



Levi Strauss & Co

Innovative Strategies for Sustainable Product Diversification

About This Report

Welcome to the "Innovative Strategies for Sustainable Product Diversification" report, where we explore cutting-edge approaches to drive long-term growth and market position within the fashion and apparel industry. This report delves into the implementation of innovative strategies and product diversification as key drivers for success in a rapidly evolving market landscape.

Market Landscape

The apparel sector is currently in a state of transformative flux with trends centered around sustainability, personalization, innovation, and strategic collaborations. Brands are placing significant emphasis on ethical production and sustainable practices, incorporating environmentally friendly materials and transitioning towards circular fashion models, in line with the growing consumer demand for eco-conscious choices. The sector is also witnessing a rise in immersive experiences, technology integration, and diverse collaborations as brands seek to create unique and inclusive brand narratives that resonate with a changing consumer demographic. These trends signify a shift towards a more sustainable, personalized, and experiential fashion industry, shaping the future of the sector.

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The apparel industry's future will hinge on sustainability, personalization, and immersive experiences, with sustainability becoming embedded in a brand's operations and collaborations kindling innovation. Luxury brands will also attempt to make their products more accessible while fusing art, fashion, and design in their offerings. For Levi Strauss & Co., the vision for 2029 encompasses these aspects, integrating data analytics, technology, unique partnerships, and diversified products to solidify its market position, increase inclusivity, and sustain long-term growth. The utilization of eco-friendly materials and transparent supply chains will crown Levi's as a leader in responsible fashion.

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Market Landscape

Opportunity Spaces in Fashion & Apparel

- Intersection of fashion and technology
- Sustainability, personalization, and immersive experiences as key drivers
- Emphasis on sustainability and ethical fashion practices becoming the norm
- Integration of personalized experiences through technology in the industry
- Collaborative efforts leading to innovative practices and unique activations
- Immersive experiences as the cornerstone of experiential marketing
- Blurring boundaries between art, fashion, and design

Drivers of Change

- Sustainable and ethical practices
- Eco-friendly materials
- Circular fashion models
- Sustainability and Social Responsibility
- Disrupting Traditional Perceptions and Industries
- Immersive in-store experiences
- Experiential Engagement and Gamification
- Experiential Marketing and Immersive Experiences
- Technology integration
- Wearable devices
- Augmented reality

Levi Strauss & Co Opportunities

Opportunity Areas for Levi Strauss & Co

- Sustainability and ethical production
- Personalization
- Innovation
- Immersive retail experiences
- Diversification of products

Product Development Ideas

1. Customizable Denim Experience
2. Sustainable Fabric Innovations
3. Collaborative Capsule Collections

Marketing Ideas

- Levi's Reimagine: A Sustainable Fashion Revolution
- Create Your Perfect Fit with Levi's: Customization for Every Body
- Levi's x [Tech brand]: The Ultimate Collaboration

COMPANY ANALYSIS

Levi Strauss & Co





Levi Strauss & Co

Levi Strauss & Co., a distinguished name in the fashion and apparel space, is proactively adjusting its strategy to meet impending sustainability regulations, particularly those concerning its supply chain. Anticipating these industry-wide changes, the denim giants, and their competitors, are bolstering their relationships with suppliers, anchoring them in transparency and collaboration. The forthcoming regulations are poised to amplify challenges for the fast-fashion sector, already under pressure from budding brands like Shein and Temu.

With an eye to the future, Levi Strauss & Co. is steadfastly scanning the horizon for innovative strategies and growth opportunities. The company's financial savvy, notably in enhancing its gross profit margins and pinpointing cost efficiencies, has emerged as a stabilizing force, maintaining robust revenue flow in a considerably fluctuating market. Levi's emphasis on Direct-to-Consumer channels and keystone financial indicators such as adjusted diluted earnings per share is a testament to the company's resilience and dexterity in navigating complex market environments.

Moreover, Levi's is cutting a broad swath in the apparel market, making bold forays into new product categories and geographies. By zooming in on men's wear in the US and Canada, and deploying targeted marketing campaigns, the company seeks to foster customer loyalty and maximize profitability. It is set to launch seasonal collections and deploy tactical pricing, while staying in step with local consumer trends, to consolidate its global brand image.

Levi's is crafting an engaging narrative for itself through strategic partnerships and collaborations, diversifying its portfolio. The denim brand's partnership with influencer Barbie Ferreira merges wearable tech with streetwear, while its unlikely collaboration with Kenzo fuses American workwear with Japanese aesthetics, further exemplifying Levi's innovative streak. The capsule footwear collection produced in collaboration with Crocs underlines Levi's versatility and cultural fluency.

Celebrating 150 years of their iconic 501 Jean, Levi's will be hosting a string of immersive activities, including pop-up stores, fashion events, denim customization workshops, and musical performances. These initiatives aim to strengthen their engagement with consumers and champion their longstanding love for denim.

In conclusion, Levi Strauss's persistent emphasis on innovation, sustainability, and customer-centricity helps the company carve out a niche for itself amidst stiff competition, setting it on a path toward long-term success in an ever-evolving market space.

"Implement innovative strategies and diversify products to sustain market position and drive long-term growth." - Anonymous

Industry: Fashion & Apparel
Sector: Apparel



Ticker: LEVI

The financial performance of Levi Strauss & Co. as denoted by its vital metrics, up till November 2023, paints a compelling picture. According to the income statement, the firm boasts a total revenue of \$1.64B, indicating a 3.37% year-on-year increment. Total expenses came up to \$749.50M, reflecting a minimal 0.6% increment from the previous year. However, the net income saw a decline of 15.74% to \$126.90M. The company's profit margin dipped by 18.46% to stand at 7.73%. Earnings per share experienced a substantial rise of 29.41%, stopping at \$0.44. EBITDA also experienced substantial growth, at 30.31%, reaching \$242.9M. The effective tax rate was 7.1%.

Taking insights from the balance sheet, net cash figures stood at \$398.80M, experiencing a decrease of 20.27% from the previous year. Total assets slightly increased by 0.26% to reach \$6.05B. Total liabilities reduced by 3.07% to \$4.01B, with equity measuring at \$2.05B. Outstanding shares calculated to 397.98M. The Price/Book ratio equated to 3.64. The return on assets was impressive at 8.39%, and company's returns marked a healthy 12.10%.

The cash flow statement reflected a net income of \$126.90M, declining by 15.74%. Operating cash flow had an extraordinary boost of 1354.49%, leading to \$258.9M. Investing cash flow saw a decrease of 827.91%, resulting in -\$79.8M. Financing cash flow experienced a minor variation of 3.47%, leading to -\$75.00M. The net change in cash increased dramatically by 250.72%, considering the previous year, to hit \$104.3M. Free cash flow, standing at \$155.96M, also experienced a standout increase of 281.21%.

Leadership

Michelle Gass

Kenzo and Levi's have launched a brand collaboration that combines Japanese heritage and American workwear, featuring a range of classic Levi's jeans and accessories, as well as premium Japanese Kaihara denim and sashiko prints. The collection offers a unique and authentic denim experience, combining heritage and tradition with innovation and creativity.



Innovation From Levi Strauss & Co



Levi Strauss & Co, the indomitable name in denim circles, has embarked on a plethora of enterprising partnerships and undertakings in an effort to diversify and relate more closely with their audience. The company is navigating its way through a fascinating intersection of fashion, culture, and technology.

The first stop on this innovative journey finds Levi's in collaboration with Barbie Ferreira, the popular model and actress, to create a unique fusion of wearable technology and streetwear. Drawing inspiration from the intriguing domain of cyber glitches and nightmarish experiences, this line is a devotee to the bold and the different.

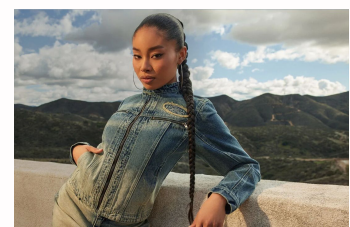
Moving eastwards, the company has joined forces with Kenzo, creating a uniquely blended collection that merges the Japanese aesthetic with traditional American workwear. This synergic offering features classic Levi's styles intertwined with the premium Japanese Kaihara denim, the blue venturing to tell the entwined story of two contrasting cultures.

Taking a diversion towards the footwear industry, Levi's forays come to light with Crocs as their partner. The brands have worked closely to launch a capsule footwear collection that flexes its diversity muscle. Denim-wrapped clog styles with custom Jibbitz charms grace the collection, accompanied by an all-terrain clog expressing Japanese-inspired designs, displaying the creativity and versatility of Levi's.

Back on home territory, Levi's Japan revisits the brand's roots with a historical collection that echoes classic vibes fused with premium quality. Crafted from the high-quality Kaihara denim, it includes classic jeans and trucker jackets presented in a range of indigo washes that honor the brand's rich history.

Lastly, to commemorate the iconic 501 Jean's 150th anniversary, Levi's is pulling out all the stops. The company plans to host an array of pop-ups and events that include fashion and music activities, denim customization workshops, and a special concert. This extravaganza aims to engage further with their customers, strengthening bonds and celebrating love for denim, a testament to Levi's enduring magnetism.

Forever 21 has launched a fashion collection in partnership with Ford, featuring sizes from S-4X for women and S-XXL for men, including vintage washes, embroidered logos, and retro moto silhouettes. END





Levi Strauss & Co

Based on key research that the PSFK has been gathering, we have identified that Levi Strauss & Co plans to focus on an aggressive push towards Direct-to-Consumer (DTC) strategies, particularly targeting the Men's product categories in the US/Canada market. The company aims to enhance customer loyalty and attract new patrons through strategic marketing efforts while maximizing profitability. Levi Strauss & Co is set to develop seasonal products and collections, optimize sales with tactical pricing strategies, and align with local consumer trends in the US/Canada market to maintain brand consistency globally. Their future plans underscore a commitment to a customer-centric approach and a forward-thinking strategy to meet the evolving demands of their target markets and the fashion industry at large.

No further information about Levi Strauss & Co can be found by analyzing recent speeches given by executives.

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Levi Strauss & Co Expert To Track

Katia Walsh

SVP & Chief Strategy & Artificial Intelligence Officer

Katia Walsh is a highly experienced data and analytics expert who leads strategy and artificial intelligence at Levi Strauss & Co, with a focus on driving business value and innovation through these capabilities globally.



FUTURE SCENARIOS

Recommendations for Levi
Strauss & Co



Apparel

Throughout the evolution of the apparel sector, three overarching themes — sustainability, personalization, and immersive experiences — have emerged as key drivers and will continue to define the industry in future.

Reinforcing a sustainable and ethical approach to fashion will become the norm, not the exception. Brands will seamlessly weave sustainability into the fabric of their business models, moving beyond using eco-friendly materials towards incorporating circular fashion models. This pivot towards sustainable fashion will be echoed in their branding, as they openly demonstrate their commitment to environmental and social accountability. In parallel, the importance of authenticity and emotional connection in advertising will expand, with brands capturing diverse identities and celebrating individuality in their campaigns.

Personalization, facilitated by sophisticated technology integration, will become increasingly ubiquitous in the apparel industry. Brands will leverage data analytics to craft more personalized, relevant messaging and content delivery for consumers. Deploying wearable technology and augmented reality will bridge the gap between online and in-store shopping, enhancing the overall customer journey.

Collaborative efforts will abound in the sector, acting as a catalyst for innovative practices. Brands will join forces with a varied set of sphere — designers, influencers, and even other brands. This fusion of expertise will generate unique activations, new narratives, and disrupt the usual advertising and branding norms.

Immersive experiences will form the cornerstone of experiential marketing in the sector. Brands will invest in transforming their in-store environments into deeply engaging spaces, further driving customer loyalty. Introducing elements of gamification will serve to amplify customer engagement and, by extension, create more memorable experiences.

The luxury sector of the apparel industry will shift its focus towards making its products more accessible, broadening its consumer base. It will continue to uphold the principles of sustainability as well as transparency in its branding initiatives.

Lastly, the boundaries between art, fashion, and design will become increasingly blurred, urging an exploration of innovative materials and techniques. Marketing campaigns capitalizing on collaborations, interactive pop-ups, and social media engagement will surpass conventional strategies and cater to the consumer's desire for unique and immersive experiences.

In a nutshell, the future of the apparel industry — particularly advertising, branding, and innovation — will be stamped by sustainability, personalized consumer experiences, technology integration, and collaborations. Brands that align with these trends and adapt to the evolving needs and preferences of consumers will ultimately lead in the increasingly competitive marketplace.

Levi Strauss & Co

2029 Vision

In five years from now, in 2029, Levi Strauss & Co. envisions itself to have fundamentally transformed the dynamics of the fashion and apparel industry. The company would have successfully implemented innovative strategies, diversified its product offerings, and phenomenally cultivated and sustained market position by fostering unprecedented growth.

Immersed in the acknowledgment of global trends surrounding sustainability, personalization, technology, and strategic collaborations, Levi Strauss & Co. will emerge as an entrepreneurial leader that compellingly harmonizes its business strategies around these defining trends.

In the field of sustainability, envisioning Levi Strauss & Co. in 2029 illustrates a picture of a company that has exceptionally translated its commitment to environmental responsibility. The company will have a business model that mirrors circular fashion models centered on ethical production processes and compelling use of eco-friendly materials.

From the standpoint of personalization, Levi Strauss & Co. will leverage innovation and cutting-edge technology to offer products customized to mirror individual needs, tastes and preferences. The synergy between the physical and digital retail spaces will hold testament to these immersive, personalized experiences offered to the customer base.

In 2029, we see Levi as a boundary pusher in technology, having broadened its technological skeleton to integrate AI, wearable tech, and augmented reality. This technological prominence will also be utilized in advertising as they gear towards intriguing and engaging a younger demographic.

In regard to strategic collaborations, the Levi's of the future would have further leveraged partnerships with other brands, artists, and influencers, to continue its impressive trajectory of portfolio diversification and to spark creativity and innovation within brand message and product design.

Levi's will also further its mission to embed diversity and inclusivity into its brand strategy, aligned with the global advocacy for these issues. This includes both fanning the spirit of self-expression and individuality within its product lines and ensuring representation at every level of the business.

Five years forward, the company's solidified handshake with suppliers will see collaborations flourishing in transparency. Financial resilience, bolstered by enhanced gross profit margins and well-calibrated operational efficiencies, would have become a marker of Levi's dependable business standing.

An expanded product range, alongside geographically refined marketing approaches, will solidify a global brand presence. Seasonal collections and strategic pricing would be amidst the company's successful masterstrokes in staying aligned with local consumer trends, driving customer loyalty, and maximizing profitability.



Levi Strauss & Co

Product Development ideas

1. Customizable Denim Experience: Develop a platform or application where customers can personalize their denim products, including different washes, distressing levels, and fit options. The platform could utilize innovative technologies, such as virtual try-on and body scanning, to ensure a perfect custom fit for each customer.

2. Sustainable Fabric Innovations: Invest in research and development to create new sustainable fabric options that align with Levi Strauss & Co.'s commitment to the environment. This could entail exploring the use of innovative materials, such as plant-based or recycled fibers, to reduce the company's carbon footprint and promote circular fashion practices.

3. Collaborative Capsule Collections: Strengthen partnerships with both emerging and established brands, artists, and influencers to co-create limited-edition capsule collections that blend Levi's timeless style with their distinctive aesthetic. These collaborations can generate excitement and create unique products that appeal to diverse consumer segments while driving brand awareness and market expansion.

Marketing ideas

1. "Levi's Reimagine: A Sustainable Fashion Revolution" – To align with its vision of sustainability, Levi Strauss & Co could launch a campaign promoting its commitment to environmentally responsible practices and materials. This could include highlighting its use of circular fashion models, ethical production processes, and eco-friendly materials. The campaign could also involve partnering with influencers and celebrities who are passionate about sustainability and showcasing their custom Levi's pieces that reflect their personal style and eco-consciousness.

2. "Create Your Perfect Fit with Levi's: Customization for Every Body" – To fulfill its vision of personalization, Levi Strauss & Co could introduce a new feature on its website and in-store where customers can customize their own Levi's pieces to fit their unique body shape and size. The company could leverage technology such as 3D body scanning to ensure a perfect fit and offer a wide range of styles, washes, and details for customers to choose from.

3. "Levi's x [Tech brand]: The Ultimate Collaboration" – To showcase its use of technology and cater to a younger demographic, Levi Strauss & Co could partner with a popular tech brand to launch a limited edition collection. This could include incorporating wearables and augmented reality into the clothing pieces, creating a unique and immersive experience for customers. This collaboration would not only generate buzz and interest among tech-savvy consumers but also position Levi's as a brand at the forefront of fashion and technology integration.



Levi Strauss & Co

1. Conduct extensive market research to identify emerging sustainability practices and innovative solutions in the fashion and apparel industry. Implement these practices throughout the supply chain to ensure the use of environmentally friendly materials and sustainable production processes.
2. Establish collaborations with tech companies and startups to explore and integrate emerging technologies, such as artificial intelligence (AI), wearable tech, and augmented reality (AR), into product design, manufacturing, and customer experiences to create unique offerings and enhance personalization.
3. Develop and launch a range of sustainable and eco-friendly product lines that cater to a growing consumer demand for ethical fashion, ensuring the use of biodegradable materials and sustainable production and distribution processes.
4. Foster strategic partnerships and collaborations with brands, artists, and influencers to deliver innovative and boundary-pushing product designs, marketing campaigns, and brand experiences that align with Levi Strauss & Co.'s vision of inclusivity, diversity, and self-expression.
5. Strengthen relationships and transparency with suppliers to ensure compliance with sustainable practices in their operations and integrate likeminded partners who prioritize circular fashion models and readiness to adapt to evolving environmental regulations.
6. Invest in research and development efforts to continually innovate across product lines, aiming to create fashion and apparel designs that resonate with various target demographics, including niche markets and underrepresented customer segments.
7. Cultivate an experiential retail environment by leveraging technology, such as AI, AR, and gamification, to provide immersive, seamless, and memorable customer interactions, balancing physical and digital retail experiences to drive customer loyalty and engagement.
8. Enhance the company's marketing strategies to reflect the spirit of self-expression and individuality, employing creative storytelling, unconventional advertising methods, and provocative messaging to connect with a younger consumer demographic and activate social responsibility engagement.
9. Pioneer efforts to capture global markets and reach diverse audience segments by leveraging localized marketing campaigns, understanding and adapting to local consumer trends, opening new flagship stores in major fashion capitals, and targeting growth opportunities in untapped regions.
10. Foster an inclusive and diverse workforce within the company by promoting equity and representation at all levels, ensuring diverse perspectives shape decision-making processes, and implementing initiatives to champion workplace inclusion and the recruitment of top talent from diverse backgrounds.

RoadMap is a list of jobs-to-be-done for the Levi Strauss & Co team to achieve the Vision based on this objective: Implement innovative strategies and diversify products to sustain market position and drive long-term growth.

INDUSTRY ANALYSIS

Fashion & Apparel / Apparel

Fashion & Apparel

Industry Overview

A fresh getup of the utilization tactics and the determining modalities can be found at the heart of the fashion and apparel field performance dossier. Taking a closer look, a customer-centric ethos appears to take the desks of frontrunners. Businesses, in their love affair with the end beneficiaries of their garments, tailor their approaches, processes and even the ribbing of fabric to ensure conflation with customer expectations.

Variant multitudes lined up on the wooden racks and sleek metal hangers promulgate the drive for ingenuity in creating souk trinkets caught on trends. With a healthy stroke of rebellious innovation daring to disseminate the usual discards, there might indeed be an attire to snugly wrap every persona wandering the city scapes.

The industry handshakes are no longer merely cornered within the borders. The needlepoint visions encapsulated in bated breathbenchmarks weaved threads into forest outreaches. As demonstrated by several enterprises in the sector, geographical strides uniting local lingual flavours to tall glass towers marks the scorching saga of growth sharing with distinguished styles.

Reflecting deeply into another facet under the craft light of modern times, you can't help but notice businesses greening up their operation looms. A garden-fresh hue of environmental accountability floods the design blueprints and manufacturing pipelines--so carefully catered to milieu-friendly haute couture. It's not just about cost cutbacks flaunting an ecological badge, but also appeasing an increasingly eco-conscious consumer base bowling about environmental crises realities in heavy-drip fashion soils.

Lastly, directed investments beams haven't gone unnoticed--all designed and masterfully negotiated for expanding the visible trading spectrum. In a constant reworking of cogs and wheels to firmly square their stance in the trend-led industry ring, these spark plugs keep burning ruthlessly against predictable as well as unfathomable regressions in business mechanics

Laying out the themes etched within this chalk-to-dynamics procession in the fashion scene, it can be perceived that weaving parallels occur seamlessly. Irrespective of variances in styles, a rhythmic synchrony can be thereby found bell tinkling each brand arch constructing long steps transcending woven beacons.

"As we think about the future of our business, the growth really coming from DTC, it's critical for us to get the structural economics of the DTC channel to work harder for us." – Michelle Gass, CEO, Levi Strauss

Apparel

Sector Overview

The Apparel sector refers to the industry that involves the design, manufacturing, distribution, and sale of clothing and accessories for men, women, and children. This sector includes various subcategories such as sportswear, footwear, outerwear, formalwear, casual wear, and accessories like handbags, jewelry, and hats. The Apparel sector caters to a wide range of consumer preferences and trends, offering products that vary in style, size, price range, and quality. The sector is highly competitive and influenced by factors such as fashion trends, consumer purchasing power, and marketing strategies. Additionally, the Apparel sector has a significant impact on the global economy, providing employment opportunities and contributing to trade and revenue generation in many countries.

Segments

Clothing, Footwear, Accessories, Undergarments, Sportswear, Children's wear, Formalwear, Outerwear

Sector Financials

- The Apparel market is expanding rapidly
- Sales in the Apparel sector have been steadily increasing
- Consumer spending on apparel is at an all-time high
- Major players in the Apparel market are reporting strong profits in recent years

MARKET TRENDS

Fashion & Apparel /
Advertising & Branding /
Innovation

Fashion & Apparel Trends

The fashion and apparel industry is currently undergoing a transformative shift driven by sustainability, personalization, technology integration, and collaborations. Brands are increasingly focused on sustainable practices and ethical production, incorporating eco-friendly materials and circular fashion models. They are also prioritizing immersive and interactive experiences that bridge the gap between online and offline retail, utilizing technologies such as wearable devices and augmented reality to enhance the customer journey. Collaborations and partnerships are flourishing, allowing for innovative solutions and unique collections. This industry-wide transformation reflects a broader emphasis on self-expression, individuality, and inclusivity. Luxury brands are further expanding their reach by offering more accessible products. Overall, this evolution reflects the industry's commitment to sustainability, consumer-centric innovations, and creative collaborations.

Consumers today are leaning towards personalization and functionality in their fashion choices. Specifically, the rising interest in curated capsule wardrobes points to a desire for high-quality, versatile items rather than trend-driven clothes. More significantly, the shift in preferred brands for outerwear, such as the favoring of Carhartt over The North Face, marks a reconsideration of the classic symbolism of fashion brands.

paralleled by a noteworthy turn towards affordability and sustainability. This trend is particularly exemplified by the growing popularity of fast-fashion brands like Shein and Uniqlo, which provide access to trendy pieces at lower prices. The increasing patronage of resale and rental models, along with an amplified support for secondhand shopping, showcases a deeper commitment to sustainable practices. It appears that consumers today are increasingly acting as conscious buyers, embracing the concept of the circular economy in the fashion industry.

"We see opportunities to centralize processes and improve systems and automation to drive more efficient and cost-effective ways of working..." - Stefan Larsson, CEO, PVH

A case study related to innovation wasn't available.



Advertising & Branding Trends

In the evolving field of advertising and branding, six key trends have emerged. Brands are increasingly focusing on their history, sustainability efforts and authenticity to appeal to value-conscious consumers. Engaging and experiential marketing strategies such as podcasts, experiential tours, and virtual experiences are being used to create unique, memorable brand experiences.

Brands are also leveraging influencer and celebrity partnerships to build awareness and loyalty. A willingness to use controversial and provocative messaging to spark conversations and promote social responsibility is now seen as an effective branding strategy. The incorporation of technology, including AI and gaming, has become instrumental in engaging the younger audience. Lastly, with growing social awareness, brands are emphasizing diversity, inclusivity, and representation in their advertisements to showcase their commitment to these values.

Consumers today desire authenticity and originality, with an increasing trend of valuing personal reviews and recommendations from trusted sources over celebrity-focused marketing tactics. This reveals a deepening need for brands to produce genuine, tailor-made content that resonates with their audience's specific interests and needs. The growing influence of digital advertising signifies a shift in patron behavior, particularly among younger generations, towards an increased dependence and preference for digital platforms in making their buying decisions. Moreover, demographics such as older shoppers and high-spending consumers prioritize product quality and substantial value over brand popularity, casting doubts on the effectiveness of celebrity endorsements within these groups. Thus, personalized marketing and authenticity seem to be seminal in contemporary consumer desires and behaviors.

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"We have the best advertiser technology in the streaming business globally..." – Robert A. Iger, CEO, The Walt Disney Company

Innovation Trends

Prominent trends in creativity, experience, and innovation can be grouped into several higher-level themes. The first theme revolves around creating immersive experiences and pushing boundaries, both in retail and hospitality settings and through innovative art installations. The second theme centers around the integration of technology in experiential marketing, leveraging advancements such as wearables, AI, and augmented reality. The third theme highlights sustainability and craftsmanship, with a focus on regenerative practices and transparency in the luxury industry. The fourth theme explores the integration of creativity and innovation in marketing campaigns, emphasizing collaborations, interactive pop-ups, and social media engagement. Lastly, the convergence of art, fashion, and design blurs disciplinary boundaries and encourages experimentation. These higher-level themes reflect the broader shifts in the industry, emphasizing immersive experiences, technological integration, sustainability, innovative marketing approaches, and the convergence of art, fashion, and design.

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Employees today want a workplace that values creativity and innovation, seeing these as essential skills for future success. This shift in workforce expectations has led businesses to prioritize promoting creativity among their employees, resulting in a 17% increase in revenue growth compared to industry peers. Additionally, employees with diversified experiences are now seen as valuable contributors to fostering innovative ideas.

Consumers are placing increasing importance on customer experience, driving business success to new heights. Companies that excel in this area are experiencing 5.1 times higher growth. This consumer demand drives companies to innovate, with those managing to do so witnessing a 9% higher revenue growth than their less innovative counterparts. Recognizing this, executives are emphasizing innovation as a key factor in achieving growth and long-term success for their companies.

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"As we think about the future of our business, the growth really coming from DTC, it's critical for us to get the structural economics of the DTC channel to work harder for us." – Michelle Gass, CEO, Levi Strauss



Levi Strauss & Co

Innovative Strategies for Sustainable Product Diversification

APPENDIX

PSFK REPORTS

These reports provide members of our **PSFK IQ** service a level of insights for every major industry and at each stage of the customer journey. They are produced by our researchers using a mix of AI-research tools and bespoke proprietary databases.

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Broadmind helps organizations to explore the commercial possibilities of AI. We do this by blending research, innovation strategy and thought leadership with our practical experience of building generative AI tools and products. We focus on how generative AI can accelerate innovation, amplify marketing activity and create new customer experience. If you are interested in how generative AI can help you unlock new value in your business visit - [**broadmind.ai**](https://broadmind.ai)

ABOUT TREND GOD

TREND GOD is an advanced AI-powered tool designed to revolutionize trend analysis and market forecasting. Its intelligent technology scans vast volumes of digital information, identifying and interpreting patterns to predict emerging trends across various industries. With its unique ability to cross-reference trends from different sectors, TREND GOD offers a holistic perspective on market behavior, ensuring businesses remain at the cutting edge of innovation. [**trendgod.ai**](https://trendgod.ai)

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ADDITIONAL NOTES

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COLLECTIVE LEG



CESTONABILITY

PERSONALITY

C

COUSTACTIC

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BROAD D

ANTUCUACE



GROUPS

