



Future Apparel

Redefining Consumer Needs
for the Next Generation



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BRAND MARKETING



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INNOVATION AND
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IT

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Unmet & Emerging Consumer Needs

01. Inclusivity in Fit
and Function

02. Affordable without
sacrificing Quality

03. Comfort-
Driven Innovation

04. Personalization
and Expression

05. Durability and
Longevity

06. Versatility and
Practicality

07. Vintage Appeal
and Circularity



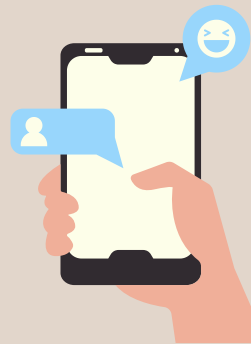
Generation Z



Born from 1997-2010



**U.S. Spending Power :
\$360 Billion**



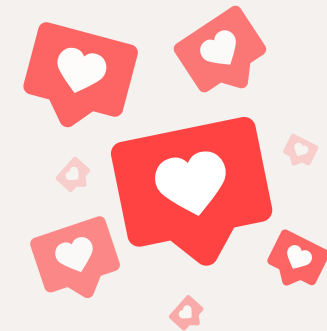
True Digital Natives



**70% of Gen Z spend
20% of their free time
on social media**



**57% will purchase
from brands they love**



**Social media is the #1
discovery channel**



**64% are willing to pay
up to 10% more for
sustainable products**



**Social media drives
behavior —
#TikTokMadeMeBuyIt
has 6.7B+ views**



**Build brand loyalty
through experiences,
emotion, and engagement**



**75% values
sustainability over
brand names in fashion**



**58% will recommend
those brands to friends
and family**



**Most eco-conscious
consumer generation
to date, fueling resale
trends**

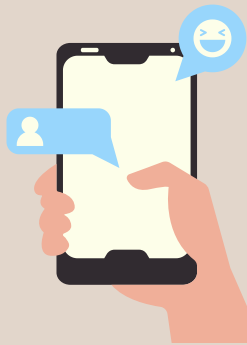
Generation Alpha



Born from 2010–2025



**Sustainability is a must,
sparking upcycling, resale,
and circular fashion**



**First generation to grow up
fully immersed in Instagram,
TikTok, & YouTube**



**Raised on sustainability,
learning climate, ethics,
and waste early on**



**The largest and most
influential consumer
group in history**



**Prioritize experiences,
sharing, and digital
expression over ownership**



**25% cite influencers as
their main shopping
inspiration**



**60% of parents say their
kids watch shopping
content on YouTube and
Instagram**



**66% prefer brands that
make a positive impact**



**Shopping habits are
shaped by social media
and peer influence**



**67% want careers
focused on helping the
planet**



**Strong interest in
resale and secondhand
purchases**



MACROTRENDS



BODY INCLUSIVITY



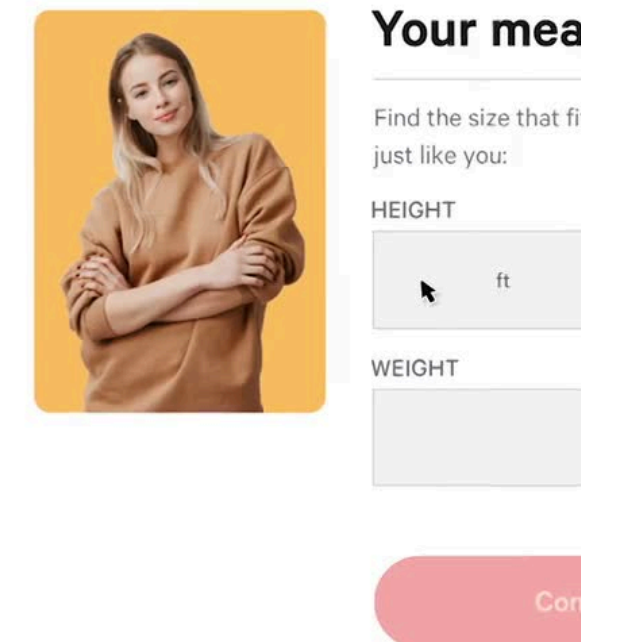
EXPERIENCES & PERSONALIZATION



SUSTAINABILITY & RESALE

Body Inclusivity

- **What is Fit Finder?**
 - The leading AI size advisor that helps shoppers find their perfect fit through a quick, intuitive quiz.
- **How it works?**
 - Fit Finder uses advanced machine learning to compare a shopper's preferences and body data to millions of similar shoppers, delivering personalized size recommendations.
- **Why it matters?**
 - +4–6% increase in conversion rates
 - –2–4% reduction in return rates
 - Improves shopper confidence and satisfaction
- **How to Integrate?**
 - Via direct script tags (added to product and confirmation pages) or plug-in (e.g., Google Tag Manager setup by Fit Analytics); pricing upon request.



Source: [Fit Finder](#)

Experiences & Personalization

STAGECOACH

- **At the Festival**
 - Concertgoers customized Wrangler denim with 6 exclusive laser-etched designs
 - Created a memorable, hands-on brand experience
- **Beyond the Festival – For Hometown Concertgoers**
 - Launch a curated collection of men's and women's apparel
 - Customizable pieces available online and shipped directly to their door
- **Brand Impact**
 - Boost brand exposure & deepen customer connection through user-generated content
 - Customers share their personalized Wrangler looks through social media, powering organic reach and engagement



Sustainability & Resale

The Re-Loved Edit

Rewear. Re-Loved.

- Customers trade in worn Lee or Wrangler items for store credit; apparel is inspected, cleaned, and resold in the Re-Loved Edit shop.
- **Why Now?**
 - Extends product life cycles and reduces waste
 - Appeals to Gen Z/Alpha resale culture and vintage aesthetic
- **How It Works**

1. Trade In

2. Inspect &
Refresh

3. Credit
Issued

4. Resell
online

- **Brand Benefits**
 - Unlocks resale revenue
 - Strengthens loyalty and sustainability credentials
 - Keeps Lee & Wrangler relevant with younger shoppers



Women's Ultra Lux Comfort with Flex-to-Go
Relaxed Fit Cargo Capri



COWBOY CUT® LONG SLEEVE WESTERN DENIM
SNAP WORK SHIRT IN STONEWASH

Lee® | Wrangler®

New Benefits & Features



Double Faced Fabrics

sustainability

practicality

comfort

- Fabric created with two right sides, woven or bonded together to operate as one layer
- Offers warmth in colder months, foregoing bulky or laborious linings



Seasonless Clothing

sustainability

longevity

versatility

- Clothing designed without adherence to seasons, intended to be worn year-round
- Staple items, fabric choices, and durability aid in the success of seasonless collections



Innovation LinSoft

practicality

comfort

affordable luxury

- Designed by KTB Innovation to mimic the texture, drape, and breathability of high-end linen
- Wicking and Quick Dry, lightweight without the wrinkles and water-intensive production process

New Benefits & Features



YKK Revived Renewal Series

sustainability

circularity

longevity

- VISLON® zipper replacement elements developed to streamline zipper repair and eliminate the need for specialty tools
- Teeth replacements, latching replacement sliders, slider quick release top stops and interchangeable pullers could be used to speed up repairs of Re-Loved items

LYCRA FitSense®

fit inclusivity

comfort

practicality

- Dual-core yarn with a Lycra fiber core wrapped with temperature responsive fibers then zone reinforced with heat press applied silicone pads
- Intended to hold and sculpt the body in desired areas, “Built-in Shapewear”



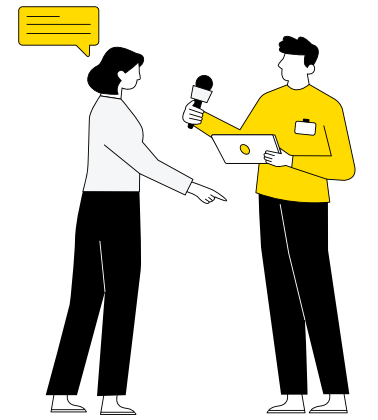
Research Methods



01.

Primary Research

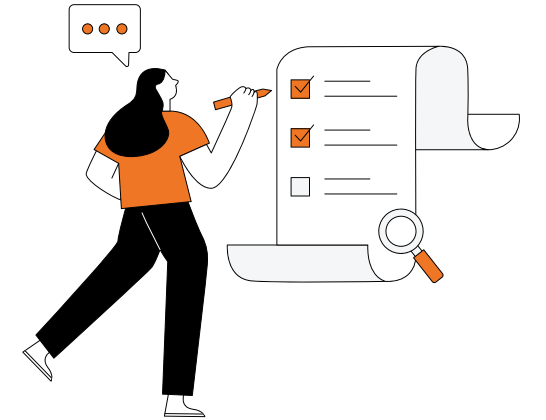
Interviews



02.

Primary Research

Survey



03.

Secondary Research

Trend reports &
consumer studies



Consumer Insights

Survey

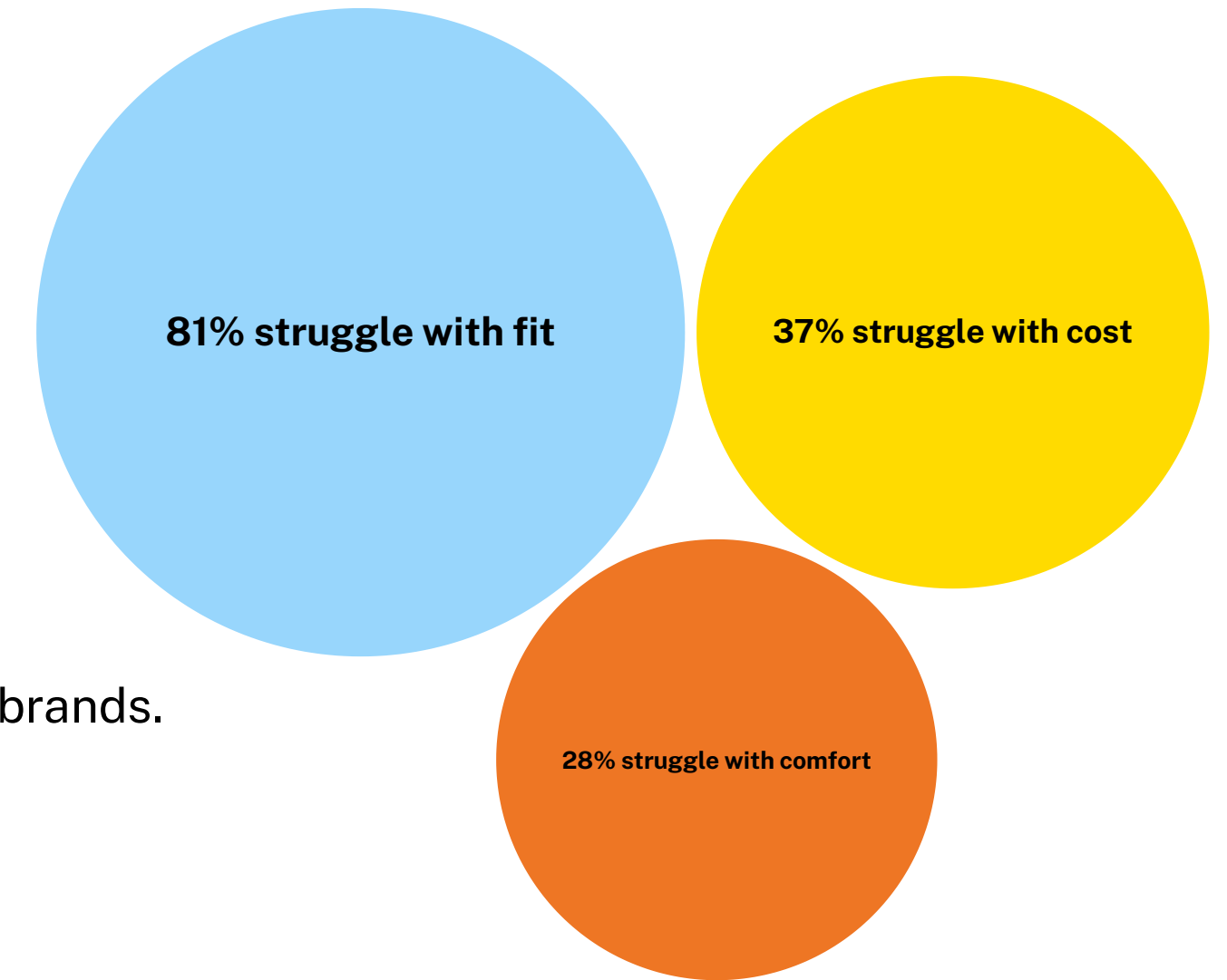
(74 responses, majority Gen-Z and women)

- Majority of respondents don't feel like their apparel needs are satisfied by current brands.
- 54% plan to spend more on quality & buy second-hand 5–8 years from now.
- 24% value versatility

Interviews

(7 interviews, 5 Gen-Z and 1 Gen-Alpha, 1 Millennial mom, all women)

- **Fit & Comfort:** Prefer non-restrictive garments that fit right.
- **Quality:** Disappointed by low durability, even in pricey items.
- **Style:** Helps with confidence and self-esteem.
- **Thrifting:** Chosen for price + sustainability.



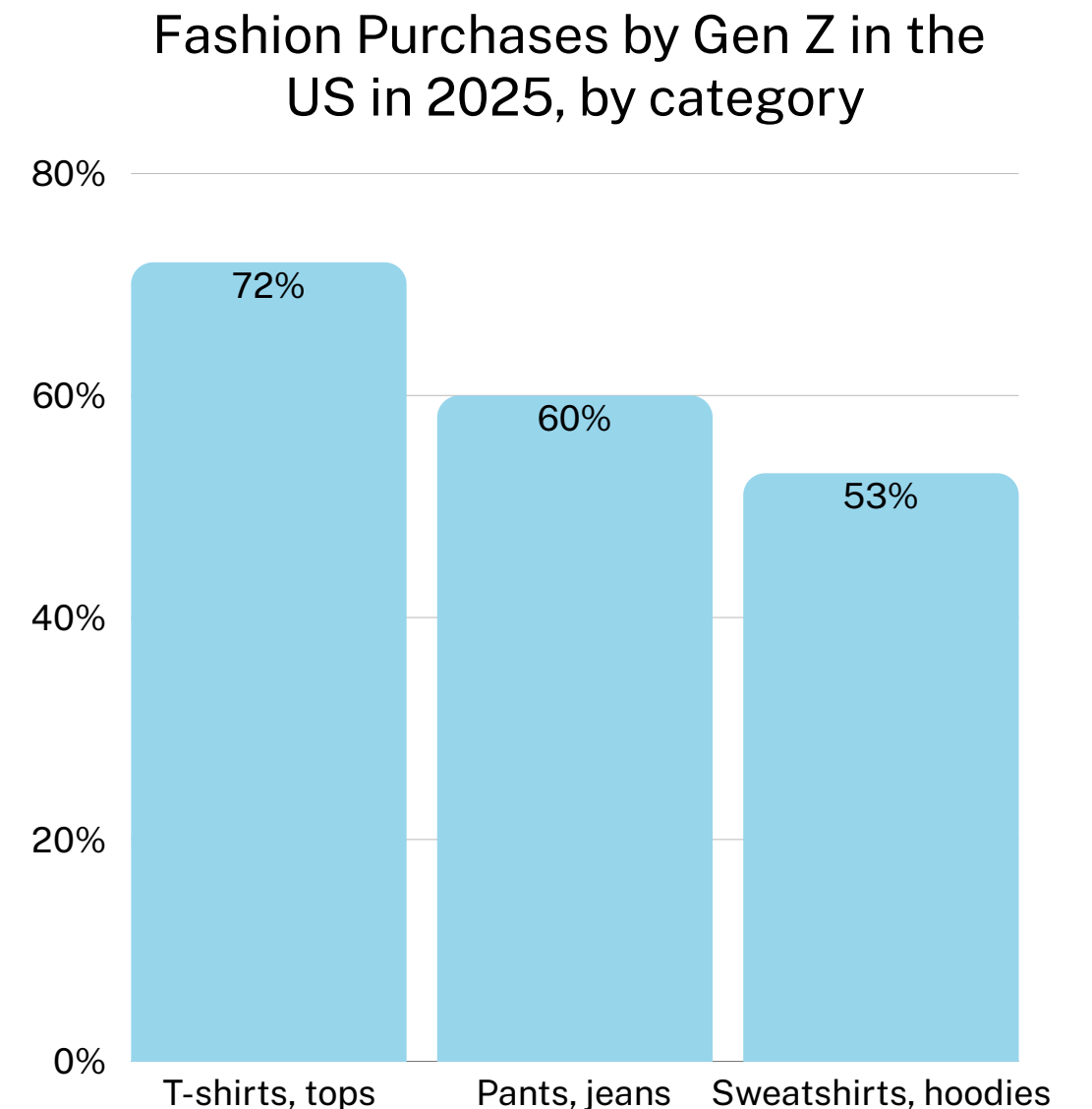
Evolving Needs by Generation & Demographics

Generation Specific Needs

- **Gen Z/ Gen Alpha**
 - Need for more expressive, tech integrated and customizable fashion
 - Growing demand for Urban Fashion/Streetwear
 - Graphic knit products is a rising fashion trend amongst Gen Z
- **Millennials/ Baby Boomers**
 - Quality and durability
 - Prioritize comfort, stretch and easy to wear based fashion
 - Work-leisure hybrid

Demographic Specific Needs

- **Urban Professionals** - Minimalist, Smart-casual and Durable Workwear
- **Rural/Outdoor Consumers** - Rugged and Weather-resistant



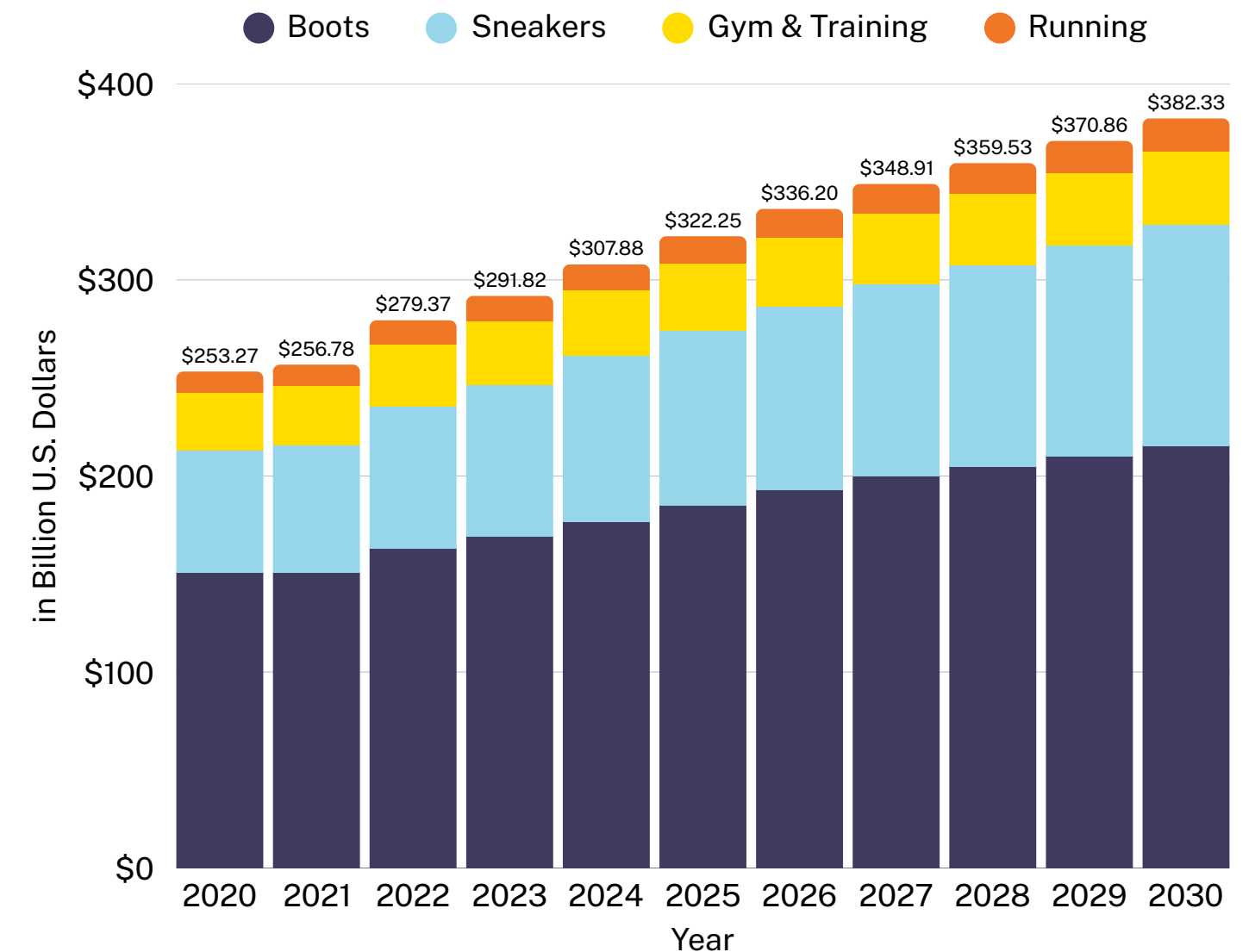
Source: Statista

Future Outlook

Strategic Recommendations for Lee and Wrangler

- **Formalize Resale Program**
 - Launch a branded, easy-to-use resale trade-in/recycling initiative
- **Invest in Tech-Driven Personalization**
 - Use AI to personalize sizing, increase accuracy, and reduce returns
- **Design for Versatility & Self-Expression**
 - Create Versatile, all-season clothing with inclusive fits and bold styles.
- **Create Immersive & Experience-Led Engagements**
 - Connect with consumers through events, influencers, and shareable digital content
- **Explore New Growth in Footwear**
 - As the footwear market is projected to exceed \$380B by 2030, Lee and Wrangler can expand into durable and stylish shoes.

Revenue in the footwear market for different segments worldwide from 2020 to 2030



Source: Statista



Thank You!
Questions?

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