

Global Brand Lab Report

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Our brand lab report is compiled by Four's team of retail and lifestyle experts and analyses some of the latest innovations, experimental campaigns and transformative developments, which are keeping iconic destinations, retail and lifestyle brands alive for consumers on a global scale. We also explore how consumer behaviour is changing - now and forever - and how brands are evolving to succeed during this evolutionary time.

Consumer financial planning trends:

Mastercard amps up Music Accelerator Programme



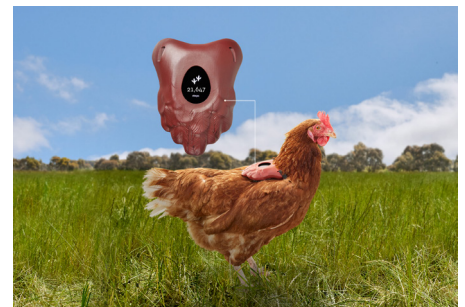
Mastercard is harnessing the power of Web3 to prepare 5 emerging artists, DJs and producers to build their brand through Web 3 experiences like performing virtual concerts in the metaverse and engaging virtual communities. The space will also enable fans to participate through Mastercard Music Pass, an NFT which gives access to web3 music.

Ikea & Shelter - the reality of homelessness



Ikea has partnered with Shelter to launch '*Real Life Roomsets*' to highlight the realities of homelessness and life in sheltered accommodation. The roomsets are installed at stores in London, Manchester, Birmingham and Bristol, areas of the UK with some of the worst levels of homelessness in the country.

Honest Egg Co launches FitChix

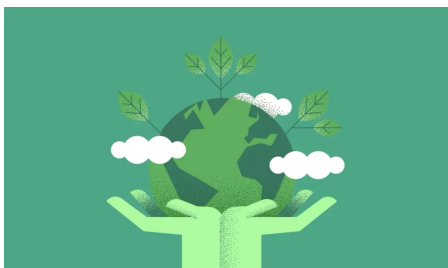


The Honest Egg Co has created its FitChix - a fitness tracker for chickens - designed to raise awareness of chicken welfare and build consumer confidence in the quality of their chickens.

Consumer trends, campaigns and brand activity:

China's eco-conscious consumers, a natural partnership for Tesco and Hellmann's 'Smart Jar'

China thinking green ahead



Consumer insights from Deloitte show that sustainability is rising on Chinese consumers' agenda. Research shows over a third of consumers in China now consider environmental impact when purchasing. Deloitte expect green consumption to shape spending in China's post-pandemic consumer market bounce back.

Plastic-free deodorant



Marking a new partnership with Dragons' Den backed start-up Fussy, sustainable deodorant has taken over Tesco fruit aisles. In an out-of-home, press and social campaign, Fussy's natural and 100% vegan deodorants are seen in amongst the fruit aisle. Available in-store and online at Tesco, Fussy offer plastic-free and compostable refills to cut down on single-use plastic.

Ice cold mayo



Hellmann's have launched a mayonnaise 'Smart Jar' to combat food waste. The 'Smart Jar' reveals hidden messages and illustrations when stored below 5°C, to raise awareness around food waste. Warm fridges are a major cause of food waste in the UK - some items can last up to 3 days longer when chilled correctly.

Destination spotlight:

Iceland

Iceland's geothermal and hydroelectric power plants have evolved into unlikely visitor destinations, with nearly half of Iceland's foreign tourists expressing interest in touring these power plants, according to a 2016 Gallup poll.

Iceland's transition to renewable energy in the early 1970s has made it the world's largest green energy producer per capita, with nearly 100% of its electricity

generated by renewable geothermal and hydroelectric energy, and nine out of 10 homes heated with geothermal heat from the earth's interior.

Iceland's sustainable energy landscape with 85% of its power made by renewable energy affords a tourism circuit all on its own, with power facilities offering visitor exhibits and producing some of the country's most popular

attractions, such as the famed Blue Lagoon. The multimedia and interactive installations at power plants, such as Hellisheiði Power Plant, provide visitors with information about the country's energy landscape and allow them to see the power of Mother Nature in action.



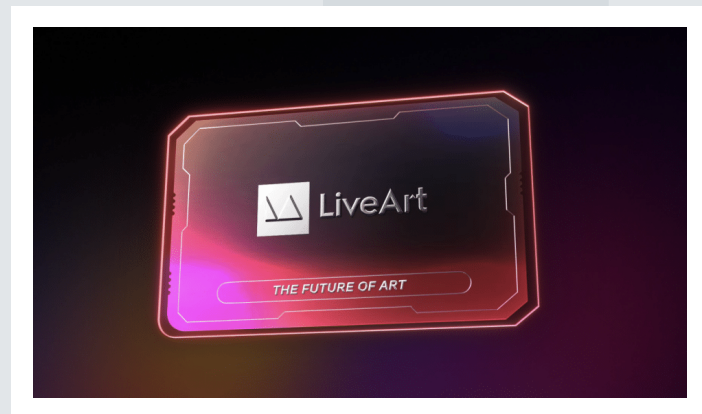
Arts and culture:

Art Action, digital collectors, and Paul meets Picasso



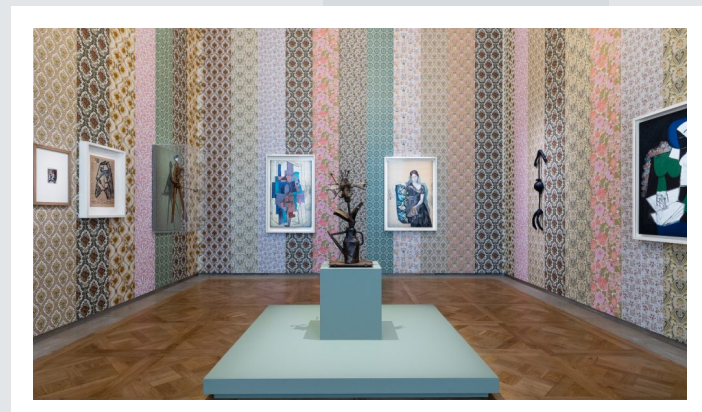
Against greenwashing in galleries

The Gallery Climate Coalition brings together more than 800 members across the globe, all of whom have pledged to reduce their emissions by a minimum of 50% by 2030 and to achieve zero waste by the same date. Following a two-day symposium at the Whitechapel Gallery, members upholding the GCC commitments will now be rewarded by a number of special Active Member Benefits, including the usage of a stamp on their website and substantial discounts from sustainable packaging suppliers.



LiveArtX Card to end NFT flipping and speculations

Founded by Sotheby's and Christie's veterans, LiveArtX Card will grant holders access to a collectors circle where they can purchase digital art they can trust. Launching April 4, the platform's AI-powered art analytics will provide proven accurate pricing models based on decades of fine art pricing data, removing speculation from the equation and ensuring long-term value.



Paul Smith art directs Picasso exhibition in latest art-meets-fashion triumph

Picasso Celebration: The Collection In A New Light! opened at the Musée Picasso Paris on 7 March, showcasing some of the artist's most famous works, with a twist. Designer Paul Smith offers a new interpretation of Picasso's work through the inclusion of his own prints, colours and objects.

Fashion and lifestyle:

Coperni joins the rental revolution, Dior x Parley for the Oceans returns and environmental fashion alliance announced

Coperni enters rental deal with Hurr

Luxury Parisian fashion label Coperni - the brand behind the spray-on Bella Hadid dress at the SS23 fashion weeks - has moved into the rental space in collaboration with UK-based rental platform Hurr. The partnership will bring renters a Coperni edit of pieces from their current collection and favourites from the archive. Coperni is one of many brands racing to enter the expanding rental sector, and joins other big names associated with fast-growing Hurr, including Selfridges, Mulberry and Timberland.

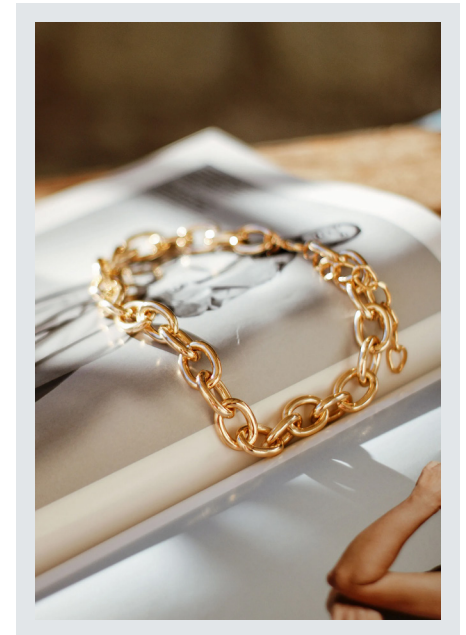
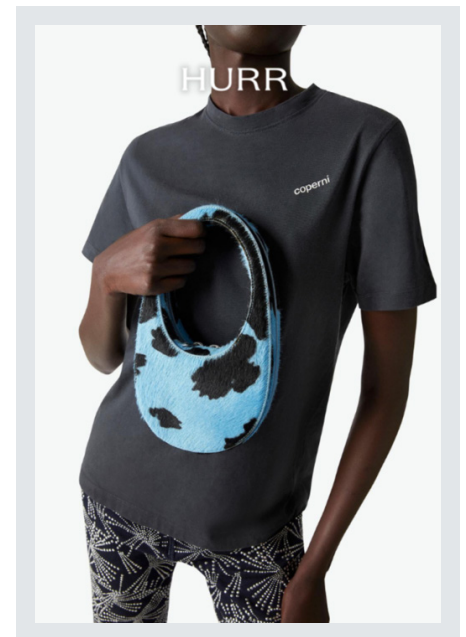
Dior teams up for second collection with non-profit environmental organisation Parley for the Oceans

Dior and Parley for the Oceans have developed high-quality yarns and fabrics using upcycled marine plastic debris and fishing gear recovered from coastlines around the world. The two have announced they are teaming up for a second menswear beach capsule collection, available

from mid-May, with 59% of items in the series using ocean plastics, while 37% will be made from organic GOTS textiles. This comes as part of a bigger commitment by Dior's parent company LVMH that says by 2023, all of its new products should result from eco design and be produced with a minimal environmental footprint.

Fashion alliance set to accelerate positive impact

Global Fashion Agenda (GFA) and Watch & Jewellery Initiative 2030 - a movement aiming to build climate resilience and preserve resources in their sector - have formed a new alliance to unite iconic fashion, watch and jewellery brands in a bid to accelerate positive environmental and social impact. The alliance will be initiated at The Global Fashion Summit: Copenhagen Edition 2023 on 27-28 June this year, and will provide platforms to convene esteemed fashion, watch and jewellery brand leaders globally to stimulate knowledge exchange and collaborate on stringent commitments and impactful programmes.



Social media trends:

Tik Tok's #stopwillow, the problem with the 'vanilla girl' aesthetic and the Twitter Oscars

Tik Tokers target controversial Willow project

The #stopwillow campaign has gone viral on Tik Tok, as users have flocked to raise awareness and petitions surrounding the recently finalised Alaska oil drilling project, known as Willow. The project would release 9.2 million metrics tons of planet-warming carbon pollution a year. The online activism has resulted in more than one million letters being written to the White House protesting the project, as well as an official petition with 3 million signatures and counting.

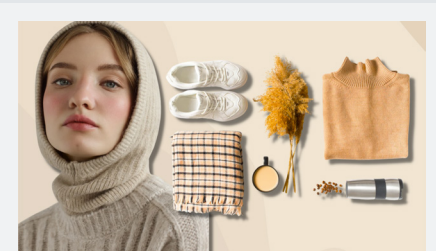
'Vanilla girl' aesthetic trend sparks recent backlash

'Vanilla girl' seems to be the internet's most loved new aesthetic of luxe, cosy minimalism, utilising white, cream and beige simplicity as its selling point. However, recent controversy has revealed its lack of inclusivity and its favouritism of 'whiteness', leaving people of colour feeling as if they do not belong. Twitter users have ridiculed the vanilla girl aesthetic, saying it is just the

'clean girl' trend rebranded to make clear these trends are not for black women.

Twitter's starring role at the 2023 Oscar's

The buzz of this year's Oscars was higher than ever, as users flocked to Twitter to commentate on outfits, wins and snubs of the night. Hashtags like #OscarsSoWhite, #WillSmith and #WakandaForever started trending once again as social media grows to play an ever bigger role in showpiece events. This year was especially high in audience engagement as Asian and Asian American representation was celebrated as Everything Everywhere All At Once took home 7 awards.



In the workplace:

PepsiCo DE&I efforts, Honeywell Survey reveals increased expectations for healthier workplaces, Bombay Times launches second edition of ‘Out & Proud @ Work’ Campaign

Honeywell survey reveals increased expectations for healthier workplaces

Honeywell’s third annual Healthy Building Survey, which focused on buildings’ impact on both occupant well-being and the environment, revealed an increase in expectations for healthier workplaces. The survey recently queried 2,500 office workers in buildings with 500-plus workers in Germany, India, the Middle East, the United Kingdom and the United States. A key takeaway from the survey was that more than nine in 10 respondents (91%) would forego job perks if the cost were reinvested in reducing their workplace’s environmental impact.

PepsiCo pours intentionality into its DE&I efforts

Forbes highlights PepsiCo’s global DE&I strategy and how they have been implementing sustainable practices into their business. One initiative mentioned is Pep+ (Pep Positive); the aim is to create growth and value by operating within planetary boundaries which encompasses sourcing ingredients and making and selling its products in a more sustainable way.

Bombay Times and FCB India aim to #FixTheGlitch of workplace discrimination

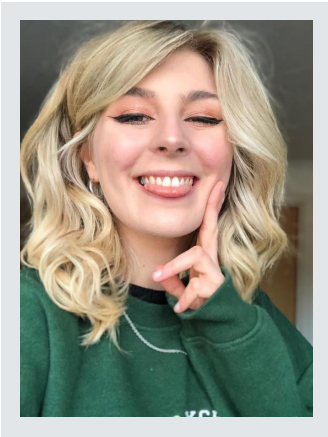
Bombay Times has partnered with Pride Circle and FCB India to launch the second edition of the landmark campaign ‘*Out & Proud @Work*’. The latest stage of the campaign focuses specifically on the issue of earning a livelihood, recognizing that the LGBTQ+ community faces *“different forms of prejudice at and outside the workplace that marginalizes its potential, qualifications, and/or personality and leaves them underpaid, unnoticed, and unwanted.”* The project seeks to use inspirational stories to highlight the discrimination faced by the LGBTQ+ community and the need for a fair and inclusive workplace. Moreover, the partnership with Pride Circle will bridge the gap between job seekers and available employment opportunities, creating a more inclusive workforce.



Influencers & KOL:

One's to watch

A study from Unilever reveals social media influencers are one of the most influential sources of sustainability information for consumers. 75% are more likely to take up behaviours to help save the environment after watching social media content on sustainability. 83% think TikTok & IG are good places to get advice on sustainable living.



Ellie Rhian Stennett

@ellierhianstennett
14.5k Instagram followers

Vegan food and beauty, reducing food waste, sustainable swaps, & shopping second hand. Posts both lifestyle content and infograms about veganism & sustainability.



PlantBoiis

@plantboiis
37.1k Instagram followers

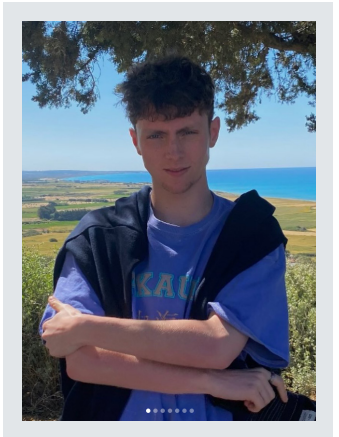
A group of 9 male friends who are all vegan or trying to cook more vegan dishes. They post a variety of content from taste tests, hot sauce challenges, recipe development, and street interviews about veganism.



Besma 'Curiously Conscious'

@besmacc
14.1k Instagram followers

Sustainable lifestyle, fashion, travel, and beauty blogger. Founder of Ethical Influencers - an international, digital community of influencers aiming to support sustainable brands.



izruan

TikTok
200.6k TikTok followers

9.5m video likes
Covers what's on in London, hidden gems, architecture, culture, art and exhibitions. Very high engagement and gorgeous videography.



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