

Díky.

Tahle prezentace je jen pro vás,
nesdílejte ji prosím dále.

Kontakty a zdroje najdete [tady](#).



Těší mě ●

#HolkyzMarketingu Founder

Google for Startups Lead Mentor, Europe and Africa

Grow with Google Certified Trainer

#Trendspotting podcast **Hospodářské noviny**

Newsletter **pavlinaspeaks.com**





“Monstera se symbolem
mladé generace.”

WGSN v roce 2016

Trendy umíme předpovídat
sedm let dopředu s **95%**
pravděpodobností.

Trendy jsou výsledkem
kulturního, politického i
ekonomického dění.

2016 ●

Trump. Brexit. Aleppo. Řecko.

Volkswagen. Mars.

Udržitelnost.

Gig economy. 40% růst cen.

RyanAir. 31 let.

Skandinávské hygge. Jóga.

Instagram.



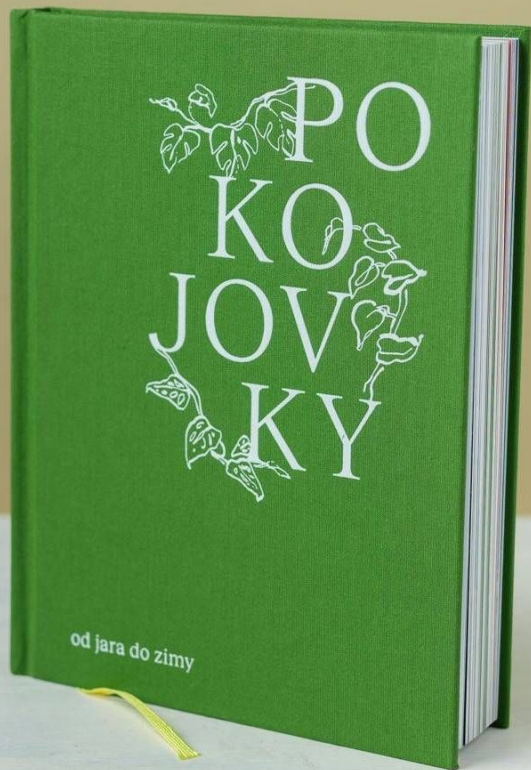


Na **bydlení ve městě**

Na **samotu** bez závazků

Na aspirativní **wellness**

Na doplnění **greige** interiéru



**Výdaje za květiny
vyrostly za tři roky
o 200 %.**

Pokojovky bestseller. The Greenest Company.

Zahradnictví Chládek. Boys with Plants. Plastia.

Kuuki wo yomu.

ANA ANDJELIC

THE BUSINESS
OF ASPIRATION

HOW SOCIAL,
CULTURAL,
AND

ENVIRONMENTAL
CAPITAL

CHANGES
BRANDS





MegaTrendy.

Změna demografie.

Akcelerace technologií.

Politická polarizace.

Urbanizace.

Životní prostředí.

Globalizace.

Rostoucí nerovnosti.



Trendy.

Creator x *Komunita*

Algoritmus x *Člověk*

Aspirace x *Realita*

Udržitelnost x *Konzum*

Autenticita x *Realita*



Hype.

Mugler overal.

#Hotgirlsummer.

Nike Dunks.

TikTok sounds.

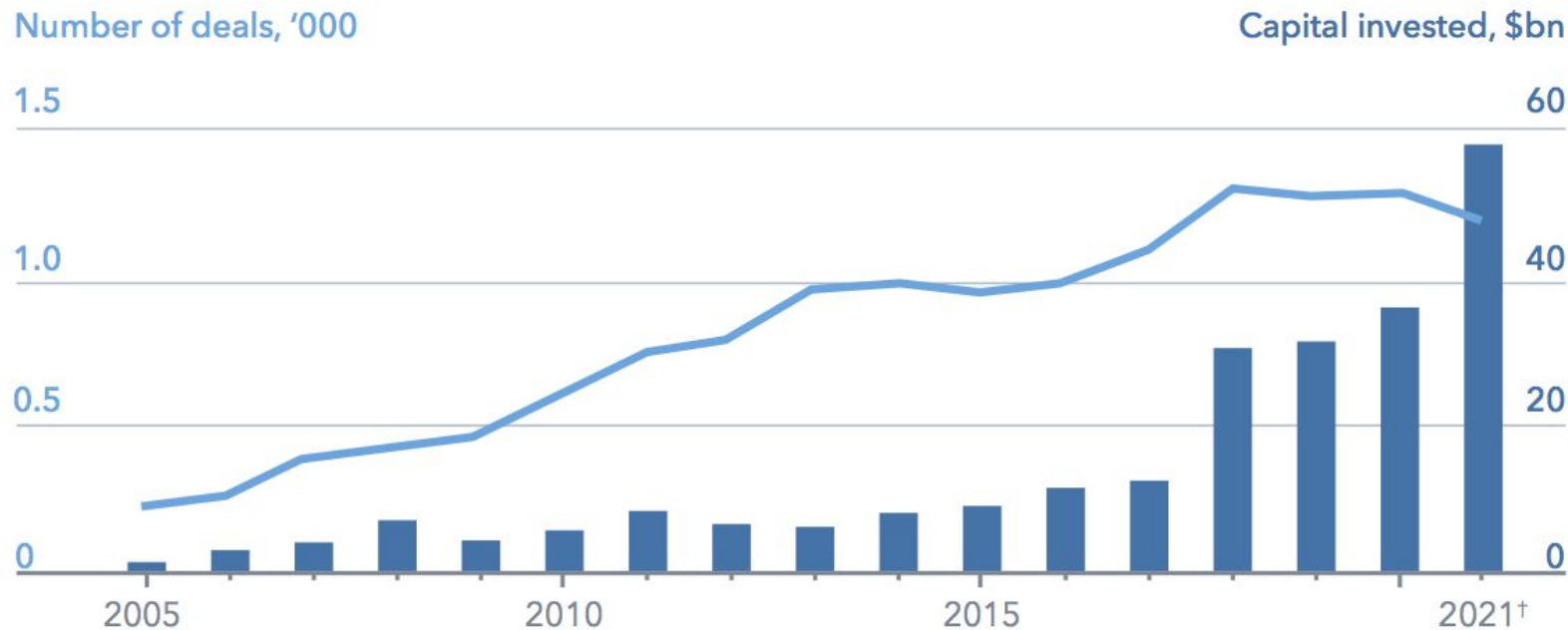


Sustainability x *Konsum*.

Mikroplasty dnes najdete
v 90 % stolní soli ●



Exhibit 3:
Private capital is flowing into climate tech investments
U.S. Investment in Climate Tech



Date from Cleantech Group's i3 database, includes enabling technologies that serve more than the climate-tech sector Forecast.
Source: The Economist, Cleantech Group, PitchBook and Silicon Valley Bank. For illustrative purposes only.



82 % zákazníků bere
udržitelnost v potaz při
nákupech



#HzM

Zákazníci očekávají odpovědnost
na straně značek ●



Zákazníci se teď cítí:

Vinní

Zmatení

Rezignovaní

*A proto chceme komunikaci a
produkty:*

Pozitivní

Realistické

Bez námahy

Které je odmění

THE ORIGINAL

OAT-
LY!

OAT
DRINK
BARISTA
EDITION



1L

Totally
vegan

POWER-
ED BY
PLANTS

What a cool thing to say, but what
is more cool is what it actually
means. There is a gigantic myth
that has been drilled into our
brains for the last half-century,
that the only way we humans can
possibly get the nutrients we
need into our bodies is to eat
animals. Meat = protein. Meat
does contain protein, but so does
broccoli and beans, peas and
potatoes. The truth is that you
can get only a handful of nutrients
plentiful as a human but actually
long to eat more plants. Whole
you have just been granted a
powerful nugget of knowledge.
What you choose to do with that
nugget is, of course, entirely up
to you.

 Takeout

 Delivery

 Gas

 Groceries

University
of Cincinnati

W McMillan St

CUF

Vine St

71

75

William Howard

22

Bank St

127

Findlay Market



Cincinnati Art Mus





DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of retail systems that support all the things in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for good long time—in a less-wild world than ideal for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all at a sudden. This is what we face unless we slow down, then reverse the damage. We're staying short on fresh water, topsoil, fisheries, wildlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is skyrocketing. Consider the 100-jacket shown, one of our best sellers. To make it required 132 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make durable gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on!

RECYCLE

WE take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator

REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

water, enough to meet the daily needs (three glasses a day) of 40 people, its journey from its origin as 100% recycled polyester to our Reno warehouse generated nearly 30 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to store, two-thirds its weight in waste.

And this is a 100% recycled polyester jacket, knit and sewn to a high standard; it's exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life, we'll take it back to recycle into a product of equal value. But, as a true fan of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Join the Common Threads Initiative pledge, and join us in the 98% '11, to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com





**MADE FROM
THE IN-AND-OUT-SEAM
OF NINE PAIRS OF JEANS.**



**MADE FROM
THE REMAINING
PARTS.**





BUY & SELL NEW, PRE-OWNED & VINTAGE FASHION



HOW IT WORKS

[Find out here >](#)

ANYONE, ANYWHERE, CAN SELL FASHION TO ANYONE, ANYWHERE.

SHOP

[Women >](#) / [Men >](#)

EMERGING DESIGNERS, INDIE LABELS, VINTAGE BOUTIQUES AND WARDROBE RECYCLERS.

SELL

[Pricing >](#)

[APPLY FOR A BOUTIQUE OR LIST AN ITEM FROM YOUR WARDROBE](#)

ABOUT

[How it Works](#)

[Blog](#)

[People's Runway](#)

SELLING

[Pricing](#)

[Apply for a Boutique](#)

[List an Item](#)

HELP

[Help](#)

[Frequently Asked Questions](#)

[Support Community](#)

LEGAL

[Terms of Use](#)

[Privacy Policy](#)

[Copyright Policy](#)

ASOS ELSEWHERE

[ASOS.com](#)

[ASOS Blogs](#)

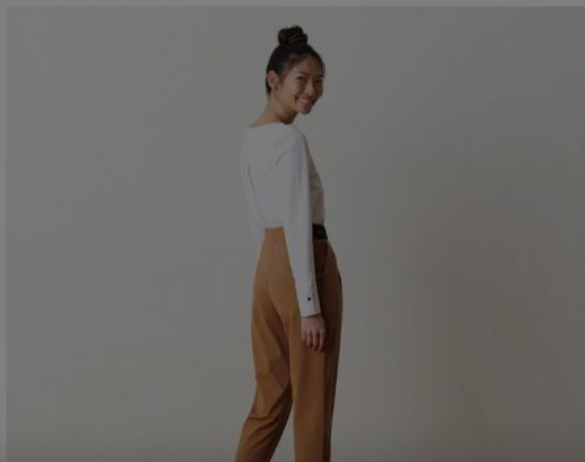
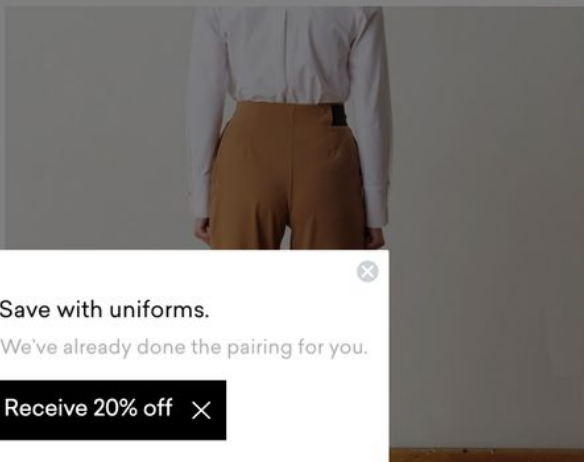
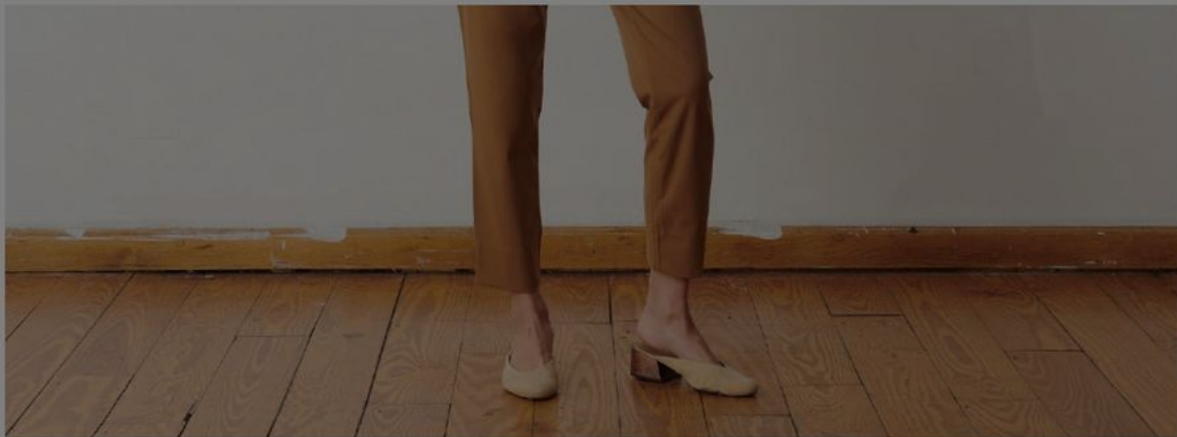
[ASOS Fashion Finder](#)



[FASHION NOT FAKES](#)

FOLLOW US ON

CIRCLE US ON



Save with uniforms.

We've already done the pairing for you.

Receive 20% off ✕

Turn It U



Color: Car



Size: US C



Turn up for
a pair of tap
comfortabl
style and fu

Fitting

Fabric & C

Details



Turn It Up Pants

Size: XS

Color: Camel

- 1 +

\$165

Choose Your Impact

Select a nonprofit and 1% of your order will be donated, at no extra cost.



Sustainability

Powered by Beam

Fund the protection of 300 acres of forest to sequester carbon emissions via Cool Effect

14% funded

Subtotal

\$165 USD

Shipping

Free

Checkout

Even better with...



En Route Crossbody

Add +

Size: OS

Color:



\$178



$\frac{1}{5}$ *zákazníků* je
ochotná si za
udržitelnost
připlatit



$\frac{2}{3}$ zákazníků neví, zda se značka
chová eticky •

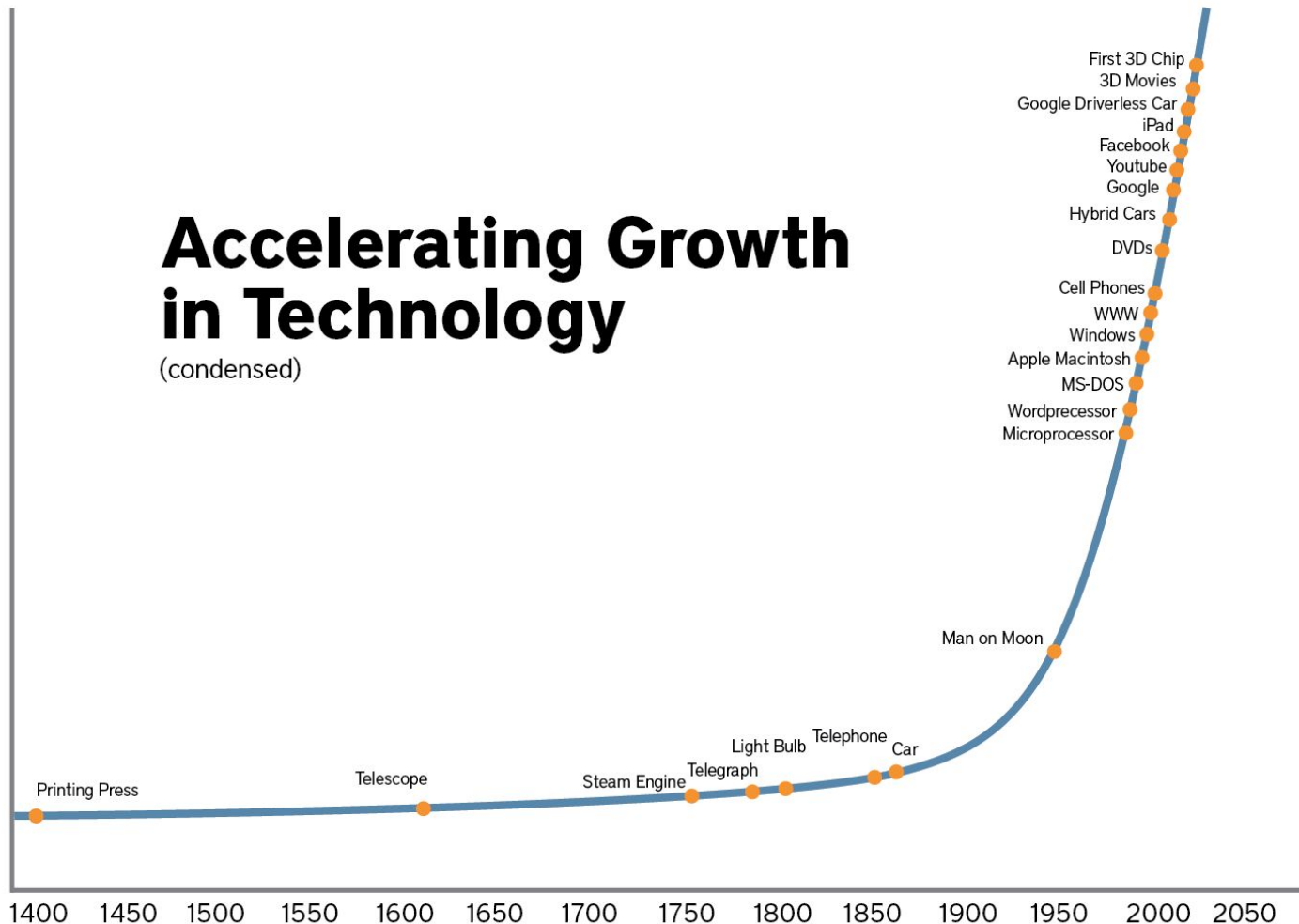
82 % zákazníků bere
udržitelnost v potaz při
nákupech, ale *jen pro 34
% je to rozhodující
faktor*



Člověk x *Algoritmus*.

Accelerating Growth in Technology

(condensed)



60 % trafficu na internetu
tvorí boti.



I'm not a robot



reCAPTCHA

64 % uživatelů
TikToku *používá
filtry.*





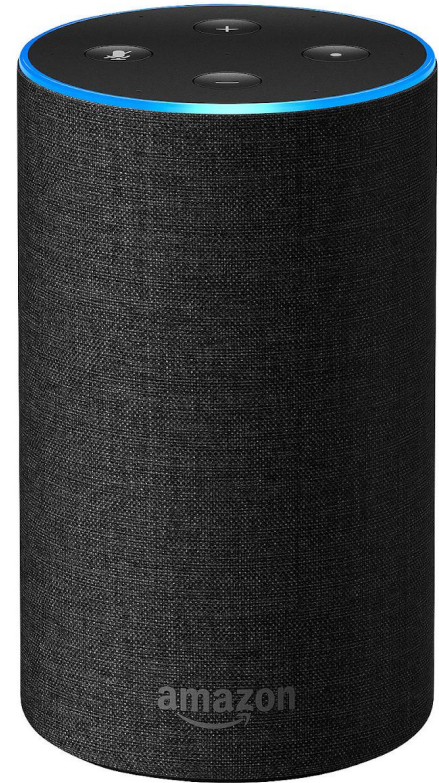


Koncert **Travise Scotta**
sledovalo ve Fortnite
12,3 milionu lidí.

Raspberry Dream Labs. ●



1 milion lidí
požádal Alexu
o ruku.





Anemoia
nostalgie po
věcech, co jste
zažili ●

Aspirace x *Realita*.

10 % Čechů bylo v
exekuci už před
pandemií a inflací.

90 % lidí zvažovalo
během pandemie
výpověď.

WGSN[^]
BY ASCENTIAL

.SEEDTABLE

sifted

backed by
FT
FINANCIAL
TIMES


EDITED

VOGUE
BUSINESS

FJORD[™]
Design and Innovation from
Accenture Interactive

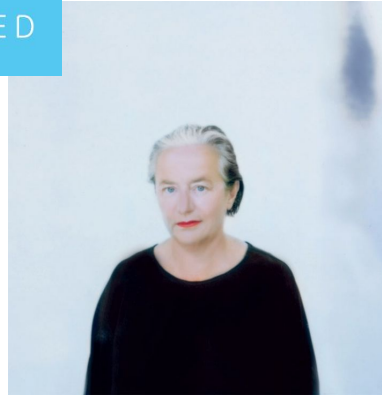
STYLUS

frog

sparks & honey

Irregular Labs

CONTAGIOUS



Díky! ●

@pavlina_speaks
pavlinaspeaks.com

