

**19<sup>th</sup>**

**International Technical Footwear Congress**

**February 03-05, 2016, Chennai, INDIA**

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Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

# FROM THE MILLENIAL FASHION CONSUMER TO THE MILLENIAL FOOTWEAR FACTORY

## UNDERSTANDING THE MILLENNIAL FASHION CONSUMER

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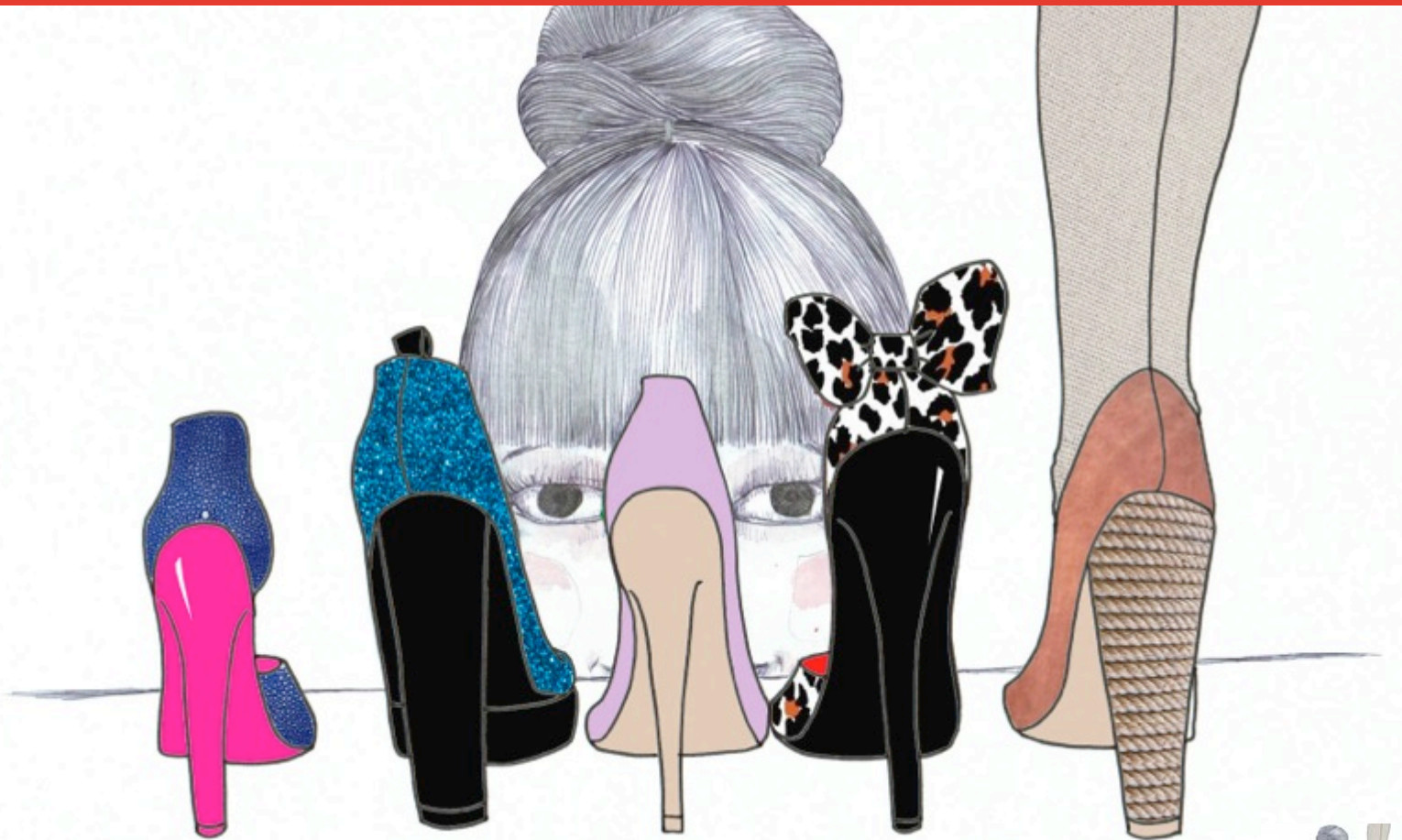






# UNDERSTANDING THE **MILLENNIAL** FASHION CONSUMER

# #1. A CONCISE PORTRAIT OF THE MILLENNIAL GENERATION





**MILLENNIALS ARE THE WORLD'S CURRENT YOUNG ADULTS!**



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Born between 1980 & 2000  
Between **15 & 35 years old**





# MILLENNIALS ARE THE WORLD'S CURRENT YOUNG ADULTS!



Also named the « Y » Generation / Echo Boomers / Net Generation  
Boomerang Generation / The Peter Pan Generation



# IMPORTANT PURCHASING POWER





# IMPORTANT PURCHASING POWER



Millennials are the generation that makes up the **largest segment** and the **most future purchasing power** in the fashion industry



# IMPORTANT PURCHASING POWER



Estimated world combined purchasing power :  
Globally **\$10 trillion** for apparel: **\$2.45 trillion**





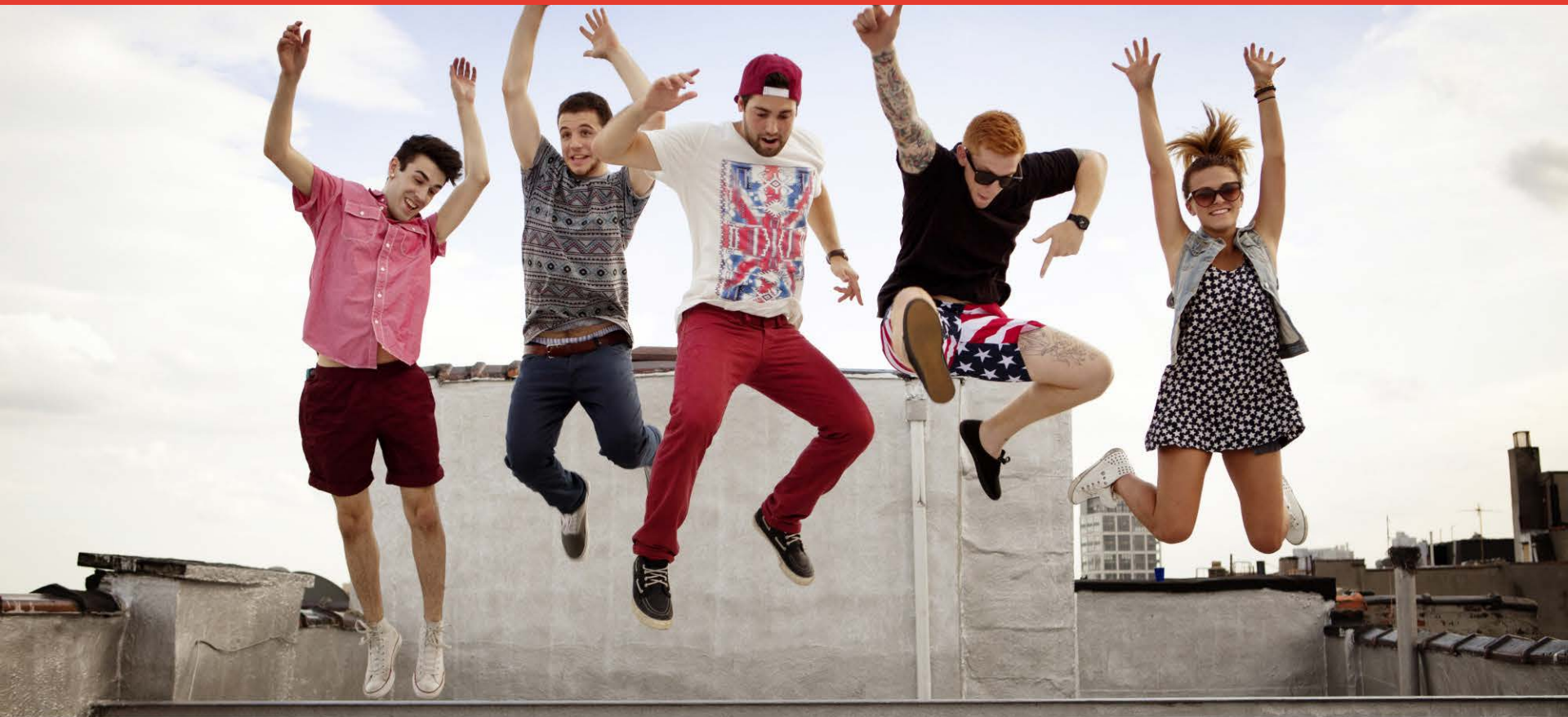
# IMPORTANT PURCHASING POWER



**\$600 billion** spent on apparel in the US  
and estimated to grow to **\$1.4 trillion** in 2020

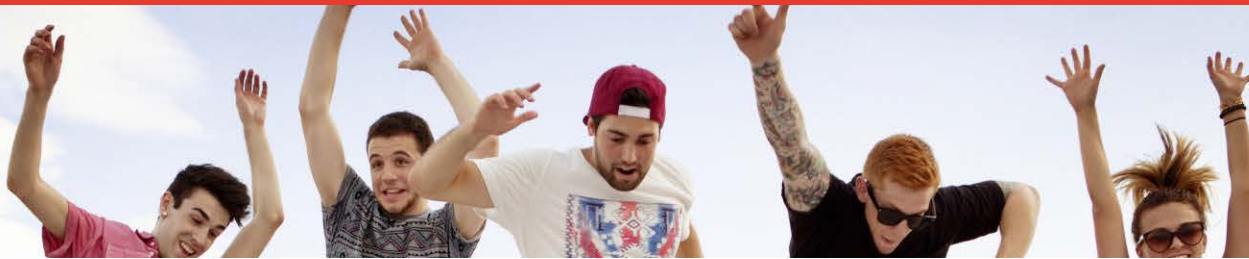


# MILLENNIALS ARE COMPLEX CONSUMERS WITH INCREASING DEMANDS





# MILLENIALS ARE COMPLEX CONSUMERS WITH INCREASING DEMANDS



...as they are  
**mobile & tech-savvy / multichannel buyers / money conscious & frugal**  
**Social & socially conscious / brand addicts / trend Setters / highly**  
**sensitive to change**



# #2. The Millennial Fashion Consumer...IS SENSITIVE TO A NEW SET OF VALUES





# A NEW SET OF VALUES HAS EMERGED FROM THE ECONOMIC/SOCIAL/POLITICAL CRISIS



# A NEW SET OF VALUES HAS EMERGED FROM THE ECONOMIC/SOCIAL/POLITICAL CRISIS



New expectations and requirements that are  
more **qualitative** and **identital based**.





# MILLENNIALS ARE EXPERIENCING AN ECOLOGICAL AWAKENING



# MILLENNIALS ARE EXPERIENCING AN ECOLOGICAL AWAKENING



No to greenwashing ! What can I do for the planet ? Let's partnership to progress together ! Now is the time to act responsibly & ethically ! Sustainability is more than a concept ! **Let's embark on the eco journey !**

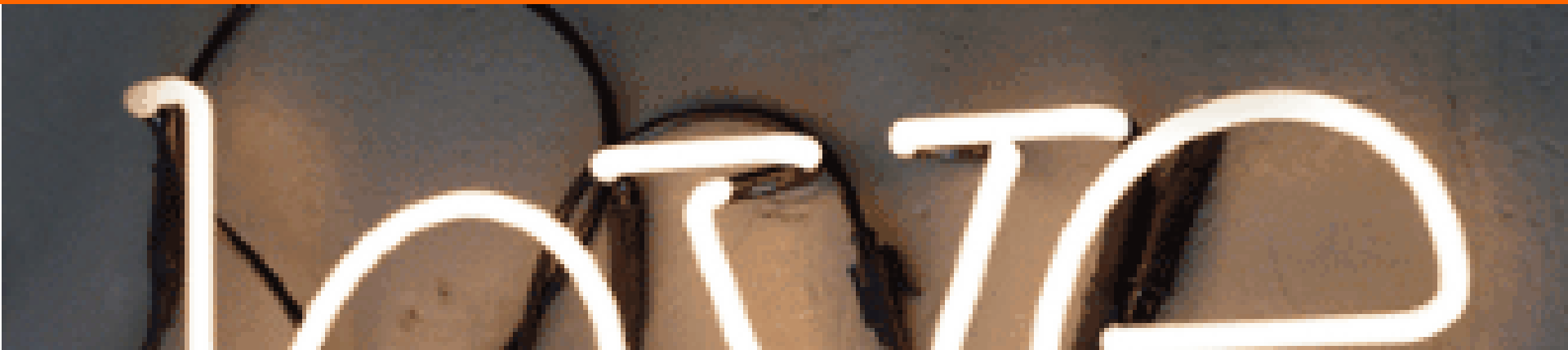




# EMOTIONS & EXPERIENCE ARE AT THE HEART OF THEIR VALUE SYSTEM



# EMOTIONS & EXPERIENCE ARE AT THE HEART OF THEIR VALUE SYSTEM



Want to **experience emotions** and **be enchanted**  
by the brands they want to love !





# #3. The Millennial Fashion Consumer... IS A DIGITAL NATIVE, HYPER CONNECTED & SOCIAL!

MAKE IT  
DIGITAL

# PART OF THE FIRST GENERATION BORN WITH THE WEB !





# MILLENIALS LIVE IN AN ONLINE COMMUNITY





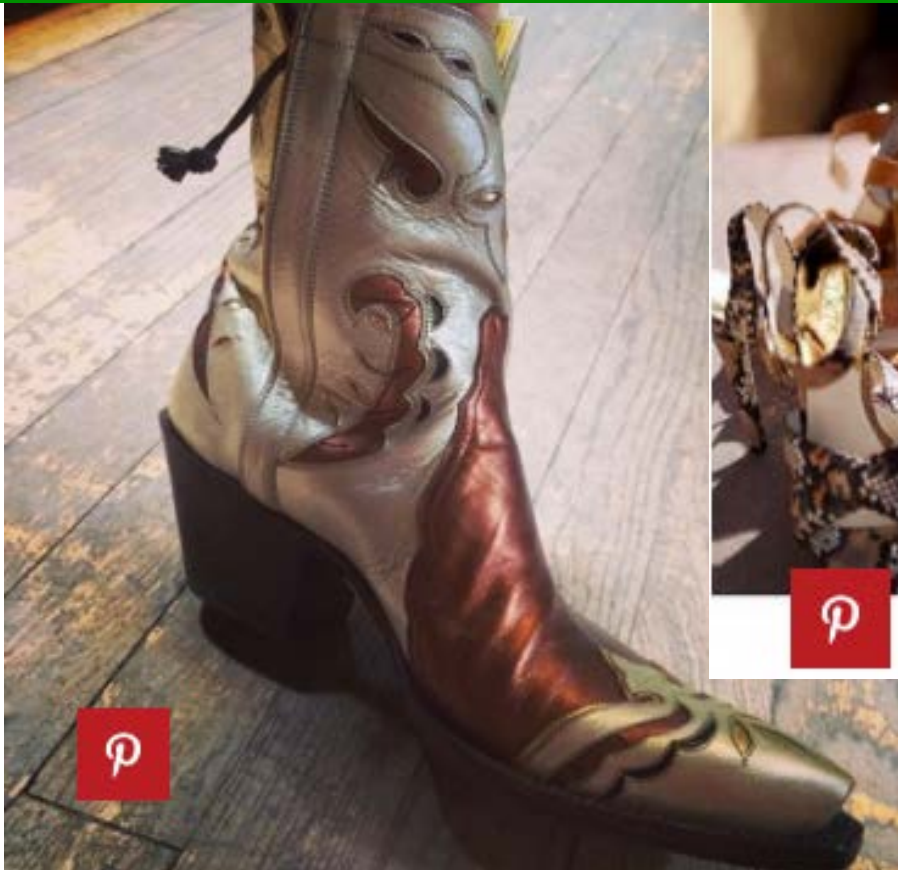
# MILLENIALS ARE HYPER CONNECTED TO SOCIAL PLAFORMS

#SHOEADDICT #STYLEBLOGGER #SNEAKERFREAK  
#HEATONMYFEET #SNEAKERHEAD #WALKLIKEHER  
#SHOELIST #KICKS4SALE #ERCOMMUNITY  
#CHICAGO #Gimme" #SOLEONFIRE  
#PIED #FOLLOW: **chur** "Tips to travelling in style  
#WELOVEHE #Gala Gonzalez are now up on  
#STILETTO #Amlul.com  
#WEDGE # @MichaelKors  
#CNCPTS # @theofficialselfridges  
@RONNIEFIEG @WHATTTHEKICKS #SOLEFLICK #TRICKICKS  
@MACHE275 @TH  
CHRISTIAN LOUBOUTIN  
NEAKERNEWS #S  
@MACHE275 @TH

Aimee Song  
"Latergram of the pretty tiles at  
@fultonmarketkitchen in Chicago where I got to eat and hang out with the sweetest and super inspiring @swopes and @chicagofoodauthority."  
FOLLOW: **songofstyle**

Annabel Rosendahl  
"Colours for spring  
#adidas #pharrellwilliams  
#superstar #supercolor"  
FOLLOW:  
**annabelrosedahl**

# PINTEREST...



# INSTAGRAM...





# THE FASHION MILLENIAL IS A FOLLOWER OF « FASHION BLOGGERS »



Gizele Oliveira of Gizele a Go-Go!,  
@giizeleoliveira



India Rose of India Rose,  
@indiaroseco



Rach Parcell of Pink Poenies  
@rachparcell



Julie Sarinana of Sincerely Jules  
@sincerelyjules

# THE FASHION MILLENIAL IS A SMARTPHONE ADDICT



# THE FASHION MILLENIAL LOVES SMARTPHONE FASHION APPS





# THE FASHION MILLENIAL IS ALWAYS SEARCHING FOR NEW SMARTPHONE FASHION APPS !



E-MAIL FACEBOOK BLOGLOVIN TWITTER ATLANTIS DRY GOODS SHOP



Stylelect

# #3. The Millennial Fashion Consumer... LIVES IN A NEW FASHION ENVIRONMENT



ALEXANDER McQUEEN

# FASHION IS EVERYWHERE





# FASHION IS INTERNATIONAL



# FASHION IS MADE ACCESSIBLE



BALMAIN  
PARIS

H&M



# CATWALK TRENDS ON FASHIONISTAS MADE ACCESSIBLE TO THE HIGH STREET



Zara, New Look, Etam, Promod, Tati, Texto



# #4. The Millennial Fashion Consumer... HAS NEW EXPECTATIONS & BUYING BEHAVIOR



## 4 MAIN NEW CONSUMER PROFILES



## 4 MAIN NEW CONSUMER PROFILES



Full Web / Showroomer / Full Store / ROPO





# THE NEW FASHION CONSUMER WANTS TO ENJOY A UNIQUE CUSTOMER EXPERIENCE...



# THE NEW FASHION CONSUMER WANTS TO ENJOY A UNIQUE SEAMLESS CUSTOMER EXPERIENCE...



...both in-store and on-line!



# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS





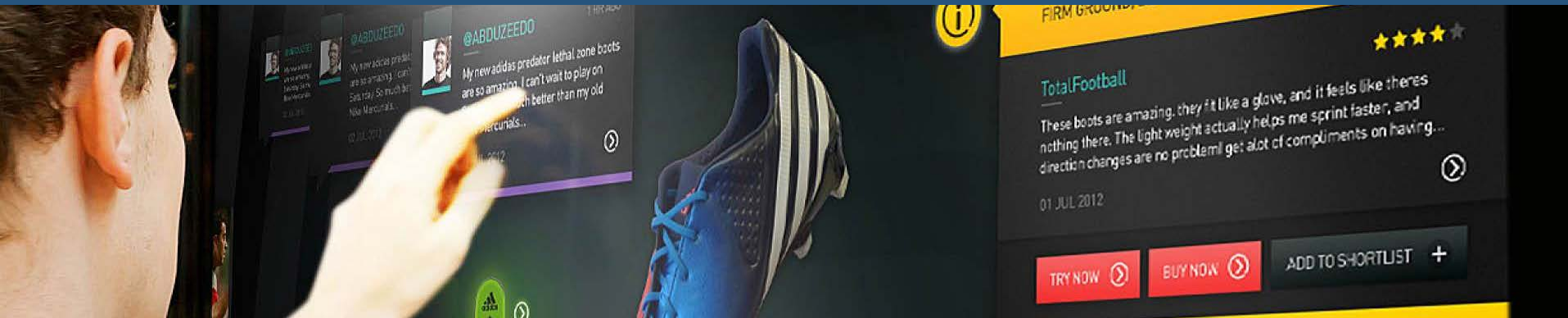
# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS



To be made to feel unique



# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS



To express one's individuality



# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS



To be pampered and understood





# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS



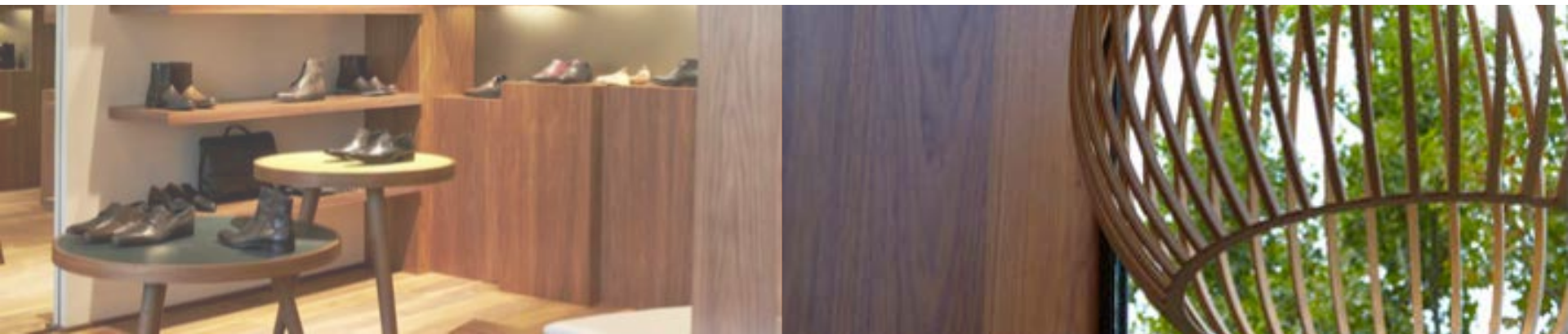
To be advised by a professional



# HIGH LEVEL OF OFF-LINE/INSTORE EXPECTATIONS



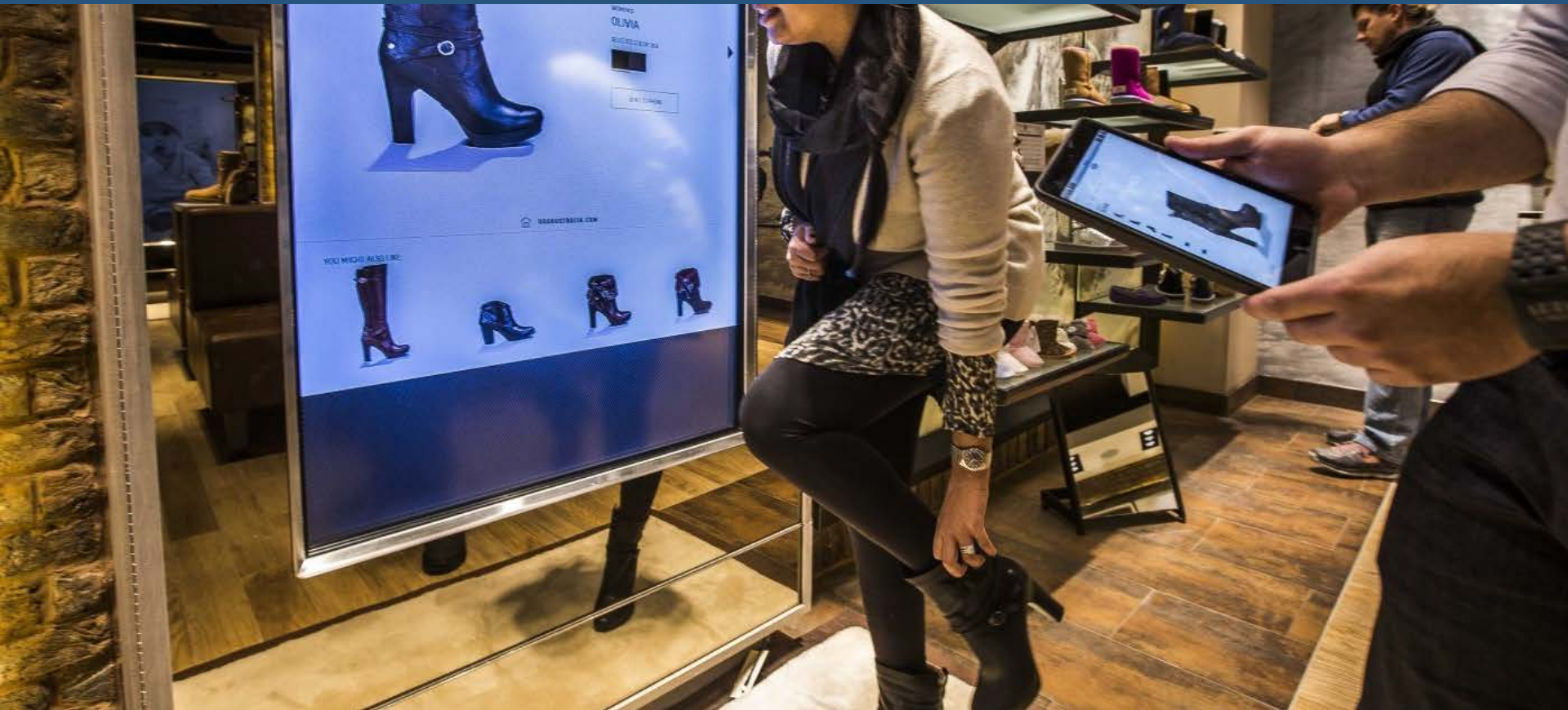
To live a moment of pleasure  
To discover & feel much more in a store than on the internet



BOCAGE

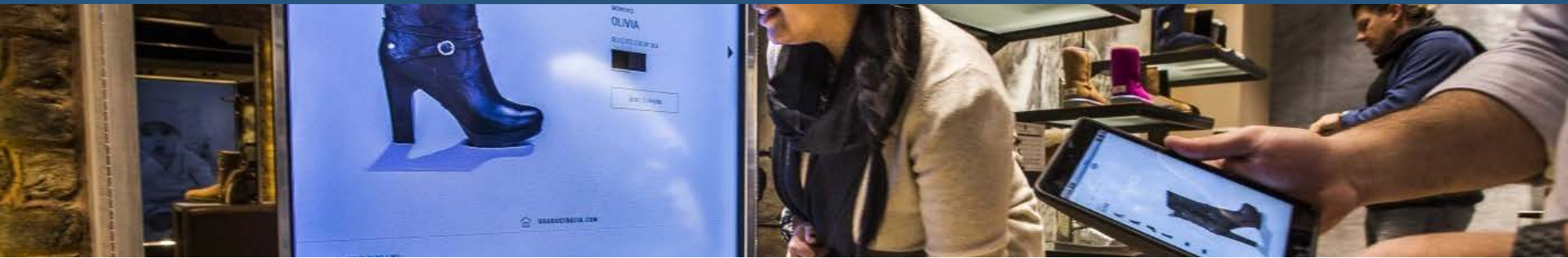


# RETAIL HAS BEEN REVOLUTIONIZED TO MEET MILLENNIALS EXPECTATIONS





# RETAIL HAS BEEN REVOLUTIONIZED TO MEET MILLENIALS EXPECTATIONS



multi-channel > cross-channel > omni-channel



# #5. SOME IDEAS ON HOW TO INCORPORATE THE NEW FASHION CUSTOMER IN YOUR BUSINESS STRATEGY





# MERGING THE RETAIL EXPERIENCE



Before / during / after purchasing





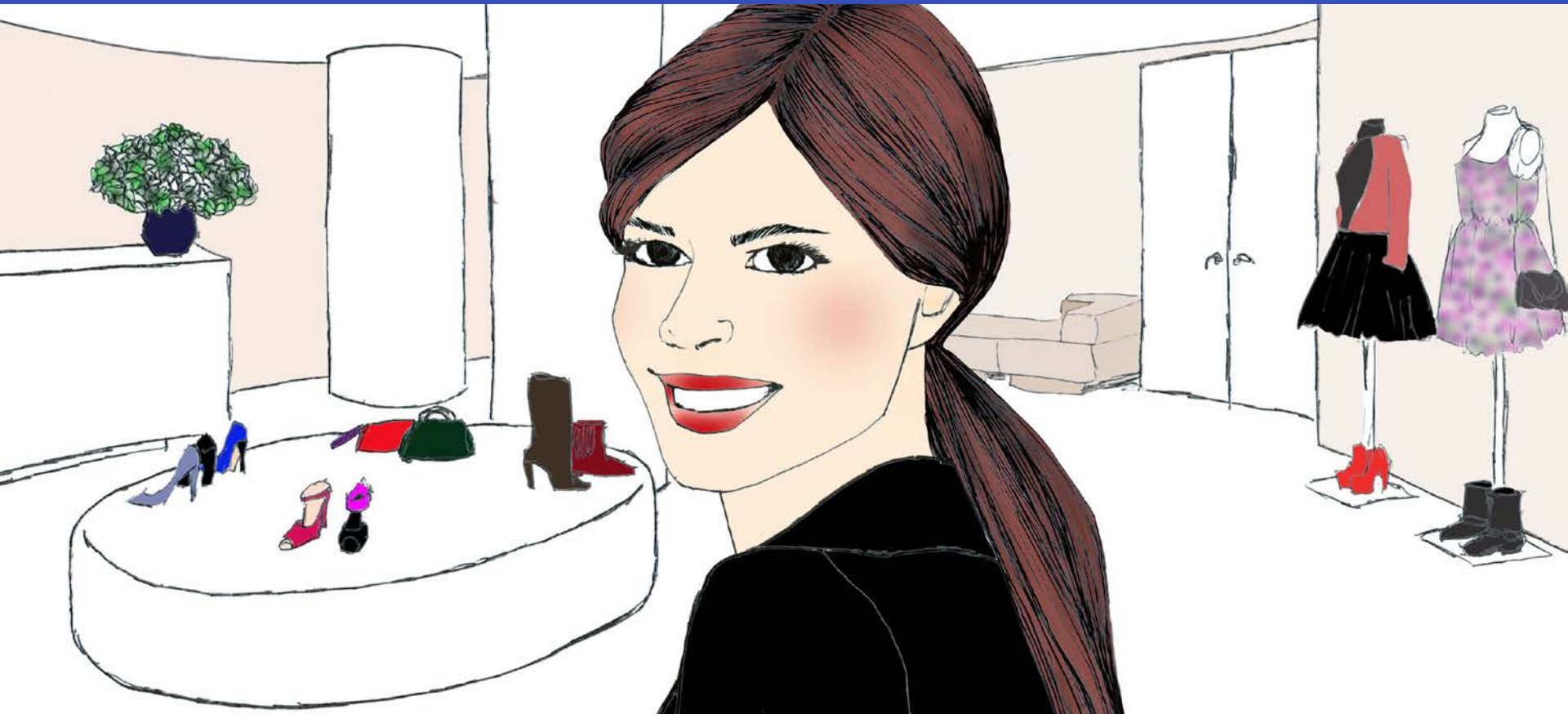
# OFFER CUSTOMIZED & EXPERT CUSTOMER SERVICE



# EXPERIENCIAL APPROACH & STORY-TELLING



# PLACE « HUMAN » QUALITIES AT THE HEART OF YOUR COMPANY





TO CONCLUDE...



TO CONCLUDE...

...THINK LIKE A CUSTOMER  
BE **MILLENNIAL CENTRIC !**

# TO CONCLUDE...

...DON'T FORGET THE **Z** GENERATION IS ON ITS WAY!



# THE **CHALLENGES** ON MANUFACTURING



**LAB**

ATOM GROUP



CHALLENGE # 1: ON DEMAND PRODUCTION



# THE ULTIMATE PATH TO SUSTAINABILITY

*Is there any better way of being sustainable than producing only what a consumer will certainly need?*





CHALLENGE # 2: THE EXPERIENTIAL FACTORY





NOT FOR SHOES?  
LOOK AT THIS  
( LV FACTORY IN FIESSO D'ARTICO – ITALY)





Factories become places where consumers go  
and see how shoes are made and shop for  
their true values: no workshops but work and  
shop outlets



# CHALLENGE # 3: THE *RAM* SHOE FACTORY



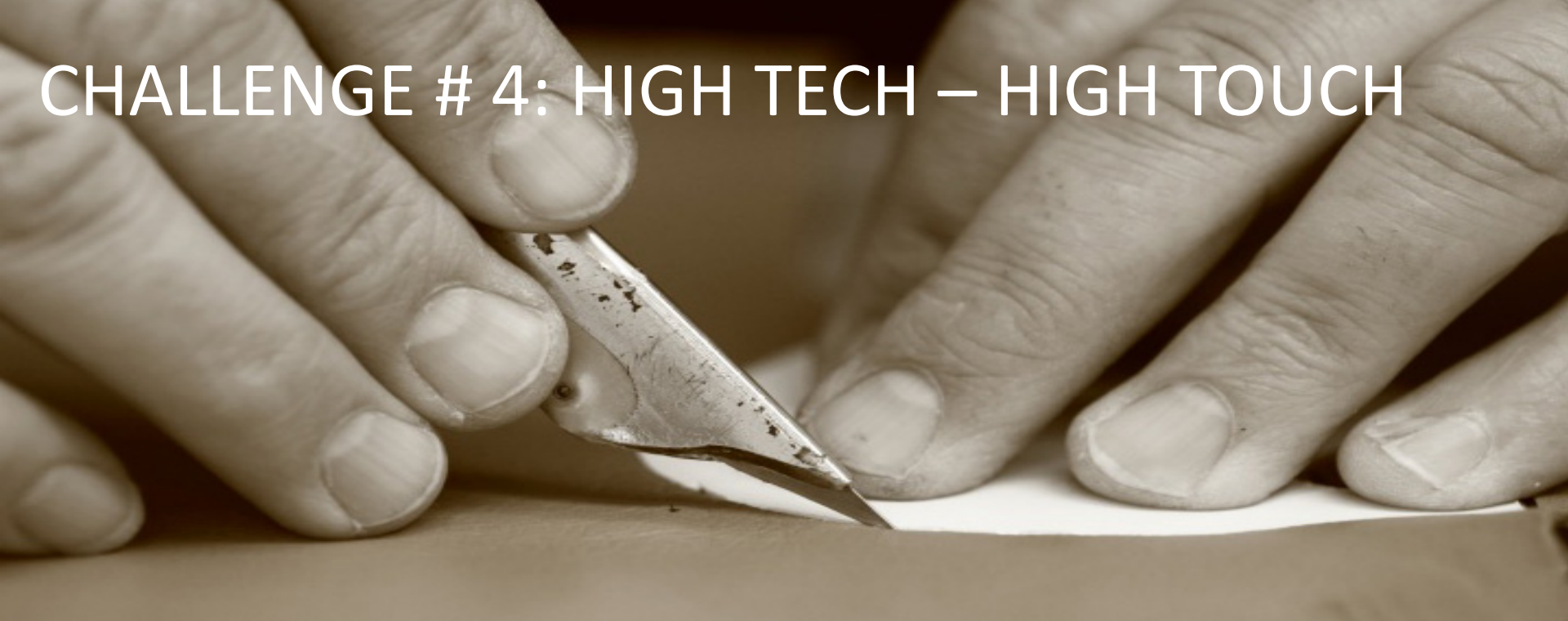


# RAM -ROBOT ASSISTED MANUFACTURING

Factories become attractive places for workers: healthy and safe environments where humans perform rewarding jobs while repetitive and alienating ones are left to machines and robots



# CHALLENGE # 4: HIGH TECH – HIGH TOUCH







THE HUMAN DIGITAL FINGERPRINT : a  
“signature”, based on advanced RFID  
technologies, that helps consumers to  
appreciate the human touch in the product  
they buy

# CHALLENGE #5: HYBRID AND 3D PRINTED SHOES



PRO-SUMERS:  
consumers become  
producers



CON - WORKERS:  
a new breed of  
informed and aware  
consumers.





# THE FACTORY OF THE FUTURE WILL NEED:

- Intelligent “human centric” automation
- Less specialised, more versatile machines
- Robots as servants
- Flexibility as a must
- Distributed control intelligence
- RFID for tagging and tracking
- Integration of additive technologies
- New CAD tools for new products
- Technologies for circular economies

# THANK YOU !



**LAB**  
ATOM GROUP

**jayne**  
fashion agency ★