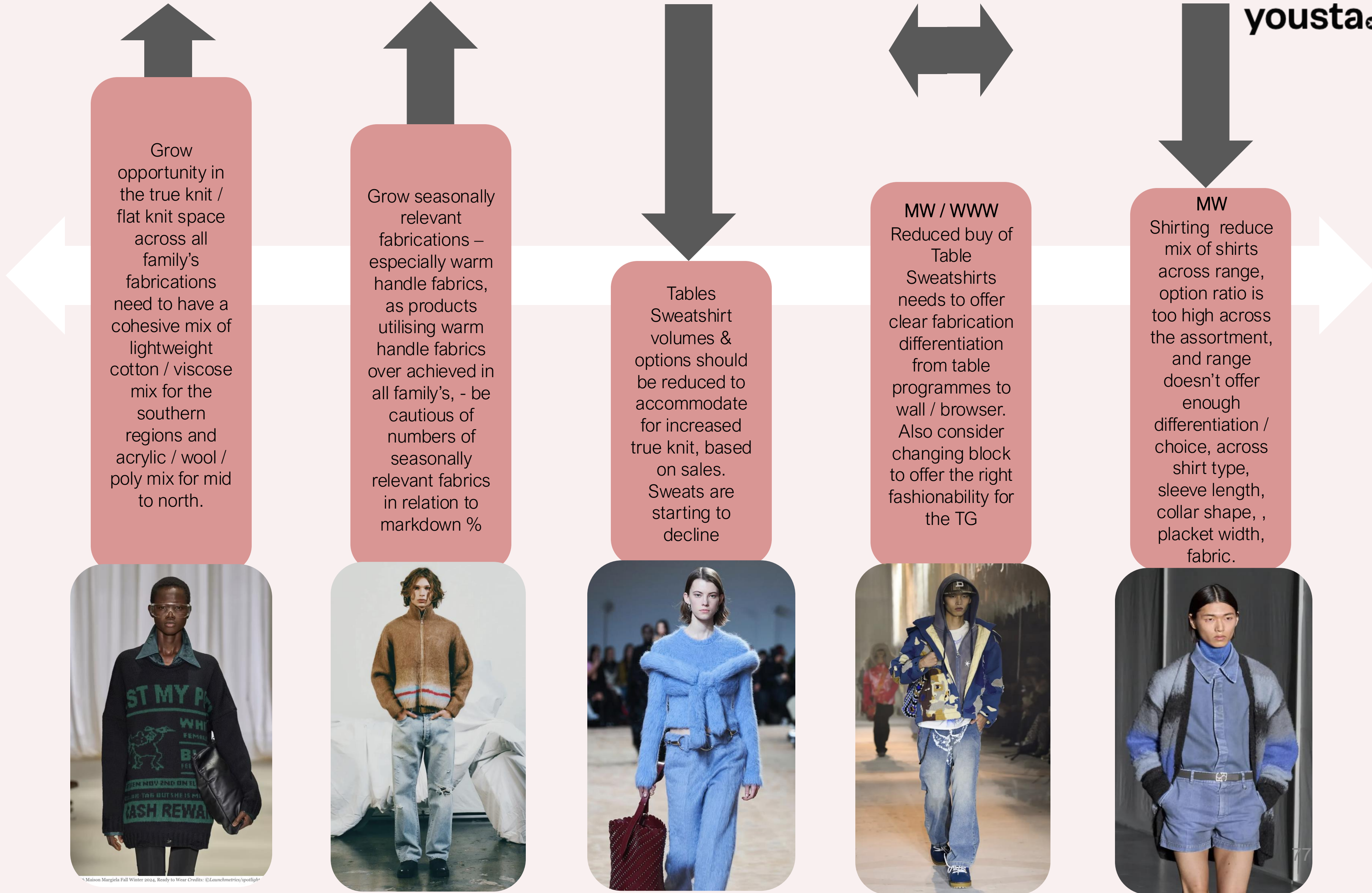
To date from a customer perspective Yousta lacks brand recall CI Survey Sept 2024.

To support brand building Yousta  nding should be used subtly across a larger % of the assortment to drive brand differentiation against competitors

GROW / MAINTAIN / DECLINE



GROW / MAINTAIN / DECLINE



↑

Grow opportunity in the true knit / flat knit space across all family's fabrications need to have a cohesive mix of lightweight cotton / viscose mix for the southern regions and acrylic / wool / poly mix for mid to north.



Maison Margiela Fall Winter 2024, Ready to Wear Credits: ©Launchmetrics/spotlight

↑

Grow seasonally relevant fabrications – especially warm handle fabrics, as products utilising warm handle fabrics over achieved in all family's, - be cautious of numbers of seasonally relevant fabrics in relation to markdown %



↓

Tables
Sweatshirt volumes & options should be reduced to accommodate for increased true knit, based on sales. Sweats are starting to decline



↔

MW / WWW
Reduced buy of Table
Sweatshirts needs to offer clear fabrication differentiation from table programmes to wall / browser. Also consider changing block to offer the right fashionability for the TG

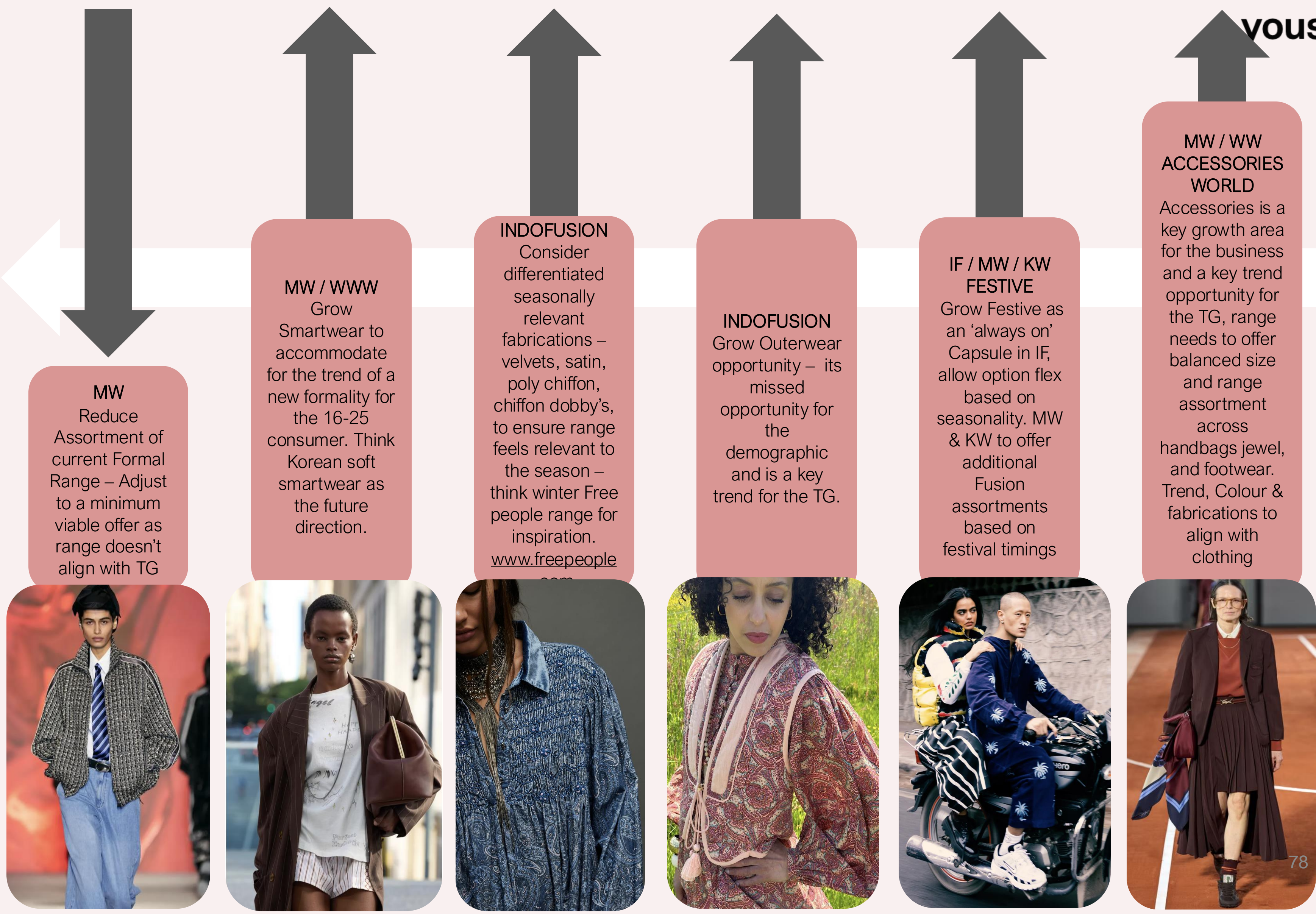


↓

MW
Shirting reduce mix of shirts across range, option ratio is too high across the assortment, and range doesn't offer enough differentiation / choice, across shirt type, sleeve length, collar shape, , placket width, fabric.



GROW / MAINTAIN / DECLINE



MW
Reduce Assortment of current Formal Range – Adjust to a minimum viable offer as range doesn't align with TG



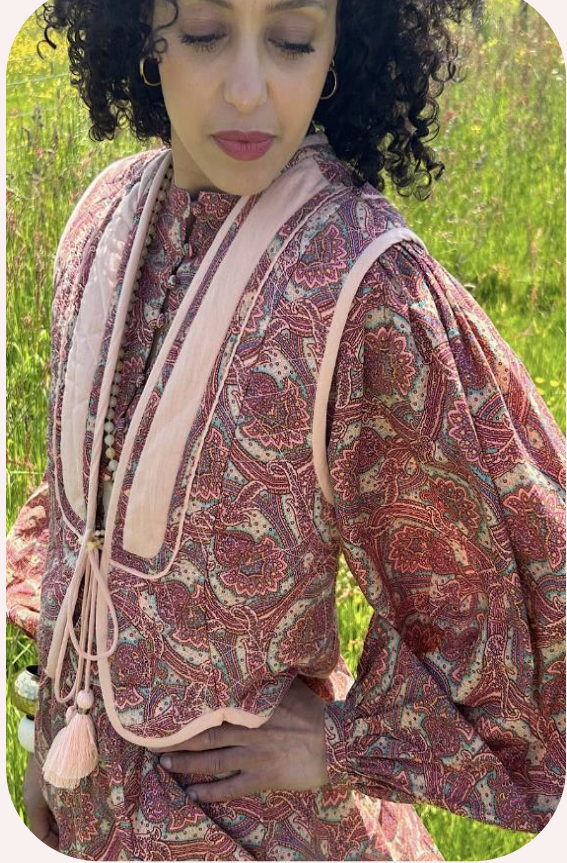
MW / WWW
Grow Smartwear to accommodate for the trend of a new formality for the 16-25 consumer. Think Korean soft smartwear as the future direction.



INDOFUSION
Consider differentiated seasonally relevant fabrications – velvets, satin, poly chiffon, chiffon dobby's, to ensure range feels relevant to the season – think winter Free people range for inspiration.
www.freepeople.com



INDOFUSION
Grow Outerwear opportunity – its missed opportunity for the demographic and is a key trend for the TG.



IF / MW / KW FESTIVE
Grow Festive as an 'always on' Capsule in IF, allow option flex based on seasonality. MW & KW to offer additional Fusion assortments based on festival timings



MW / WW ACCESSORIES WORLD
Accessories is a key growth area for the business and a key trend opportunity for the TG, range needs to offer balanced size and range assortment across handbags jewel, and footwear. Trend, Colour & fabrications to align with clothing



LICENSE



4.9%

The market is expected to grow at a compound annual growth rate (CAGR) of around 4.9% globally.

13%

YOY business growth in India for Licensed Product

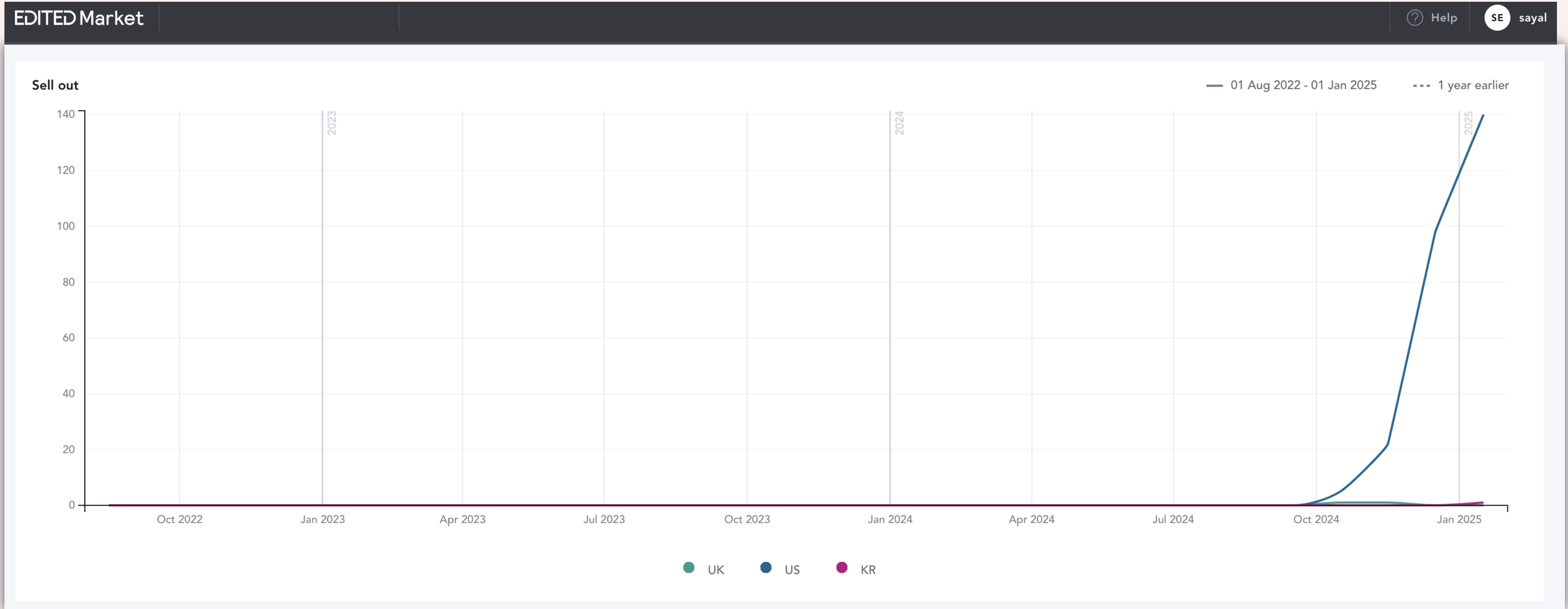
75%

“Of our business in the Asia Pacific comes from 75% from young adults and 25% from kids”.

Vikram Sharma who leads Warner Bros

The surge in popularity of international brands, increased brand affinity among Indian consumers. The growing popularity of sports leagues has driven fans to purchase licensed apparel like team jerseys. The surge in popularity of international brands, increased brand affinity among Indian consumers

LICENSE



The graph illustrates a steady increase in licensed product usage, reflecting strong growth and sustained demand. This upward trend highlights the expanding adoption and value of our offerings.

GENDER NEUTRAL



6.2%

Gender Neutral Global Clothing Market size was valued at USD 98.2 Billion in 2023 and is projected to reach growth OF CAGR 6.2% during the forecast period 2024-2031.

6.5%

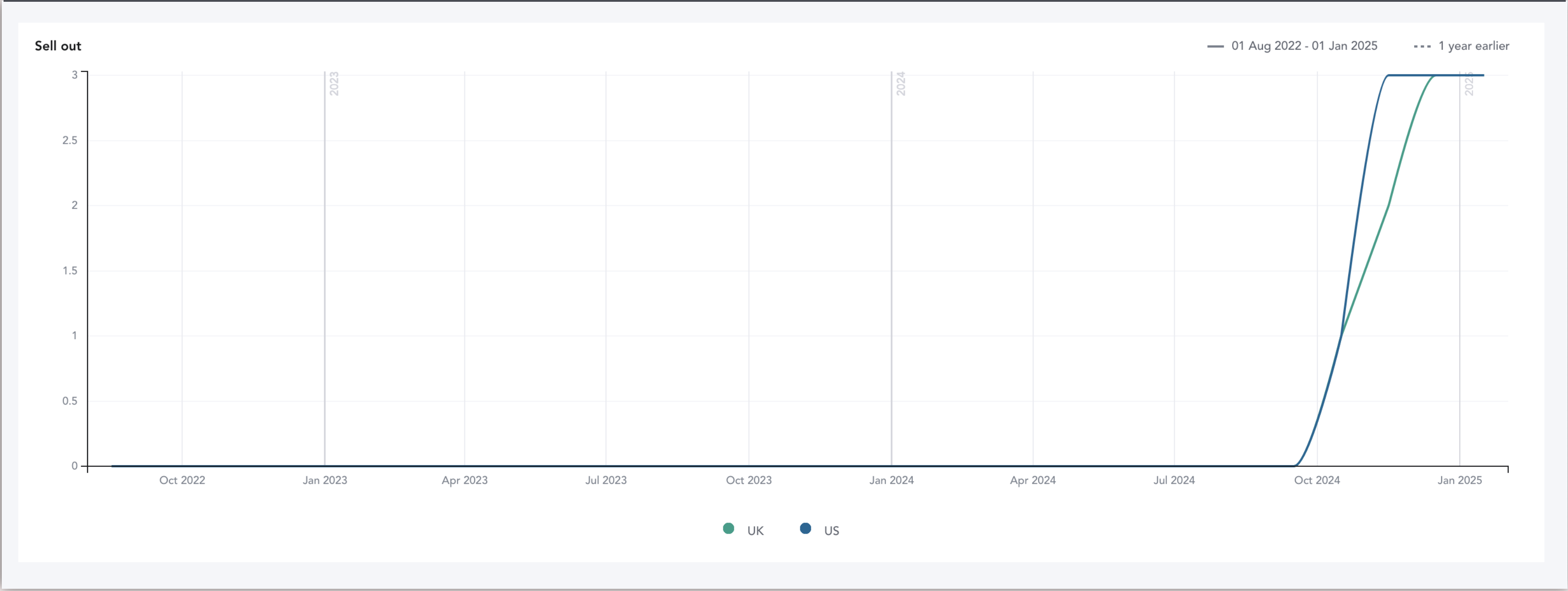
Gender Neutral Annual growth from 2021 to 2030 in India

56%

Gen-Z consumers shop outside their assigned gendered area in a store

Gender-neutral fashion is not just a trend but a movement. The trend is gaining popularity in cities like Mumbai, Bengaluru, Delhi, Pune, and Hyderabad.

** While we are still simplifying the basics and re-establishing the strategy hold on Gender Neutral until range sees consistent growth



The graph shows a steady increase in Gender Neutral, indicating strong growth. However, this rise has also led to an excess, surpassing manageable levels.

GENDER NEUTRAL

KNITWEAR



76%

Knitted Textured polos growth this summer season.

53%

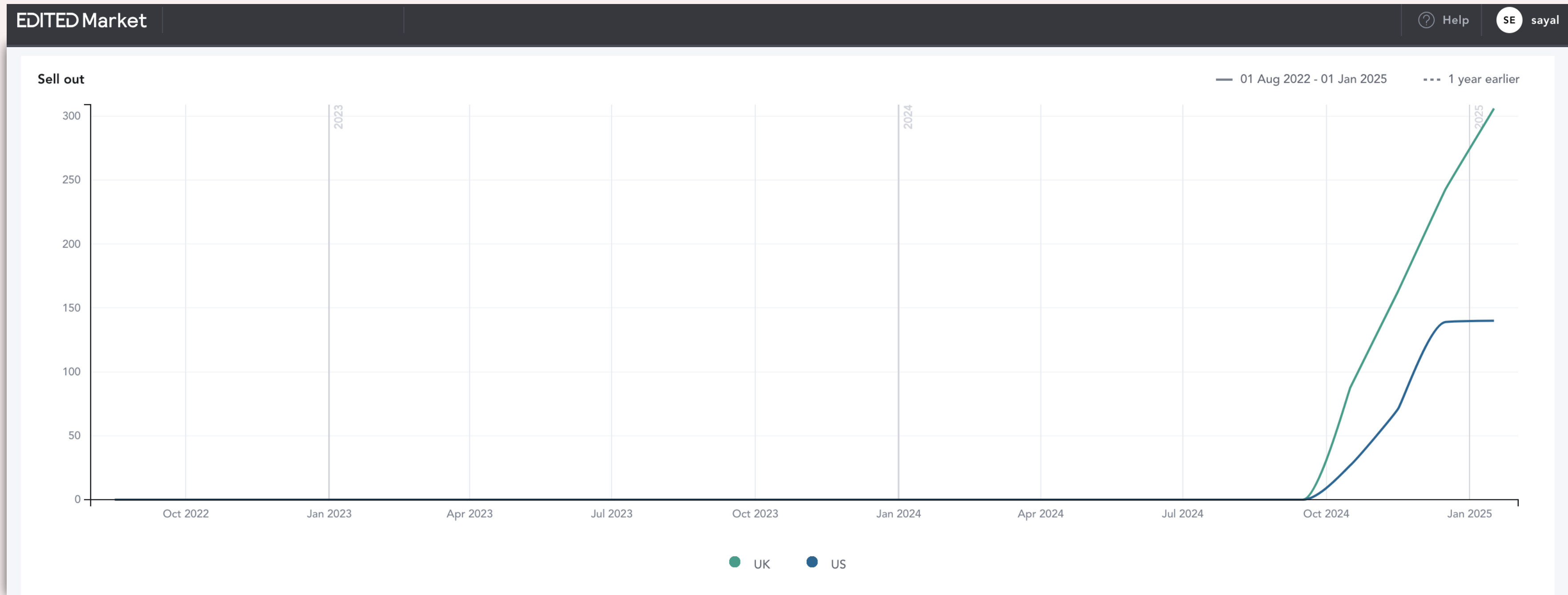
Knitted Crew T-Shirt is a top performing style.

23%

YoY, noting that sweatshirts in MW dominate majority sell outs.

Varsity Knitted Jacket , Oversized sweater, Mohair cardigan commands a huge number of views on TikTok and big increases in Google queries. Develop trans seasonal pieces for added versatility. Knitted reverse collar shirt will be seen a hike driven and accepted by early adopters.

KNITWEAR



Knitwear is showing strong growth, with demand steadily increasing. This upward trend reflects growing popularity and a positive outlook for the category.

KNITWEAR



6.4%

CAGR between 2023 and 2028 for knitwear and handknits

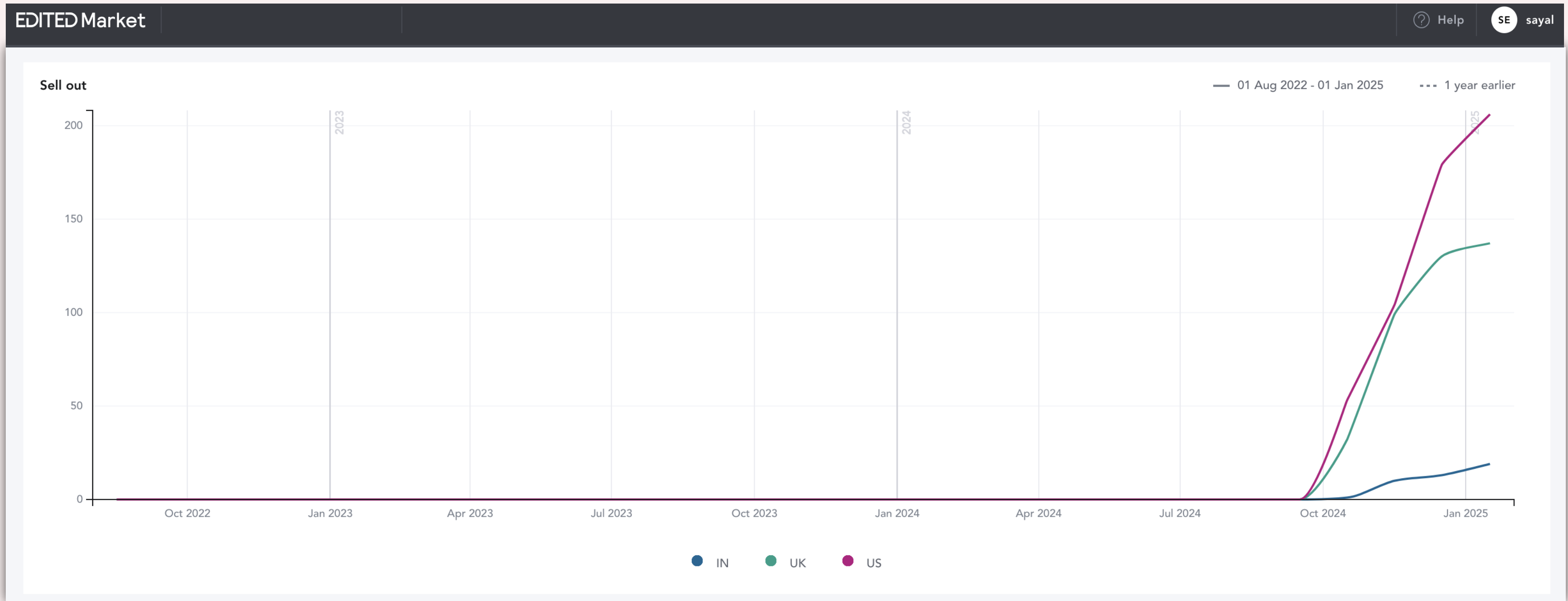
3.9%

Expected CAGR for crochet / hand knit dress market in India.

91%

YoY growth for #NaturalFibre to a total of 1.5m views. Natural Fibers and .

KNITWEAR



Handknit and crochet styles within knitwear are experiencing notable growth, driven by a rising demand for unique, handcrafted pieces. This trend reflects a growing appreciation for artisanal craftsmanship and personalized design.

DENIM



6%

Bootcut jeans are back, especially for women, with mid-rise blue bootcuts selling out and that makes 6% of women's bestsellers

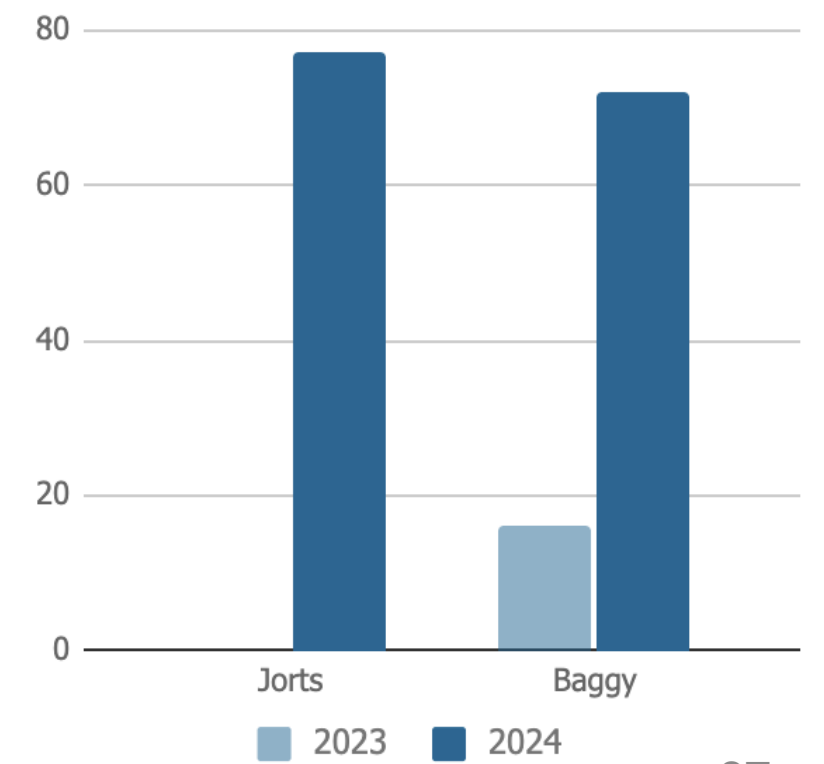
65%

#JapaneseDenim rise on TikTok YoY, with 138.5m total views, coinciding with a 65% YoY increase in Google search

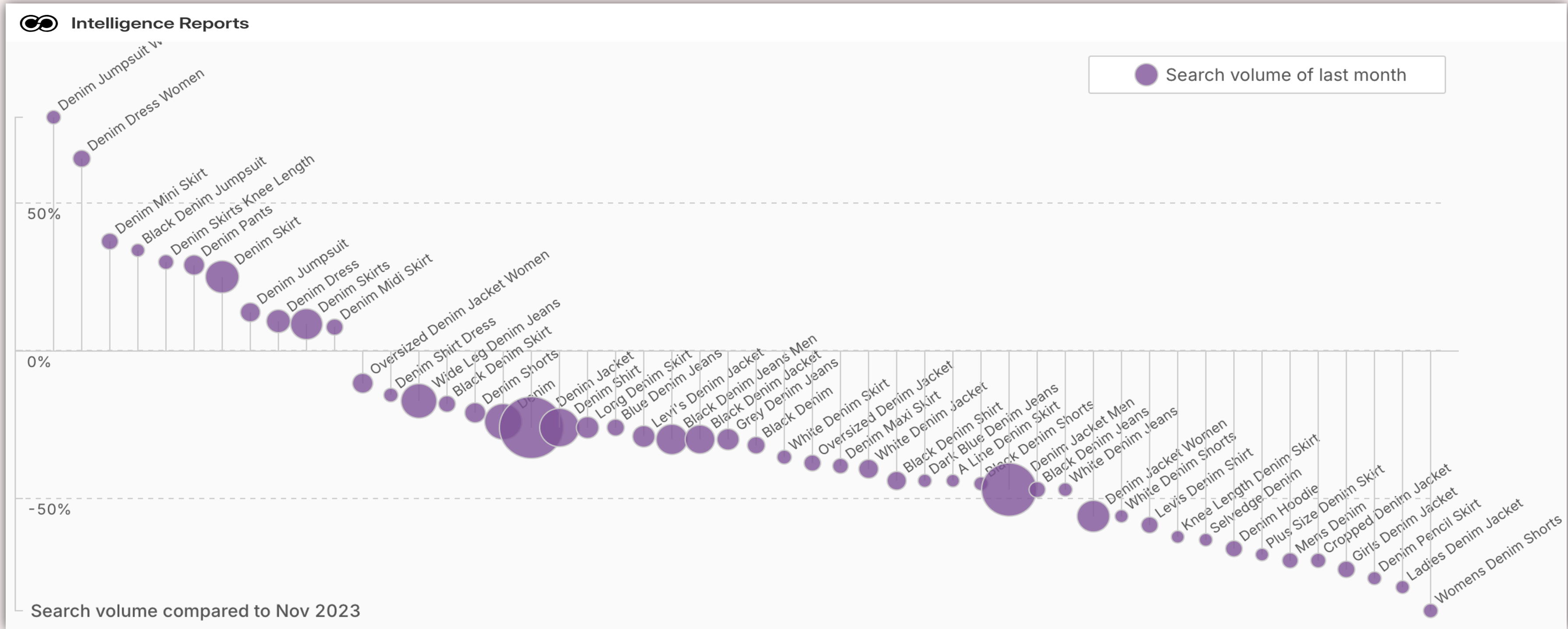


Baggy jeans are still trendy but being overtaken by straight-leg and wide-leg fits. Denim as a fabric for not only Jeans is rising: Search : Denim Skirt / Mini Skirt, Jumpsuit for women, Over Sized jacket, Denim Hoodie. Capitalize on trans-seasonal items.

Baggy Denim Arrivals YoY
New in Jan 1 – May 14, 2024 vs. 2023



DENIM



Search trends show a strong interest in new denim product lines, with denim dresses and jumpsuits leading the way. Other popular items include mini skirts, skirts, and black denim jumpsuits, reflecting shifting consumer preferences.

PERFORMANCE



3.5%

CAGR between 2024-2029 for Men.

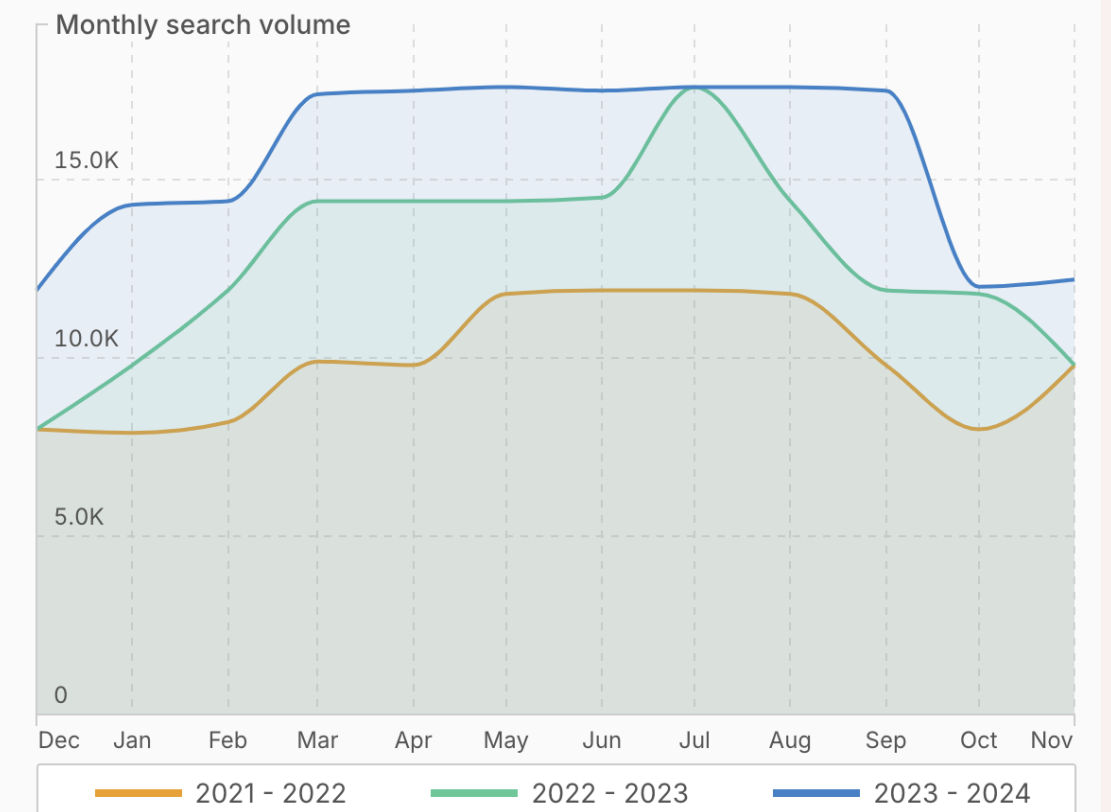
3.3%

CAGR between 2024-2029 for Women.

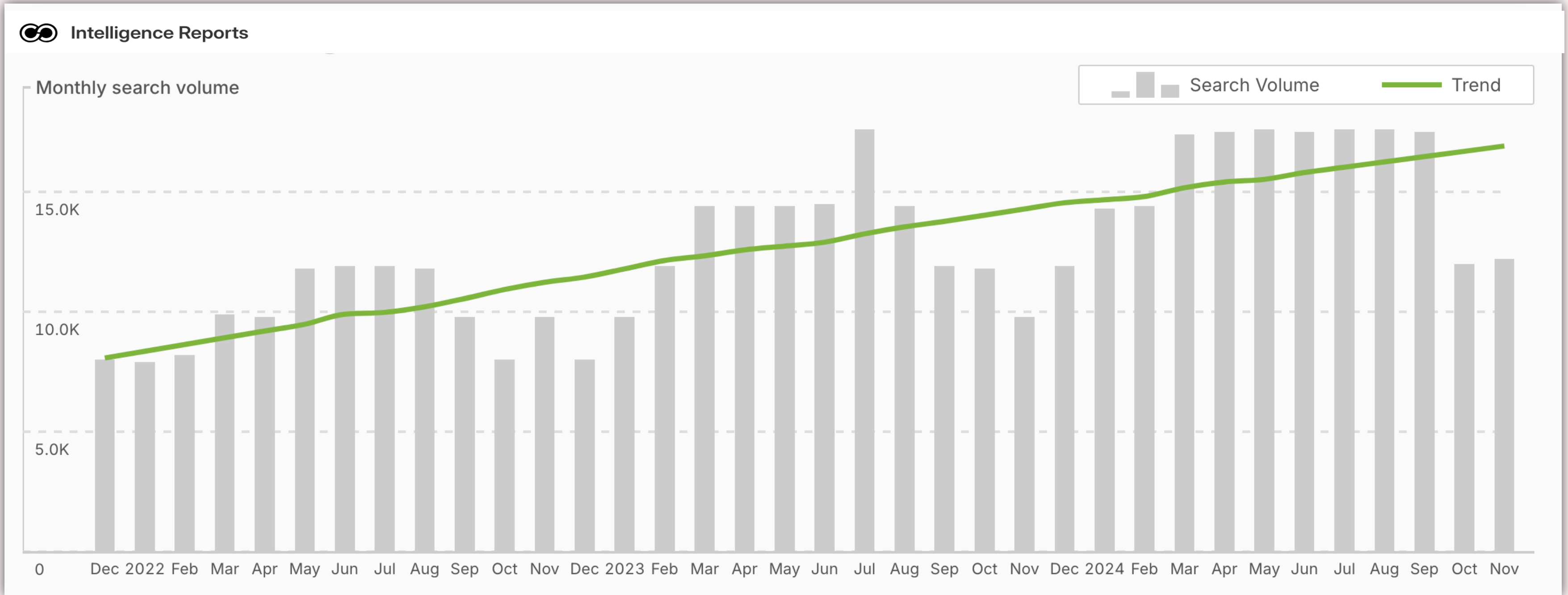


Design for multifunction. Elevate seamless designs with additional breathability and support. Embrace longevity, i.e. items that can work multi seasonally. Consider, constructions that are reinforced at knees, crotch etc to ensure garments function for purpose.

Year-Over-Year Comparison ⓘ



PERFORMANCE



The graph indicates a steady rise in performance, demonstrating consistent growth over time. This upward trend highlights ongoing progress and positive momentum.

SMARTWEAR



10%

CAGR between 2024 and 2031 for Smartwear in India.

70%

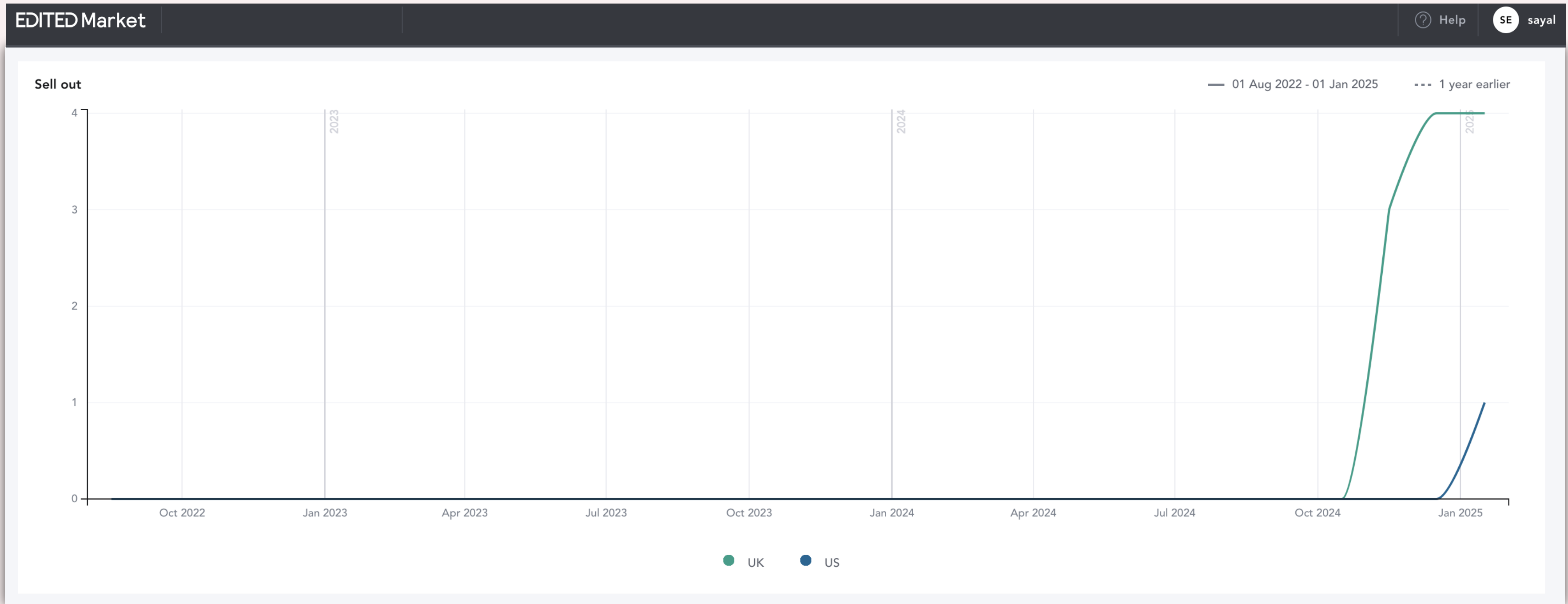
Increase in options YoY for the colour Green which is rising as a trending hue within this category.

54%

Retailers should re-invest in waistcoats with majority SKU sell outs for FW24 up 54% YoY so far

- Validate fashion looks with comfort.
- Refresh assortment with evening-ready options.
- Use textured fabrics for extra design interest and value.
- Upgrade core programs with value-adding details
- Smart-softly tailored separates will gain traction as lifestyles diversify.

SMARTWEAR



The graph shows a steady rise in the smart wear category, reflecting growing consumer interest and adoption. This consistent upward trend underscores the increasing demand for innovative, tech-driven apparel.

URBAN/ STREETWEAR



\$2Tn

Projected market by 2035 for Indian streetwear

\$730Bn

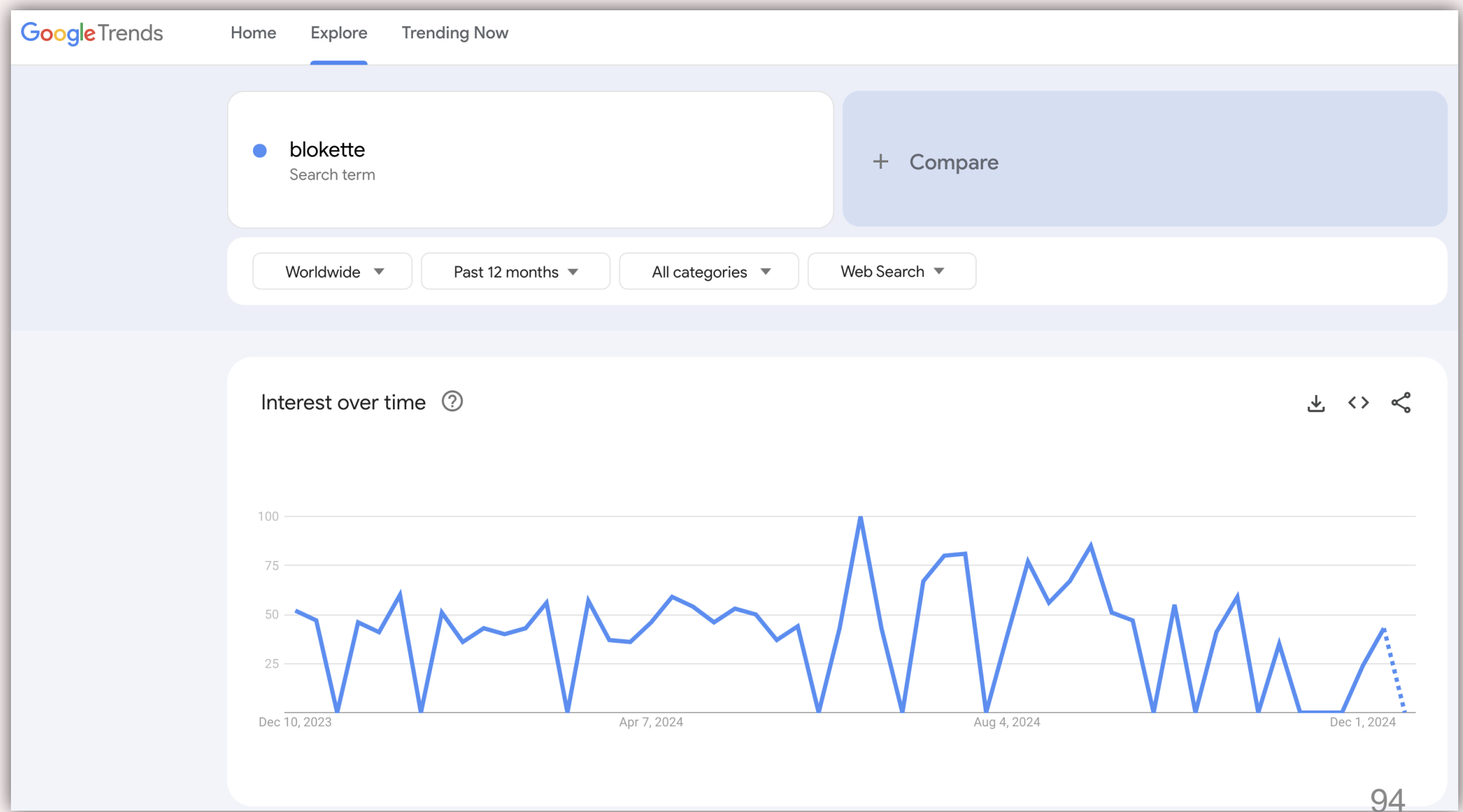
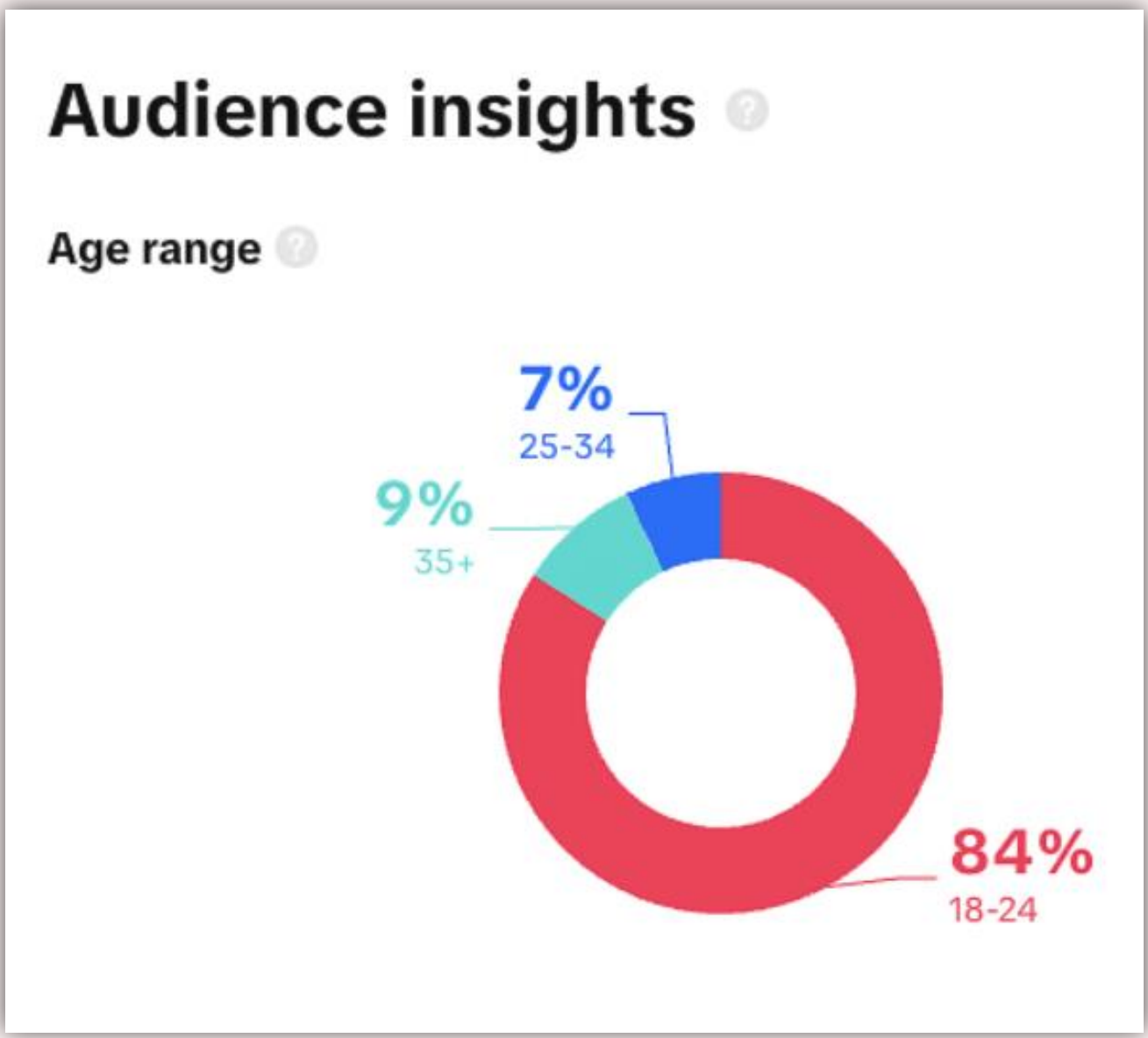
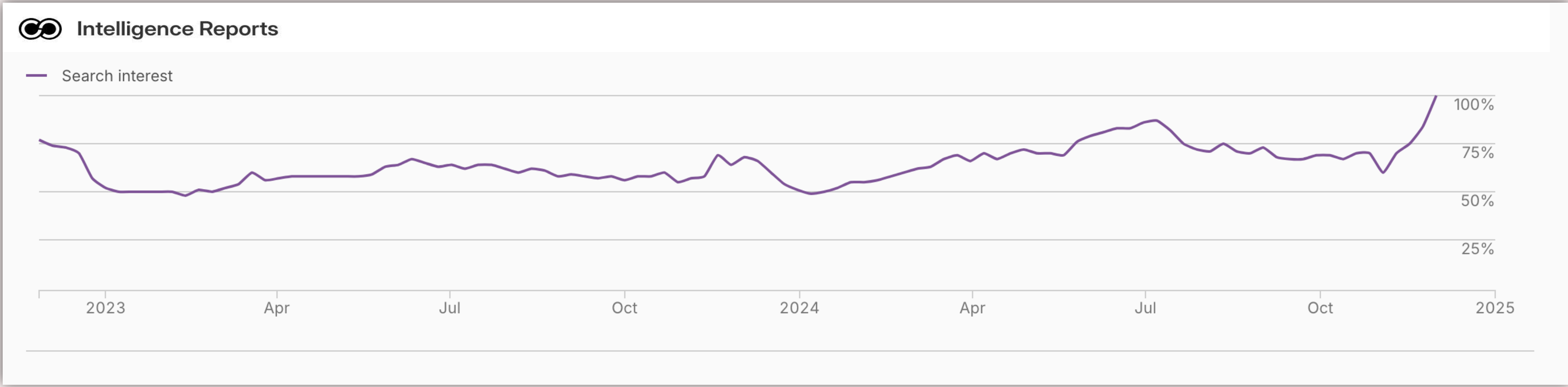
Direct spending by Gen Zs by 2030

84%

Of viewers aged 18-24 saw TikTok videos with the hashtag #blokette (received 650k views.)

- Football Shirts: Luxury arrivals +42% YoY / majority sell outs ∞ YoY - Mass arrivals +500% YoY/ majority sell outs ∞ YoY
- Gen Z favors styles that resonate with global trends and are looking for comfortable yet expressive fashion.
- As sportswear remains popular, brands are drawing inspiration from a host of new alternative sports, including, motor racing, cycling, Formula 1 and ice skating.

URBAN / STREETWEAR



ACCESSORIES: FOOTWEAR



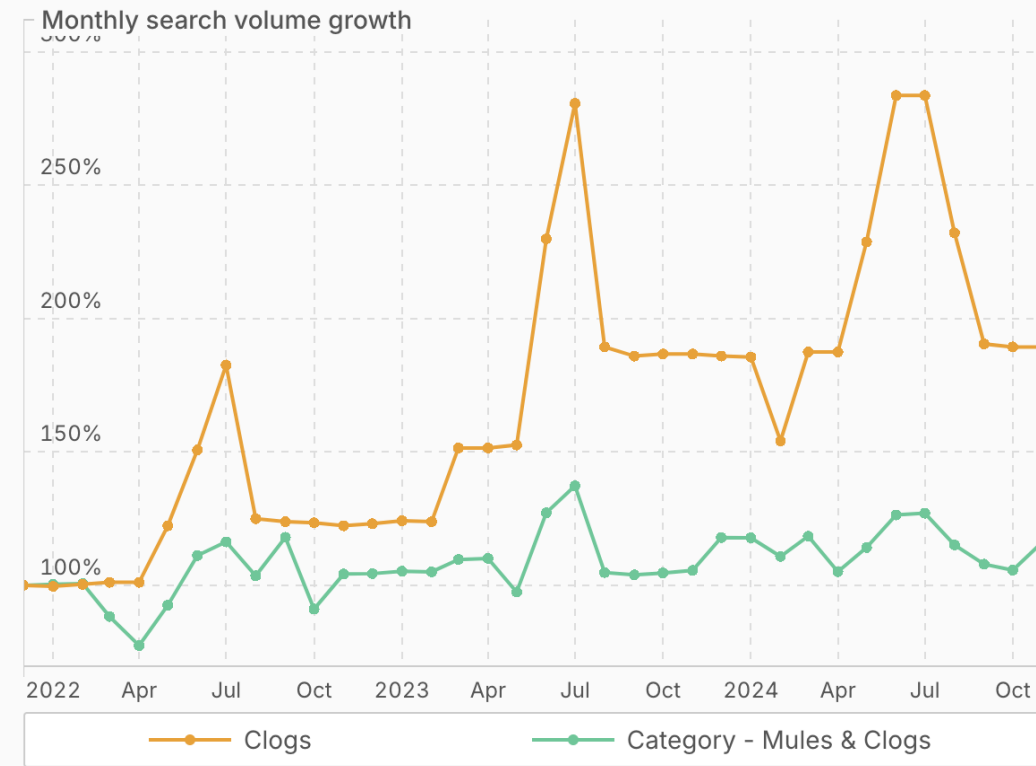
Growth for Indian sneaker market between 2025 and 2032



CAGR of Indian womens footwear market between 2020 and 2026

- Performance sneakers have evolved into a lifestyle trend
- Hi-top sneakers remain relevant particularly in the youth market.
- The perennial court sneaker remains a hero item, and continues to gain momentum.
- Statement Mules remain relevant for the season.

Keyword VS Category Growth ⓘ



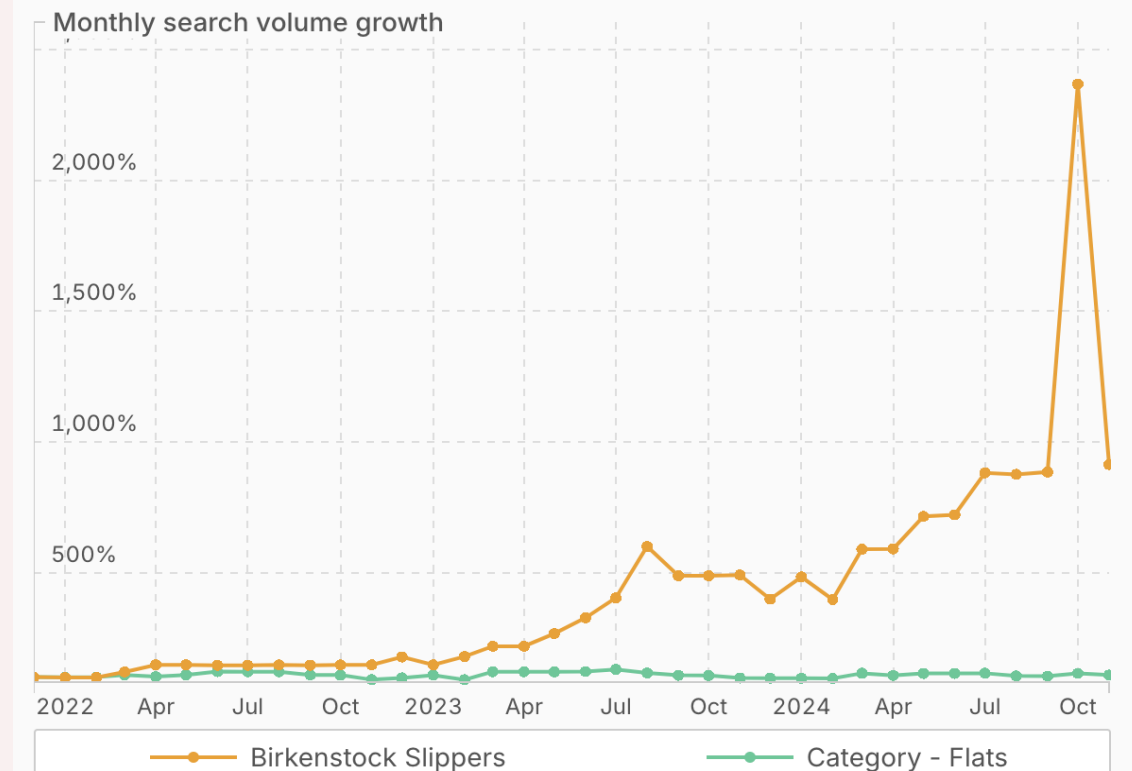
MULES & CLOGS

Keyword VS Category Growth ⓘ



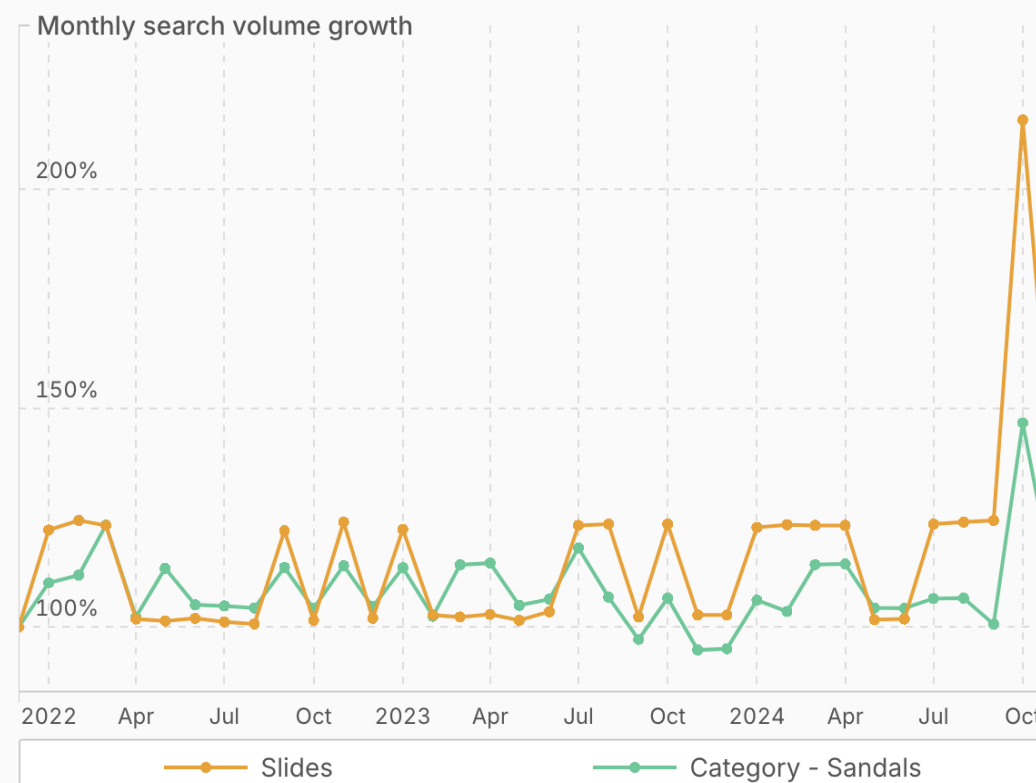
SNEAKERS

Keyword VS Category Growth ⓘ



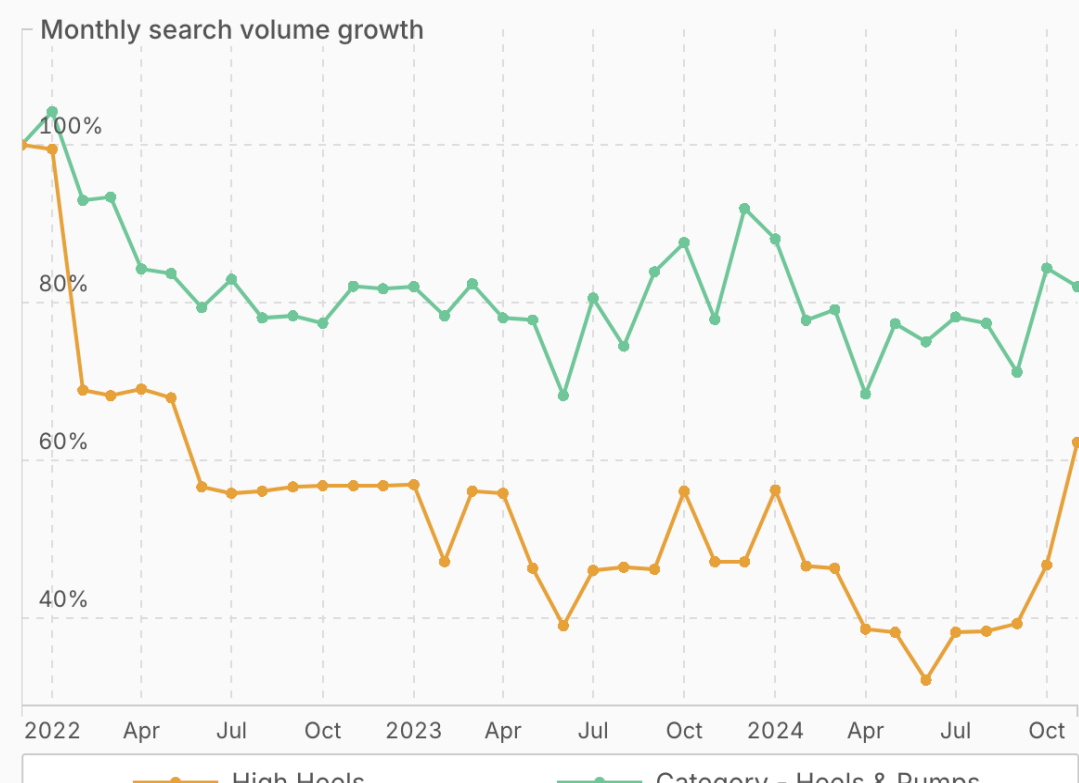
BIRKENSTOCK SLIPPERS

Keyword VS Category Growth ⓘ



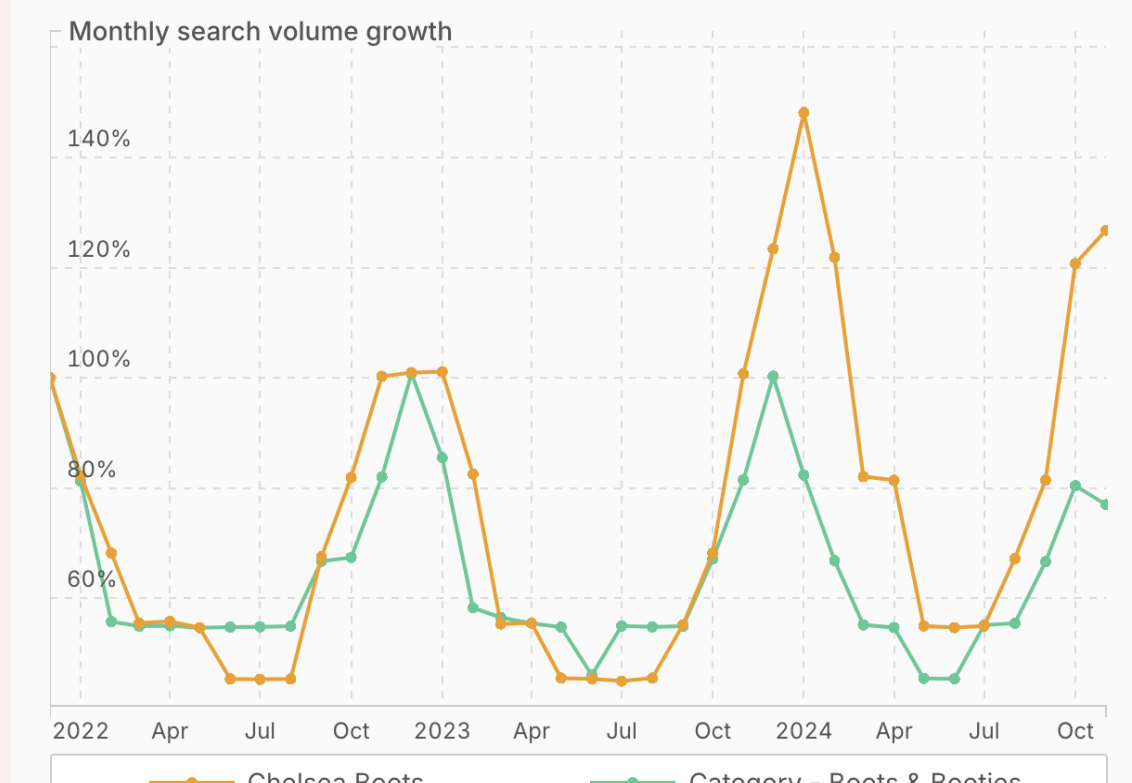
SANDALS & SLIDES

Keyword VS Category Growth ⓘ



HIGH HEELS

Keyword VS Category Growth ⓘ



BOOTS

ACCESSORIES: FOOTWEAR

ACCESSORIES: BAGS



250%

Hike in view and searches YoY for elevated nine-to-five carryalls.

2,400%

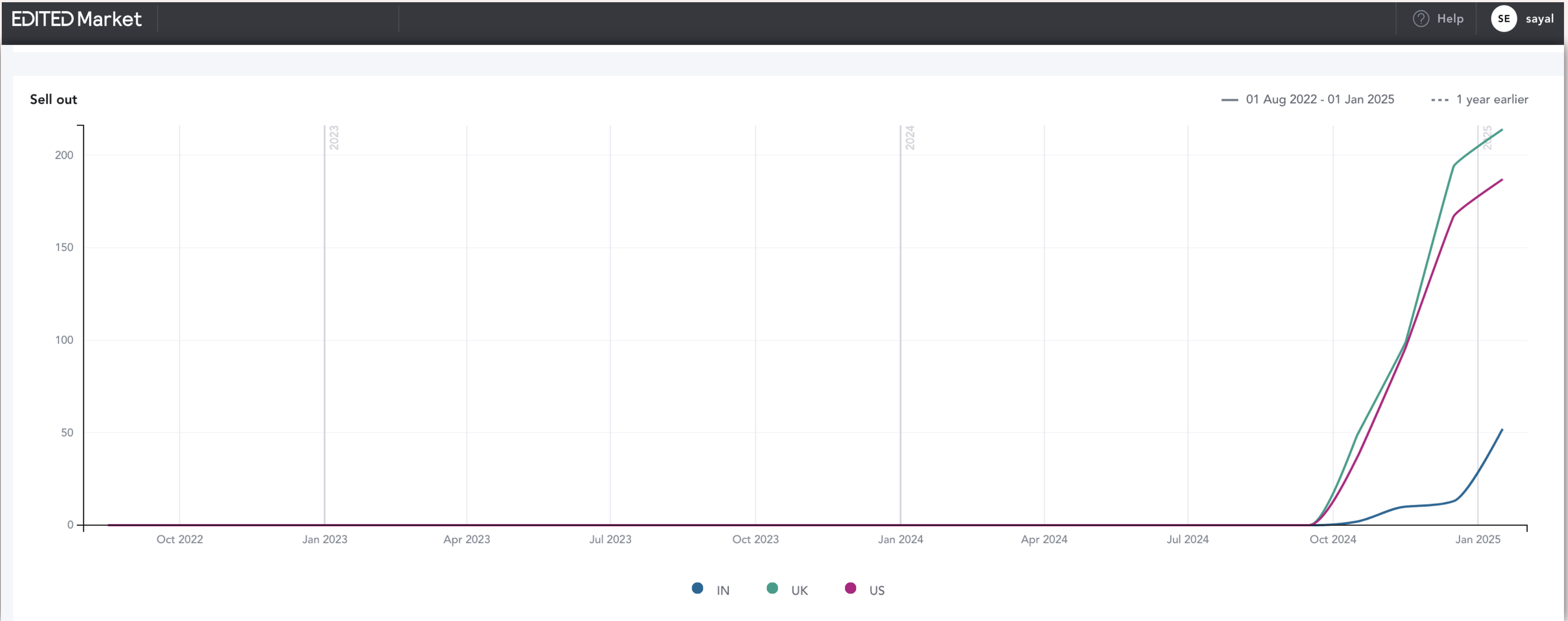
Top-handle bags uptick across luxury and premium retailers in the UK. With the highest google search

5%

Gain in popularity for small accessories as consumers favor practical designs and easy access to essentials when travelling or commuting

- The shoulder bag remains steady, highlighted as a Slow Riser (UK) and Sustained Riser (US)
- Top Handle Party Purses is the latest Instagram trending product.
- The Girlitude fabric bag. Fabric bags are updated through ultra-feminine exaggerated details and styled with contrasting edge, think bows etc.
- Sandy Liang's latest collection inspires the mass market, with retailers like New Look launching festive jewelry made of star motif.

ACCESSORIES: BAGS



The shoulder bag remains steady, with slow growth in the UK and sustained rise in the US. Meanwhile, trending items like top-handle party purses, Girlitude fabric bags, and Sandy Liang-inspired jewellery contribute to the steady growth shown in the graph.

ACCESSORIES: BAGS



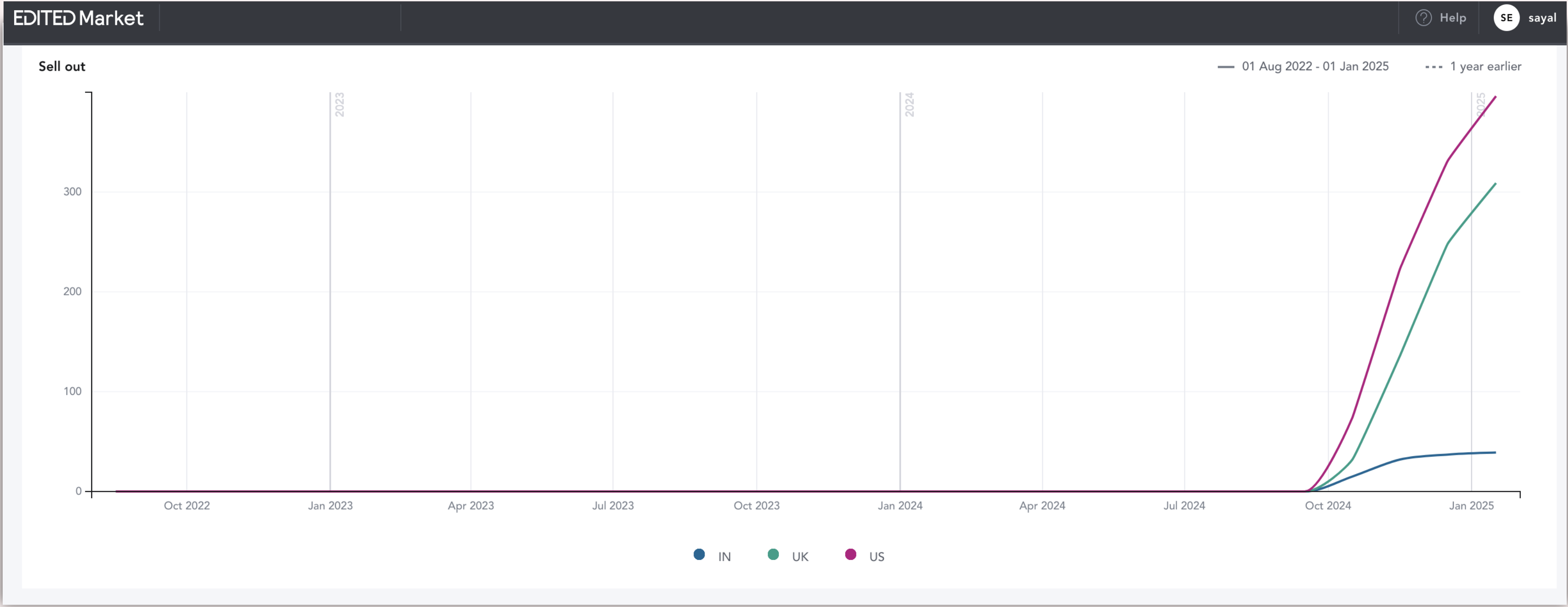
4.6%

CAGR between 2024 and 2032 for men's luxury bags.

Trend Curve+ shows forecasting of the waist bag as a Sustained Decliner, so buy needs to be reduced going forward. Small Accessories are ideal for Travel friendly and add on accessories continue to track on the Fashion Feed. The Backpack maintains relevance for travelling and commuting. Focus on responsibly sourced materials, practical storage solutions and multi-styling options.



ACCESSORIES: BAGS



The graph shows a steady rise in men's accessories bags, indicating growing demand in this category. This upward trend highlights increasing consumer interest in stylish and functional options for men's fashion.

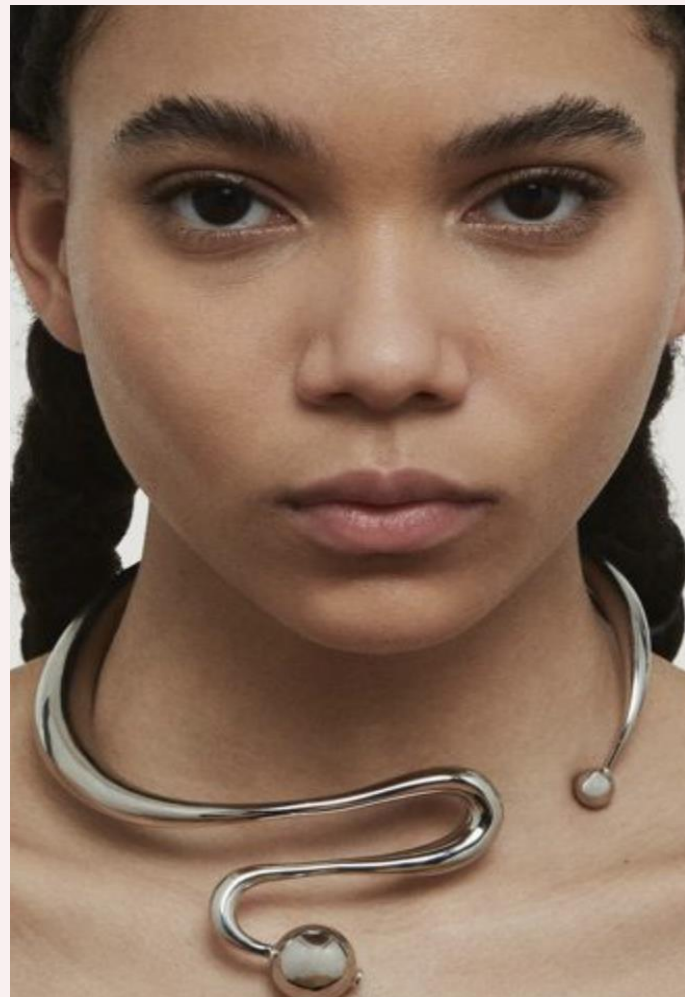
ACCESSORIES: JEWELLERY



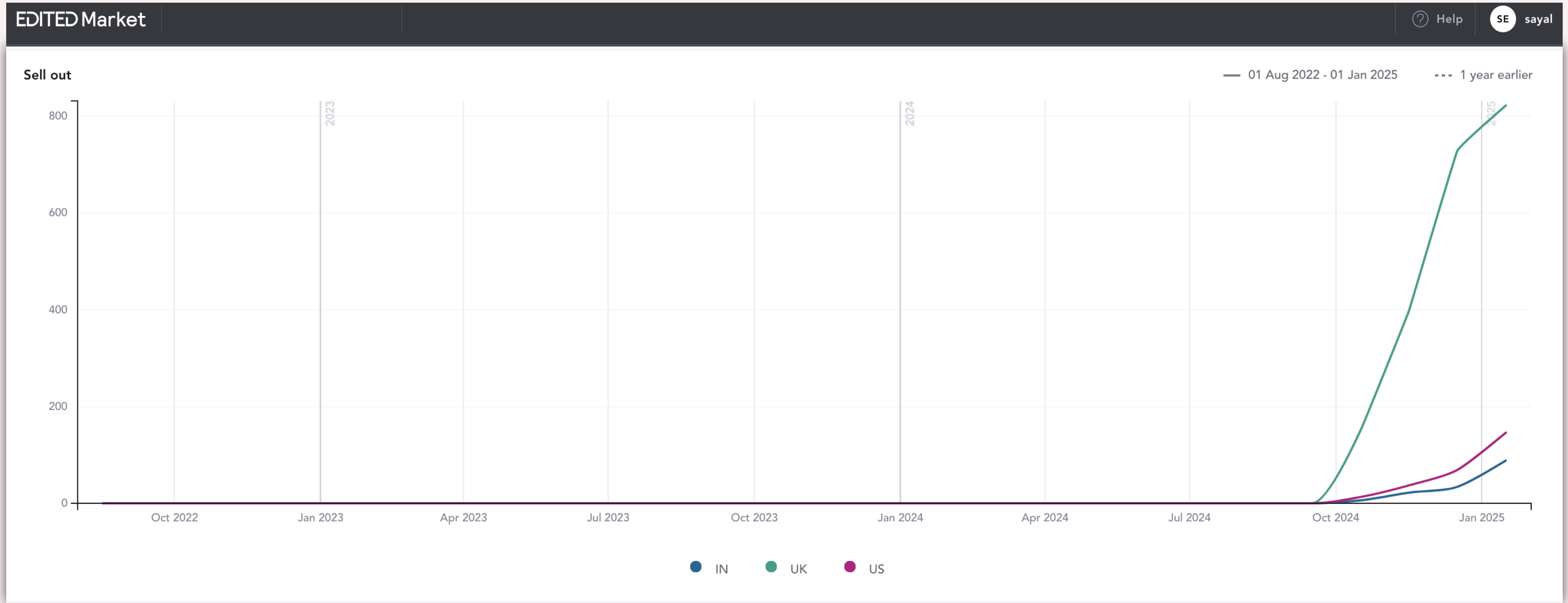
10%

Fashion jewelry market among Gen Z in India is experiencing significant growth, with estimates suggesting a CAGR of around 10%.

A strong online shopping culture gives high demand for affordable, trendy pieces, driven by the generation's preference for self-expression. Jewelry serves as a crucial fashion item and enhances the overall appearance for Gen Z. Unisex jewelry which is propelling its increase within Gen Z Consumer.



ACCESSORIES: JEWELLERY



COLOUR AW 25-26

MOCHA MOUSSE



Mocha Mousse
17-1230

Mocha Mousse offers a comforting, grounded atmosphere, evoking feelings of warmth, indulgence, and connection with both the self and others. It's a color that nourishes and soothes, creating spaces where people can feel relaxed, present, and at peace.



Color of the Year 2025
PANTONE®

Mocha Mousse
17-1230

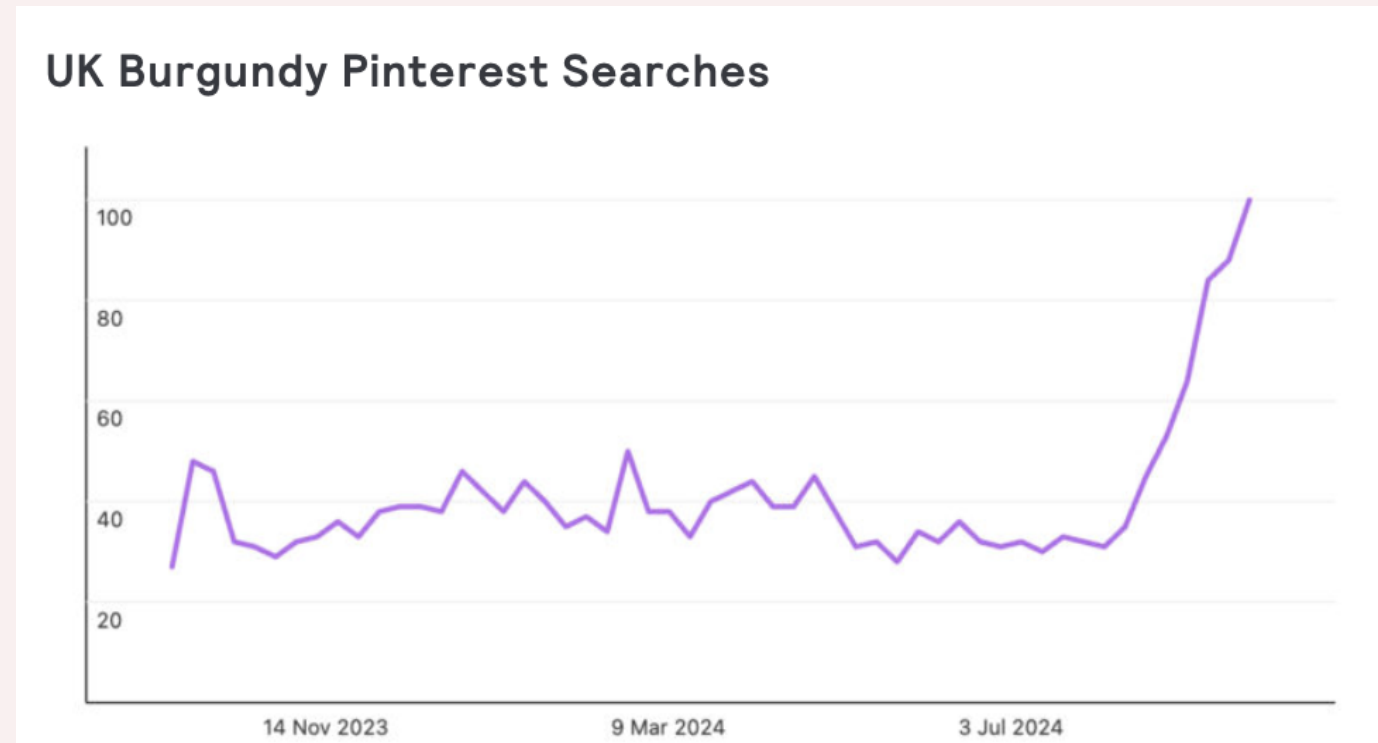
COLOUR OF THE YEAR



BURGUNDY - The trending shade.



Burgundy for AW25 is a luxurious, rich hue that evokes warmth and refinement. Its deep, velvety tones create a sense of sophistication and timeless elegance, making it the perfect choice for layering and adding depth to autumn and winter wardrobes.



COLOUR



COLOUR

+202%

Burgundy arrivals rocketing by 202% YoY, compared to 65% for red.

+32%

32% of burgundy FW24 arrivals having had a majority SKU sell out compared to 29% for red.

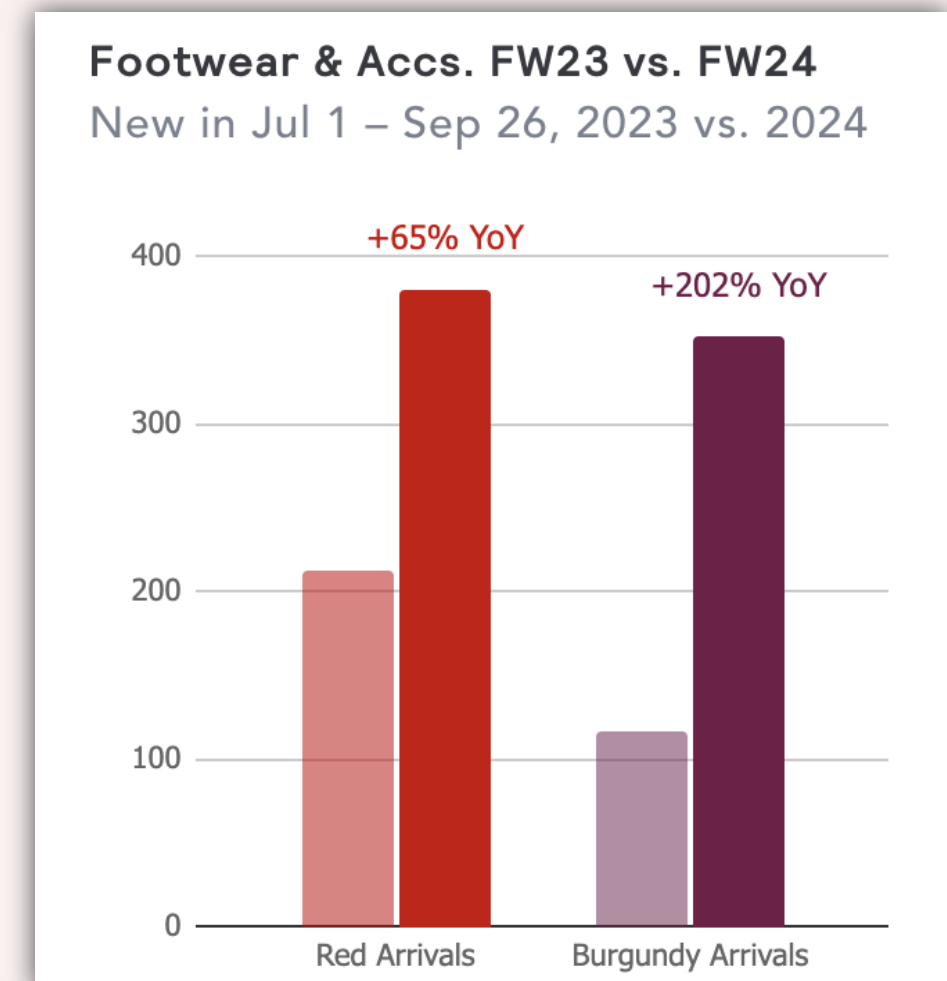
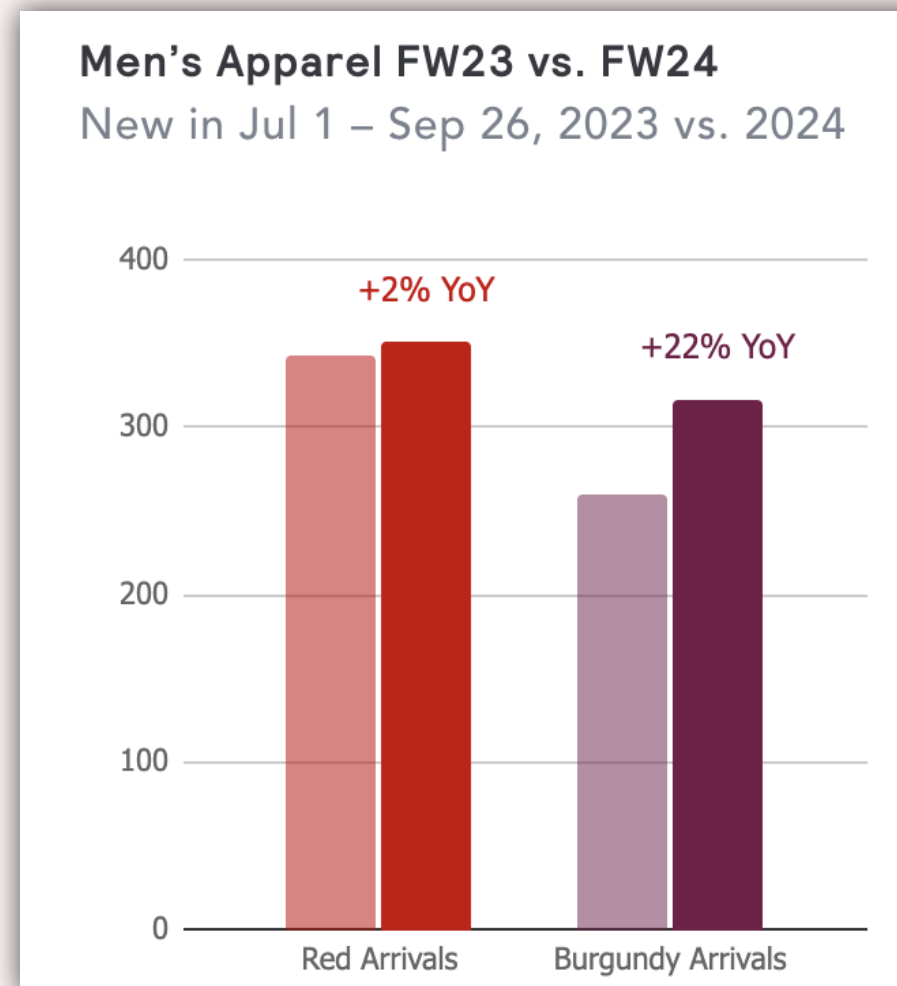
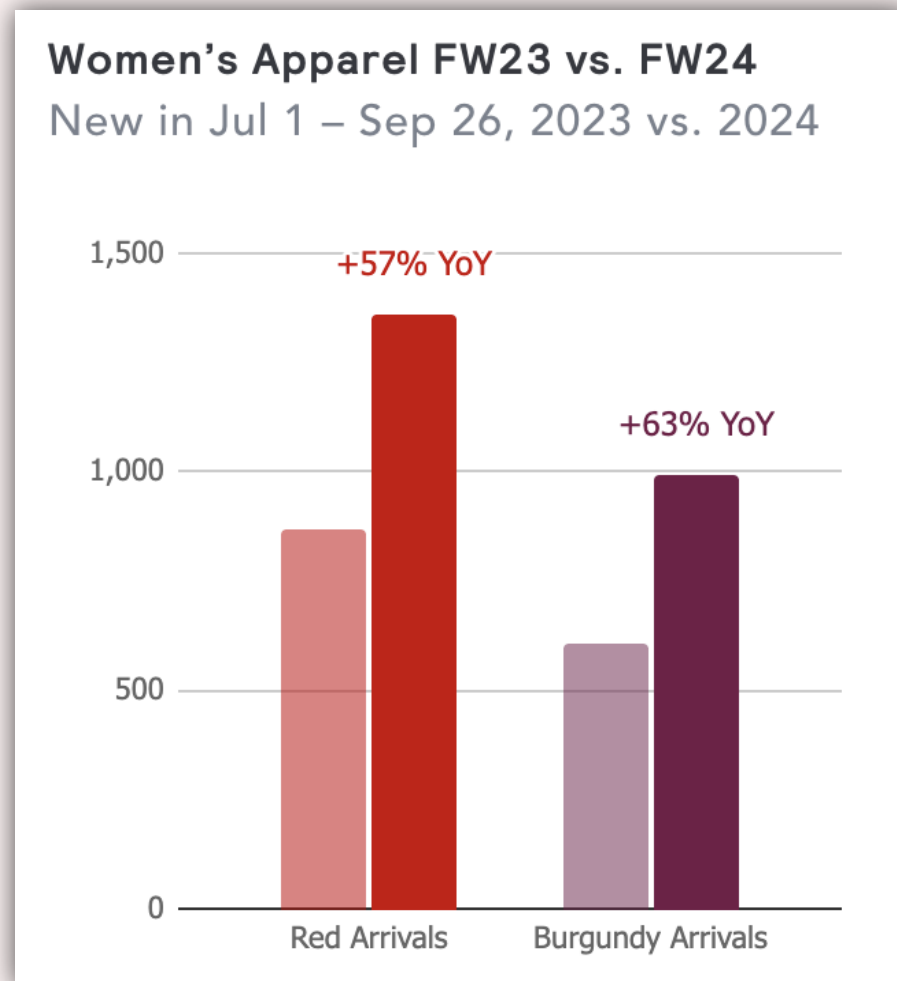
+41%

Burgundy footwear has had the greatest success at 41% compared to 25% for red.

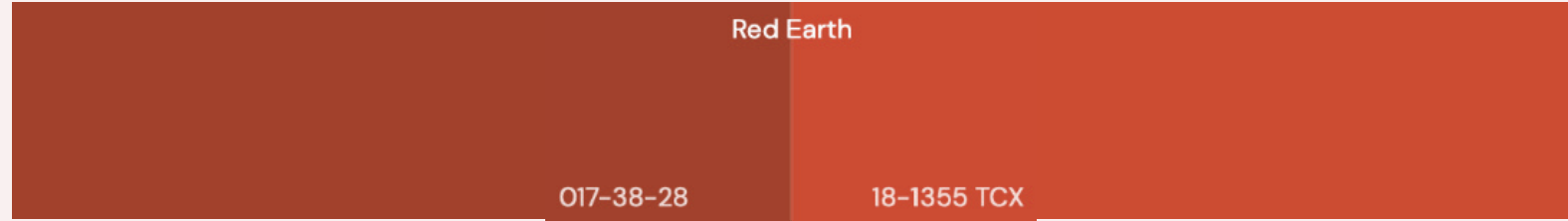
+294%

Retailer communications are further cementing burgundy as the color of the season, with email mentions increasing 294% MoM in September.

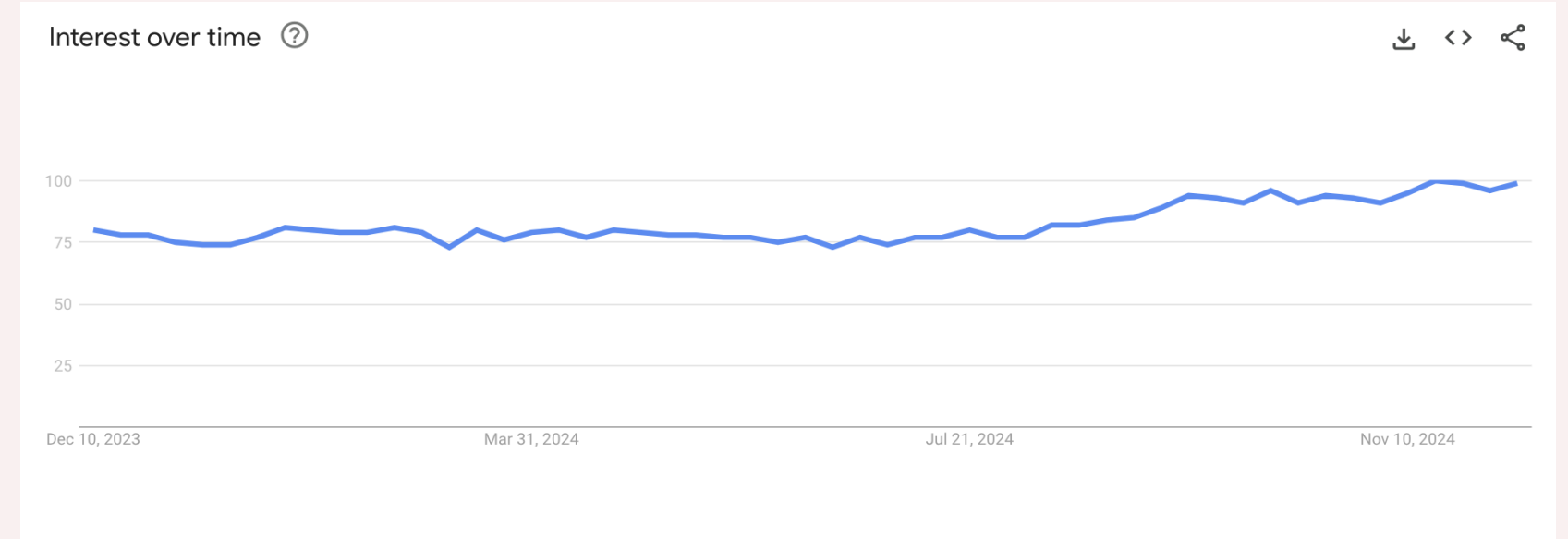
Zara and ASOS both featured “burgundy” edits within their navigation menus this month, while Phase Eight called it “the trending shade.”



EARTH RED



Earth Red exudes a warm, earthy vitality, resonating with the richness of autumn landscapes. This inviting hue evokes comfort and stability, while creating a cozy, grounded atmosphere. Perfect for winter's colder months, it adds a timeless, natural elegance to any space.



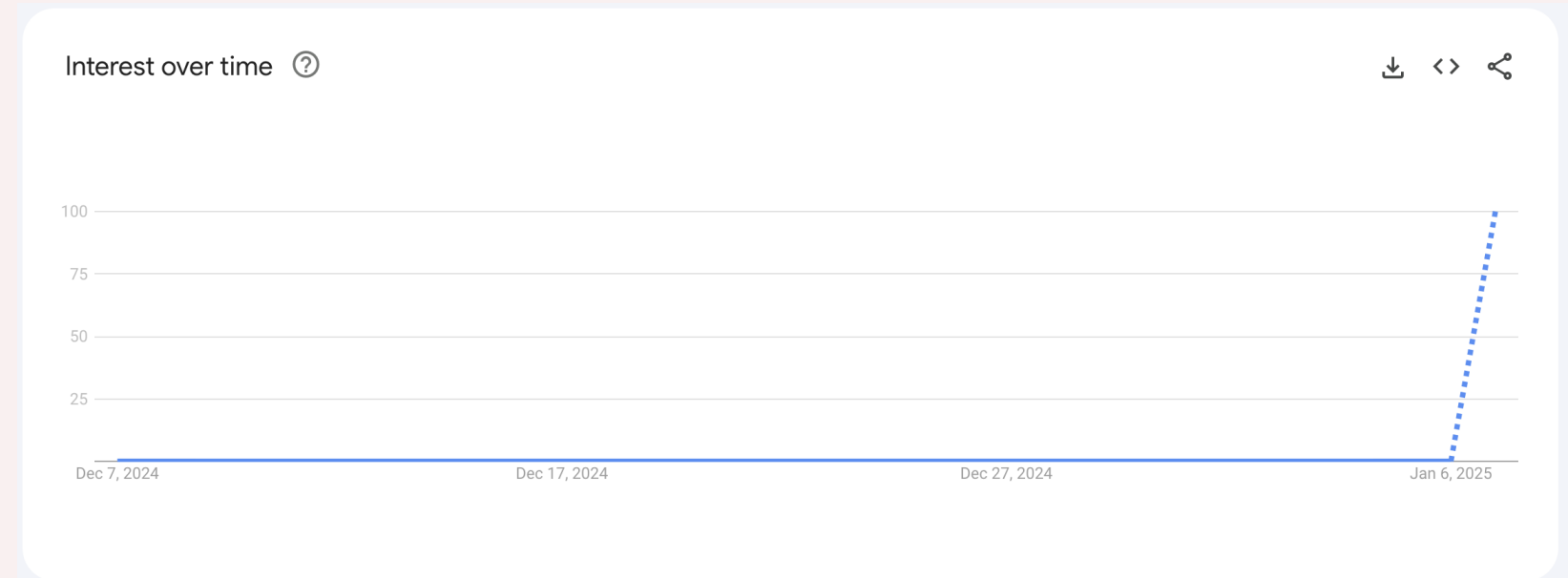
COLOUR



ELECTRIC ORANGE



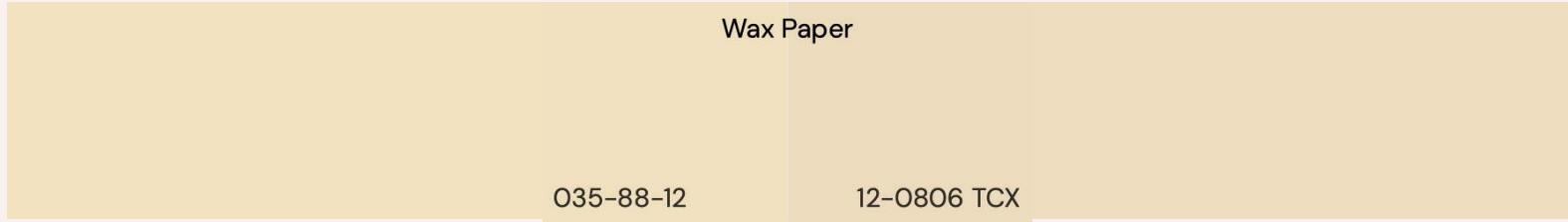
Electric Orange is a bold, energetic hue that ignites excitement and enthusiasm. Its vibrant tone brings a burst of vitality, infusing designs with youthful energy and confidence. Perfect for creating striking contrasts, it adds an electrifying touch to autumn and winter palettes.



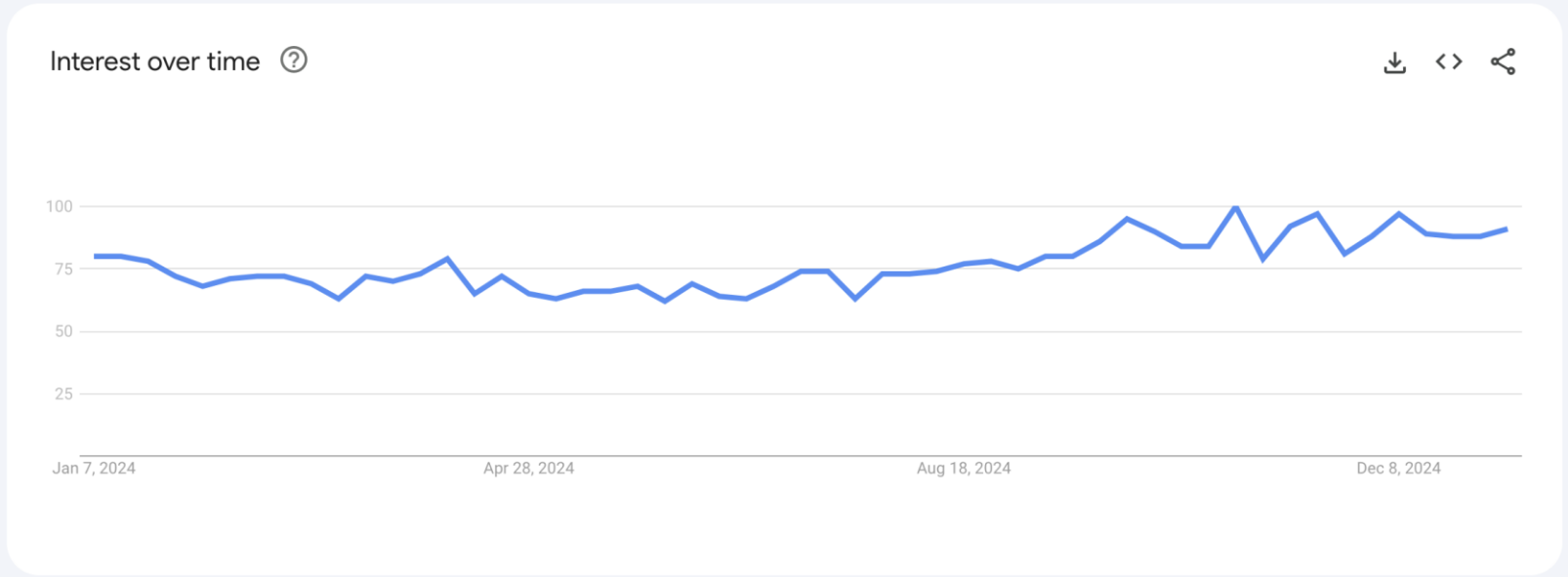
COLOUR



WAX PAPER



Wax Paper is a soft, muted beige with a subtle sheen, evoking a sense of understated elegance and simplicity. This delicate hue brings warmth and serenity to designs, creating a cozy, inviting atmosphere while maintaining a modern, refined aesthetic in any palette.



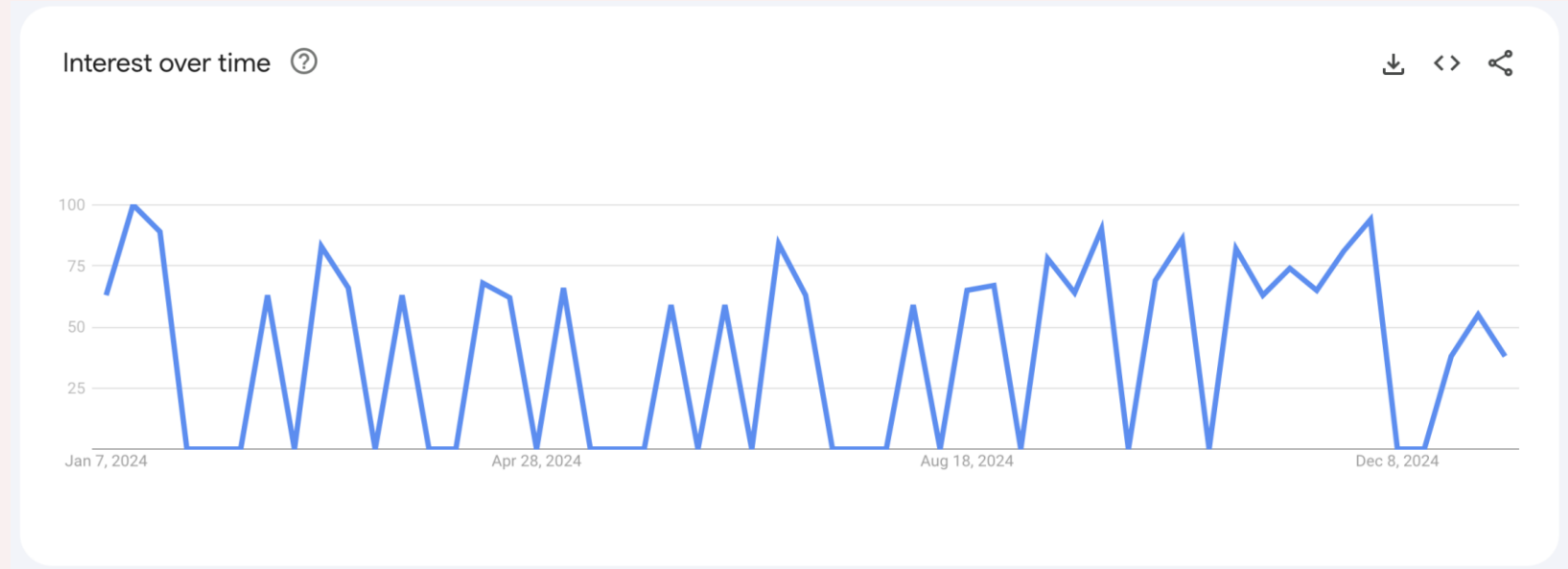
COLOUR



GREEN GLOW



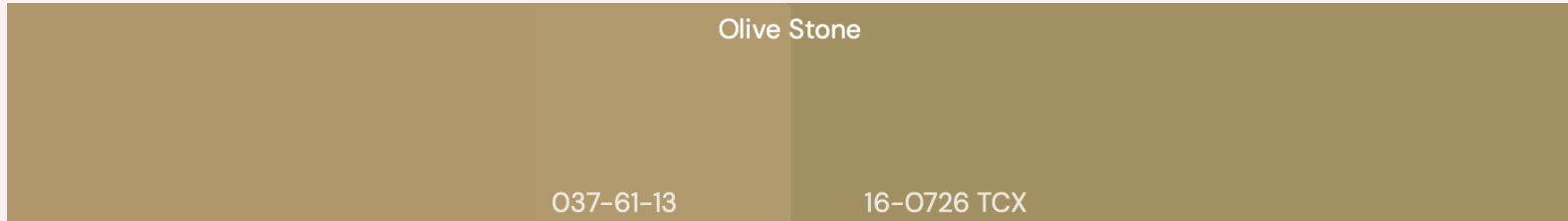
Green Glow radiates with a vibrant, luminous intensity, bringing a fresh, revitalizing energy to autumn and winter designs. This captivating shade balances nature's calming essence with a touch of modern vibrancy, creating a dynamic, invigorating atmosphere perfect for seasonal transitions.



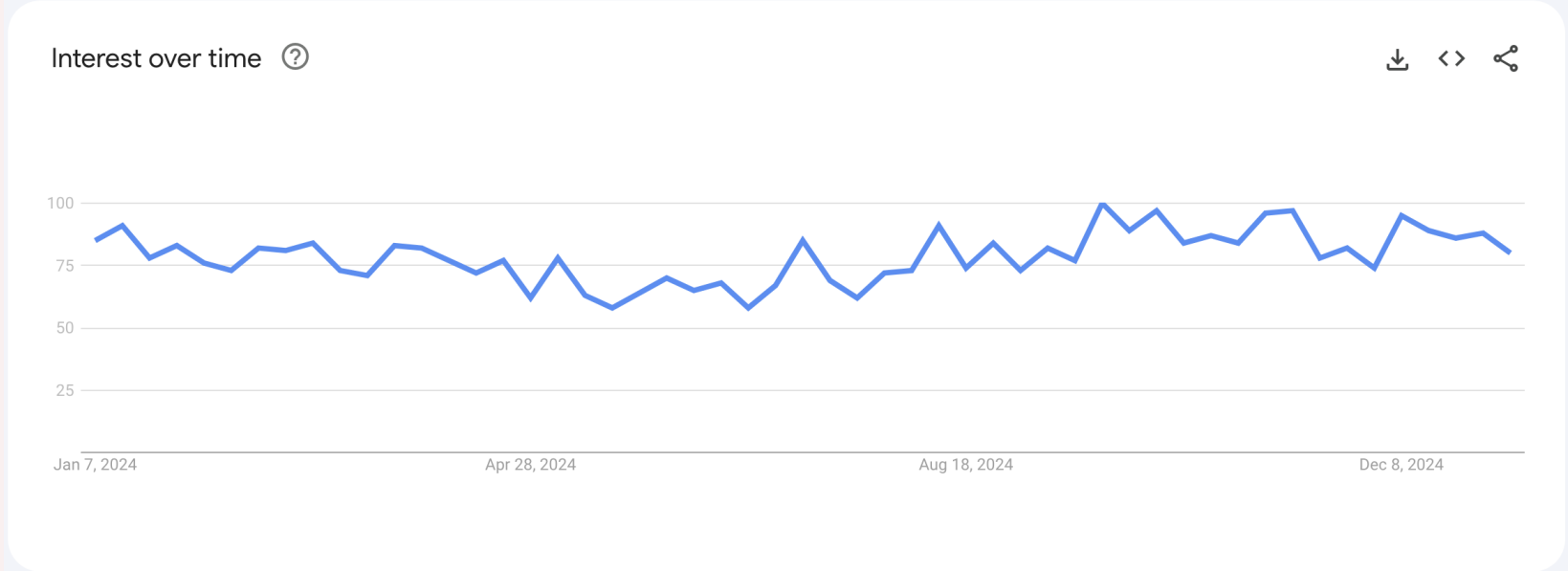
COLOUR



OLIVE STONE



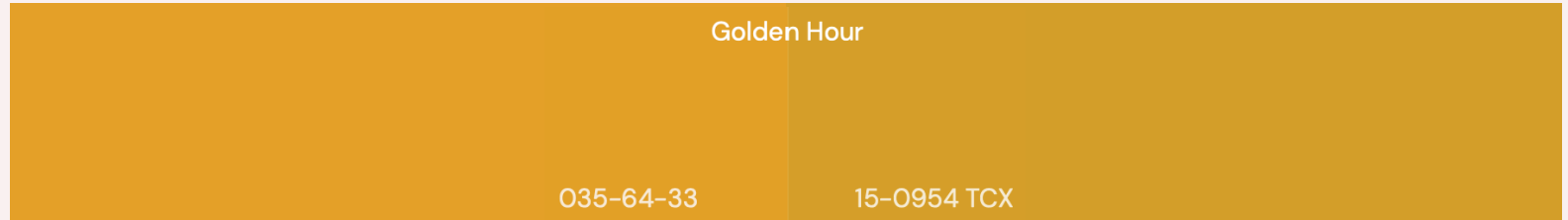
Olive Stone is a sophisticated, muted green with earthy undertones, evoking the timeless beauty of nature. This refined hue brings warmth and depth to designs, creating a serene, grounded ambiance. Perfect for adding subtle elegance and a natural touch to fall and winter palettes.



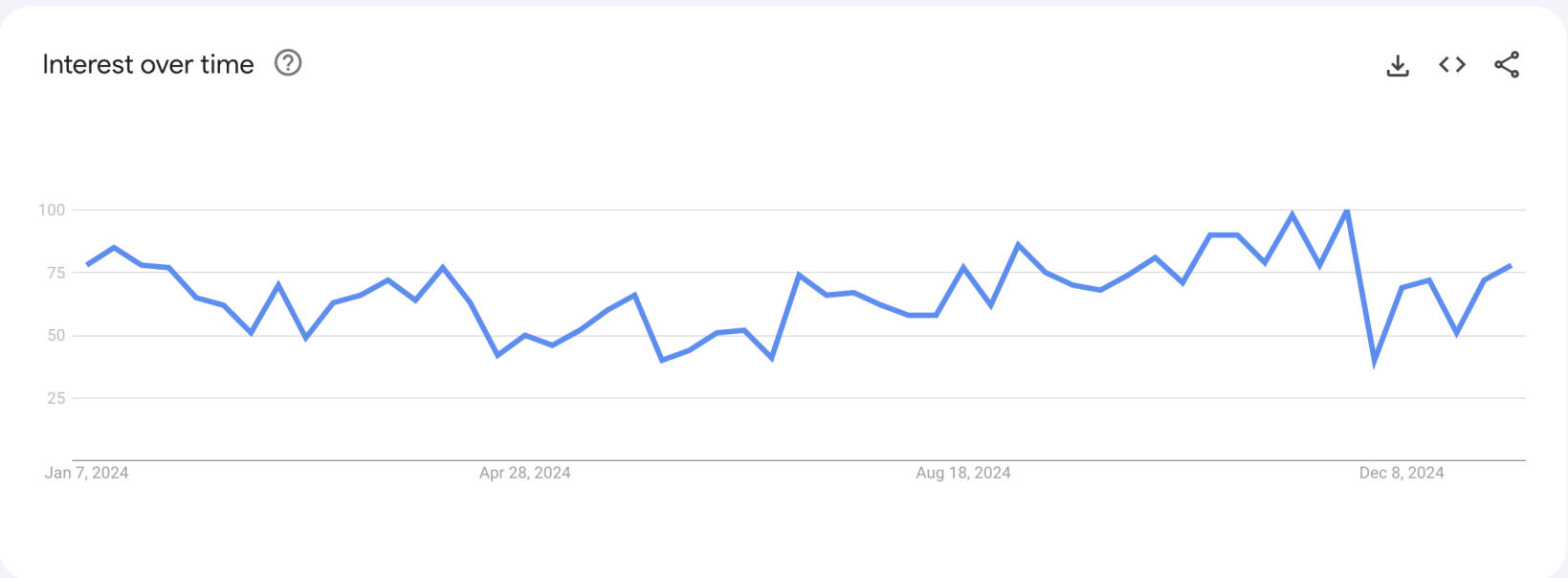
COLOUR



GOLDEN HOUR



Golden Hour captures the warm, golden glow of sunset, radiating a soft, luxurious light. This enchanting hue evokes feelings of calm, nostalgia, and tranquility, adding a touch of warmth and elegance to autumn and winter designs, while enhancing seasonal charm and sophistication.



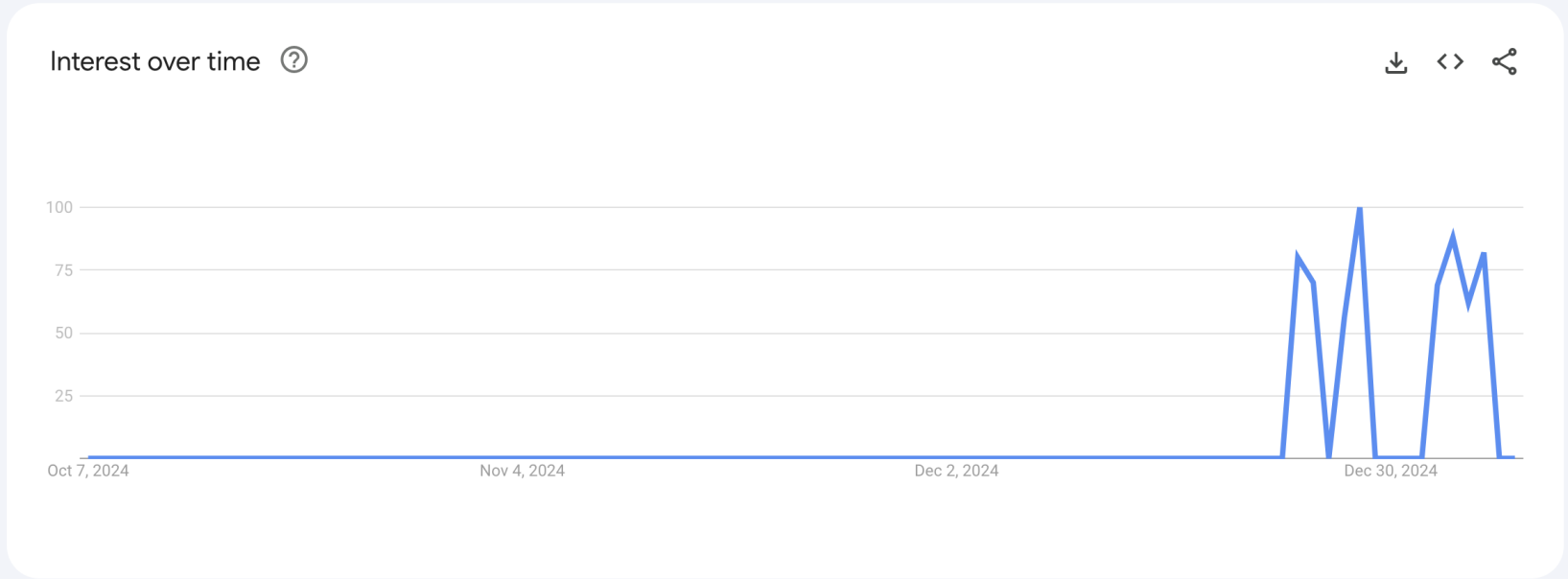
COLOUR



COCOA POWDER



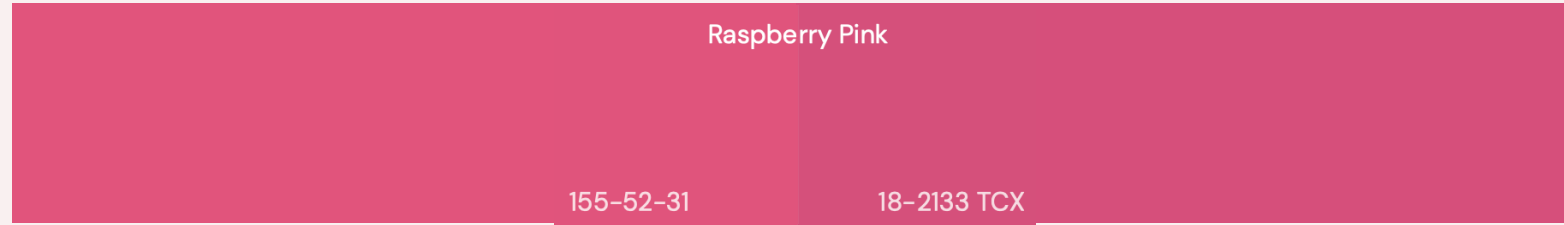
Cocoa Powder is a rich, deep brown with warm, chocolatey undertones, evoking comfort and indulgence. This inviting hue brings a sense of coziness and sophistication to designs, offering a grounded, luxurious feel. Ideal for creating a timeless, earthy elegance in autumn and winter palettes.



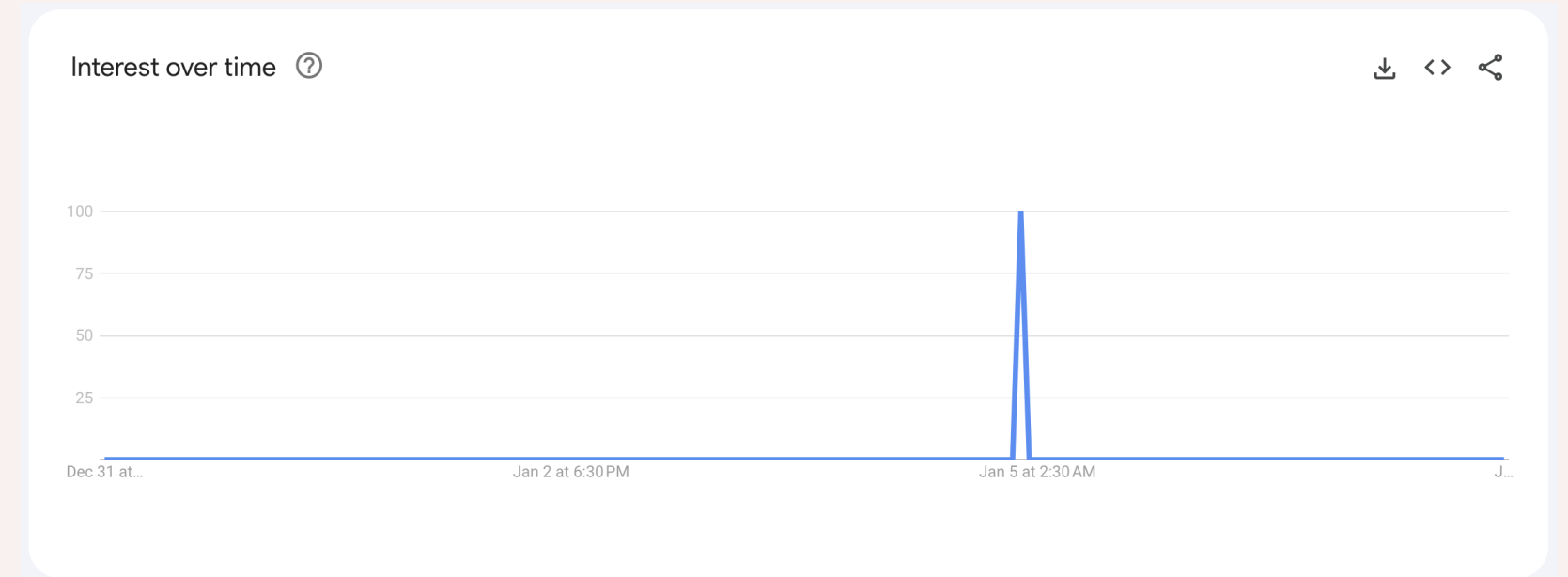
COLOUR



RASPBERRY PINK



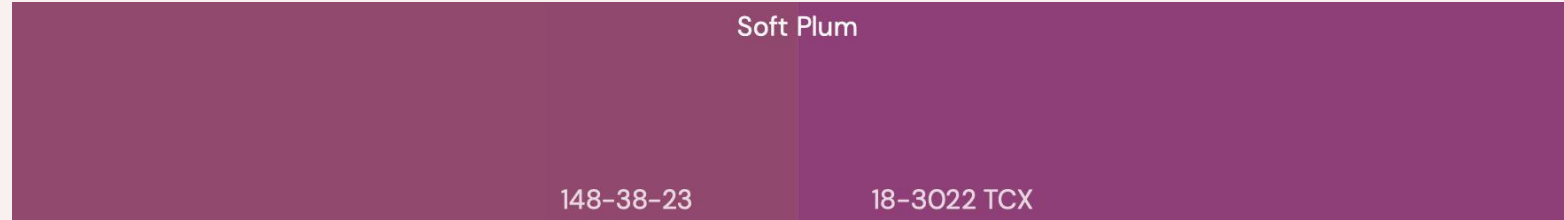
Raspberry Pink is a bold, lively hue that blends vibrant pink with rich red undertones. It adds energy and warmth, evoking feelings of passion and joy. This captivating shade brings a playful, yet sophisticated touch to autumn and winter designs, perfect for creating striking focal points.



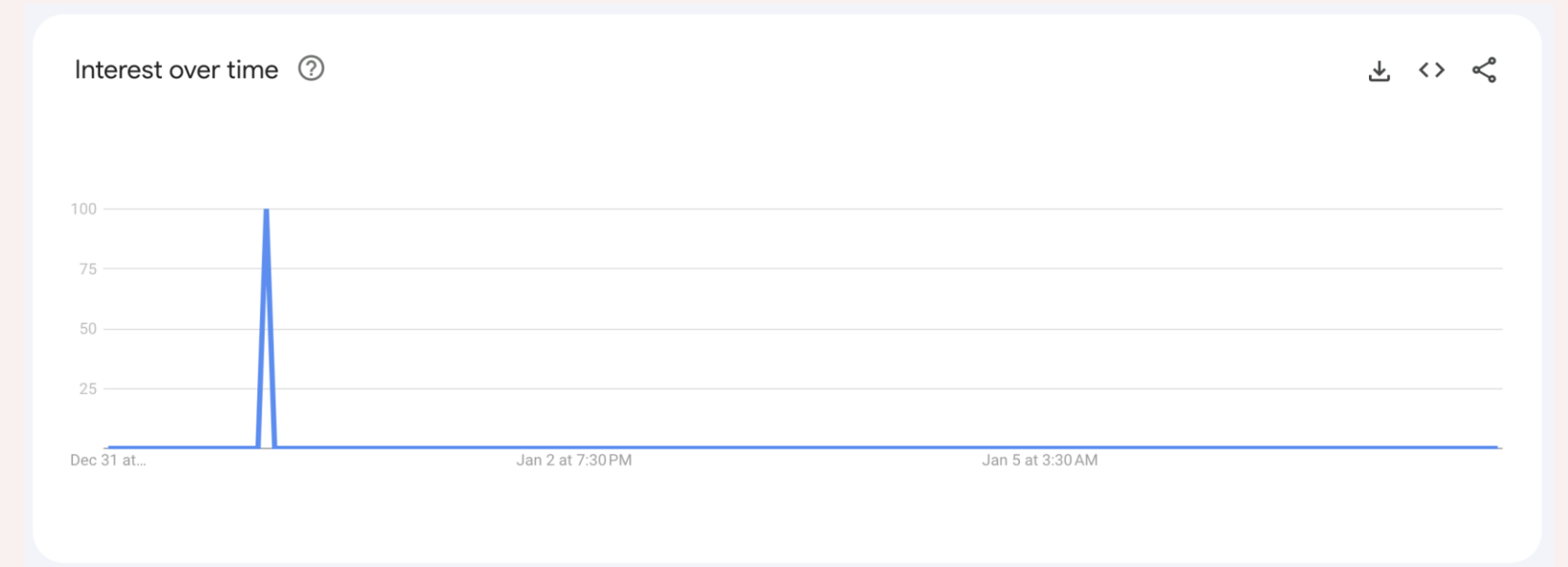
COLOUR



SOFT PLUM



Soft Plum is a gentle, muted purple with a subtle, comforting depth. This refined hue evokes elegance and serenity, offering a calming presence. It adds a sophisticated touch to autumn and winter designs, creating a warm, cozy atmosphere with a modern, chic flair.



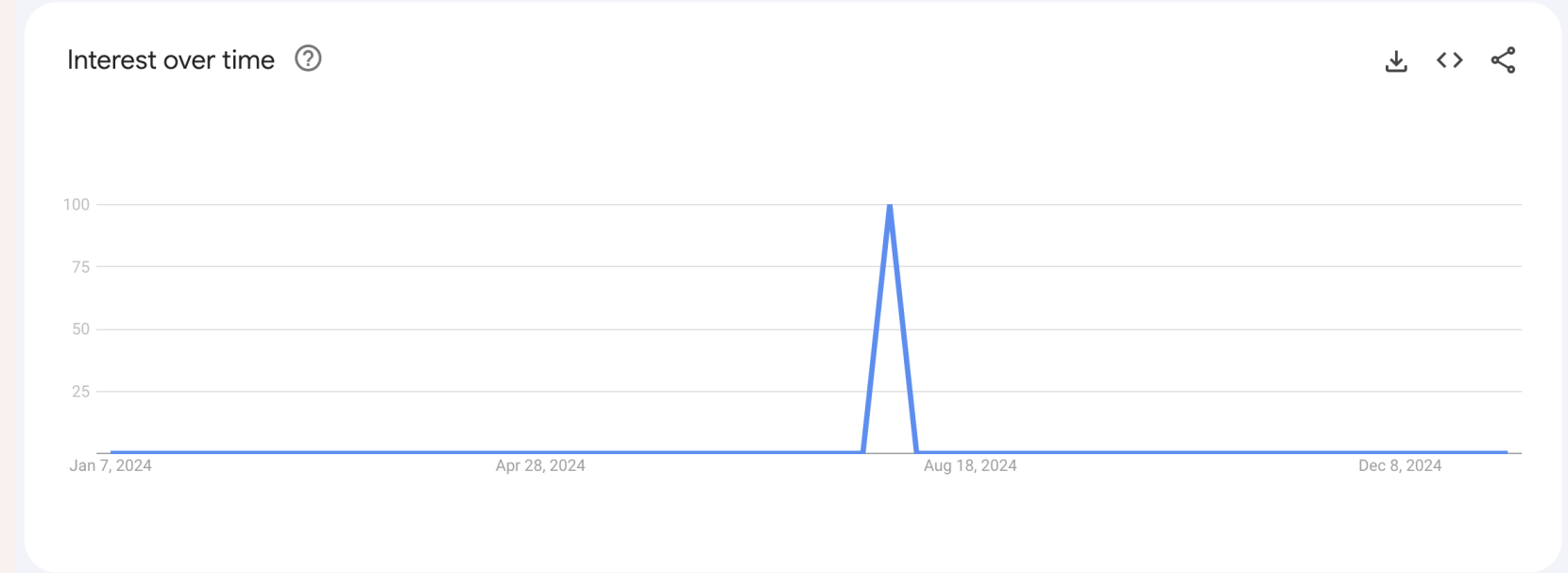
COLOUR



FRESH PURPLE



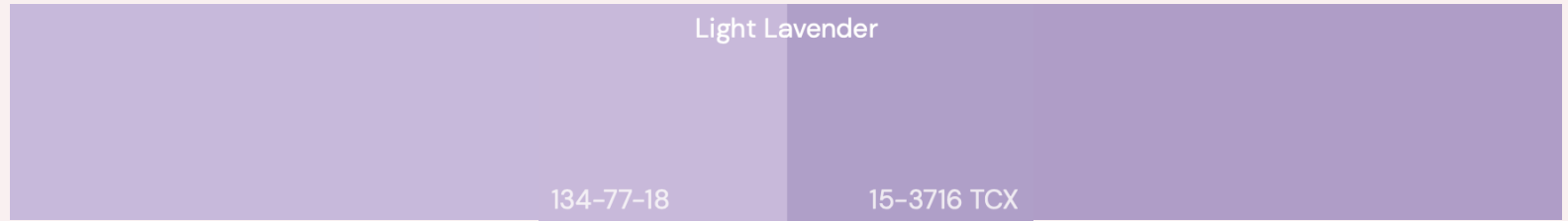
Fresh Purple is a vibrant, energizing shade that blends lively purple with cool undertones. It evokes creativity, youthfulness, and renewal. Perfect for adding a bold pop of color, this lively hue infuses autumn and winter palettes with a fresh, dynamic energy, uplifting any design with its vibrant charm.



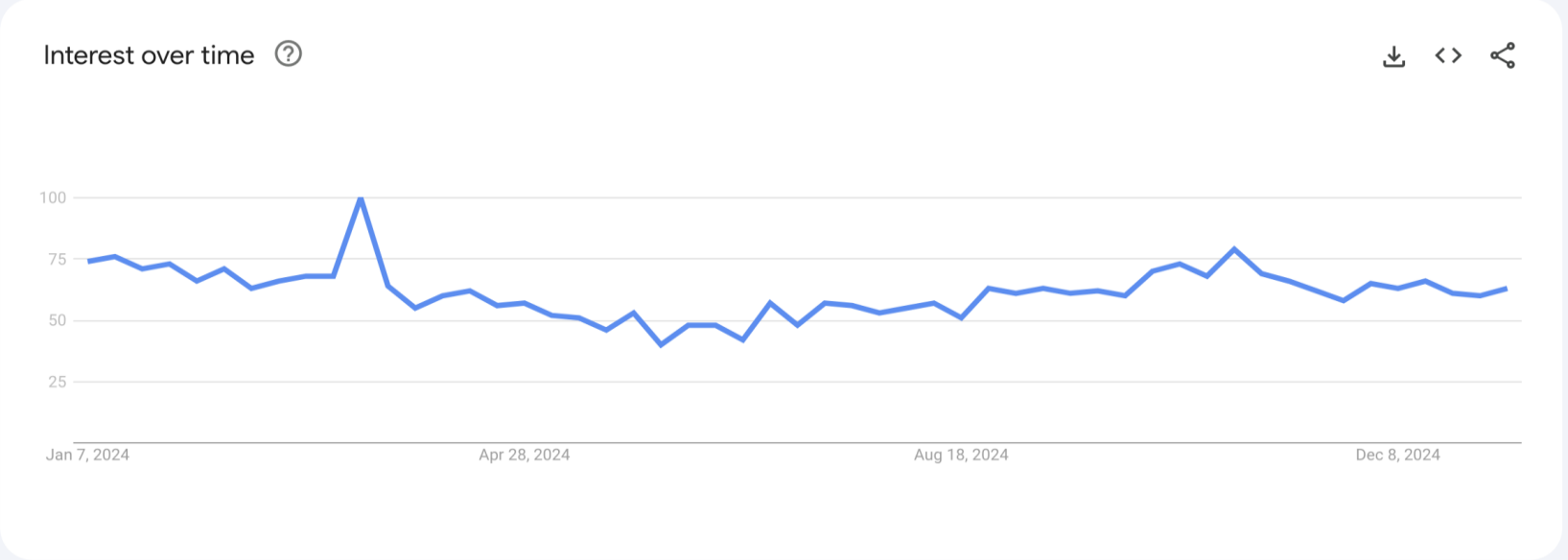
COLOUR



LIGHT LAVENDER



Light Lavender is a soft, delicate purple with a serene, almost ethereal quality. This calming hue evokes tranquility and elegance, bringing a soothing atmosphere to autumn and winter designs. Its subtle warmth adds a refined, feminine touch, perfect for creating peaceful, inviting spaces.



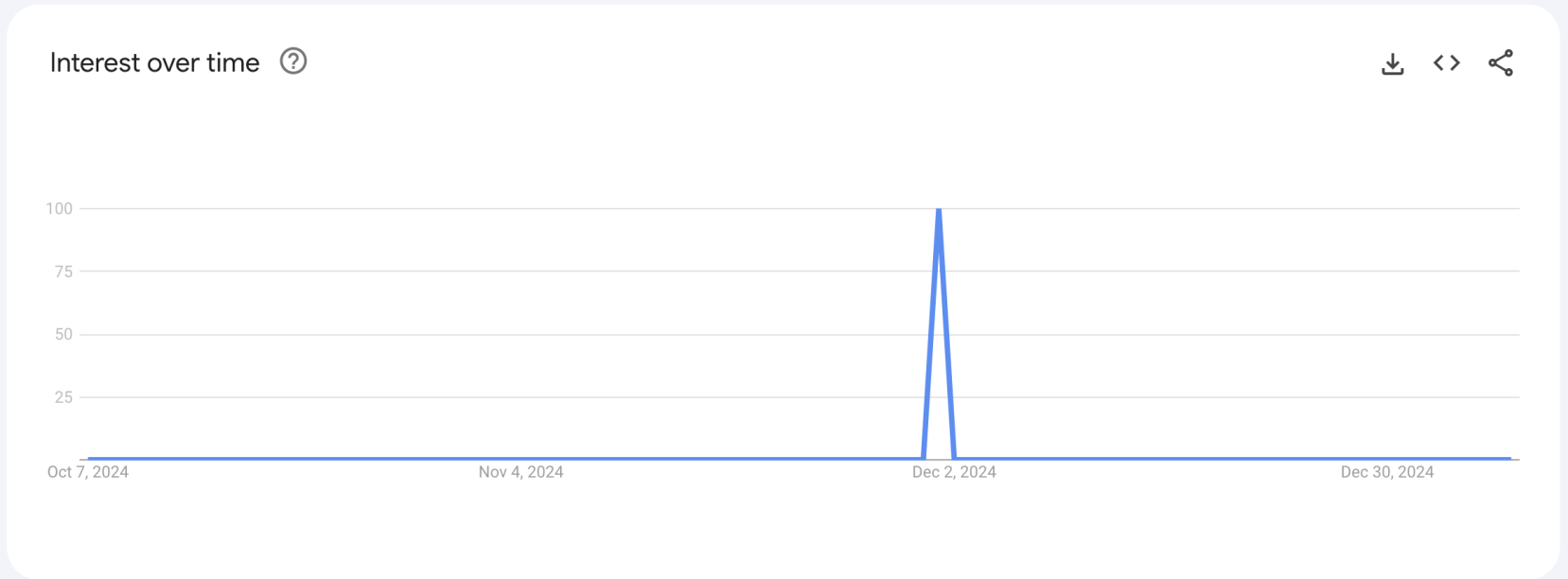
COLOUR



BRIGHT EMERALD



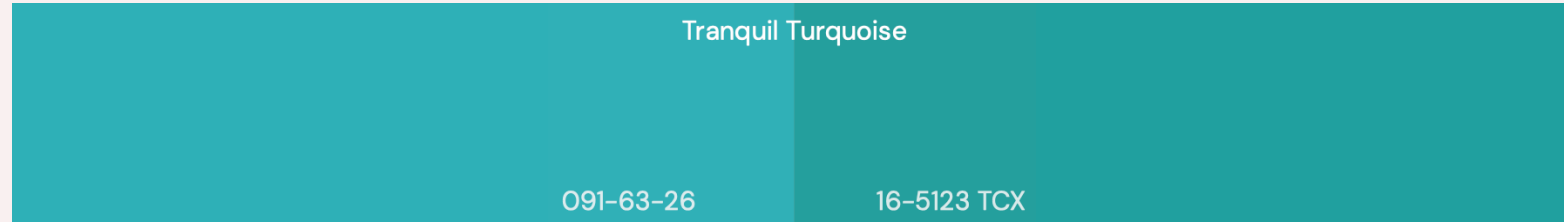
Bright Emerald is a vivid, luxurious green that radiates energy and sophistication. Evoking the beauty of lush landscapes, this vibrant hue symbolizes renewal and growth. Perfect for adding a rich, dynamic flair to autumn and winter palettes, it infuses designs with bold elegance and a sense of vitality.



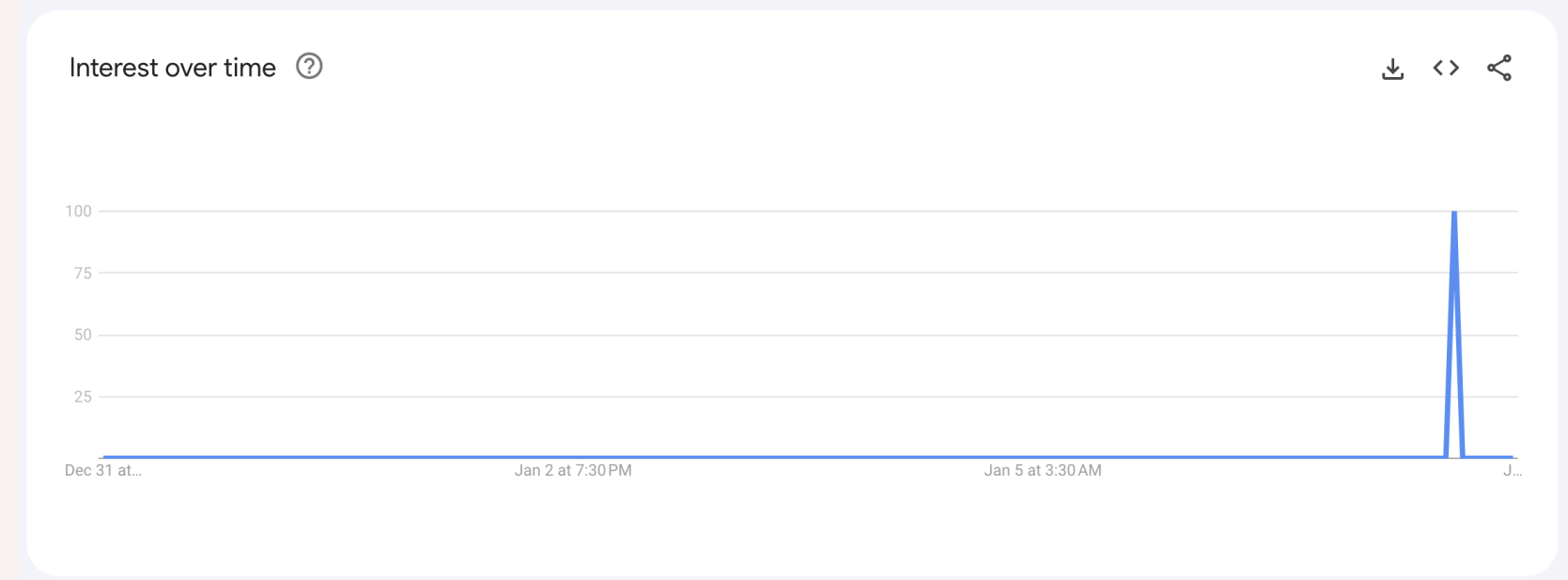
COLOUR



TRANQUIL TURQUOISE



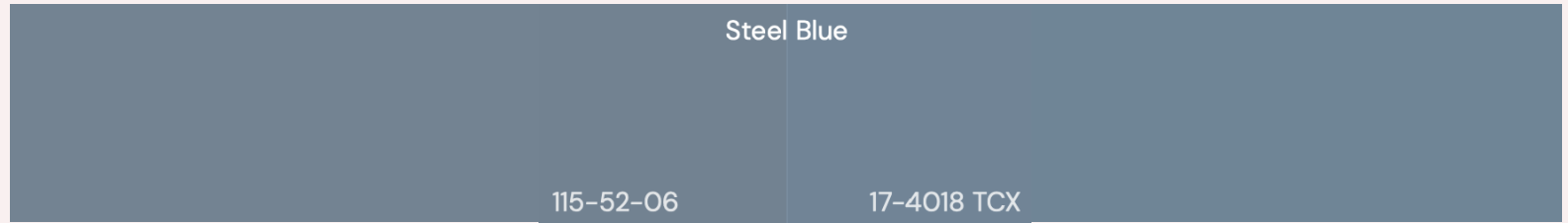
Tranquil Turquoise is a serene, calming blend of blue and green, evoking the peacefulness of tropical waters. This soothing hue brings a sense of balance and clarity, adding a refreshing, airy touch to autumn and winter designs. Ideal for creating a relaxed, harmonious atmosphere.



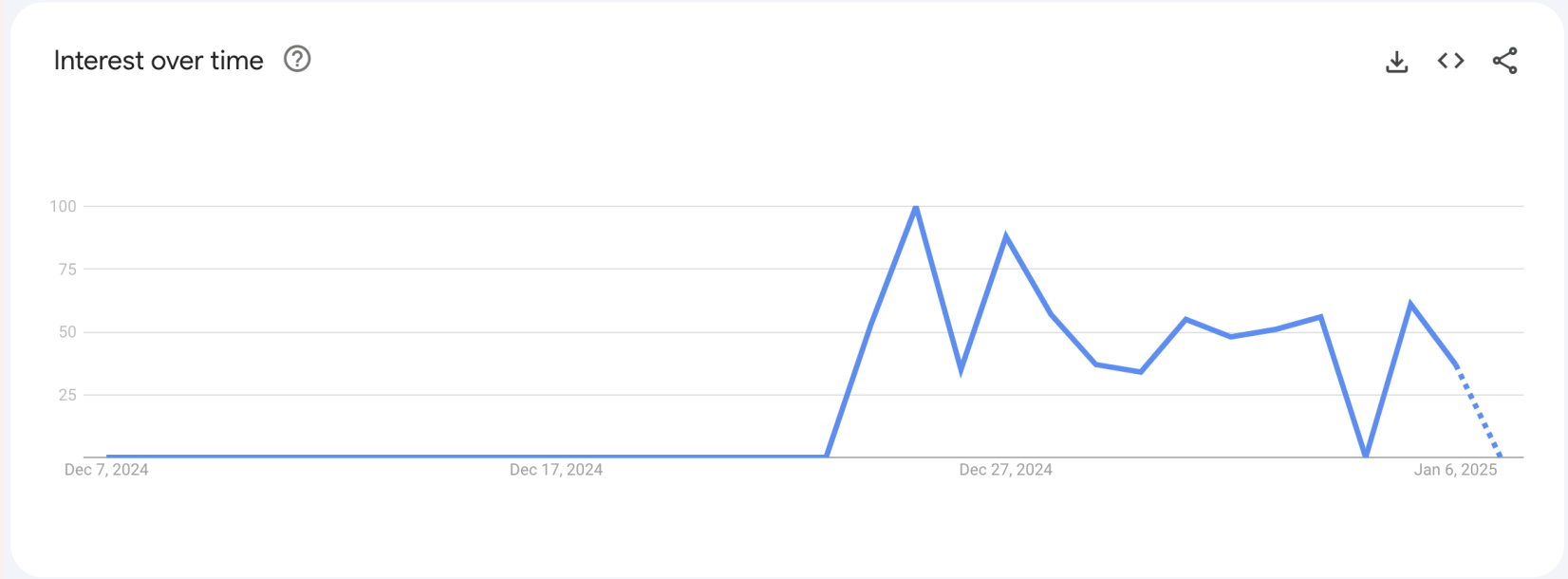
COLOUR



STEEL BLUE



Steel Blue is a cool, sophisticated shade with subtle gray undertones, exuding strength and elegance. This versatile hue evokes a sense of calm authority and modernity, perfect for creating balanced, refined designs. It adds depth and quiet drama to autumn and winter palettes, offering timeless sophistication.



COLOUR



FABRIC

AW 25-26

FEMININE TEXTURES

- 11% increase in the use of natural fibres within fabric base.
- Update with soft neutrals and delicate blush-pink tones
- Annual growth of 6%-8% with this fabric.
- Consider using recycled synthetic fibre blends for novelty expressions.



WINTER YARN DYED PLAIDS

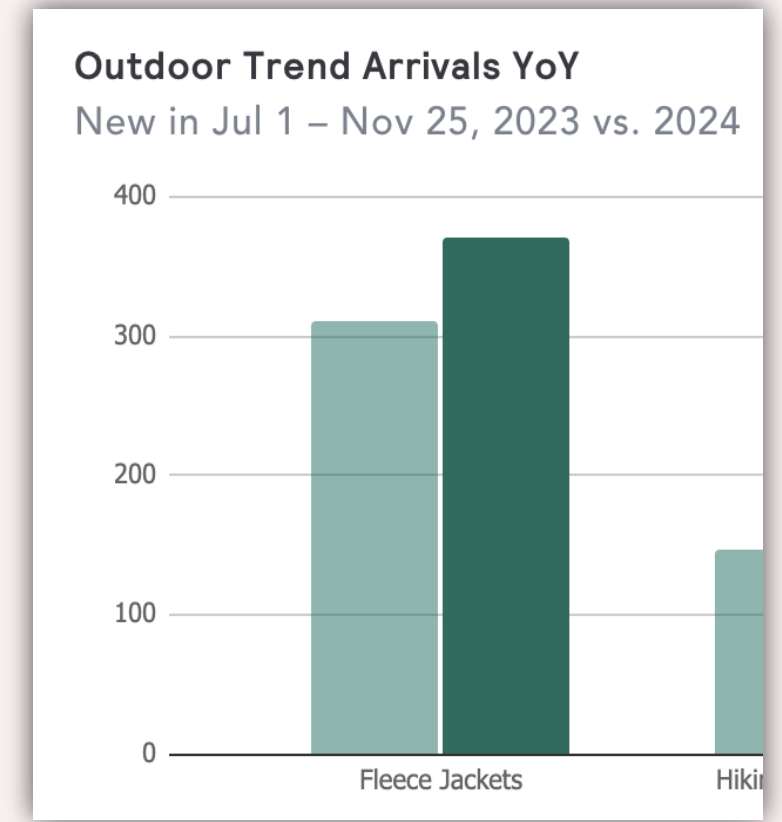
- Pinterest Data Shows tartan is +30% in the UK, both MoM and YoY.
- Tartan has experienced an increase in views this season, up by 63% YoY across TikTok
- Plaids will speak to consumers who seek long-lasting attributes that work outside of the holiday season.

FABRIC

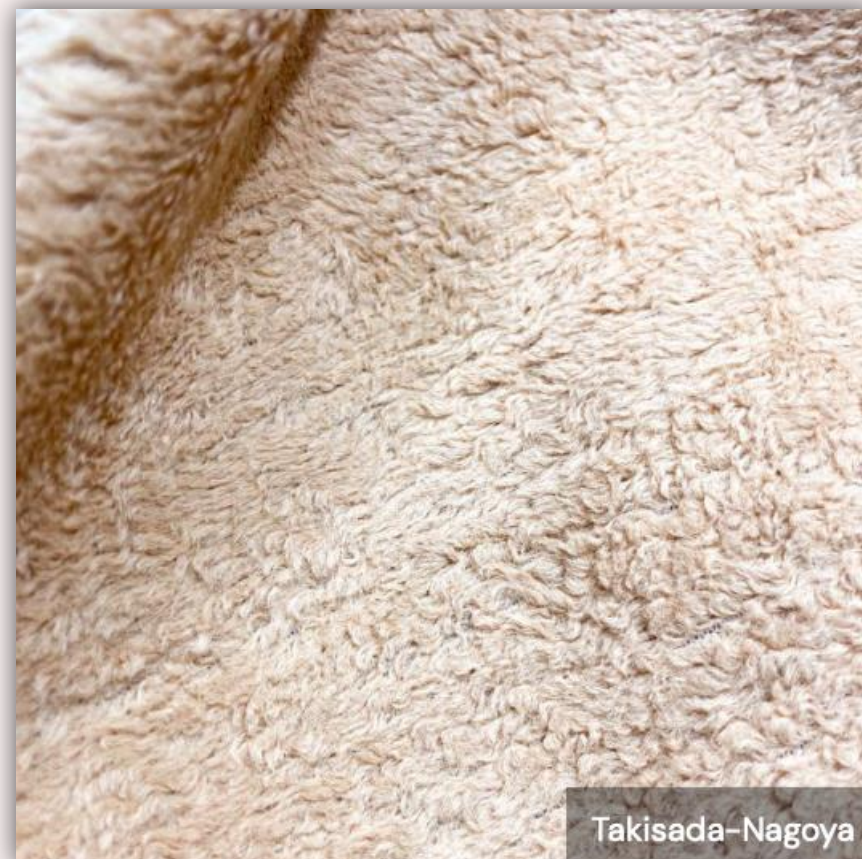


COSY SOFTNESS

- Fleece jackets remained popular, with options tracking **+18% YoY**.
- Focus on springy, brushed yarns, plush, furry handles, and soft volume.
- Use brushed textures in jerseys and woven fabrics, with double-sided finishes
- Combine tactile brushed tweed textures with clean backs for insulation and bold pattern contrasts.
- “Fur” was the keyword driving the greatest majority of sales, followed by suede.



FABRIC



TRANSEASONAL HANDLOOM EFFECT FABRIC

- The keyword “texture” sees an increase YoY from 2022 to 2023 in the UK and US, with 1.6ppt to 4.3% in the UK.
- Work texture into Trans seasonal fabrics to elevate hand feel and simulate warmth.

FABRIC



SOFT TEXTURED 3D ENGINEERED MESH AND LACE

- Lace increased YoY between 2022 and 2023 to 7.4% of the women's e-commerce apparel market.
- Play with lightweight, intertwining floral, organic and checked patterns.
- Relevant for shirting, dress, loungewear, separates & soft accessories.

FABRIC

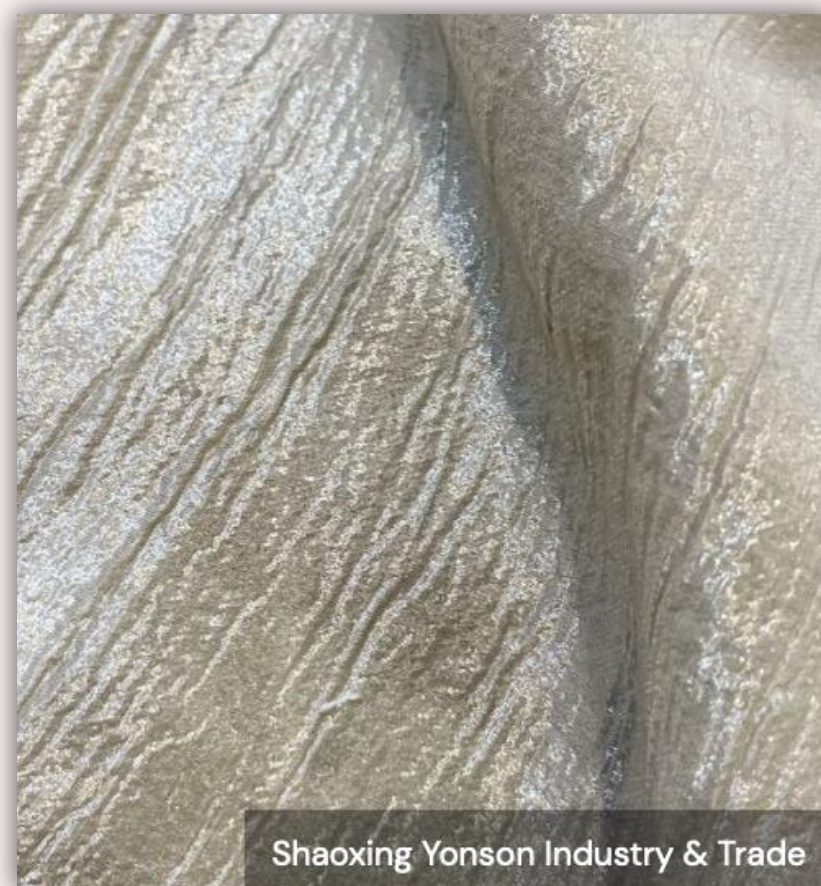




CRUSHED TEXTURES

- In UK share of crinkled items increased by 12.3% YoY.
- Explore softer colours to bring a modern feel to your assortment.
- Lightweight Crushed Fabric qualities that are easy to wear bringing creased fabrics out of summery context and into autumnal ranges.

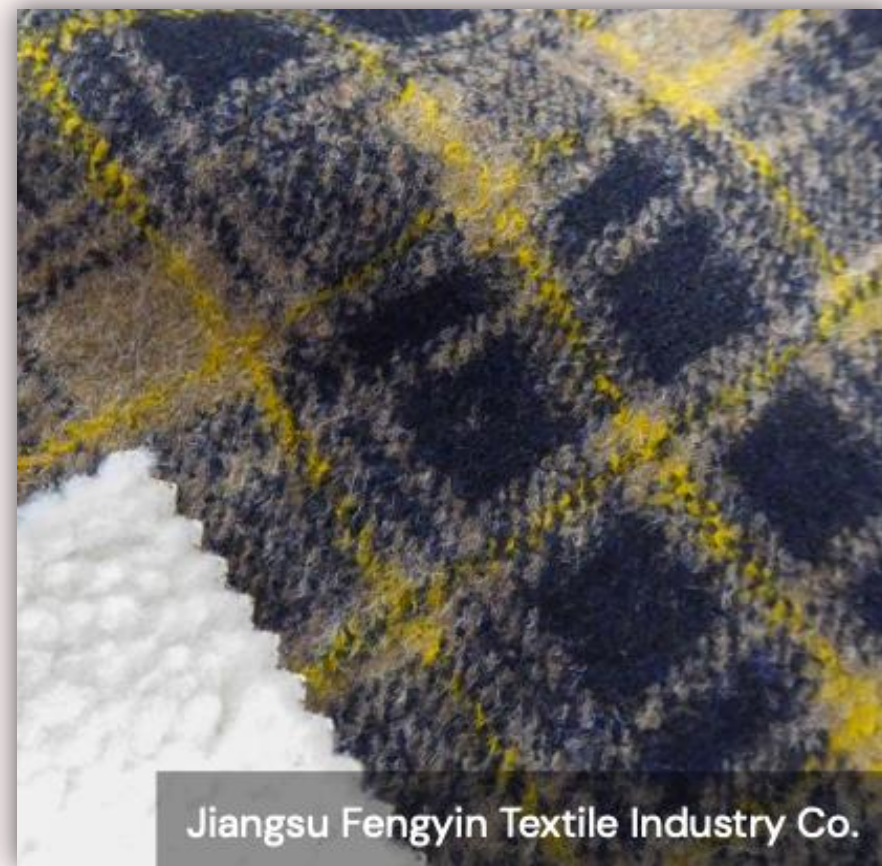
FABRIC



NEW TARTAN & CHECKS: WOOL / POLY BLEND'S

- Men's plaid button-down shirt" are up 110% YoY.
- Plaid suits for men" are up 200% YoY.
- Plaid pants men's outfit" are up 300% YoY.

FABRIC



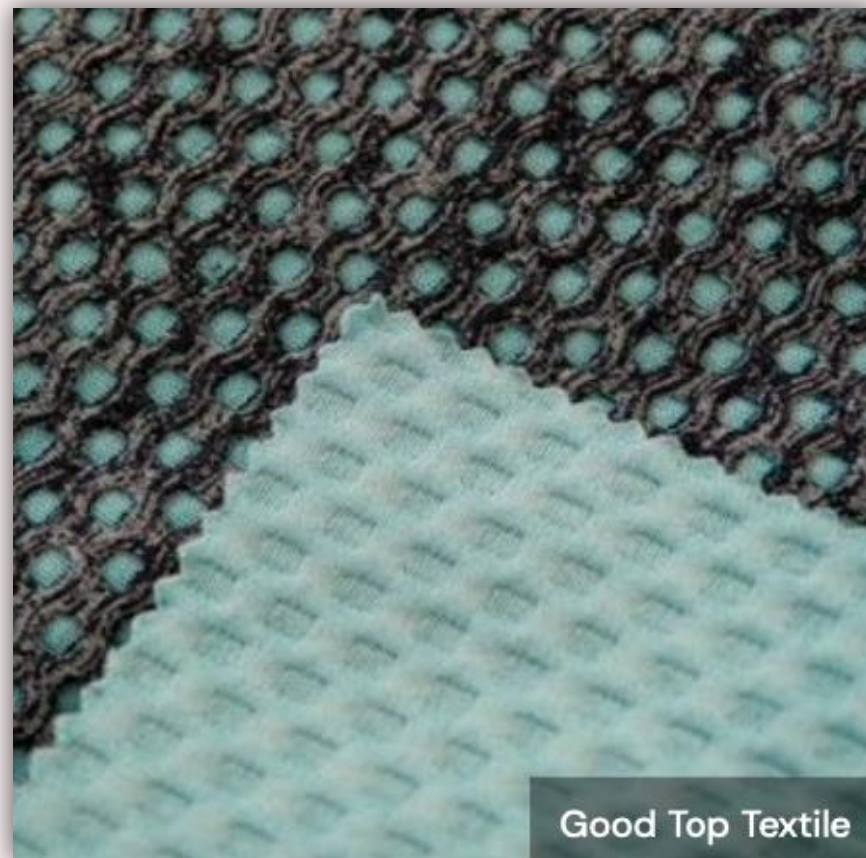
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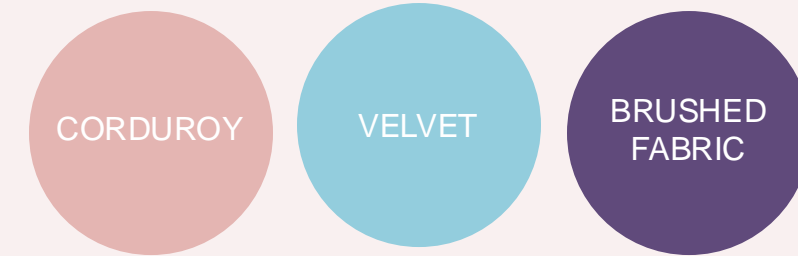
NYLON

QUILTING / 3D EFFECT

- The keyword Texture / Quilting increased by 5.6% in the UK and by 3.7% in the US.
- Texture through quilting, double cloth and cloqué blister techniques to create comforting Layering pieces.
- Use contemporary stitch patterns on fabrics.

FABRIC





VELVETY TOUCH

- Kids corduroy has shown growth this season Google Trends Worldwide, October 2024 and 2023
- The keyword “soft” increased YoY in the UK from 2022 to 2023 by 3.7ppt to 27.1%.
- Blazers were reimagined in velvet fabrics. First majority sell outs were +25% YoY

FABRIC



POLYESTER

NYLON

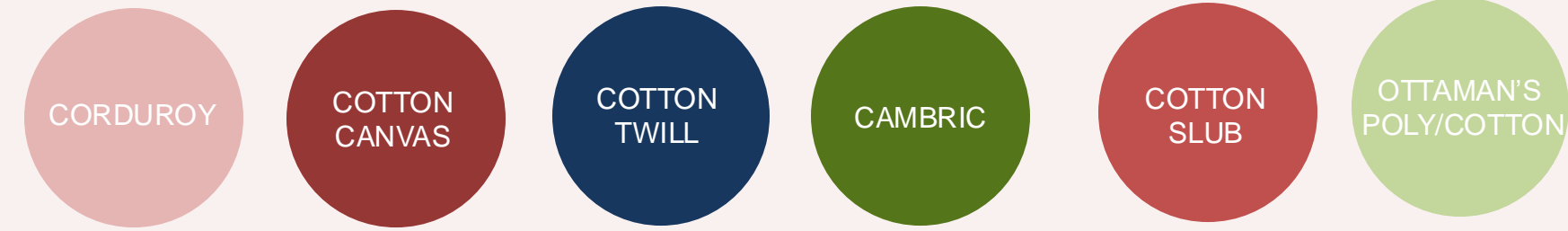
CRAFTED DETAILS

- The keyword “craft” increases in the UK by 1.0ppt YoY from 2022 to 2023.
- Google Trends shows a consistent increase in interest in natural pieces, which peaks in spring and winter. Searches have increased by 3% YoY, with earthy tones.

FABRIC



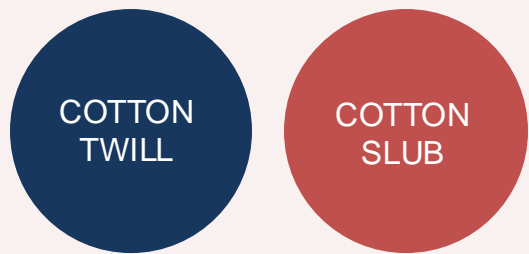
SOFT FORMALS



- Play with Monochrome combinations of subverted classic Prince of Wales checks and plaids, houndstooth and herringbone patterns and stripes for work wear adaptations.
- Focus on tailored, formal looks in a strict grey-on-grey palette with a nod to classic designs.
- Incorporate stripes, checks, herringbones, and small motifs, plus grainy marl yarns or tonal yarn-dye effect

FABRIC

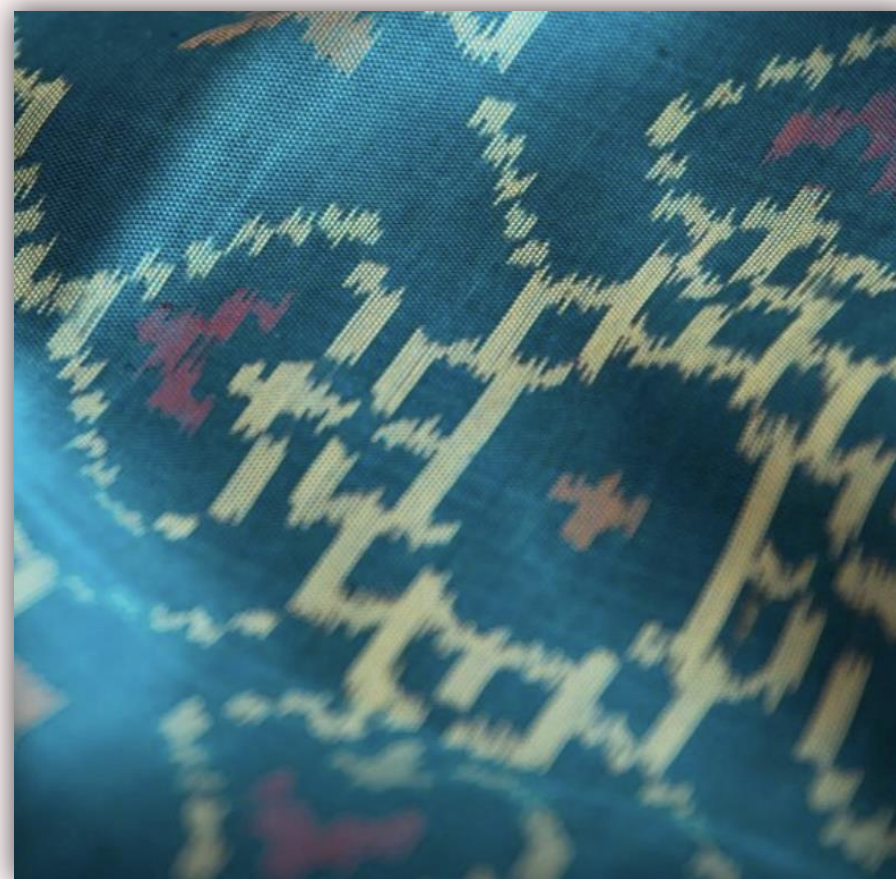


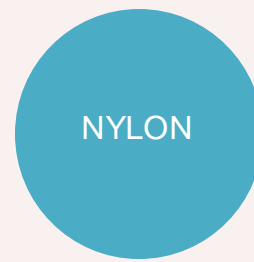
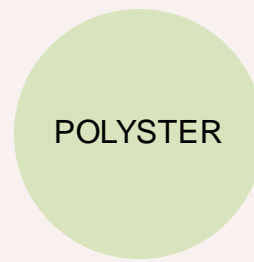
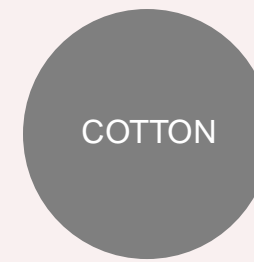


INDIAN TEXTILE HANDLOOM

- The Indian textile handloom sector is experiencing a positive growth rate, with estimates suggesting a CAGR of around 8.41% from 2023 to 2030.
- The handloom market is showing consistent growth, with a significant increase in production and exports in recent years.
- Statement accessories with a cultural touch will be appreciated by Gen Z
- Gen Z is committed to sustainability. Embrace this by choosing garments made from eco-friendly Liva fabrics, supporting local artisans.

FABRIC





BLURRED ABSTRACT JACQUARDS

- The India textile market is expected to grow at a compound annual growth rate (CAGR) of 6.84% from 2023 to 2033.
- The global jacquard fabric market is also expected to grow, with a CAGR of 6.2% from 2024 to 2030.
- Jacquard fabrics are versatile and can be used in a variety of applications, including clothing and decoration.

FABRIC



Brecotessile



New Wide Group



Dong A Tol



Taipyung Textile



SOFT FORMALS

- India Formal Dress Compound Annual Growth Rate (CAGR) for 2024 to 2031 will grow by 10.8%.
- The market growth is attributed to the increasing number of corporate jobs, rising disposable income

FABRIC



NEW DIMENSIONAL GEOS

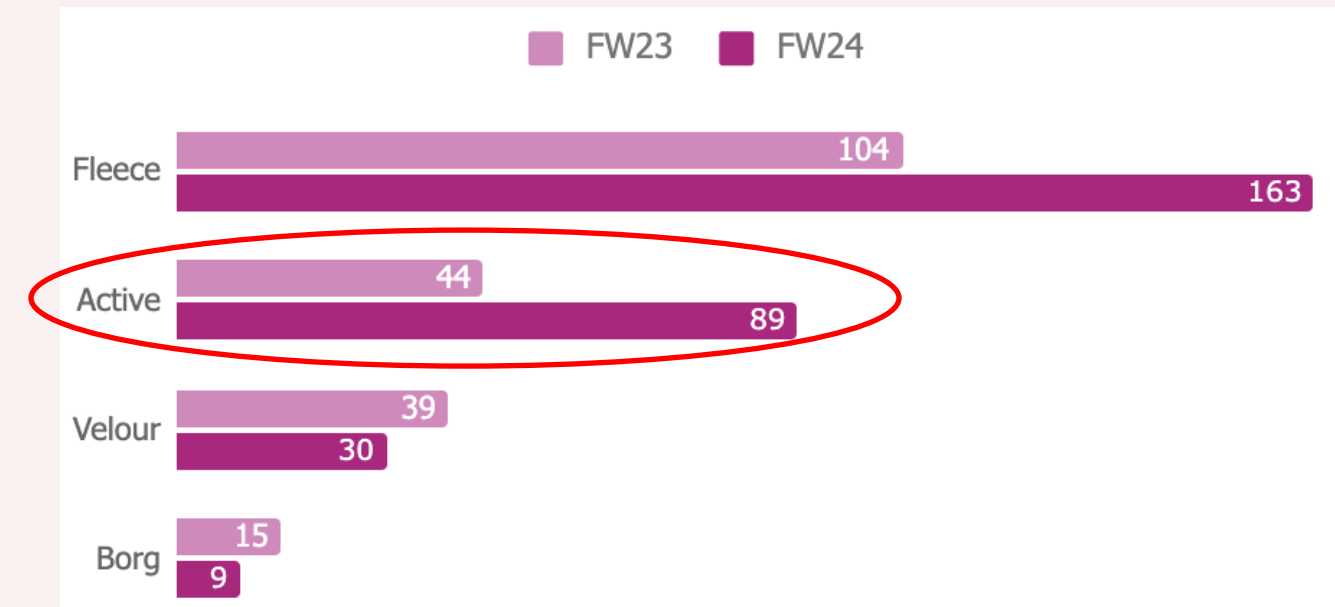
- Enhance optical weaves with fil-coupé, fringed yarns, raised textures, and tactile yarns for a bold effect
- Play with optical stripes and checks, creating novel 3D effects for visual interest and tactile appeal.
- Pair bright-coloured checks with monotone stripes or use tufted yarns and velvety yarns for contrasting textures.

FABRIC



TECHNICAL LIGHTWEIGHTS

- Nylon, have seen an increase (up 48% YoY).



FABRIC



FLORAL LACE

- Combine floral lace with materials like wool or leather for a textural contrast.
- Deep, moody colors and metallic threads for a chic, seasonal look.
- Opt for eco-friendly floral lace made from organic or recycled fibers.



KEY TAKE OUTS

Utilise the Macro Trends to Drive Innovation within your Product assortments

- Each Macro Trend talks to a graphic language that caters to and talks to the Gen Z Consumer sentiment - ensure when designing graphics across the ranges that these key trends feature within your graphic direction.
- Understand the thinking behind each macro trend to consider how our products can be designed differently to drive product innovation and newness and in turn captivate the market and grow market share
- Consider how each macro trend can also be utilised to offer differentiated product assortments to cater to key events or product capsules to cover key consumer moments such as Diwali.

Consider Cultural Resonance

- Think about how we can capitalise on artisanal techniques across the brand to drive and deliver product elevation and market differentiation. This will ensure we design products that have relevance to our TG, especially at this key eventing time of year.

Think Fabric

- Fabric Newness at this time of year will be key to driving a differentiated product assortment across all family's and also to ensure our ranges feel seasonally relevant. This will be key to ensuring the consumer feels a seasonal shift when they enter our stores for new season launch.
- Consider fabric newness within our bestseller shapes to enable us to drive innovation and newness for the consumer but support us in reducing risk.
- Consider how to drive better fabrics across key shapes to ensure we deliver better product across the board for the brand.

Think Colour

- Seasonally relevant colour will be key to ensuring our stores feel new season and relevant, as we still need to ensure we still have fabrics that work across the north and the south of the country. Consider how your carry over colour impacts new season colour and ensure all colour palettes have a holistic view.

FINAL THOUGHT

**“When your vision is clear
your strategy is easy .”**

APPENDIX

NEO-ALTRUISM – TICK LIST

Pay-It-Forward Accessories

- Impact Bracelets: Offer accessories tied to charitable donations, such as “One Bracelet = One Tree Planted” or “One Scarf = A Day of School.”
- Community Tote Bags: Design bags that feature artwork created by underprivileged communities, with proceeds going back to those groups.

Ethical Uniform Staples

- Workwear Meets Activism: Introduce basics like tees, jeans, and jackets made with fair-trade-certified materials and designed to be versatile for activism or everyday wear.
- Sustainable Athleisure: Include functional, ethically produced activewear that aligns with Gen Z’s focus on physical and mental well-being.

Repair and Resale Program

- Circular Fashion Line: Create items designed for longevity, with free repair kits or a resale platform for preloved items to encourage reuse.
- Upcycled Pieces: Offer one-of-a-kind items made from upcycled or deadstock fabrics to reduce waste.

Seasonal “Purpose Projects”

- Offer clothing items tied to seasonal themes of giving back (e.g., “Back to School” education initiatives or winter warming campaigns for shelters).

Transparent Impact Metrics Products

- Create pieces with tags that clearly outline their environmental or social impact, such as “This jacket saved 10 liters of water” or “10% of profits fund clean energy projects.”

NEO-AULTRISM – TICK LIST

Statement Pieces for Individualism

- Message Jackets: Bold outerwear with changeable panels for slogans or designs that reflect current causes or moods.
- Unique Textures: Pieces featuring one-of-a-kind treatments (e.g., tie-dye, hand-painting, or digital printing) to ensure no two items are alike.

Utility-Driven Designs

- Multi-Functional Jackets: Outerwear with features like hidden storage, detachable bags, or foldable designs for versatility and independence.
- Transformable Accessories: Bags that convert into backpacks, scarves that double as capes, or multi-use belts.

Activism Tools in Fashion

- Purposeful Apparel: Shirts with integrated pockets for protest essentials (e.g., markers, hand sanitizer, reusable water bottles).
- Action Patch Kits: Sell patches that promote activism and can be applied to any garment, reflecting personal values.

Freedom-First Materials

- Weather-Adaptive Clothing: Pieces made with smart fabrics that adjust to temperature changes, empowering users in all environments.
- Zero-Waste DIY Kits: Kits allowing customers to create their own fashion from pre-cut sustainable fabrics, giving them autonomy over design.

NEO-AULTRISM – TICK LIST

Purpose-Packed Kits

- Activism Starter Kits: Bundles that include clothing, signs, and materials for peaceful protests or social initiatives.
- Eco Essentials Kits: Include basics like reusable water bottles, cloth napkins, and a purpose-driven shirt that promotes sustainable living.

Functional Social Impact Clothing

- Multi-Purpose Jackets: Jackets with features like hidden compartments for carrying donation supplies (e.g., small hygiene kits for homeless outreach).
- Convertible Gear: Bags or accessories that can transform into functional tools like blankets or shelters for emergency relief.

Ethical DIY Solutions

- Repair Kits: Stylish kits for mending clothes, encouraging autonomy and sustainability in maintaining one's wardrobe.
- Reinvention Pieces: Sell pre-owned or slightly damaged items with suggestions for customization or repair, supporting creativity and resourcefulness.

Autonomous Gender-Neutral Lines

- Inclusive, fluid designs that challenge traditional gender norms and empower self-expression beyond societal constraints.

Crowd-Sourced Design Programs

- Allow customers to contribute to design processes, such as voting on new pieces or submitting their own ideas for limited-edition collections.

PRODUCTS
CONTINUED

EMBRACING CHANGE – TICK LIST

Trend-Adaptive Accessories

- Develop accessories that can be styled in multiple ways or incorporate interchangeable elements (e.g., necklaces that can be reassembled as bracelets).

Adaptive and Inclusive Fashion

- Create designs that adjust to various body types and lifestyles (e.g., elasticized, adjustable, or all-gender items).
- Ensure inclusivity by offering extended size ranges and gender-neutral styles.

Bright Yet Minimalistic Designs

Launch a collection featuring clean, minimalistic silhouettes with pops of bright, uplifting colours.

- Use optimistic tones like yellows, greens, and soft blues to evoke a sense of positivity.

Mood-Lifting Patterns

- Incorporate prints and patterns that evoke a sense of lightness and whimsy, such as starbursts, rainbows, or glowing natural motifs like fireflies and sunlight.

Layered Sheer Fabrics

- Design ethereal pieces with layered, sheer materials that shimmer subtly, offering a dreamy and uplifting aesthetic.

Multi-Dimensional Textures

- Use textured fabrics, like metallic knits or sequins, that provide a tactile "glimmer" effect when touched or moved.

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MORAL INJURY – TICK LIST

Customizable Activism Apparel

- Offer blank pieces where customers can add their own slogans, drawings, or patches, giving them a voice to address moral injury in their lives.

Transparency-First Clothing Line

- Develop a collection that includes clear, detailed labels showing the origin of materials, production methods, and environmental impact (e.g., carbon footprint, water usage).

Protest-Inspired Apparel

- Create clothing with bold, thought-provoking slogans or symbols of social justice movements.
- Incorporate designs that reflect resilience, activism, and collective healing.

YEARNING – TICK LIST

Interactive Keepsake Pieces

- ❑ Offer clothing with built-in keepsake features, such as pockets for small photos, or accessories like lockets that open to reveal personal treasures.

Sentimental Accessories

- ❑ Keepsake Jewelry: Charm bracelets, necklaces, or pendants inspired by childhood treasures (e.g., lockets, engraved initials).
- ❑ Memory-Driven Bags: Bags with patchwork designs or elements inspired by scrapbooks or childhood diaries.

Customizable and Personal Pieces

- ❑ DIY Fashion Kits: Allow customers to customize items with patches, embroidery, or pins that reflect their nostalgic moments.
- ❑ Photo-Integrated Apparel: Offer clothing or accessories that integrate printed photos (e.g., a jacket with a family photo sewn in).

Sustainable Vintage-Inspired Lines

- Upcycled Fashion: Use vintage or recycled fabrics to create modern, wearable versions of retro classics.
- Reimagined Classics: Design timeless pieces like A-line skirts, bomber jackets, or denim with updated fits and fabrics.

Symbolic Resilience Wear

- ❑ Stitched and Repaired Aesthetics: Garments with visible stitching or patchwork to symbolize mending and resilience.
- ❑ Hopeful Prints: Use motifs like sunrise, stars, or blooming flowers to evoke optimism for better days.