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## INSIGHT

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INSIGHT



**As an agency we collectively source, experience and share insight on a local and global scale. This strategic approach gives us a detailed understanding of your core consumer's behaviour & lifestyle.**

**Our insight serves as a 360° lens to enlighten and inspire our collaborative process.**





GENERATION Z

**Generation Z occupy the ages between 15–25 years old (give or take a few years), so this considers young teens all the way through to adulthood. By the end of 2019 this digitally savvy generation will outnumber millennials (26-38 year olds), totalling 32% of the world's population. We can no longer call them 'future consumers' or 'the next generation', they are lining our streets and feeds, demanding we collectively get on board to support them in building the future now.**

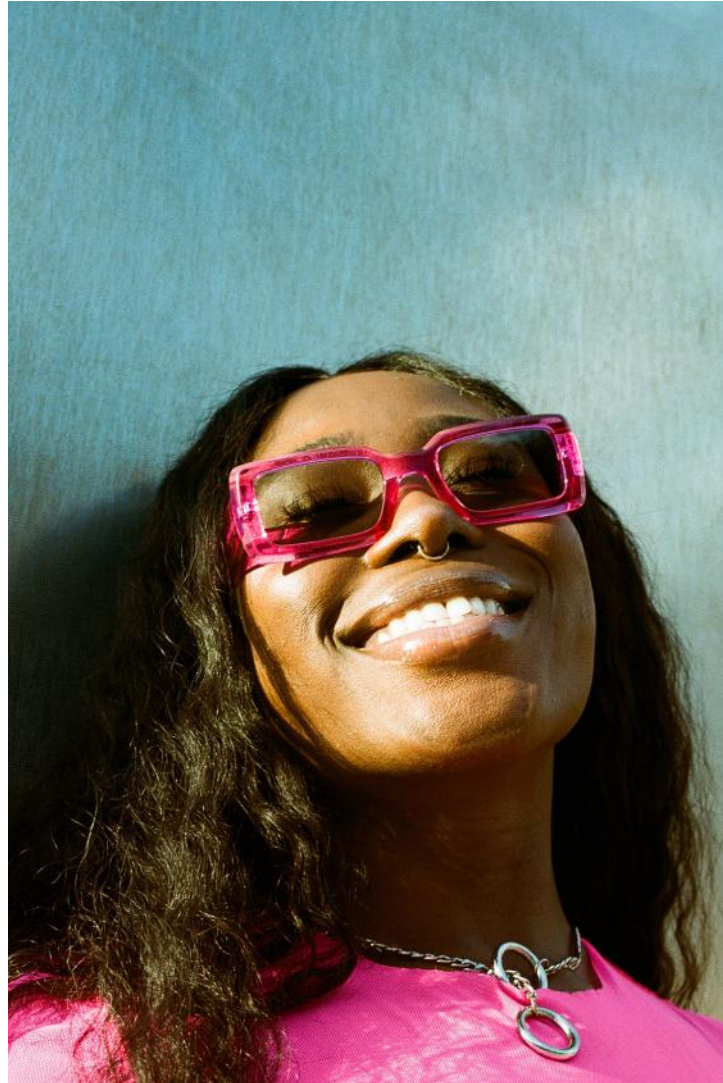
**Generation Z are born into one of the most ethnically diverse generations, they strive for individualism and celebrate their nuances to build a more authentically diverse society. They are building their own communities and communicating via a wider network than ever before. They consider so many more factors when defining their heritage and families.**

**They are coming-to-age in a technologically fluent world and they have already experienced both the empowering and self-expressive benefits of social media, as well as the backlash effect on their mental health. That said, through opinion and action, this generation isn't only challenging out-dated social constructs and taking the environmental crisis into their own hands, they are also taking the long view in creating new systems and leaving a legacy of having built a better and more desirable future.**





**THE MULTI-LOCALS**



“In this world where every society is accessible to us, it’s not hard to research . . . so I think because we’re almost like one world it’s pushed people into accepting their own unique cultures, and their own heritage more than they were. When I was younger, being African wasn’t cool, it wasn’t the thing. You wanted to be as British as you could be in the grand scheme of things . . . now we’re more accepting of learning where we come from, asking our parents why do we do this, where’s that come from. Those were questions I never asked and never cared to ask.”

**ZULEHA, 23YO**



“When you decide to distance yourself from a faith, especially when you’re from a family where it’s a big deal . . . it’s weird but you feel empty inside. It’s like you’re missing something, because you’re so used to having that kind of environment, that spiritual environment, so that’s a reason I started to create as well because I felt empty.”

**ZURIEL, 24YO**



“I think that anybody can find representation if they try, it may not be enough, but through globalisation and through the rise of the internet, everybody can find their tribe per se and find people they identify with. I think that the internet is a platform for all different kinds of communities to be given exposure and representation. I think there is obviously room to grow across the board, especially with persecuted minorities, but it’s definitely getting there and I’m optimistic.”

**DOM, 20YO**



“I would say when it comes to defining myself . . . it’s more my character that defines me, rather than my nationality. However, I think it’s hard to say one thing when you say ‘define yourself’, because when you first look at me you would see my physical background, but when you get to know me you realise that’s not what defines me.”

**IZZY, 23YO**



“I feel like I don’t know as much as other people about my own culture and it does make me feel uncomfortable, and that’s something that I haven’t necessarily said in open spaces. Now I want to know about where I’m from and the history, struggles and the good parts too.”

**KRYSTAL, 23YO**



- The growing youth population and their influence in emerging markets such as Mexico, Nigeria and across Asia means that we need to take a wider lensed approach to this generation that is embracing global citizenship as well as their local roots and culture.
- As this generation's tastes, interests and interactions continue to move fluidly across cities, cultures and communities, it's more important than ever to recognise they exist and belong within multiple subcultures and support them in new ways of self-expression, collectivism and pride.
- With decreasing levels of trust in political and commercial entities, this generation is savvier than their predecessors and will not be afraid to speak up against misappropriation of cultures. Their curiosity, self-education and entrepreneurship should be celebrated and empowered to bring authentic representation of diversity.

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**Not afraid to speak up against  
misappropriation of cultures**

# Communities & dialogue around their fluidity

“The internet can be a judgemental place, but Gen Z’s are unabashedly using their reach to create communities and dialogue around their fluidity.”

## Safe and Inspiring Spaces

**gal-dem** worked with **Nike** and youth worker Tanya Compas to bring a group of teenage girls on a sporting journey to help them feel comfortable not only playing sport, but also confident at home, in their friendships, family and in their bodies. **Hello! Sun** is an online community created around open and honest conversations around diet, health and life philosophies. It aims to inspire that the idea of healing and beauty is the attention on what we put “inside” of us and how we “live”, rather than focusing our attention on everything that exists “outside” of us, which places our obsessions on how we look instead of how we feel.

## Embracing Global Citizenship and Local Roots and Culture

Online fashion giant **ASOS** recently released their Modest Fashion Edit, designed to be both fashion-first and suitable for those who choose to cover up. The edit is created with long sleeves, floor-length hemlines and opaque fabrics and is the first time ASOS have stocked hijabs. Swedish clothing brand **Monki** got together with five individuals to discuss what identity means to them. Is it history and culture? Or is identity connected to a passion? We spoke with our collective about what they felt identifies them, you can listen to some of their answers [here](#).

## Calling out Cultural Appropriation

In Collection 2, **Pyer Moss**' designs were rooted in activism and aimed to open a dialogue about the African-American experience. “Stop calling 911 on the culture” is embroidered on the front of a blouse, noting the recent racist atrocities of white individuals who have called the police on Black people simply going about their normal, everyday lives.

## Key Takeaways

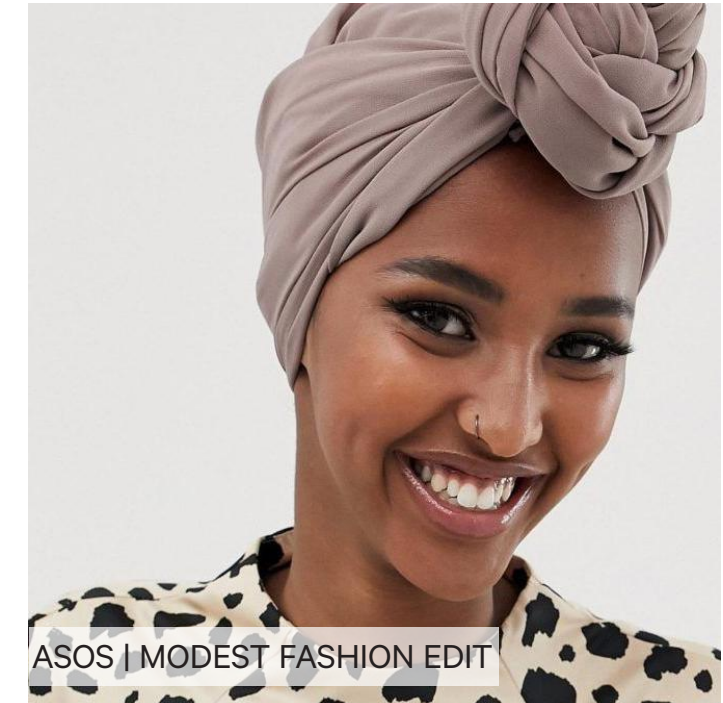
- Gen Z allow themselves to exist and belong within multiple subcultures.
- They're not afraid to speak up against misappropriation of cultures.
- They embrace global citizenship and their local roots and cultures.
- Gen Z create safe and inspiring spaces to support them in new ways of self-expression, collectivism and pride.



GAL-DEM X NIKE | 14X14 PROJECT



HELLO! SUN NYC



ASOS | MODEST FASHION EDIT



MONKI | IDENTITY



PYER MOSS | COLLECTION 2



# Levi's Queer Britain

Levi's and Queer Britain have collaborated with the aim to establish the first National LGBTQ+ museum, offering a safe space for all people to learn and to celebrate LGBTQ+ history and culture. We designed and produced the space for their first exhibition which showcased four photographers who examined the theme of 'Chosen Family'.

THE CREATIVE ACTIVISTS

They  
She  
Zo



“To me, diversity means that everyone’s included, no matter what your skin colour is, eye colour, hair colour, just everyone is sort of involved and equal. I think it’s a lot better than it used to be, definitely. There’s still a long way to go, but it’s a lot better.”

**MABEL, 15YO**



“It’s really amazing to see young people coming into their own, stepping into their own off their own accord and maybe not being overshadowed by what their parents feel . . . even sexuality, everything is a bit more fluid now and people are making those decisions for themselves and not thinking about what other people have to say.”

**KRYSTAL, 23YO**



“I think that people can choose to see beauty at face value, in which case it would be entirely subjective. But, then there’s also people who choose to see beauty not as what you look like, but how you act, what you do and what you say. So, I think that beauty in this generation and in this society is a multitude of things. I don’t think it’s as straight cut as it used to be. Although that hereditary, societal idea is still there.”

**JADA, 16YO**



“It’s super easy to express yourself now because everyone’s so accepting and that’s the best thing, no one should be scared to be what they want to be and do what they want to do.”

**OSCAR, 24YO**



“Being very feminine has always been seen as being weak or vulnerable. Vulnerability isn’t something that is a bad thing, it’s not a negative thing, and I think nowadays, especially in our generation, we are realising that. . . . Women do have masculine energies too, and I think we embrace that more. So, thinking about blurring gender roles, what are gender roles? I think our generation is very much ‘you’re just who you are.’”

**JADE, 25YO**





- This generation aren't just unfiltered in their opinions and expressions, they're embracing the imperfections which make us human and challenging outdated beauty standards. As they continuously blur the lines between physical wellbeing and recreation, they are seeking spaces to increase their social currency and lifestyles that support their productivity.
- Gender is increasingly being recognised as a social construct that has disabled us from achieving genuine equality and inclusivity. As the most ethnically diverse generation alive, they are also perplexed to see racism, trans and homophobia still taking place today. Authentic diversity needs to take place at the core of any organisation before public representation.
- Born into a digital world, their online presence and activity has found this generation seeking new forms of self-expression, communities and support. As social media platforms continue to serve as the fingerprints to their identities, they are simultaneously recognising a need for a digital diet that gives them time to connect in offline spaces.

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**Authentic diversity needs to take place at the core of any organisation before public representation**



# “67% of Generation Z

prefer seeing ‘real people’ in ads.”

# The Creative Activists

## Self-expression

New York retail concept, **The Phluid Project**, is a gender-neutral store that seeks to build a community space that redefines gender norms, labelled “the world’s first gender-free store”. Gender is becoming increasingly recognised as a social construct and Generation Z are most likely to have individuals that identify as non-binary.

## Authentic diversity

Rihanna’s lingerie show for **Savage x Fenty** used models of all shapes, sizes, identities and ethnicities. Rihanna said of her show, “We wanted to feel like we were giving women a chance to feel sexy where they usually don’t feel sexy”. **Simply Be**’s latest campaign ‘We Need New Icons’ calls out the under representation of curvy women. Over 50% of the female population are a size 16 or over, yet they’re rarely in the lead role. This campaign opens up the opportunity for “every woman to feel inspired by fashion and every woman to feel like an icon”.

## Genuine Representation

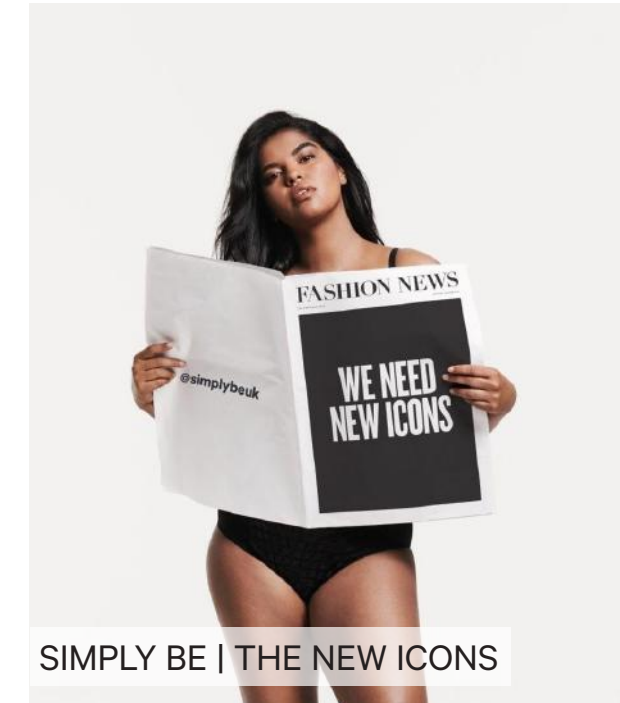
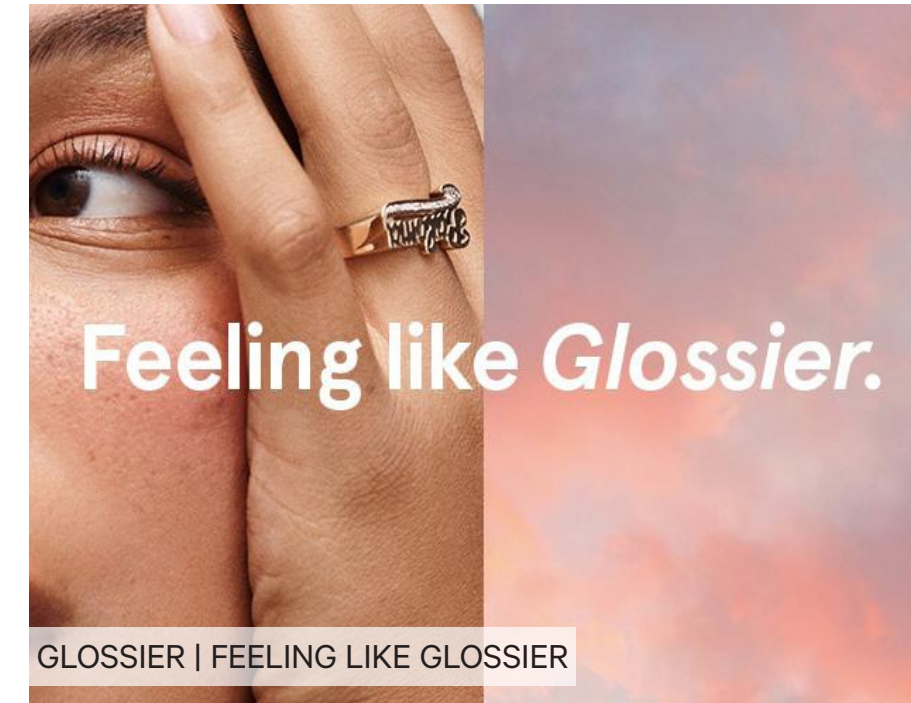
**Glossier**’s latest campaign appeals to the Gen Z ideal of seeing real people in their ads. ‘Feeling Like Glossier’ features real people from the Glossier community and focuses on empowering their customers.

## Fighting Back

**Glamour** took their ‘#BlendOutBullying’ campaign one step further this July with a Love Island edition, directly targeting the young audiences that indulge in the show. This is the same audience that would have likely found themselves as part of the 2017 ‘Ditch the Label’ bullying survey, which found that 42% of British 12 to 20 year olds had been cyberbullied on Instagram. In partnership with the charity, The Diana Award, the campaign inspired others to celebrate ways of combating digital hate.

## Key Takeaways:

- Gen Z are challenging outdated beauty standards.
- They have the desire to see authentic diversity in campaigns.
- Their online presence has found them seeking new forms of self-expression, communities and support.



DANGER WITH SUPPORT

# Nike Invitation to Sport

Continuing their encouragement for women of all sizes and abilities to feel confident whilst training, we helped Nike create a safe space in Nike Town London for their members to feel stronger with support.



## THE REFORMISTS



“I would love to see people expressing more love to each other, through the industries and personally. I think that’s been missing. That’s what I want to see in the future for sure.”

**KAAN, 22YO**



“I think instead of creating more waste why don’t we think about how to reuse the waste between us. I create products from the waste we already have instead of creating or planting more materials.”

**LYDIA, 23YO**



“Brands are becoming such a staple in people’s lives and brands are going out of their way to be so much more than just a brand. . . . But, I feel like you can’t really have an effective campaign these days unless you have some kind of ethical standard that you are promoting in your product, and that in a way is kind of fake. Obviously you’re just selling something and you’re just saying that so people will buy it.”

**DOM W, 21YO**



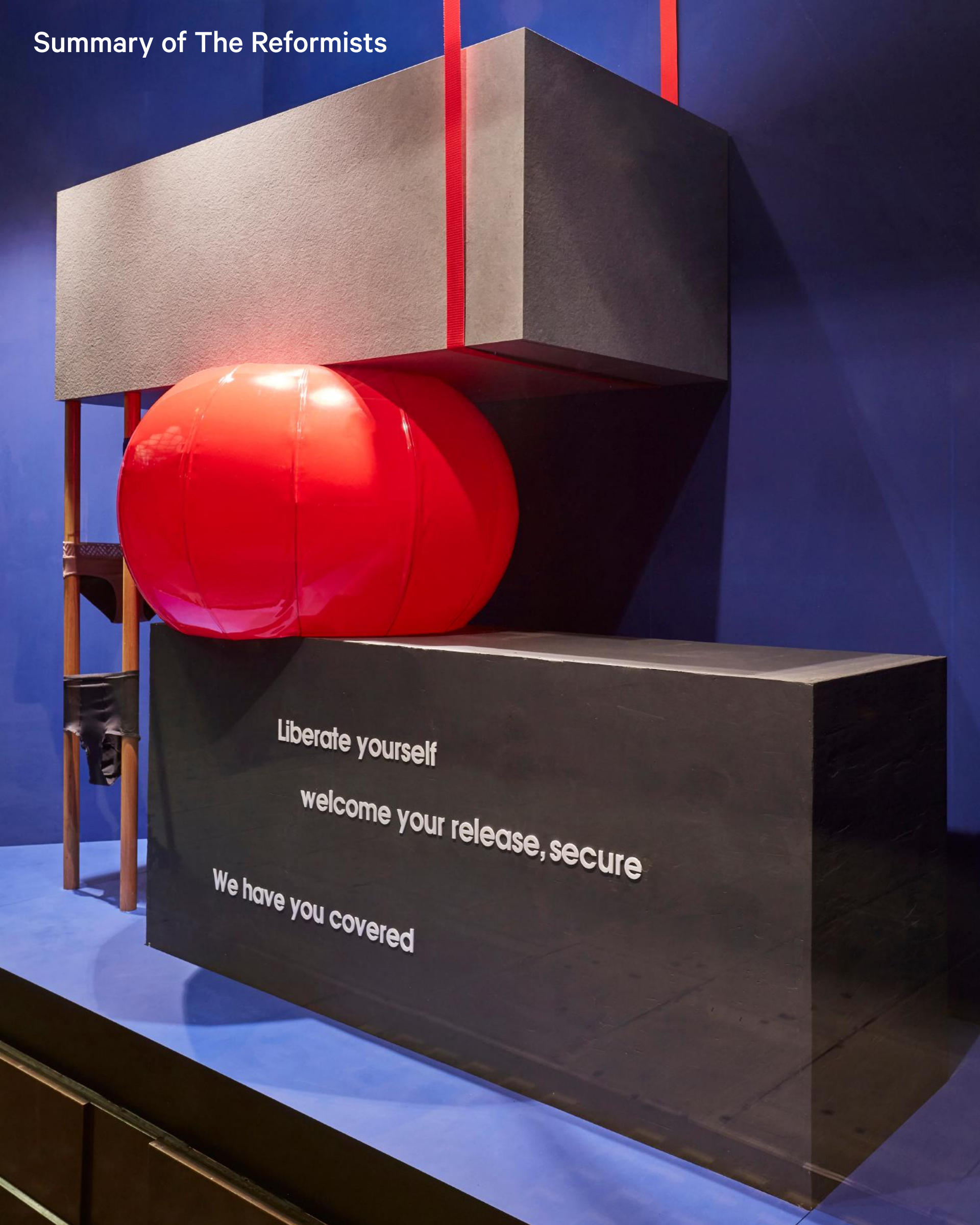
“I think our generation is starting to see the connection between valuing physical and mental health because they really do go hand in hand with one another. I think you can be the most physically fit person in the world, but if you aren’t taking care of your mental health it’s still going to affect your health in negative ways.”

**MEL, 27YO**



“Brands have made veganism a complete fad. KFC have brought out a vegan burger which is ridiculous, because they obviously don’t care about veganism. It’s all a money-making scheme, and they saw a gap in the market. . . . I’d definitely choose to go to an independent place because I know that their message is stronger and more important than a money-making business.”

**CASSIE, 22YO**



- Whether it's through zines or memes, today's youth are taking an active, optimistic and compassionate attitude to the growing mental health crisis stemming from digital anxiety and isolation. As mental health is valued on par with their physical wellbeing, the need for calm and empathic design should be at the heart of everything we create.
- Fashion is also experiencing the effects of this generation's slower-not-faster attitude that is valuing honesty, transparency and action from governments and brands to help them live more sustainable lifestyles. Technology has given insight to the detrimental environmental effects of overconsumption, and this generation's purpose driven attitude means that they want to leave a more positive legacy than their predecessors.
- "Cancel culture" and boycotting are being replaced by buycotters. Buycotters are casting a vote with every penny they spend to elect new leaders in their efforts to influence a more responsible future. As brands become more reliable than governments, this entrepreneur minded generation are building their own brands to provide responsible alternatives that are lacking in the current marketplace.

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**As mental health is valued on par with their physical wellbeing, the need for calm and empathic design should be at the heart of everything**

GHETTO  
UNTIL PROVEN  
FASHIONABLE

# “55% of consumers

believe brands actually have a more important role than our governments to create a better future.”



# The Reformists

## Protecting the Planet

According to reports, by 2050 plastic in the oceans will outweigh fish. Hard hitting facts such as these are what consumers are hoping will cause brands to wake up and take action. **Adidas by Stella McCartney**'s FW19 collection consists of sustainable and innovative fabrics. Climate change is also a constant topic of discussion and young activists are speaking out about the urgency of reducing the planets emissions. They continue to inspire the rest of the world as over 150 countries took part in the Global Climate Strike from 20th to 27th September. The strike saw brands such as **Lush** and **Patagonia** closing stores and pausing online sales in support.

## Standing Up

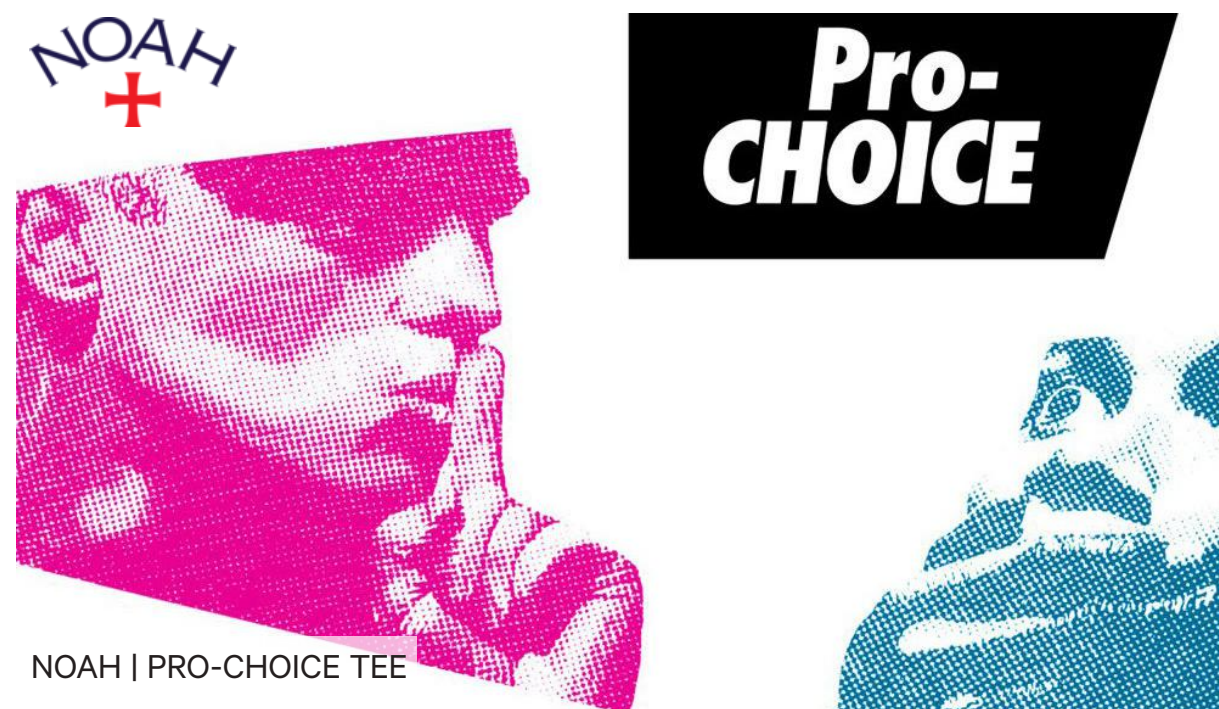
Now more than ever, brands are using their platform to raise awareness on pressing issues. American menswear brand, **Noah**, recently released their 'Pro-Choice Tee' which seeks to stand up for abortion rights and promotes that the fight for choice should be protected. **Ben & Jerry's** meaningful campaign, 'Justice ReMix'd' also calls for change. The brand has always shown that they're not scared to voice their opinions on important issues and encourages their consumers to join the movement on the fight for criminal justice, whilst educating them on the importance of the topic. All proceeds of the ice cream go to support criminal justice reform.

## Mental Wellbeing

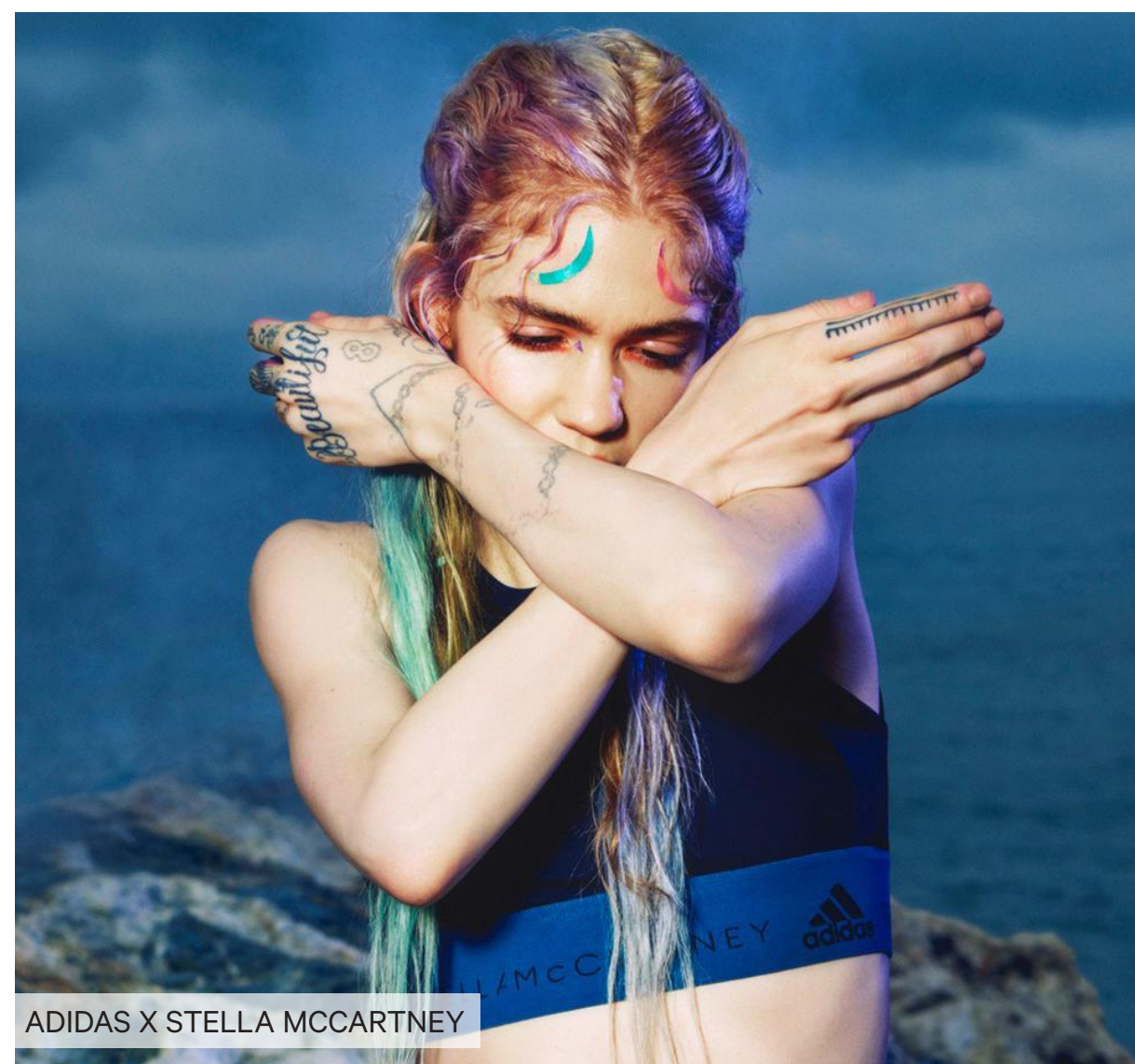
Mental health is no longer treated as taboo. Topics surrounding anxiety and depression are becoming more openly discussed, particularly within Gen Z. **CALM** have recently partnered with **Topshop** to create the 'Care Sewn In' clothing label that promotes mental wellbeing and self-care in young people.

## Key Takeaways:

- Gen Z are encouraging brands to stand up for issues where the government could do more.
- Gen Z are not afraid to protest and speak up in the hope of creating systematic change for their future.
- More than ever, Gen Z are having open and honest conversations surrounding physical and mental wellbeing.



NOAH | PRO-CHOICE TEE



ADIDAS X STELLA MCCARTNEY



LUSH | GLOBAL CLIMATE STRIKE



TOPSHOP X CALM



BEN & JERRY'S JUSTICE REMIX'D

# Converse Renew

We designed and produced the launch event of the Chuck 70 Renew Canvas which is crafted from 100% recycled polyester. The space consisted entirely of recycled materials or ones that have the potential to be renewed.



# About us

## **We are a creative retail display agency.**

We seek to inspire, support and empower brands to create connected human experiences that deliver measurable commercial value.

Born out of curiosity in 2013 with an aim to future proof our beloved industry, Seen Displays continue to give back and invest in ever developing research and insight. Since 2015 we have annually designed and launched internally motivated industry events that explore the idea of human connectivity and emotional response.

To support this thinking, we have written and produced 2 white papers that have been released into the industry. Most recently collaborating with The London Design Festival to share our 3-step strategic journey planner, that can be used to support the process of effective design and production.

### **Editor**

Katie Mitchell

### **Content Authors**

Angharad Rafferty

Georgia Moore

Alex Burke

Eve Karanikki

### **Co-Author**

Moe Krimat

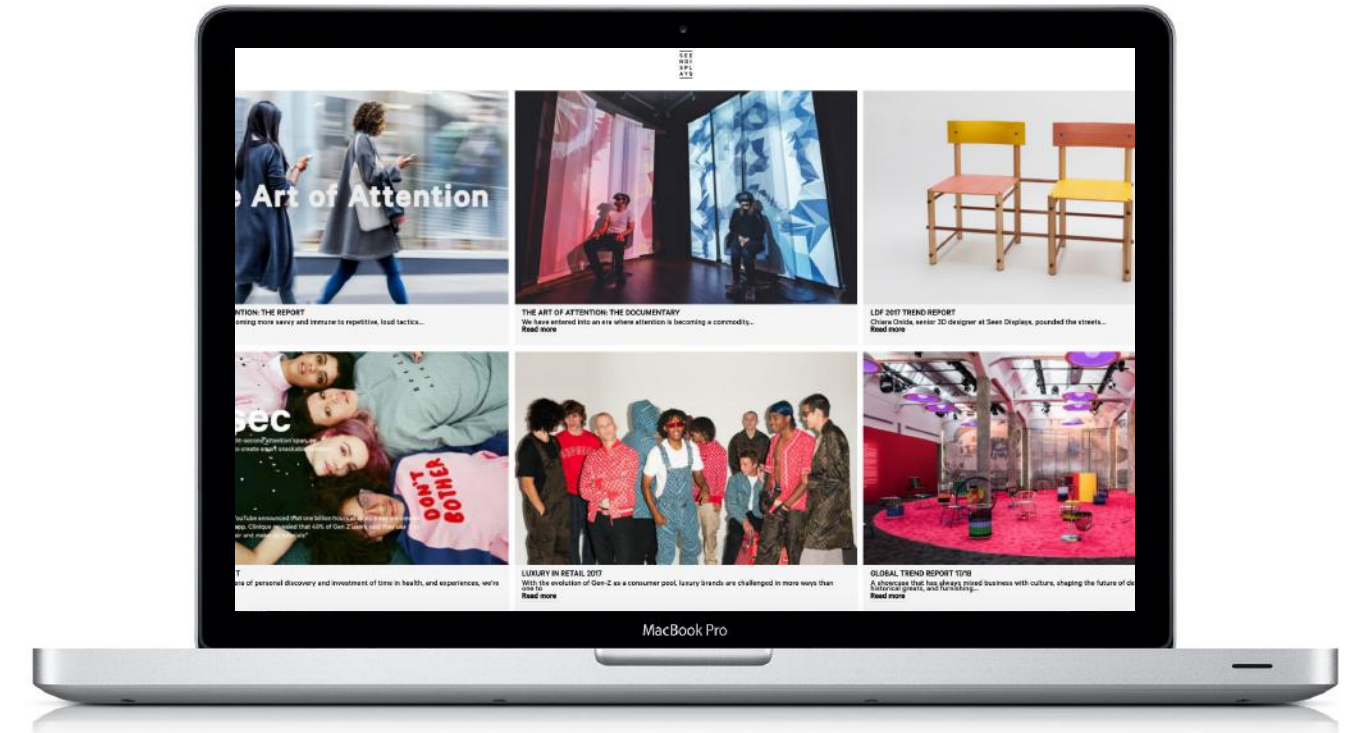


# Hungry for more?

Looking for tailor made research &  
insight for your brand?

Contact us on the below, we  
would love to hear from you!

[contactLDN@seendisplays.com](mailto:contactLDN@seendisplays.com)



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**THANK YOU**