

# VOGUE In the Year 2031

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Final Project: DAAP3000 - Applied Trend Forecasting, Spring 2024

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# Group Roles

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## Approach

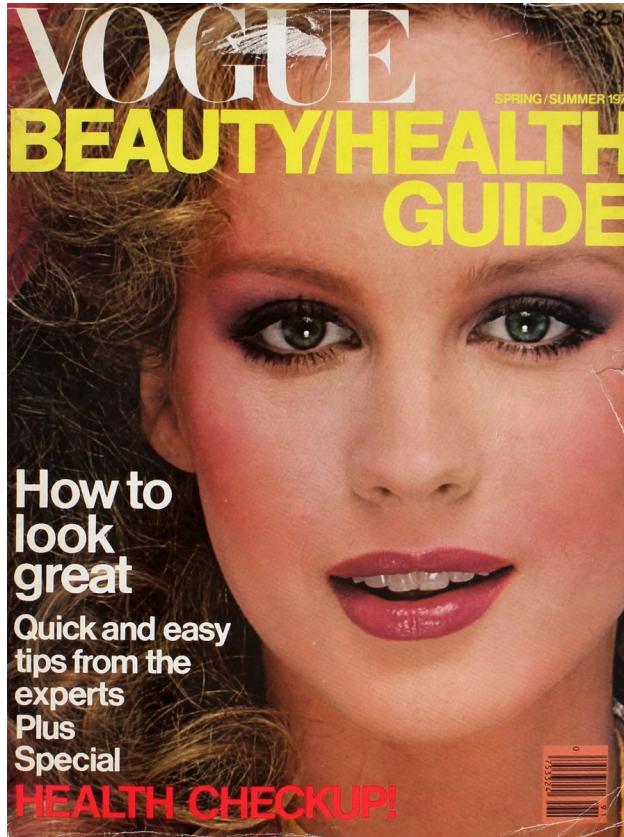
In exploring emerging beauty trends, we delved into the future of beauty and wellness. Our research revealed that the beauty industry could experience substantial growth by embracing new digital concepts, such as custom beauty. We selected Vogue because it aligned with the ideals we envisioned for our utopian world in 2031.





## **Pure Glow: Healing Inside Out**

**Beauty standards** have evolved to **unrealistic ideals**, prompting a shift towards **authentic, science-backed holistic practices**. This includes **embracing body neutrality, custom beauty, and prioritizing education in the industry**. Looking ahead, there's a **drive towards clean, science-backed products and increased consumer discernment**. This evolution not only **changes consumer behavior** but also **influences product development and industry practices, sparked by conversations about the importance of product transparency and safety**.



## Trend Foresight Summary:

What are the key changes of today's world that point to an alternate future for the year 2030?

The market landscape is evolving with a notable **increase in personalized science and technology products**, including user-friendly at-home devices, marking a **departure from generic solutions** towards **more tailored options**. This shift is paralleled by a **growing consciousness among parents and young adults** about the **intricacies of cosmetic procedures and products**. As this awareness deepens, there's a noticeable **move away from invasive cosmetic interventions towards holistic practices**, signaling a cultural **pivot towards celebrating and enhancing natural beauty** in thoughtful, sustainable ways. The **government** may also step in and **ban harmful products** and place **stricter laws** to ensure **safety** of consumers.



# Foresight Manifestations: Context for the Future

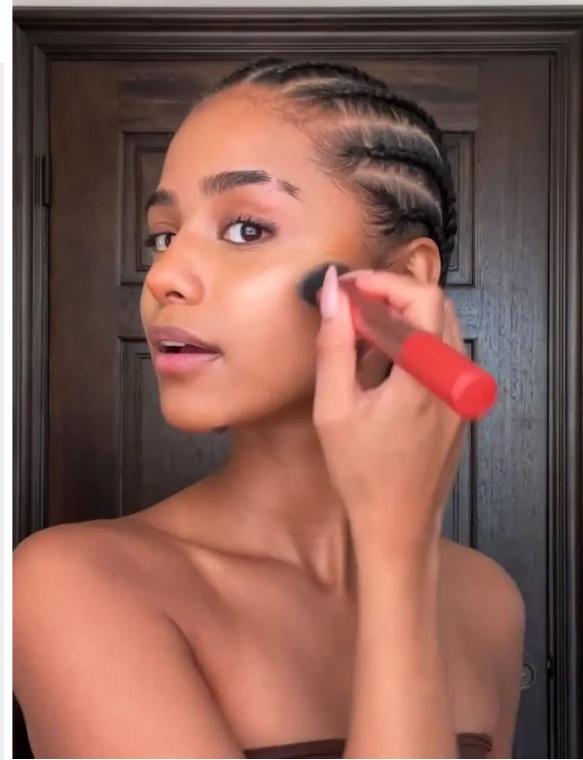
Thanks to the increase in accessibility of technology, we are moving from the categorization of products to **personalization**. Companies use the new found tech to **cater to specific consumer needs**. This also accounts for **accessibility of products and services** that allow consumers to be **immersed in new experiences**. These experiences will allow consumers to become **more educated** on the products that they are using. Women and society in general start to find holistic ways to **age gracefully and improve their overall quality of life** which causes for a call for **healthier and sustainable cosmetic products and services**.

## So why Vogue?

When it comes to new trends Vogue is the go to. Vogue encompasses all fashion and beauty making it the perfect platform to inspire and implement new age beauty.

Company Mission/Vision:

"In the overcrowded, unedited online space, who can you trust to curate the conversation surrounding fashion and culture? Positioning ourselves as the ultimate authority and resource, the aim of Vogue.com is threefold. One, to produce the strongest editorial coverage from the point-of-view of our internationally recognized editors, photographers and writers; Two, to engage Vogue.com readers in fashion's most exclusive and educated online community, and lastly to provide vast outlets and opportunities for advertisers and consumers."



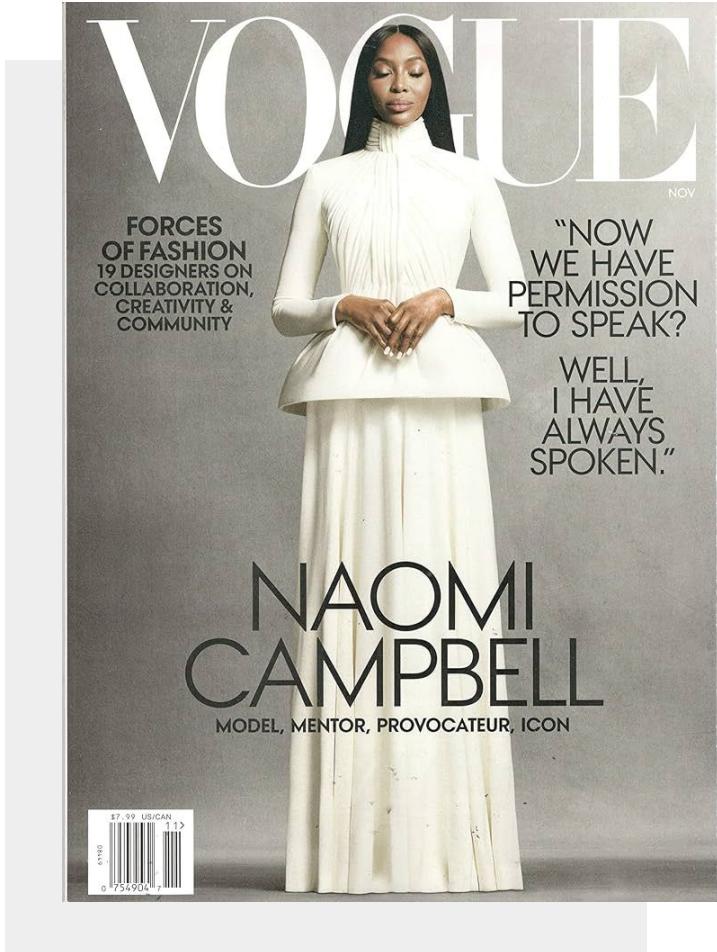
CELEBRITY BEAUTY

Tyra's All-in-One Wellness, Skincare, and Makeup Routine

# What's Next -Year 2030

Based on our research, we see a strong possibility of a *base case* future where....

"In a world where personalized technology is the norm, people thrive by using AI/AR devices for tailored experiences, embracing creativity, and simplifying tasks with apps. Over the past decade, startups have driven innovative changes, leading to a simpler, more meaningful life. This means spending quality time with loved ones, enjoying personal hobbies, and prioritizing self-care. However, as technology evolves, we'll rely less on societal norms and more on individualized expression. Instead of chasing trends, we'll create what we want at home, reshaping history through our focus on personal creativity."



# Vogue Innovation Backcast

Vogue was founded as a weekly high-society journal. (1892)

***History of innovation in this landscape...***

## **2010-2015:**

- Website Launched
- Social Media Strategy (enhanced engagement since the early 2010s)
- Vogue Runway (launched in 2015 for global runway coverage)
- Multi-platform Storytelling (expanded mid-2010s, including YouTube videos and podcasts)

## **2015-2020:**

- Club Vogue Launched
- Vogue x Air Jordan (merging high fashion with streetwear in 2018)
- Vogue Business Started (insights for fashion professionals in 2019)

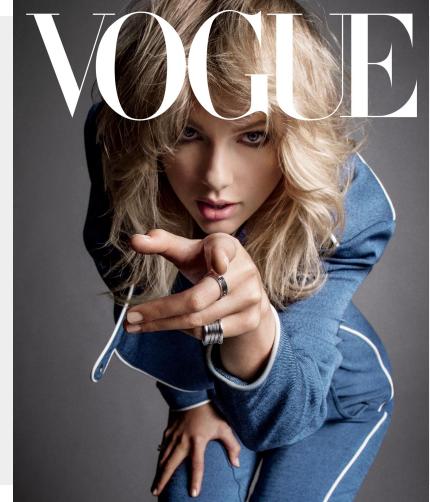
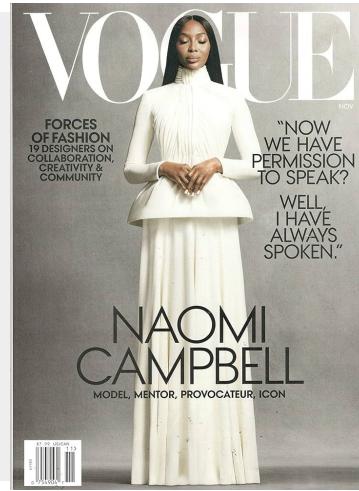
## **2020-present:**

- Stationary and apparel merch
- Weekly fashion/ culture podcast
- Hosts fashion week parties/ virtual show during pandemic
- The Vogue Challenge (started in 2020, promoting inclusivity)





## Innovation Objectives



As emerging Brand Futurists we aim to help our company grow their annual revenue by 10% with NEW consumers, with NEW products, NEW services, and NEW experiences in our scenario from 2031.

We plan to use new found tech to allow our consumers to gain fresh and fun experiences that are worth a lifetime of memories

# Innovation Objectives

## Revenue Goals

- Revenue from 2023: \$6.5 million
- Revenue goals for 2031: \$8.45 million
- 10% incremental growth: \$850,000

## Innovation target consumer

- Who are they: Gen z
- What is their size: 68.6 million people
- What is their age (will be their age in 2031): 19-34 in 2031
- What is their projected purchasing power in 2031: 585 billion dollars

## How does Vogue fit into their world in the year 2031?

- Our trend would aid in Vogue's business by expanding its audience to everyone interested in becoming the best version of themselves.



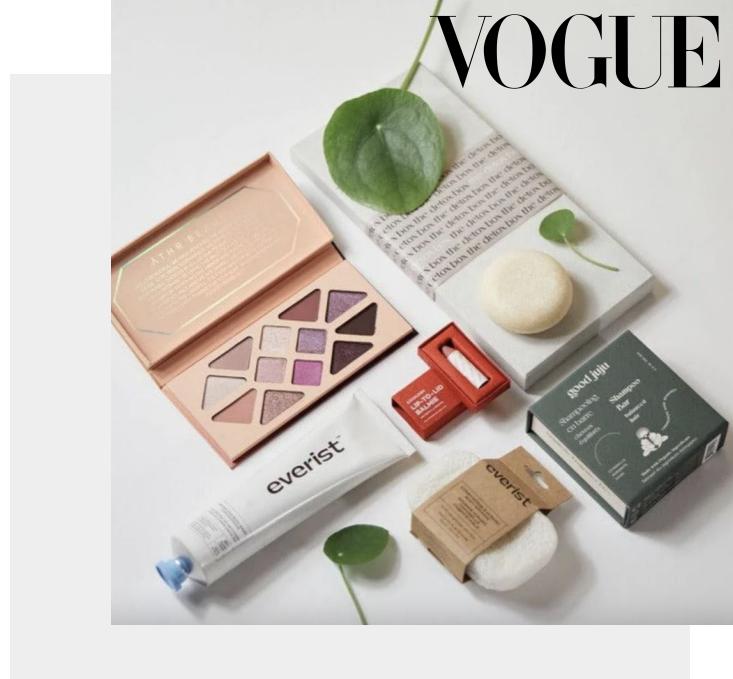


**In order to meet our goals for the year 2030  
and beyond, we need BIG ideas with  
IMPACT...**

# Innovation Recommendations- *Vogue Beauty Box*

Vogue can enhance its experience with an **exclusive subscription box**, featuring premium products highlighted in that month's magazine issue. This subscription box could contain items from **high-end brands** such as Lancôme and Estée Lauder, setting it apart from competitors. Club Vogue members can enjoy these **elite products** at a discounted rate. Additionally, expansion into the wellness sector is recommended such as products like **wellness gummies, patches, supplements, and drinks** from trending brands like Lemme, The Good Patch, and Kin Euphorics.

This move not only **diversifies Vogue's portfolio** but also caters to a growing audience interested in **luxury wellness and beauty**.



# Innovation Recommendations- *Vogue Travel Pop-up Shop*

The Vogue pop-up shop could feature **estheticians/holistic professionals** who offer various **skincare & wellness services** such as **red light therapy, facials, iv drip therapy, &** expert product recommendations. This pop up would also offer consultations with makeup gurus who understand **color analysis, shade matching, & proper application** catered toward each individual. Each service could be priced separately & “bundle ticket” purchases may be made through Vogue. This pop up would **travel** around to **new cities** every few weeks to build audience.



# Innovation

## Recommendations:

### Cooking with Vogue

Tune into the **Cooking with Vogue** **livestream** show once a week, feature a celebrity/influencer who is a **healthy-eating enthusiast** teaching a Vogue rep & the viewers how to cook with **good for you ingredients** that **benefit your gut biome and beauty**.

*"We'll teach you the secret recipe for how to **glow from the inside out!**"*

The show will be recorded and made possible to rewatch via streaming service (partnership with Paramount)



# Innovation

## Recommendations-

### *Travel in Fashion*

Vogue **curated fashion and wellness focused travel experiences** in partnership with luxury travel companies. On the fashion side these experiences could include **exclusive access to fashion events**, behind-the-scenes **tours of designer studios**, and **VIP shopping experiences** in fashion capitals around the world. Unwind between shopping days with experiences such as tech **facials, custom makeovers, and messages** designed to **improve your health**. This experience is available to any **luxury lovers** as a package all inclusive cost



# Innovation Recommendations- Virtual Fashion Show/ Met Gala

The **Vogue Virtual Fashion Show** will embracing the **chic styles** that have become synonymous with the brand, this digital spectacle aims to **transcend traditional boundaries** and reach a **global audience** like never before.

With this cutting-edge technology, Vogue's reach will increase with viewers from around the world experiencing the **thrill of the runway in real-time**, from their come

This strategic expansion brings the latest trends directly to you, wherever you are, with **real time ability to buy**. Accessible with entry fee, discounted for Vogue members.

This can also be expanded to Vogue **digitally offering** their famous **Met Gala** as a **experience** for regular people. This can be done as a **simulation** where consumers make and choose their own outfit and digitally **“walk the red carpet”**.



# Innovation Recommendations- *Clothing by Vogue*

Vogue can elevate its brand presence through a clothing line **collaboration** with a iconic **ultra-luxury designers** such as Dior, Chanel, or Louis Vuitton. This partnership will introduce a groundbreaking line of **technology infused fashion** —garments enhanced with the latest technology to offer both style and functionality. But the innovation doesn't stop at clothing. The collaboration will also extend to a sophisticated **range of accessories**, including jewelry and handbags, enriching the traditional luxury experience with a modern twist. This expansive approach not only diversifies the offerings but also caters to a broader audience seeking luxury coupled with technological sophistication.

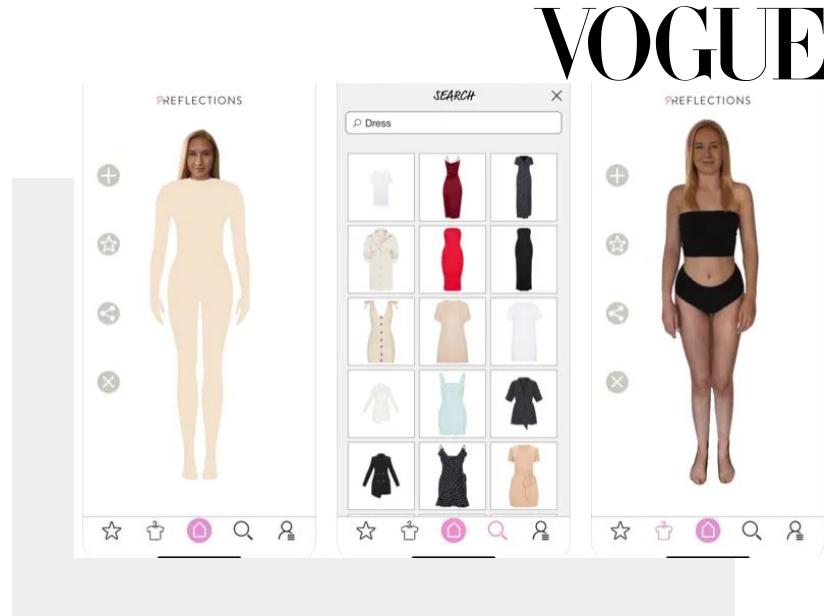


# Innovation

## Recommendations-

### *Virtual Style Sessions*

With **AI technology** added to Vogue's applications **virtual personalized style recommendations** will be made possible. Get styled with **vogue expertise** with the newest fashion forward looks. **Customize** your price range, style, occasion, and any other want you have for your new look. Consumers can then **virtually try on** their clothing recommendations and decide to purchase or not. This can expand into selling custom **vogue mirrors** that allow consumers to try on clothes through their own mirror at home.



# Conclusion

As our world centers around technology at our disposal making life most efficient, the companies that can't keep up will be left behind. The **success** of a company is directly **linked to how innovative** they can be. Vogue started out as a journal and is now the world's leading fashion magazine.

As a leader in innovation, Vogue brings fresh ideas to the table including products and services specially designed to give people more time back to spend doing what they love with who matters most.

Vogue will incorporate the new technology and strategic partnerships necessary into their new business offerings to ensure consumer's individual needs and passions are met.



THANK YOU  
QUESTIONS?