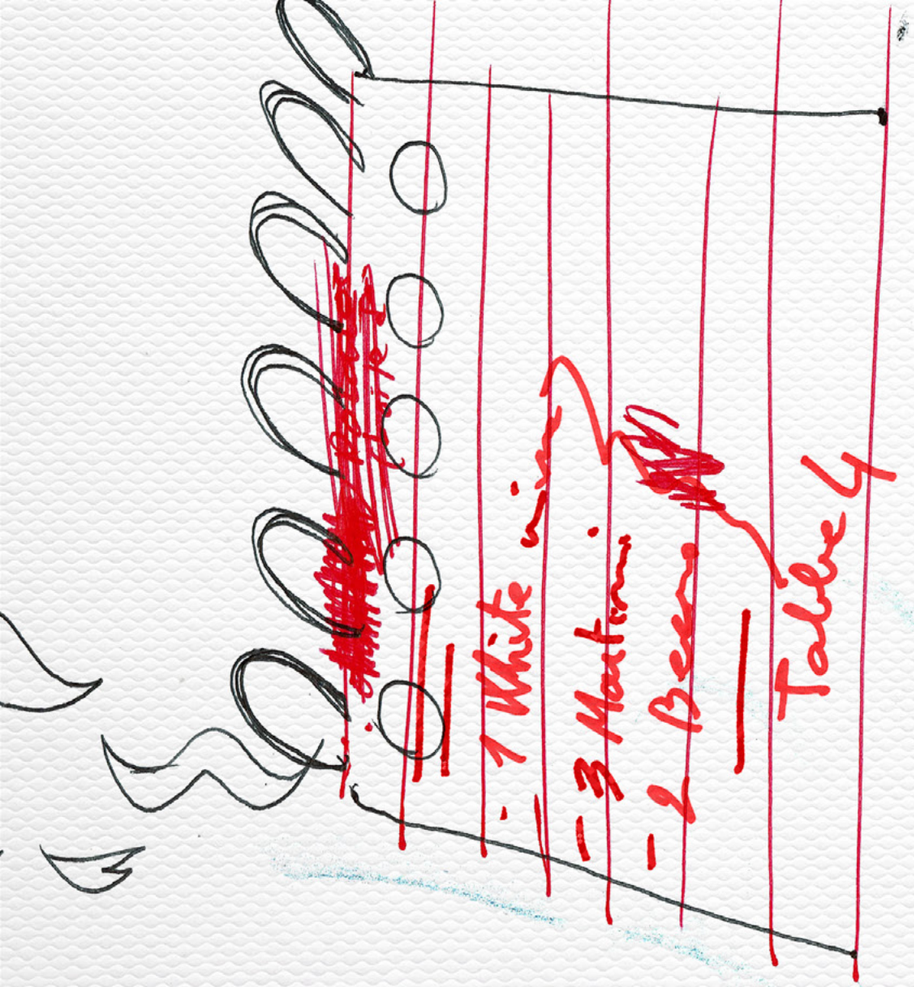

THE STATUS ECONOMY
GEN Z'S GOOD TIME
Oysters 6#
HOSPITALITY
HOW EVERYTHING BECAME A SIGNAL OF CULTURAL KNOWLEDGE




# THE STATUS ECONOMY

## A 3-PART REPORT SERIES FROM HIGHSNOBIETY EXPLORING THE EVOLUTION OF STATUS SYMBOLS IN CULTURE



FOR THE LAST DECADE,
FASHION WAS THE PRIMARY
WAY TO SIGNAL TASTE, STATUS,
AND CULTURAL KNOWLEDGE.
TODAY, THAT MONOPOLY IS OVER.

STATUS HAS FRAGMENTED.
EVERYTHING IS NOW A SIGNAL.

FROM WHAT YOU WEAR TO WHAT
YOU EAT, DRINK, BUY, AND DO.
YOUR FRIDGE, YOUR BATHROOM,
YOUR ROUTINE, YOUR LIFESTYLE.

FOR CULTURAL PIONEERS,
EVERY SURFACE IS A
DEMONSTRATION OF TASTE.






A DECADE AGO, A LIMITED-RUN STREETWEAR HOODIE WAS A PINNACLE SYMBOL OF CULTURAL KNOWLEDGE AND STATUS

TODAY, FOR CULTURAL PIONEERS, THESE ALL SIGNAL A BIGGER CULTURAL FLEX:

6X MORE LIKELY

A BEATEN UP SUITCASE STAMPED WITH STICKERS FROM ALL OVER THE WORLD

4.2X MORE LIKELY

A NIGHT OUT AT THE HOTTEST NEW BAR AND/OR RESTAURANT

2.1X MORE LIKELY

A BATHROOM SHELF STACKED WITH PREMIUM BEAUTY PRODUCTS

1.2X MORE LIKELY

AND A FRIDGE STOCKED WITH ADAPTOGEN SODAS AND INDIE SNACKS

N = 730

# THIS IS THE STATUS ECONOMY.

Report 1 documented how groceries became a new frontier for status. Report 2 observed an evolution of status in beauty from products to procedures. In Report 3, we explore how Gen Z is signaling and performing status and cultural knowledge through curated hospitality experiences.




**73%**

Agree "What's in my bathroom cabinet tells a story about who I am"

**71%**

Say groceries are a new form of lifestyle expression or cultural capital



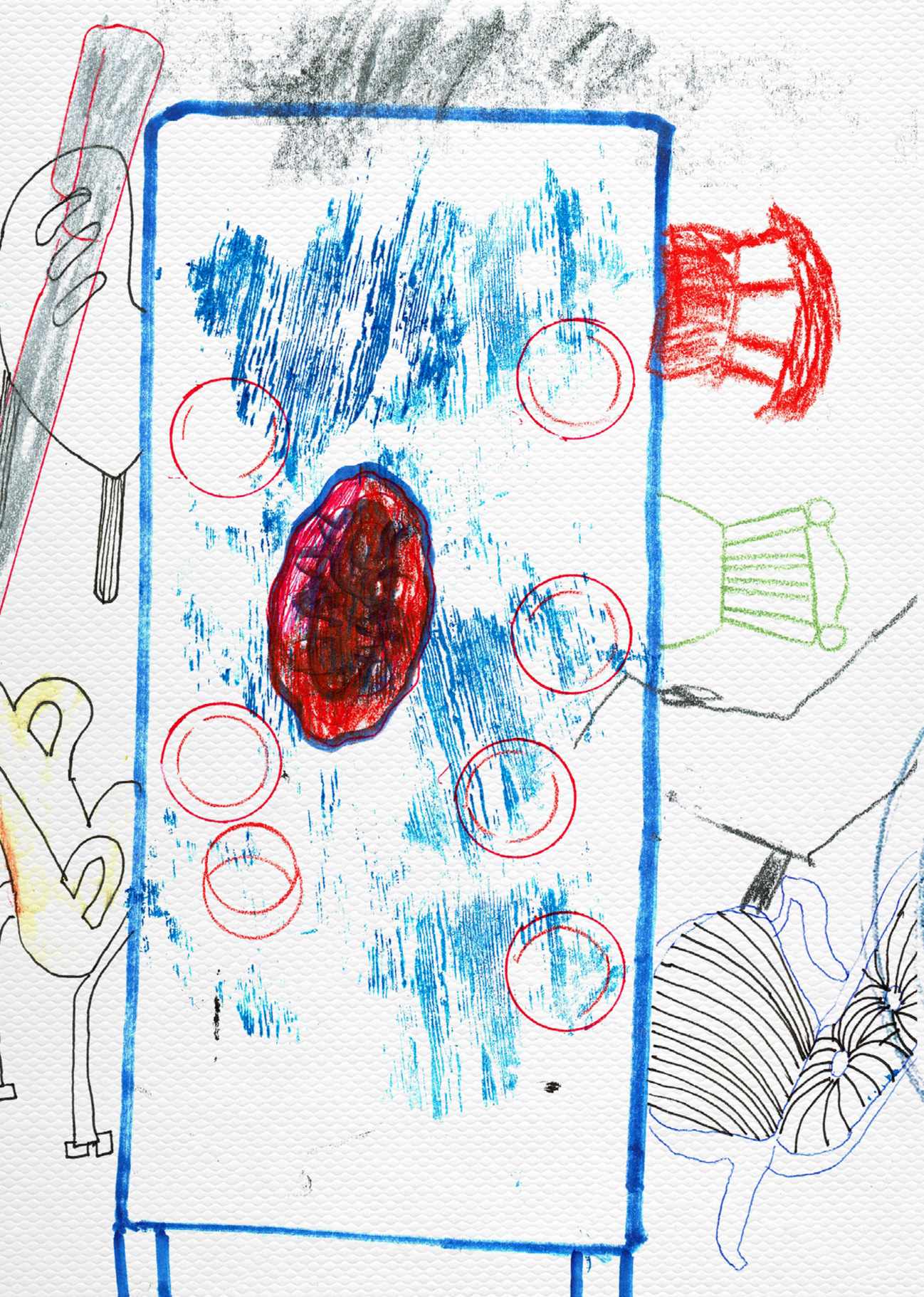




**63%**

Prefer an unusual, unexpected, or unconventional scent from a niche fragrance brand

N = 730



# TO EXAMINE THIS NEW ECONOMY, WE SURVEYED OUR AUDIENCE AND SPOKE TO EXPERTS

To understand how the Status Economy is being expressed in different categories, Highsnobiety surveyed 730 members of its global audience of Cultural Pioneers, and – in collaboration with the consumer insights platform GWI – surveyed ~1,000 Gen Z and Gen Y general consumers. Additionally, we interviewed category experts and key opinion leaders to examine how status now operates beyond fashion alone.

What emerged was a clear pattern across three key areas – each demonstrating how everything signals, just through different means.

## HOSPITALITY CONTRIBUTORS INCLUDE

**NICOLAS BAROSI**
Partner at Wanderlust Vision, Da Lucio, Bar Paradiso, and Pizza Stella

**CHRIS STANG**
Co-Founder, The Infatuation, and Chief Product Officer, Digital at Chase

**JESSE BURGESS**
Co-Founder, TOPJAW

**MÉLANIE MASARIN**
Founder & CEO, Ghia

**SIMON EVERS**
Founder, TIPSTER

**TABITHA BOURKE-COONEY**
Global Marketing Manager Culture & Partnerships, Guinness

**GEORGE FLECK**
SVP, Global Brand Leader, The Ritz-Carlton, Ritz-Carlton Reserve, St. Regis Hotels & Resorts, EDITION Hotels

**MARIE-LOUISE SCIÒ**
CEO and Creative Director, Pellicano Hotels

**NICK POE**
Co-owner & Founder, Time Again, Apollos, Lees

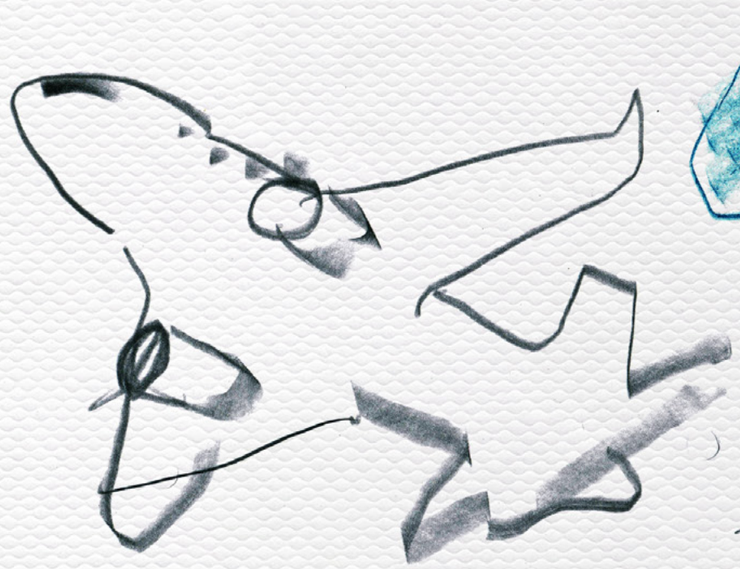
RECAP: CULTURAL PIONEERS

# TO UNDERSTAND WHERE CULTURE IS HEADING NEXT, WE SPEAK TO THE CONSUMER GROUP SHAPING IT IN REAL TIME

At Highsnobiety, our work centers on a single audience: the Cultural Pioneer. When compared with the average consumer, their influence is clear. They hold authority across key categories and their spending power and cultural reach make them essential to brands seeking relevance rather than visibility. As early adopters, they act as barometers — signaling where the market is headed well before it arrives.

## DO YOU FEEL LIKE YOU HAVE AUTHORITY OR CREDIBILITY IN THESE CATEGORIES?

| | CULTURAL PIONEERS | GENERAL POPULATION |
|---|---|---|
| FASHION | 95% | 39% |
| FOOD & DRINK | 92% | 59% |
| TRAVEL | 84% | 42% |
| BEAUTY | 61% | 36% |



**60%**

MORE LIKELY TO HAVE INCREASED TRAVEL SPEND IN THE LAST 12 MONTHS



**50%**

MORE LIKELY TO HAVE INCREASED FITNESS & WELLNESS SPEND IN THE LAST 12 MONTHS



**60%**

MORE LIKELY TO SAY BEAUTY IS BECOMING "WAY MORE" CENTRAL TO THEIR IDENTITY



**30%**

SPEND >20% OF THEIR DISPOSABLE INCOME AT BARS, RESTAURANTS, AND CLUBS — COMPARED TO JUST 9% OF THE GENERAL POPULATION

CULTURAL PIONEERS: N = 730 | GEN POP: N = 1,018

HIGHSNOBIETY - REPORT 03 - HOSPITALITY - 15.09.26

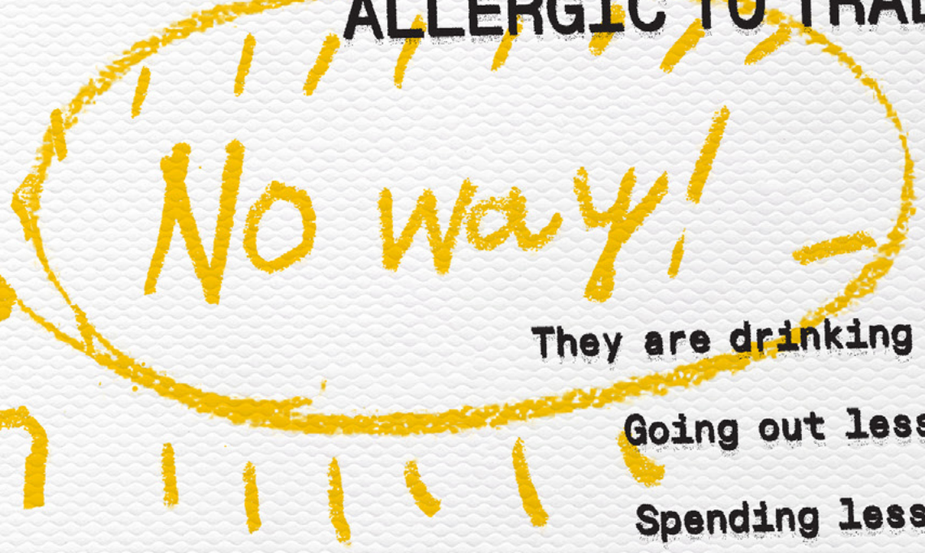
THE STATUS ECONOMY

# HOSPITALITY IS THE NEW LANGUAGE OF GEN Z STATUS

REPORT 3

# CULTURAL PIONEERS ARE BREAKING THE GEN Z MYTH

THE DOMINANT TALE WE ARE TOLD ABOUT GEN Z IS THAT THEY'RE BROKE, SOBER, CHRONICALLY ONLINE, ANTI-SOCIAL, AND ALLERGIC TO TRADITION.




They are drinking less.

Going out less.

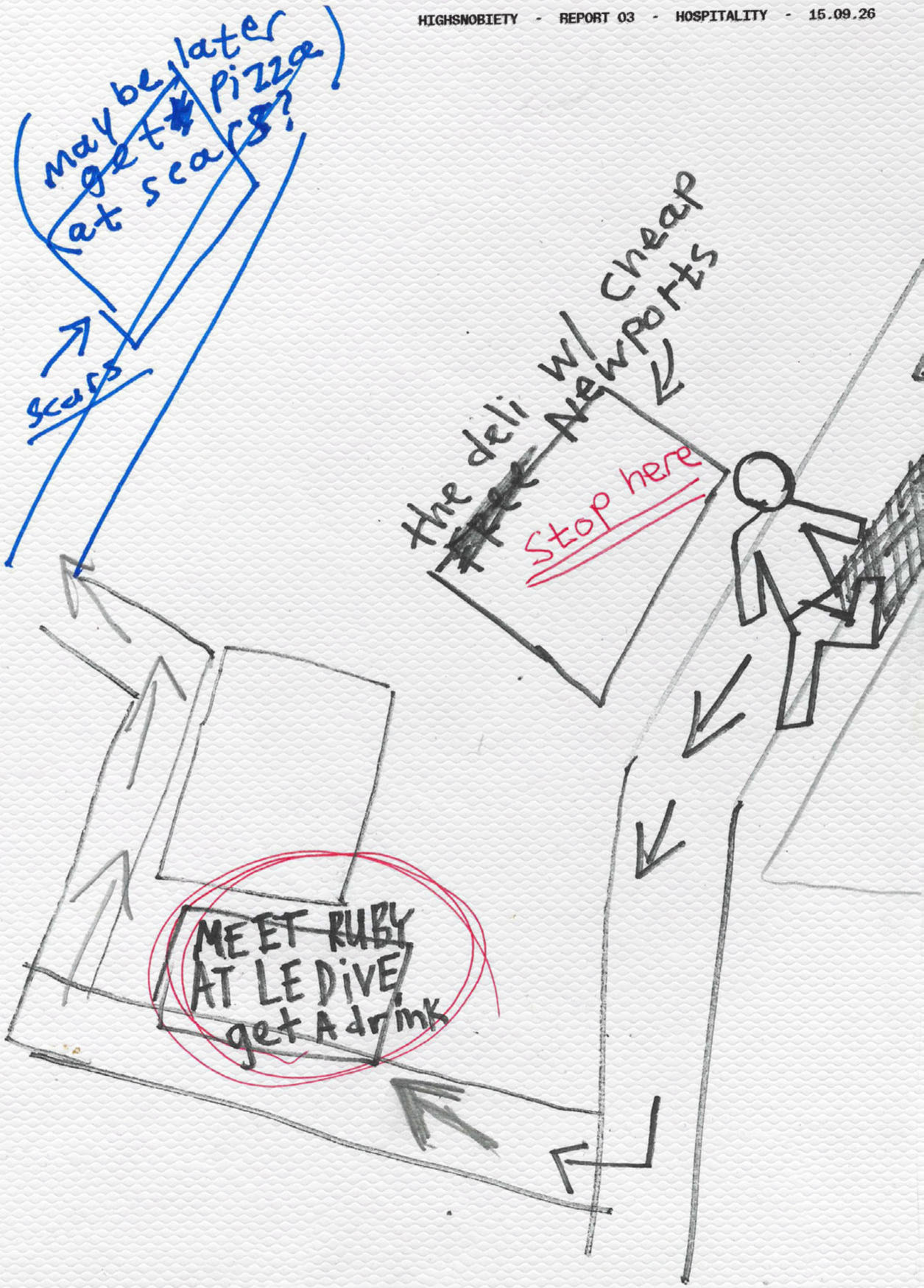
Spending less.

Choosing screens.

Killing off nightlife.

FOR THE MASS MARKET, THERE IS SOME TRUTH THERE. BUT FOR GEN Z CULTURAL PIONEERS, THAT TALE IS INCORRECT.

# THIS AUDIENCE IS NOT SHYING AWAY FROM HOSPITALITY, BUT EMBRACING IT AS PERHAPS THE MOST VALUABLE WAY TO EARN SOCIAL STATUS AND DEMONSTRATE THEIR KNOWLEDGE IN BROADER CULTURE TODAY.




Gen Z Cultural Pioneers are spending, drinking, making reservations, traveling, and gatekeeping like there's no tomorrow.

WE'RE SPENDING LESS ON BIG LUXURY PURCHASES ~~BECAUSE~~ BECAUSE WE'RE BUYING VINTAGE, AND WE WANT TO EAT FOOD THAT LOOKS GOOD AND MAKES US FEEL GOOD

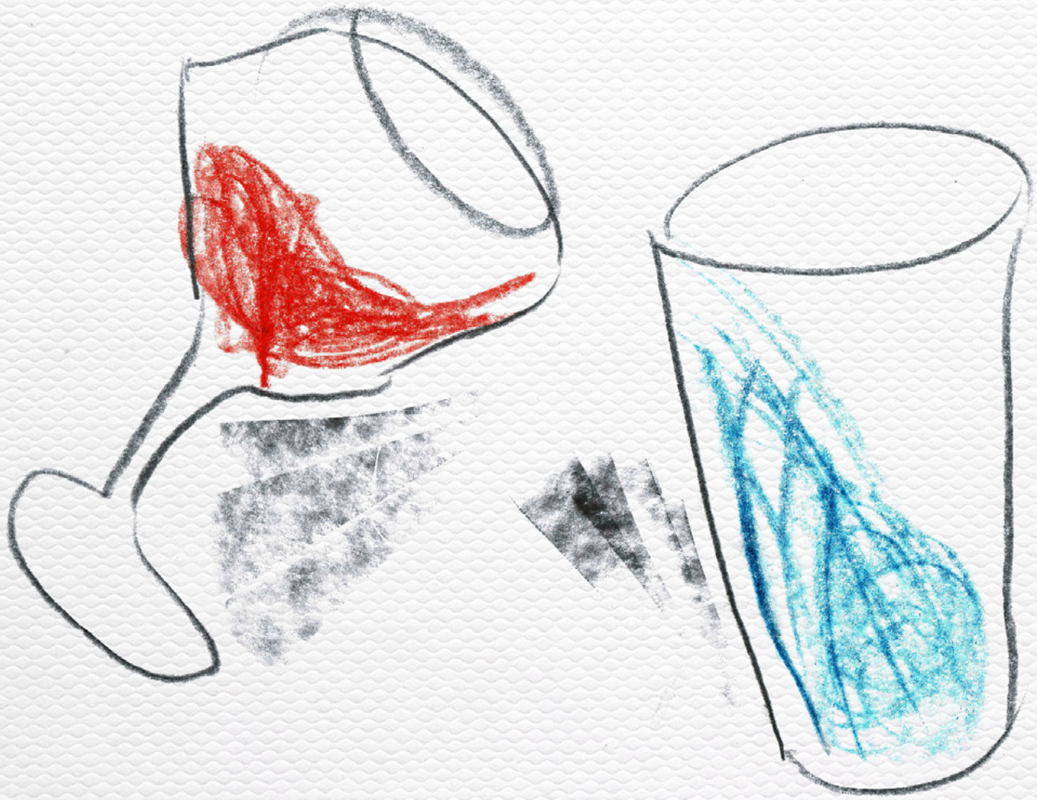


TREY DICKENSON
28, SOCIAL MEDIA DIRECTOR, HIGHSNOBIETY

FOR young people now, there's a real SOCIAL CAPITAL in knowing where to go, for what occasion... being the KNOWLEDGEABLE PERSON in your group of friends about DINING and TRAVEL

CHRIS STANG
CO-FOUNDER, THE INFATUATION, AND CHIEF PRODUCT OFFICER, DIGITAL AT CHASE

# GEN Z CULTURAL PIONEERS ARE ...



## ... STILL DRINKING

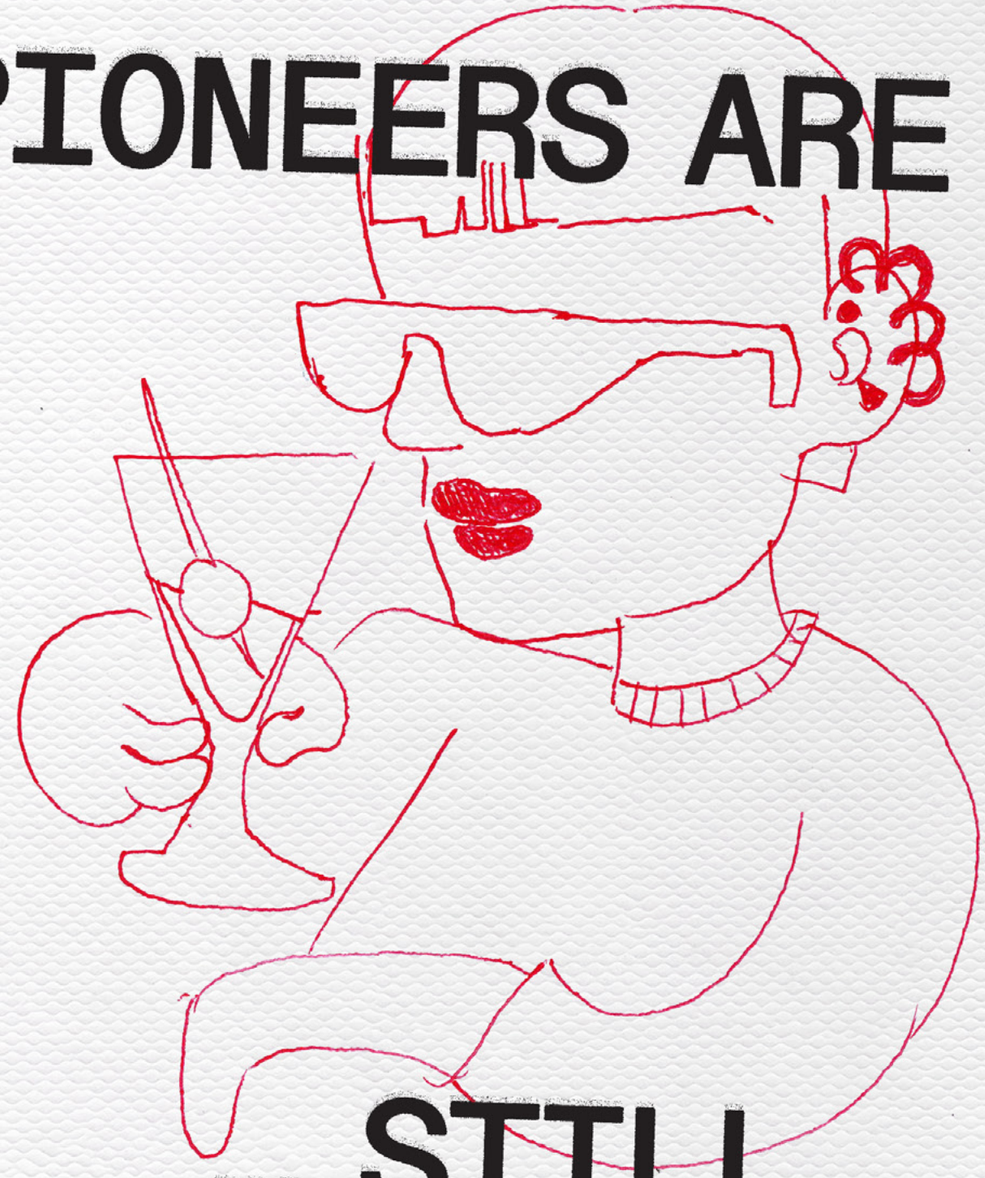
**88%**

Gen Z Cultural Pioneers say that when they go out, alcohol is either "part of the experience" or "the main character."

VS

**12%**

Gen Z Cultural Pioneers say that when they go out, alcohol is "rarely, if ever, involved."



## ... STILL GOING OUT

**1 IN 3**

Typically spend more than 20% of their disposable income on going out.

N = 730

# COMPARED TO GEN Y CULTURAL PIONEERS AND THE GENERAL POPULATION, GEN Z CULTURAL PIONEERS OVER-INDEX ON TRAVEL & HOSPITALITY SPENDING

| | CULTURAL PIONEERS (GEN Y) | CULTURAL PIONEERS (GEN Z) | GENERAL POPULATION (GEN Z) |
|---|---|---|---|
| "I HAVE AUTHORITY OR CREDIBILITY IN FOOD & DRINK" | 95% | 89% | 58% |
| "IN THE LAST 12 MONTHS, MY SPENDING HAS INCREASED ON GOING OUT TO BARS, RESTAURANTS, AND CLUBS" | 31% | 48% | 25% |
| "IN THE LAST 12 MONTHS, MY SPENDING HAS INCREASED ON TRAVEL" | 48% | 58% | 39% |
| "I TYPICALLY SPEND MORE THAN 20% OF MY DISPOSABLE INCOME ON GOING OUT" | 30% | 32% | 15% |

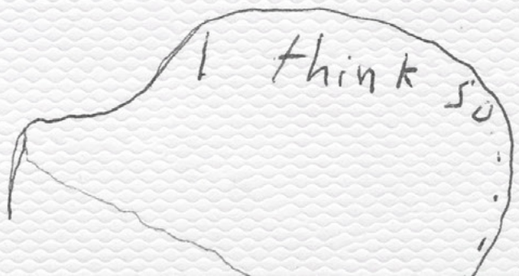
N = 730

THE HEADLINES LOVE TO DIAGNOSE GENZ AS BROKE, SOBER, ANTISOCIAL, AND TERMINALLY ONLINE... I JUST CAN'T BELIEVE THEY'RE TRUE. IT'S SUMMER, AND YOUNG PEOPLE ARE SPILLING ONTO THE STREET, BLOCKING TRAFFIC WITH PICNIC TABLES AND GLASSES OF SPARKLING RED WINE.

ARDEN YUM
WRITER, AD HOC




# GEN Z HAVEN'T STOPPED GOING OUT, THEY'VE REDEFINED WHAT GOING OUT LOOKS LIKE



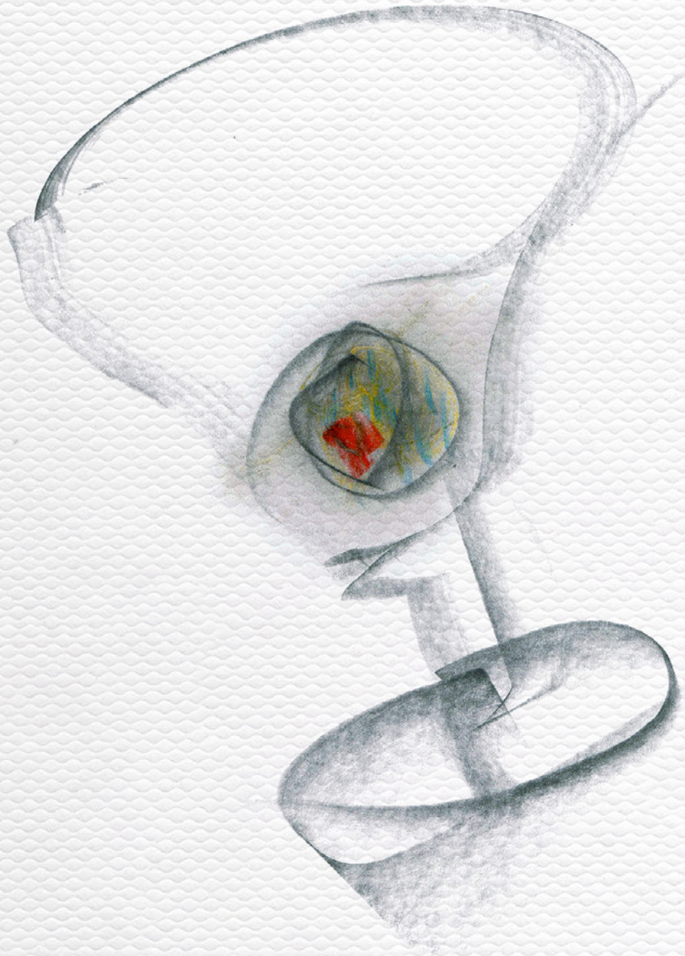
For older, more affluent consumers, travel, hospitality and alcohol have long operated as status signals. Five-star hotels, imported French wine, Michelin-starred restaurants: these have always sat comfortably alongside luxury handbags, fine jewelry and Swiss watches in the traditional language of wealth. Historically, they have not been the status symbols of youth culture.





**GEN Z CULTURAL PIONEERS ARE CHALLENGING THAT.**

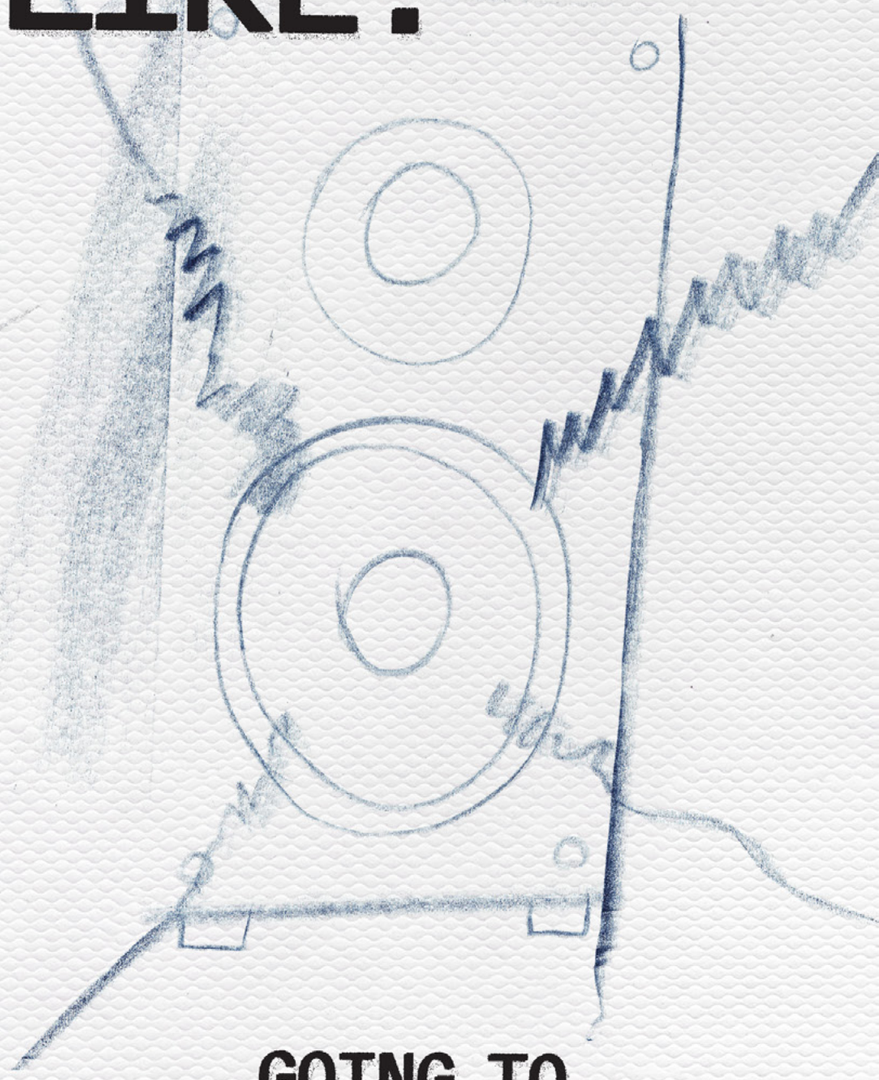
# WHEN IT COMES TO EXPERIENCES AND HOSPITALITY, STATUS FOR GEN Z LOOKS LIKE:



DRINKING MARTINIS AND NATURAL WINE



BUYING A $12 BLUEBERRY MATCHA



GOING TO LISTENING BARS



# IN THE STATUS ECONOMY, THE PERFORMANCE IS THE WHOLE POINT

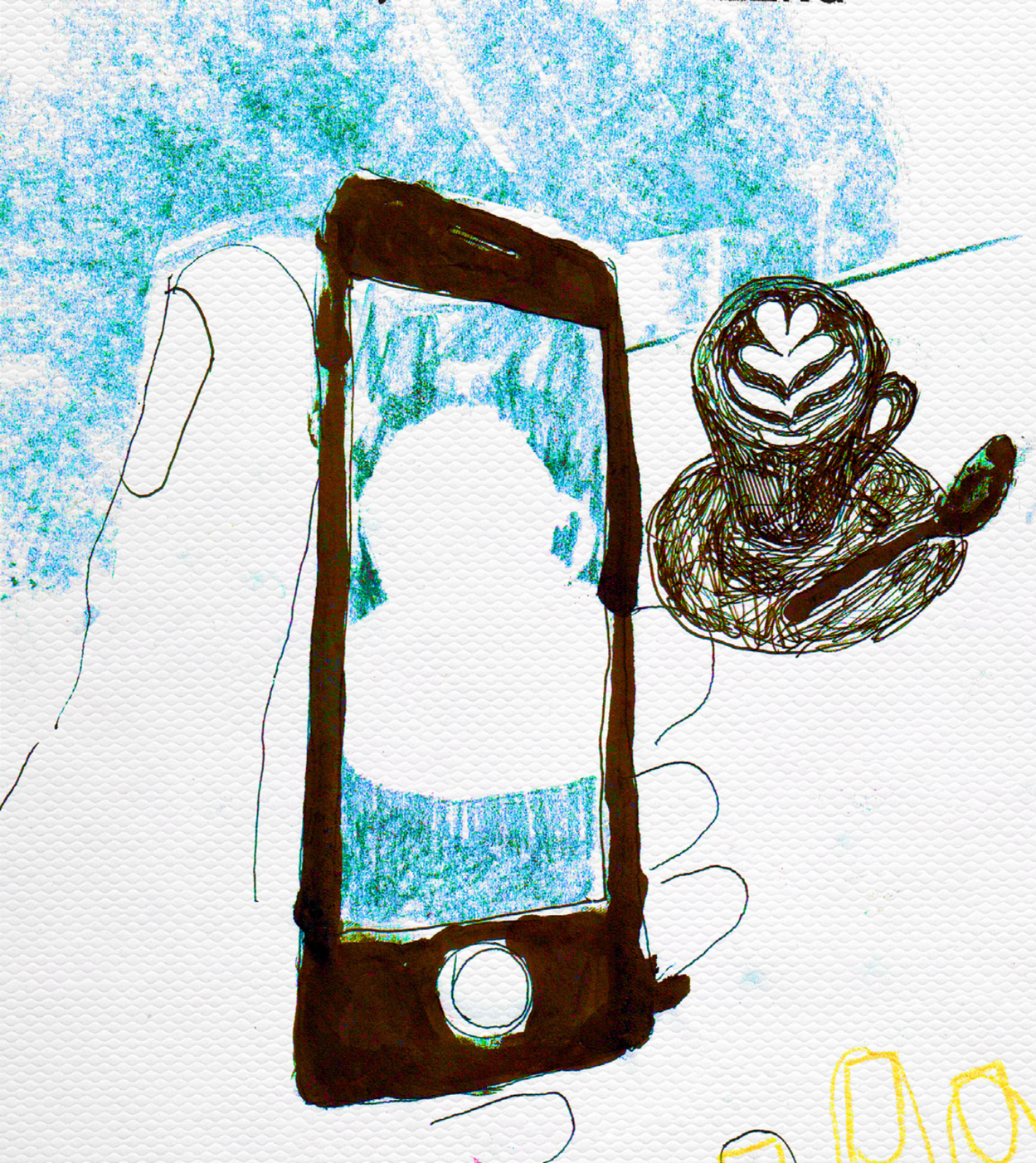
The right restaurant, bar, or hotel gives Gen Z Cultural Pioneers a public stage to prove taste, access, and knowledge both on- and offline. The experience still has to deliver. The food must be good. The drinks must be excellent. The vibe needs to hit.

But the status is not just in the experience itself, but how it is then performed and demonstrated as a status signal for their peers.

Honestly, the food at Carbone is good, but I'm not sure it lives up to the hype. I still posted it, though... it's iYKYK.

CELINA STENAU
26, MARKETING ASSOCIATE, HIGHSNOBIETY

# THIS IS NOT JUST STATUS VIA LUXURY EXPENSE, BUT CULTURAL CREDIBILITY THROUGH CURATION, TASTE, AND SIGNALING



CULTURAL RELEVANCE NO LONGER COMES WITH A STEEP PRICE TAG.

SIMON EVERS
FOUNDER, TIPSTER

This shift is not simply that Gen Z is suddenly spending outlandish sums of money on luxury dinners (although some certainly are).

The right matcha, a pint of Guinness poured perfectly, a subtle selfie in a recognizable restaurant bathroom – these aren't luxury in the traditional sense, but have become cultural status signals that prove taste, knowledge, and belonging.




# ENTER GEN Z'S GOOD TIME

Gen Z Cultural Pioneers were asked to rank the biggest cultural flexes today.
Travel & hospitality experiences outpaced fashion:

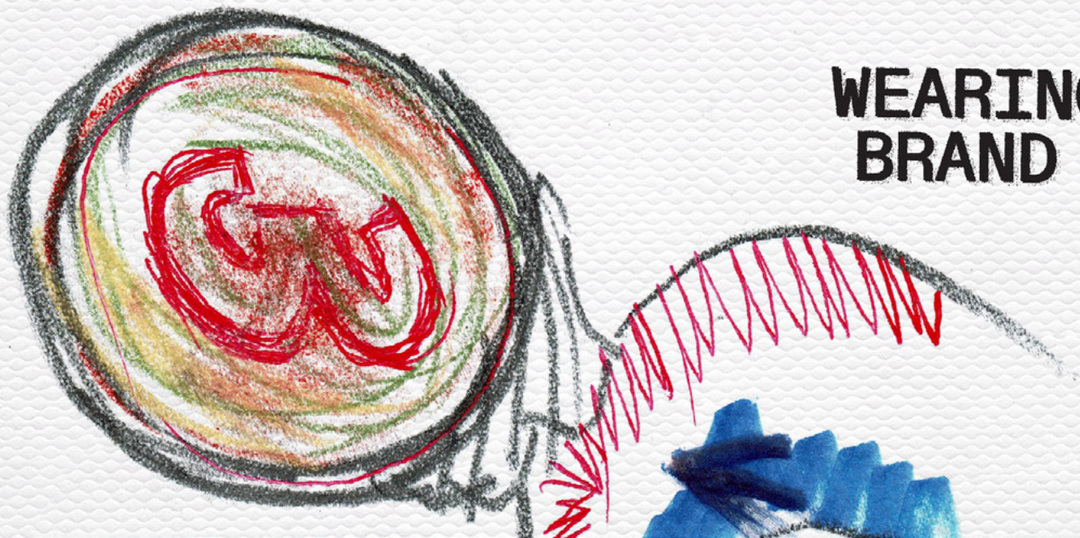


A BEATEN UP SUITCASE STAMPED WITH STICKERS FROM ALL OVER THE WORLD



A NIGHT OUT AT THE HOTTEST NEW BAR AND/OR RESTAURANT

WEARING AN ITEM FROM A CLOTHING BRAND THAT NO ONE HAS HEARD OF



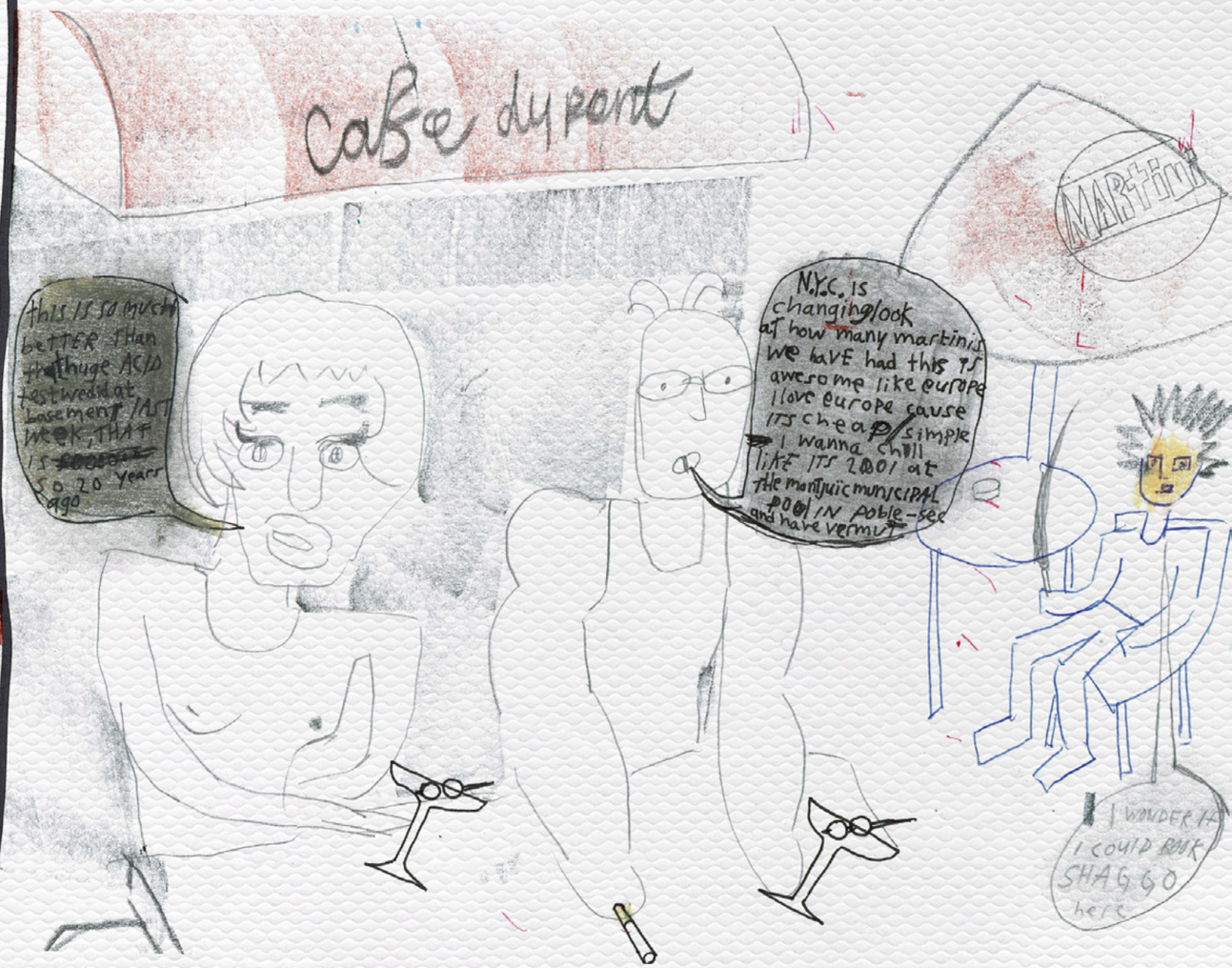
N = 730

# FROM MILLENNIALS' CHEAP THRILLS




Youth culture has historically had specific aesthetics and associations. It has often been messy, accessible, and loud. DIY skateparks. Basement gigs. Sneaker stores. Dive bars. Clubs. Cheap eats. Binge drinking and party drugs. For most Millennials, offline status signaling meant knowing the right craft breweries, warehouse parties, and street food pop-ups.

# TO GEN Z'S CURATED EXPERIENCES




For Gen Z, the codes are more sophisticated. Martinis, natural wine, small plates, listening rooms, and specialty matcha cafes. They are moving away from the more conventional youth-culture codes – chaos, parties, and excessive nightlife – and toward experiences that look more adult, more edited, more culturally coded to earn their social value.

# WHAT SHIFTED?

## FASHION BECAME TOO EXPENSIVE, TOO SATURATED, AND LESS GRAVITATIONAL

Luxury prices have gone through the roof, [so] shoppers are more likely to be able to splurge on a decadent dinner... Bars and restaurants are obvious places for people to gather and feel a sense of community.

The harder that space is to get into, the better. Clout is a life style, and free time is a status symbol. Chilling at these spots on a Tuesday night is a luxury good.

EMILIA PETRARCA
'NEW YORK'S INFAMOUS CLOUT CORRIDOR IS NO MORE. WHAT'S NEXT?', HIGHSNOBIETY

## GLOBAL UNCERTAINTY & SOCIO-ECONOMIC NIHILISM

instead of clinging to long-term plans that no longer feel plausible, like buying a house or securing a well-paid job, [GEN Z] are overspending in the present and living beyond their means as a form of emotional survival.

AMY FRANCOMBE
'HOW SHOULD BRANDS NAVIGATE GEN Z'S ECONOMIC NIHILISM?', VOGUE BUSINESS

# WHAT SHIFTED?

## TASTESLOP REIGNS ONLINE, SO OFFLINE BECAME MORE VALUABLE

## AND FEEDS FLATTENED AGE & CULTURE

TASTESLOP EMERGES WHEN THE

~~TASTE~~ VISIBLE SIGNS OF TASTE ARE EXTRACTED FROM THOSE RELATIONS AND REDEPLOYED GENERICALLY ...

EMILY SEGAL
'TASTESLOP', NEMESIS GLOBAL

The internet had collapsed timelines ...
[Young people are] performing adulthood before they've had the chance to rehearse it

CASSANDRA DIMITOFF
'TWEEN CULTURE IS DEAD', RUSSH

# THE OLD RULEBOOK FOR YOUTH CULTURE IS OUTDATED. GEN Z IS REDESIGNING WHAT IT LOOKS LIKE AND WHERE IT LIVES.

## BRANDS MUST UNDERSTAND NEW CONSUMER TRUTHS TO CONNECT IN YOUTH CULTURE.

10 YEARS AGO, YOUNG PEOPLE WERE MAINLY SPENDING ON CLOTHES NOW THEY SEE A VALUE IN EXPERIENCE... THEY HAVE A GREATER INTEREST IN FOOD IN MICHELIN STARS, IN PLACES THAT MAINTAIN QUALITY.

**NICOLAS BAROSI**

PARTNER AT WANDERLUST VISION, DA LUCIO, BAR PARADISO, AND PIZZA STELLA

Young people care more about what goes into the things they consume. There's romanticism about the craft, the bartender that makes the perfect drink, the process of seeing that happen.

**CHRIS STANG**

CO-FOUNDER, THE INFATUATION, AND CHIEF PRODUCT OFFICER, DIGITAL AT CHASE

# THE NEW RULES OF GEN Z'S YOUTH CULTURE



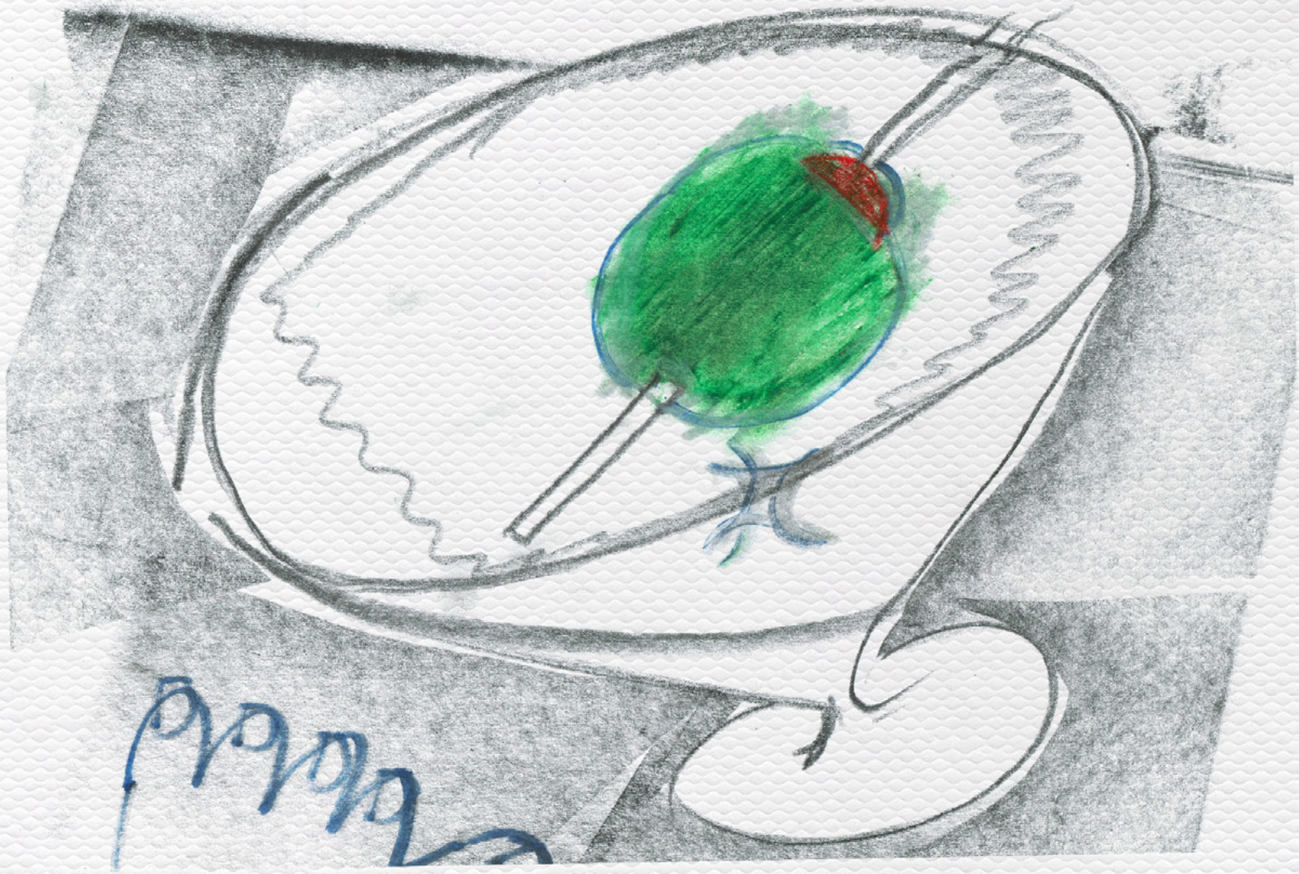
# OLD RULE #1



## YOUTH CULTURE LOOKED YOUNG

Youth culture used to look like, well, the culture of youth. Obvious codes - chaos, spontaneity, and grassroots. The cheaper, louder, and less polished something felt, the more culturally alive it seemed. Youth status always felt separate from older status: improvised, anti-grown-up, and allergic to conformity.

# NEW RULE #1



## YOUTH CULTURE GREW UP

For Gen Z, youth status no longer needs to look young. The strongest status signals look more adult: wine bars, restaurants, hotels, cocktails, and cultural institutions. This doesn't mean that Gen Z is therefore more traditional or conservative, but that their taste levels are more mature than generations previously, and they're less enamoured by the chaos of debaucherous nightlife. Social media and its Gen Z audience have transformed youth culture into a curated and polished new aesthetic landscape.

Gen Z gravitates towards experiences that are thoughtfully curated. Sophistication means something different today. It's less about traditional notions of luxury and more about depth, originality, and emotional resonance.

**GEORGE FLECK**

SVP, GLOBAL BRAND LEADER, THE RITZ-CARLTON, RITZ-CARLTON RESERVE, ST. REGIS HOTELS & RESORTS, EDITION HOTELS

Fine dining in New York is a young person's game. Our dining room feels younger than it ever has, which makes the atmosphere more fun and less stuffy. It's not that Gen Z isn't willing to spend money on fine dining. They want to be particular about how it aligns with their values.

**NICK WALTERS**

GUEST RELATIONS MANAGER, ELEVEN MADISON PARK




# 65%

Gen Z Cultural Pioneers agree that
“knowing a lot about natural wine or niche cocktails feels like a form of cultural capital”




# 82%

Gen Z Cultural Pioneers disagree that
“Legacy drinks brands feel old-fashioned;
I prefer playful or contemporary brands”

N = 730

# OLD RULE #2

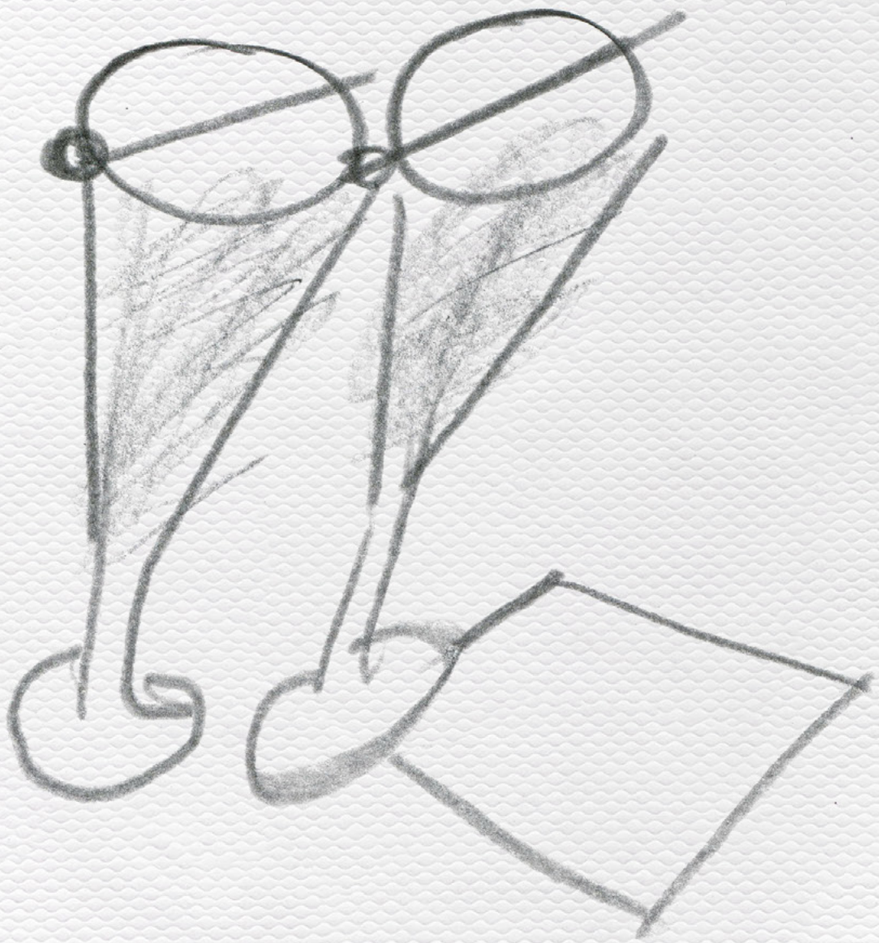


## GEN Z DOESN'T DRINK

The dominant Gen Z alcohol narrative says this generation is rejecting drinking: sober curious, wellness-obsessed, socially anxious, and less interested in alcohol than the generations before them.

In that story, alcohol loses its role, not only as a social ritual but as an identity signal. The assumption many make is that if Gen Z is drinking less, alcohol must be losing relevance.

# NEW RULE #2



## GEN Z DRINKS, DIFFERENTLY

The Gen Z alcohol narrative needs correction. Gen Z Cultural Pioneers are not defined by blanket sobriety. They are more selective, more ritual-led, and more conscious of what drinking communicates. They are rejecting alcohol without meaning, not alcohol entirely. Ten beers to get blackout drunk is one way to go out. A single dirty martini at the right bar is another. A perfect Guinness, a skin-contact wine, a niche cocktail, a real-ingredient non-alcoholic drink – each carries its own cultural information. Drinking is still as culturally loaded, but it's less about volume and more about selection.

Young people are drinking differently. They're not not drinking, but they are drinking differently

TABITHA BOURKE-COONEY
GLOBAL MARKETING MANAGER CULTURE & PARTNERSHIPS, GUINNESS

THERE'S NO FEAR OF NIGHT LIFE GOING AWAY, OR PEOPLE NOT WANTING TO GATHER AROUND DRINKS.

NICK POE
CO-OWNER & FOUNDER, TIME AGAIN, APOLLOS, LEES

# WHAT HAS CHANGED?

## DRINKS WITH MEANING



## 65% GEN Z CULTURAL PIONEERS SAY WHAT YOU DRINK IS PART OF YOUR PERSONAL BRAND

Status drinking is less about popping bottles and drinking to excess, and more about signaling belonging. The most culturally relevant drinking moments are not the biggest, but the most coded. Aperitivo at golden hour, splitting the G, the dirty martini with a caesar salad and fries - subtle signals that say “I know the reference.”

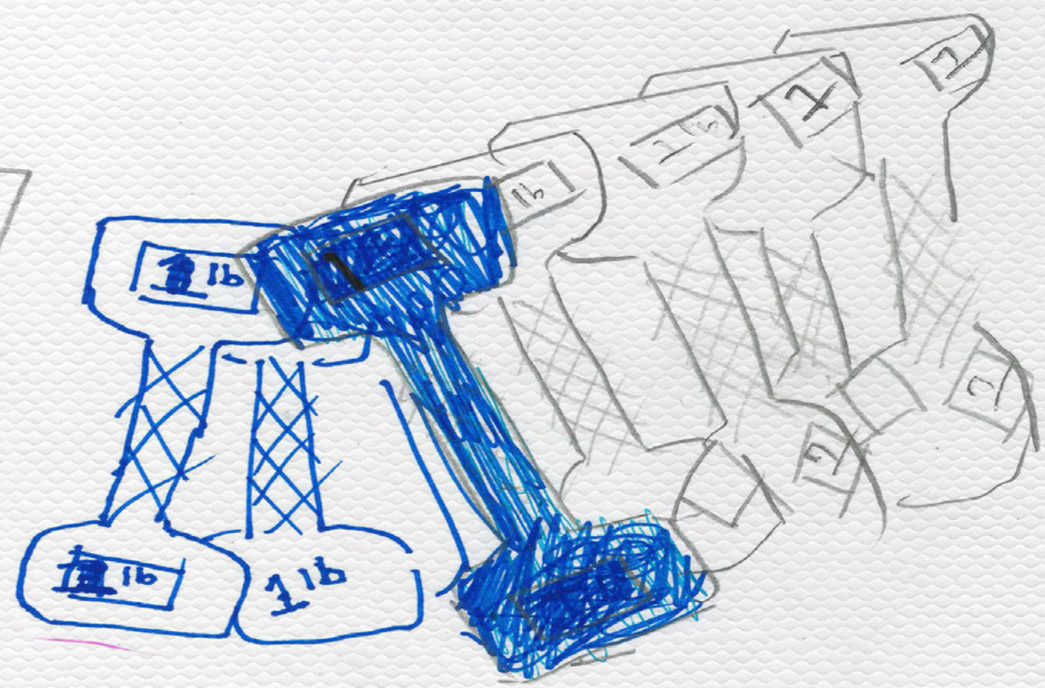
## EVERYONE ELSE IS ALWAYS WATCHING



## 1 IN 10 GEN ZS ADMITTED TO SECRETLY RECORDING SOMEONE IN PUBLIC (LEVITY, 2025)

A more dystopian shift, but one worth flagging, is the embedded consciousness within Gen Z that anything they do can be recorded, shared online, and live there forever. Health, wellness, and meaning are positive catalysts - but digital culture is equally complicit in the evolution of status in drinking.

## WELLNESS CULTURE AT LARGE



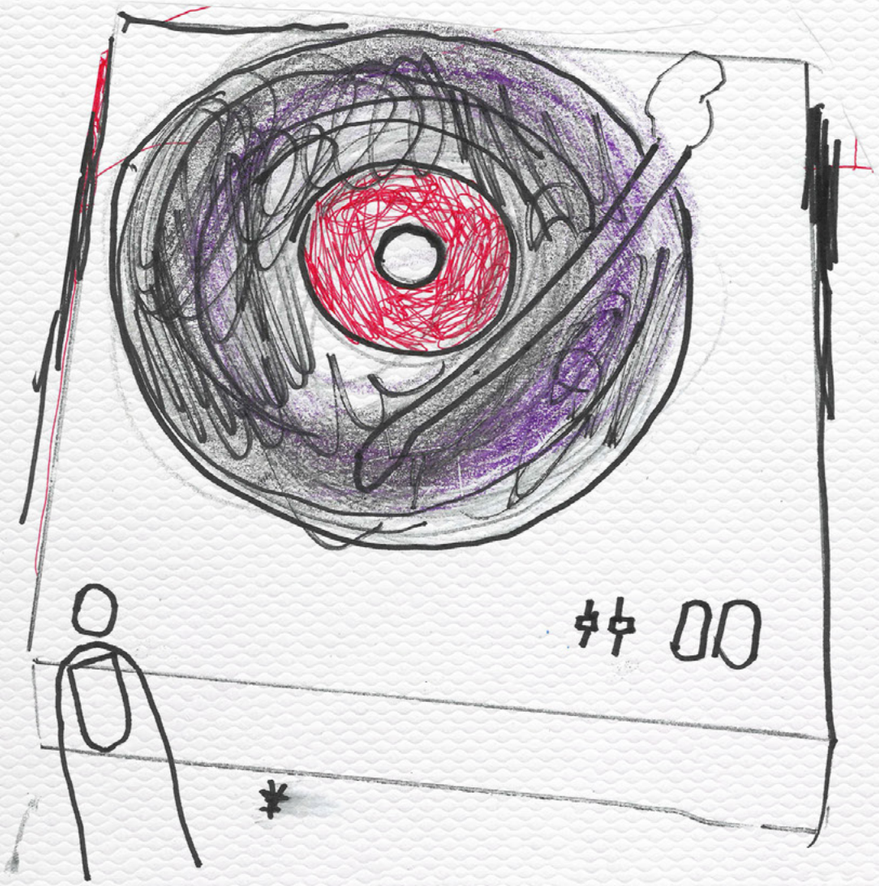

## 76% GEN Z CULTURAL PIONEERS AGREE

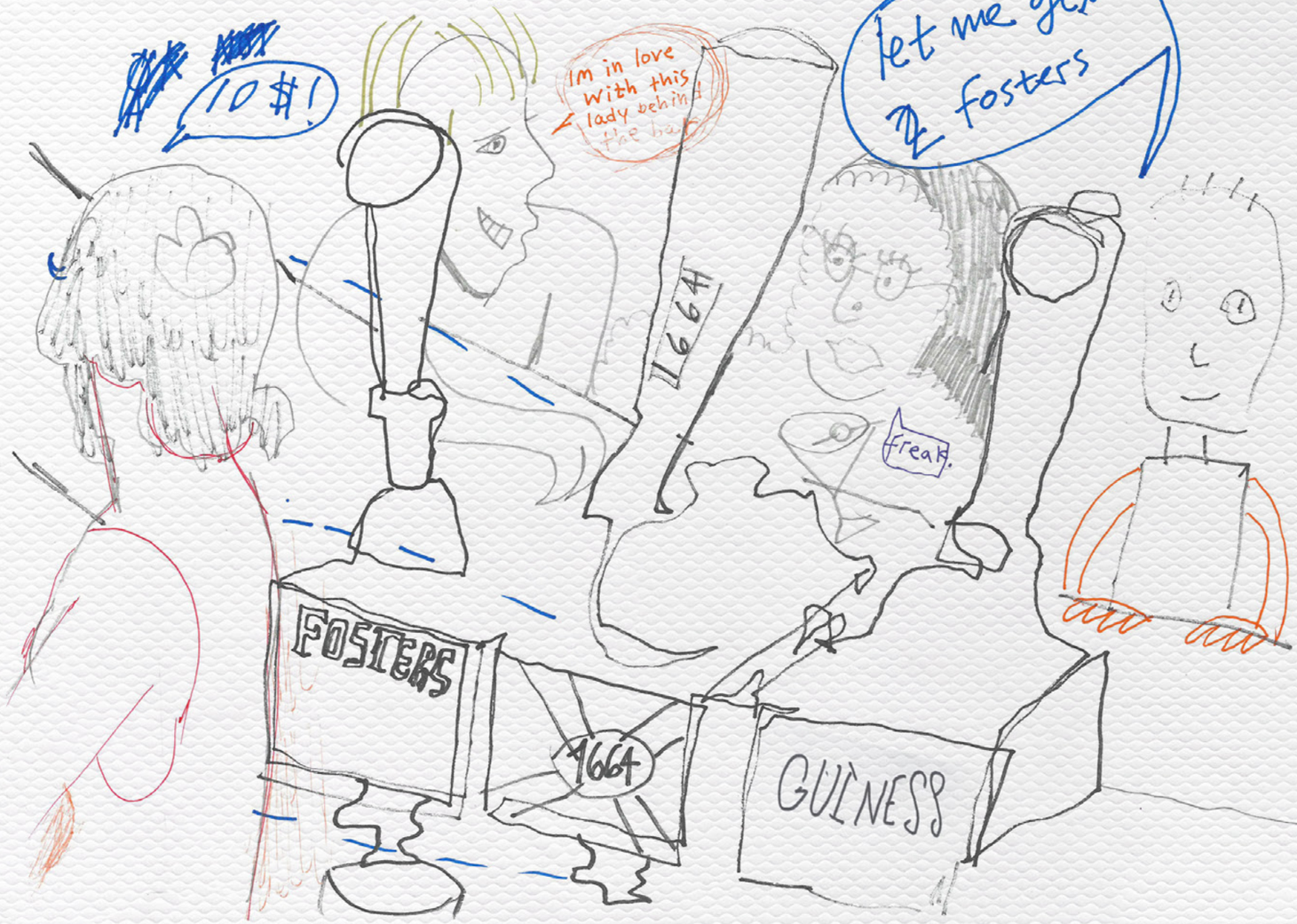
“wellness has become a new way to show you’re culturally dialed in”

The red thread running through all our findings across this report series is Wellness Culture and its impact across all categories. Exhibiting status is more about consuming quality products with great ingredients (or, in many cases, a lower calorie option) than it is excess or expenditure.




# WHERE THEY'RE CHOOSING TO DRINK HAS ALSO EVOLVED




## 52%

Gen Z Cultural Pioneers agree they would rather go to a non-traditional venue/third space (e.g. listening bar, chess club, art gallery opening)

## 48%

Gen Z Cultural Pioneers agree they would rather go to a classic bar or pub

N = 730

# OLD RULE #3



## GOING VIRAL IS EVERYTHING

For the last decade, social virality in hospitality experiences was treated as one of the clearest markers of cultural success. If a restaurant, bar, or hotel went viral, it meant it had won the game of cultural relevance. Lines down the block became proof of success - so much so that high street retail began to emulate these lines, aiming to create artificial scarcity. Social became a primary platform to discovery, and creators leant into unearthing "hidden gems" ad infinitum. The more people posted it, copied it, and queued for it, the more valuable it appeared.

# NEW RULE #3




## GOING VIRAL IS AN ICK

For a chronically online Gen Z audience, ironically, today's social landscape drives awareness, but it can also rapidly destroy desire. For Gen Z Cultural Pioneers, the most valuable hospitality spaces are not the most visible. They are the places that feel discovered, specific, protected, and still capable of delivering an experience once you arrive. Virality creates expectation, but true hospitality creates return. The danger is "taste slop:" the same five restaurants, the same "hidden gems," lines down the block, and unfulfilling experiences repeated until the original signal becomes meaningless.

I LOOK FOR PLACES
THAT HAVEN'T BEEN
RUINED BY TIKTOK....
IT HELPS ME FIGURE OUT
WHICH PLACES TO AVOID

OSKAR

24, CULTURAL PIONEER, BERLIN

[On social media]
burgers went nuts,
stacked with mac & cheese
and onion rings,
then freak shakes...
people were very excited,
but within a year
everyone realized
it isn't a nice
experience.

**JESSE BURGESS**
CO-FOUNDER, TOPJAW

Visually describing an experience on TikTok doesn't work... it has to be a crazy croissant or something. There's a magical pursuit of the vibe that you can't see on tiktok.

If, suddenly, there's a two hour line down the block, that will change my feeling about a place because I don't want to deal with that.

**CHRIS STANG**
CO-FOUNDER, THE INFATUATION, AND CHIEF PRODUCT OFFICER, DIGITAL AT CHASE

# OLD RULE #4

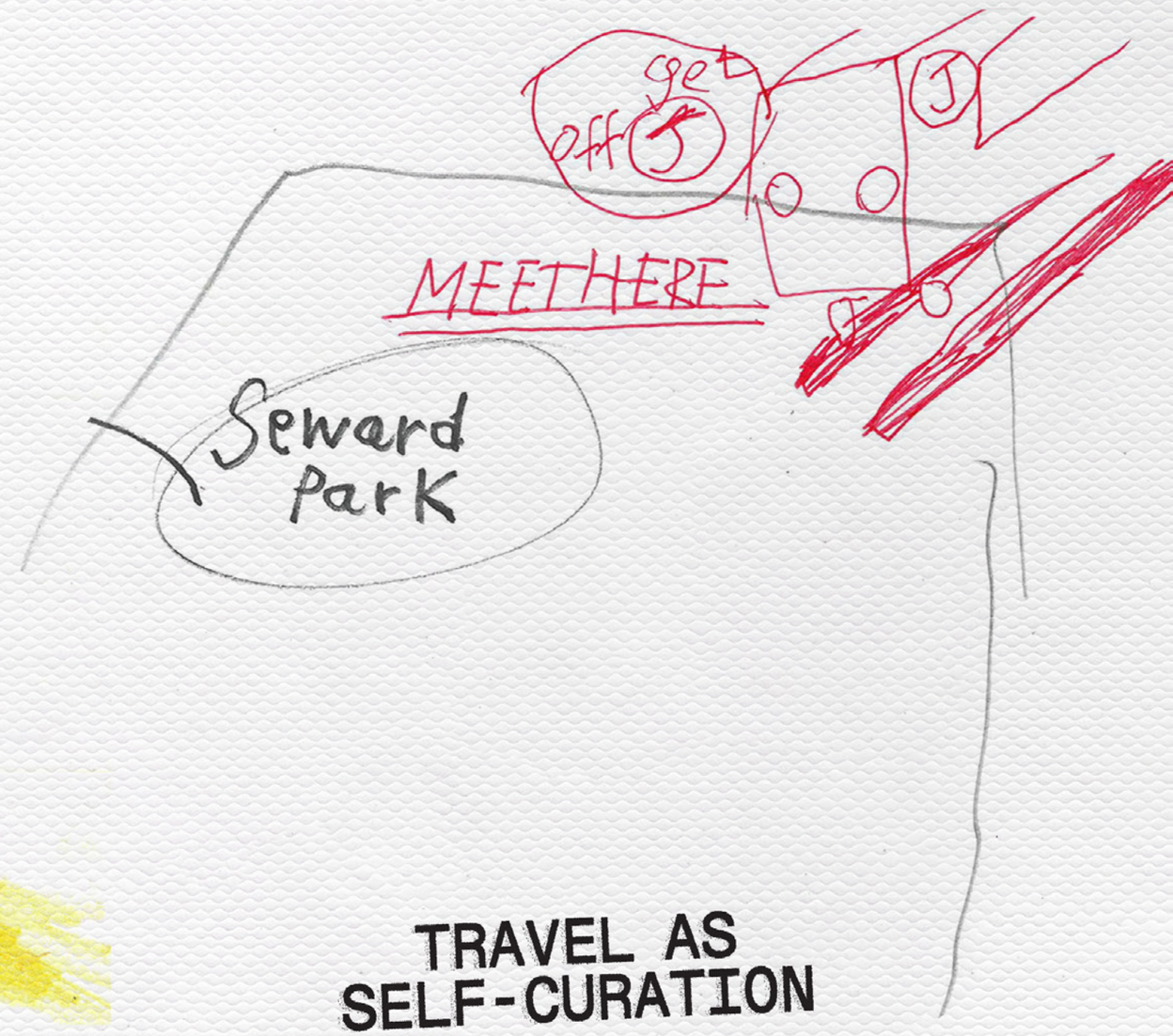


## TRAVEL AS SELF-DISCOVERY

For Millennials and Gen X in their youth, travel status was rooted in the romance of coming-of-age: backpacking, gap years, cheap city breaks, and the idea of "finding yourself" somewhere far from home. The destination was the story.

Being changed by it - and how it defined you as a person - was, for many, a badge of honor.

# NEW RULE #4




## TRAVEL AS SELF-CURATION

For Gen Z Cultural Pioneers, travel is still about discovery, but status is not found in the experience alone. It is found in how the "right" experience is curated, shared, and seen by others. What's true for hospitality now rings true for travel: the cultural value is in knowing the right version of the experience to perform. A trip is no longer just a break from everyday life. It is a constructed identity signal: the hotel you stay in, the restaurants and bars you post, and the local details you flex for people to recognize.

Travel has become one of the most meaningful ways GenZ expresses who they are and what they value. They are gravitating toward experiences that feel distinctive and thoughtfully curated.

GEORGE FLECK
SVP, GLOBAL BRAND LEADER, THE RITZ-CARLTON, RITZ-CARLTON RESERVE, ST. REGIS HOTELS & RESORTS, EDITION HOTELS

What strikes me is how intentional young people are. They're not interested in ticking destinations off a list, they're looking for places with atmosphere, personality and a real sense of culture. For them luxury is less about excess and more about authenticity, originality and a genuine connection to a place.

MARIE-LOUISE SCIÒ
CEO AND CREATIVE DIRECTOR, PELLICANO HOTELS

# SO WHAT DOES THIS MEAN FOR YOUR BRAND?

MAYBE HOSPITALITY ISN'T JUST A CATEGORY,
BUT GEN Z'S NEW BENCHMARK FOR DESIRABILITY

MAYBE YOUR NEXT CAMPAIGN SHOOT
IS IN A MARTINI BAR, NOT A NIGHTCLUB

MAYBE TRAVEL CAMPAIGNS DON'T RESORT
TO CLICHES, BUT CURATED IYKYK SIGNALING

MAYBE THE GOAL ISN'T MASS VIRALITY,
BUT CURATED RELEVANCE

MAYBE YOUR NEXT BRAND ACTIVATION ISN'T A PARTY,
BUT A CHESS CLUB, LISTENING EVENT, OR SUPPER CLUB

MAYBE EXCLUSIVE "RESERVATIONS" BECOME
A FUNDAMENTAL PART OF YOUR MARKETING MIX

MAYBE YOUR NEXT COLLABORATION SHOULDN'T BE WITH
A STREETWEAR BRAND, BUT A RESTAURANT OR CHEF

IF YOU WANT TO UNDERSTAND HOW THESE NEW RULES
APPLY TO YOUR BRAND – AND YOUR MARKETING –
GET IN TOUCH WITH US.

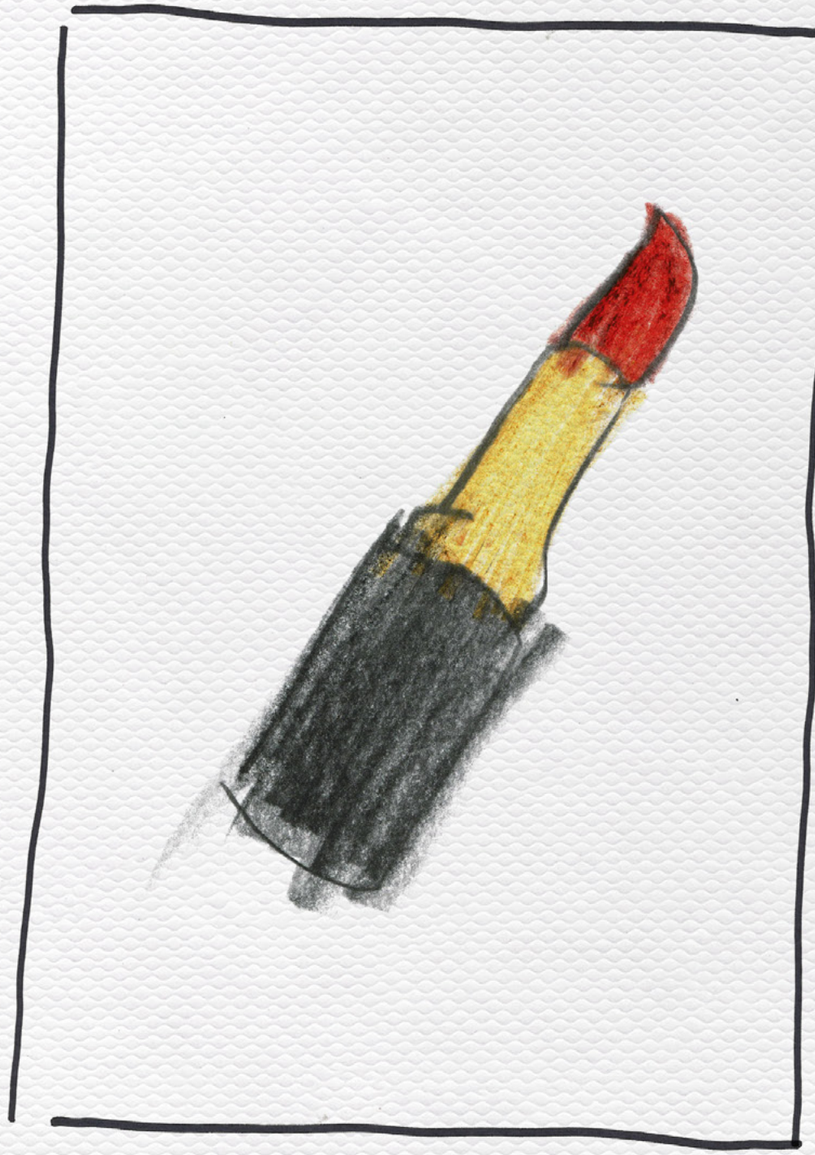
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# REPORT 01




## GROCERIES

# REPORT 02



## BEAUTY

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