

NEXT

A/W 25/26 COATS RANGE

JOSEPH BYRNE

GEN Z

- Gen Z have total spending power of **\$860 billion**, projected to reach **\$12 trillion** by **2030**.
- By **2030**, they will represent **17%** of the global retail spend (Currently **5%** (+%12)).
- **71%** actively seek new brands, and **56%** believe traditional brands often misrepresent their products.
- Over **60%** of Gen Z explores secondhand options before new purchases.



CONSUMER PROFILE

THE VINTAGE STREETWEAR COLLECTOR

DEMOGRAPHIC

- Age - 18 years old
- Location - Urban area (Manchester, Sheffield, Bristol).
- Income - Part-time café job + Depop/Instagram vintage reselling hustle.
- Education - First-year university student, studying Creative Media.
- ACORN Segment - Urban Diversity / Modest Means.
- Lifestyle - Blends student life with his passion for vintage streetwear and thrifting—always on the hunt for rare finds.
- Fashion Identity - Mixes 90s-inspired vintage with modern streetwear—loves oversized fits, distressed denim, and retro sneakers.
- Tech-Savvy - Active on Instagram, TikTok and Depop and creates content on his favourite outfits and process of reselling vintage pieces.

VALUES

- Nostalgia Meets Hype - Drawn to fashion with history, such as vintage Nike (ACG), Carhartt, Stussy and Palace.
- Individuality Over Trends - Prioritizes unique, high quality, secondhand pieces over fast fashion.
- Sustainability - Passionate about upcycling and reducing waste through secondhand shopping.

BEHAVIOUR & SHOPPING PREFERENCES

- Tech Behaviour - Heavy TikTok user for thrifting tips, outfit inspo and vintage hauls; follows Instagram accounts for drops, resale market trends and new brands.
- Shopping Habits - Prefers vintage shops, charity stores and online platforms like Depop and Vinted—occasionally splurging on limited streetwear releases.
- Brand Loyalty - Loves brands with heritage and street credit - Carhartt, Patagonia, Nike ACG, and vintage Polo Ralph Lauren.
- Key Shopping Moments - Seasonal thrifting sprees, exclusive brand pop-ups, and Depop sales.

FASHION TRENDS

- 90s and Y2K vintage - baggy jeans, Oversized hoodies and North Face coats
- Distressed denim, cargo pants, graphic tees and embroidered garments.
- Vintage trainers (Air Max 97s, Jordans, Reebok Classics)
- Bucket hats, vintage backpacks and oversized flannel shirts

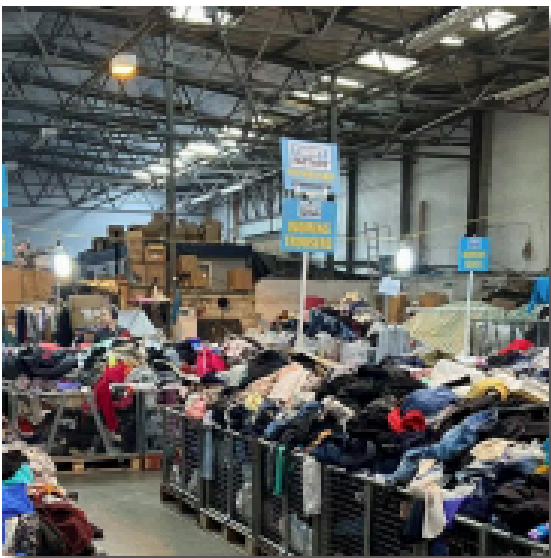


Tik Tok

depop



carhartt.



CONSUMER PROFILE

THE EXPERIENCE PURSUER

DEMOGRAPHIC

Age - 20 years old.

Location - Manchester, UK.

Income - Part-time retail worker + freelance photography + savings for travel.

Education - Recently graduated from university, taking a gap year before further studies.

ACORN Segment - Youthful Aspirations / Budget-Conscious.

Lifestyle - Passionate about solo travel, hiking, and photography. Saving up for a backpacking trip through Southeast Asia. Enjoys adventure sports and experiencing new cultures.

Fashion Identity - Comfortable, practical travel wear—cargo pants, graphic tees, sturdy sneakers, and multi-functional gear like backpacks and jackets. Prefers outdoor brands like Arc'teryx and Northface but also mixes in secondhand items.

Tech-Savvy - Active on Instagram and YouTube, sharing photos, vlogs, and travel tips. Uses apps like Google Maps, Skyscanner and AirBnB.

VALUES

Adventure and Exploration - Driven by a love for discovering new places and cultures, and pushing his limits through adventure sports.

Authenticity Over Tourism - Prefers real travel experiences, staying with locals, and exploring 'off-route' destinations.

Personal Growth - Sees travel as a way to challenge himself, learn new things and develop.

BEHAVIOUR & SHOPPING PREFERENCES

Tech Behaviour - Watches travel vlogs and follows influencers for destination inspiration and packing tips. Active on Instagram and YouTube to watch vacation/exploration vlogs.

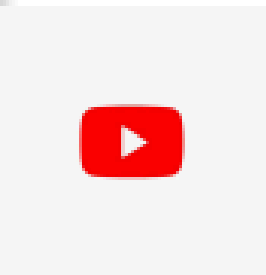
Shopping Habits - Prefers durable, functional travel gear. Shops for travel backpacks, lightweight jackets, and comfortable trianers. Mixes high-quality brands like Patagonia with affordable, second-hand / middle market items.

Brand Loyalty - Loyal to outdoor brands like the North Face and Arc'teryx for their durability and ethical practices. Also supports smaller, Eco-conscious companies.

Key Shopping Moments - Shopping for travel gear before trips through nearby retail outlets, aswell as online and proteizes investment pieces that will be durable.

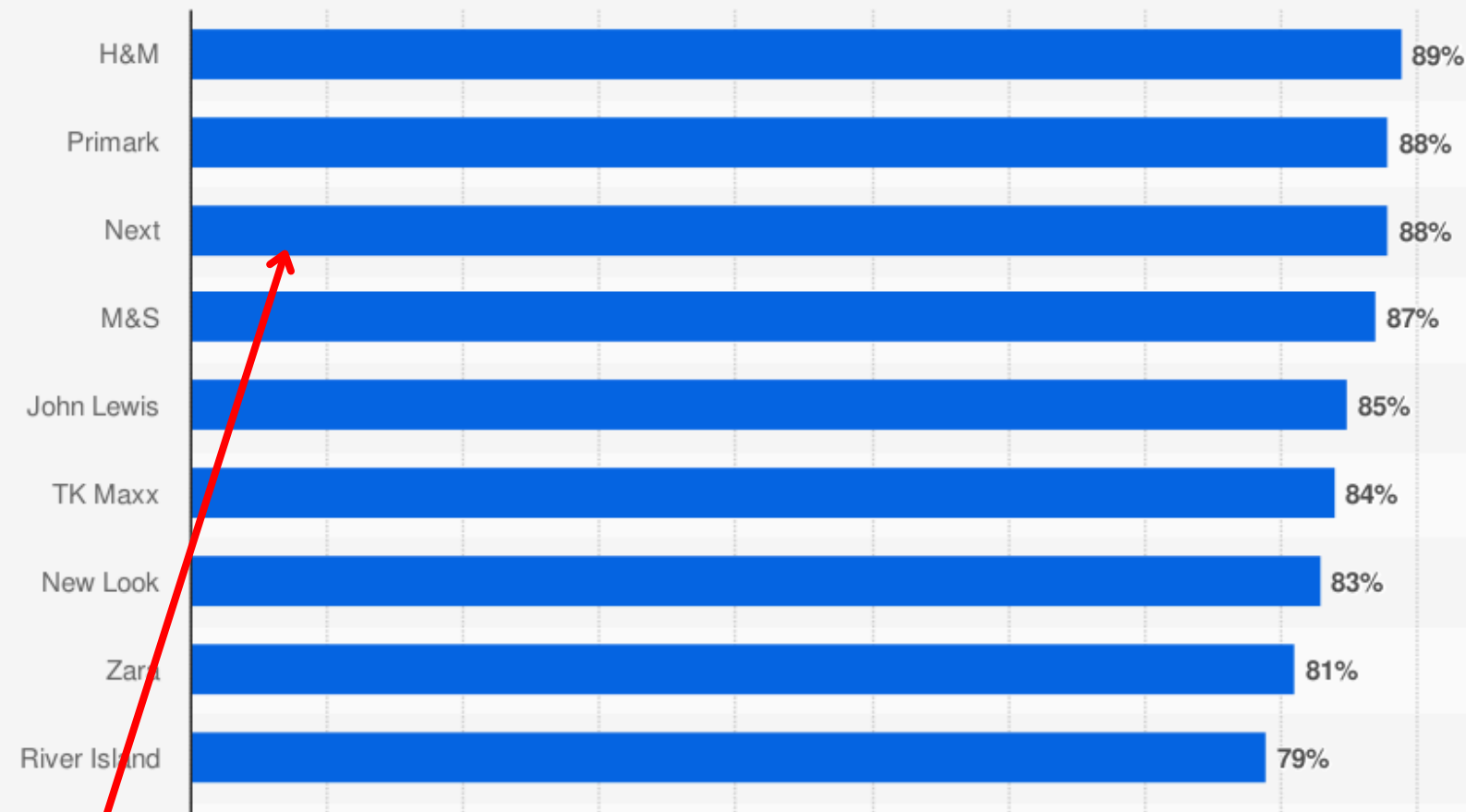
FASHION TRENDS

- Practical Travel Wear - Functional cargo pants, lightweight jackets, comfortable trainers and versatile T-Shirts.
- Outdoor and Adventure Gear - Brands like Patagonia and North Face for durable jackets, backpacks and hiking boots.
- Minimalist Travel Clothing - Multi-functional pieces that work for a range of activities, from hiking to exploring new cities.



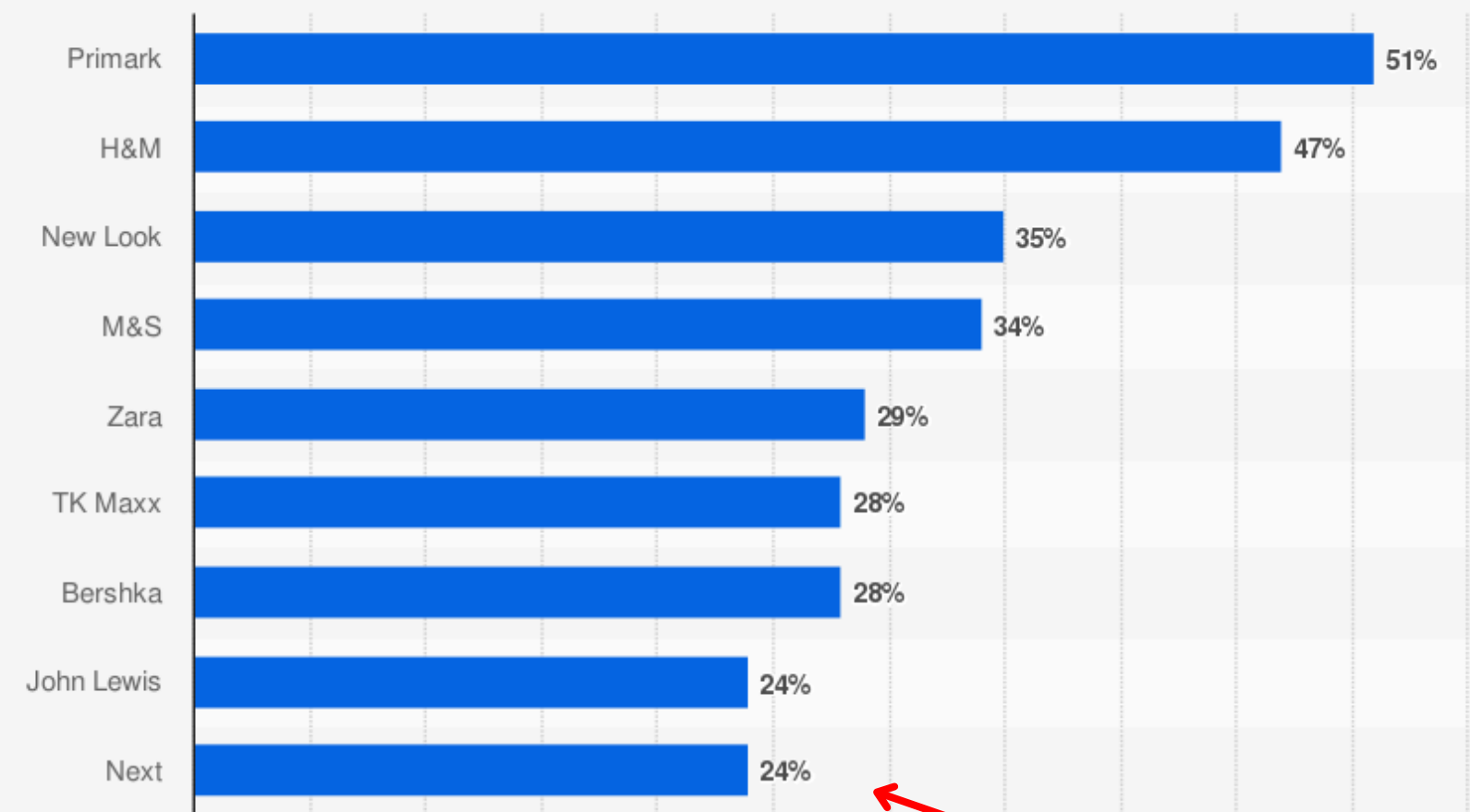
Analysing Recent Statistics

Leading fashion stores among Generation Z ranked by brand awareness in the United Kingdom (UK) in 2024



RANKED 3rd

Leading fashion stores among Generation Z ranked by brand usage in the United Kingdom (UK) in 2024



RANKED 9th

So what does this mean?

Next has the brand awareness but not the appeal...

So how much is NEXT really missing out on?



£1.2 Billion

with 99% of Students set to spend an average of
£150 on clothing, footwear and accessories.

(Across the next 6 months)

The background of the slide features a light blue gradient with several blurred banknotes floating in the air. A 100 Euro note is prominent in the upper left, and a 100 US Dollar note is visible in the lower right. Other smaller, less distinct banknotes are scattered throughout the scene.

£6.6 Million

Every... Single... Day.....

DEPARTMENT REVIEW

ELEGANT AND STREAMLINED
VISUAL IDENTITY

STORM FLAP

RECYCLED POLYESTER

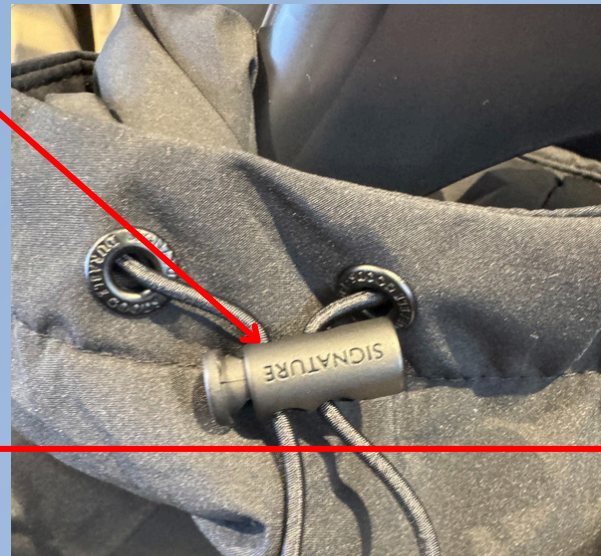
ITALIAN WOOL

LOW QUALITY ZIPS

TIMELESS
DESIGN



SNAP POCKETS



EARTHLY MONOCHROMES



STRENGTHS

- Use of **100% recycled polyester**, meeting growing demand for eco-friendly fashion—especially among the **62% of Gen Z who prefer sustainable brands**
- Available sizes of XS–4XL, **promoting body inclusivity**, resonating with **1 in 3 Gen Z consumers**. (Attest, 2024)

WEAKNESSES

- Operating in a **saturated market** with **very limited product differentiation**.
- **Minimal design** with **no graphics** and **missing opportunities** to **tap into current design trends**.

OPPORTUNITIES

- **Limited editions** and **influencer collaborations** to **enhance brand appeal**, with **63% of Gen Z** more likely to buy from trusted influencers. (Traackr, 2024)
- **Subtle logos** or **custom graphics** can boost appeal, with Gen Z favoring bold, ‘**chaotic**’ customization in 2024. (Vogue Business, 2024)

THREATS

- **Outpaced** by established brands like The **North Face**, which leads **Gen Z Out-door brand awareness at 84%** (Statista, 2024)
- **Fast fashion giants** like Shein, with **1.3M new designs annually**, offer affordable, **trend-driven** options that **better meet customer demands**. (GreenBiz, 2024)

DESIGN INSPO



CANADA GOOSE®

WHAT BRANDS DO GEN Z LIKE? | WHATS TRENDING? | WHATS WORKS?

STRUCTURED
HOODS



CINCHING

HIDDEN
POCKETS

UTILITARIAN
DESIGN



STORM
FLAP

ARM POCKETS

ARMPIT VENTS

DESIGN INSPO

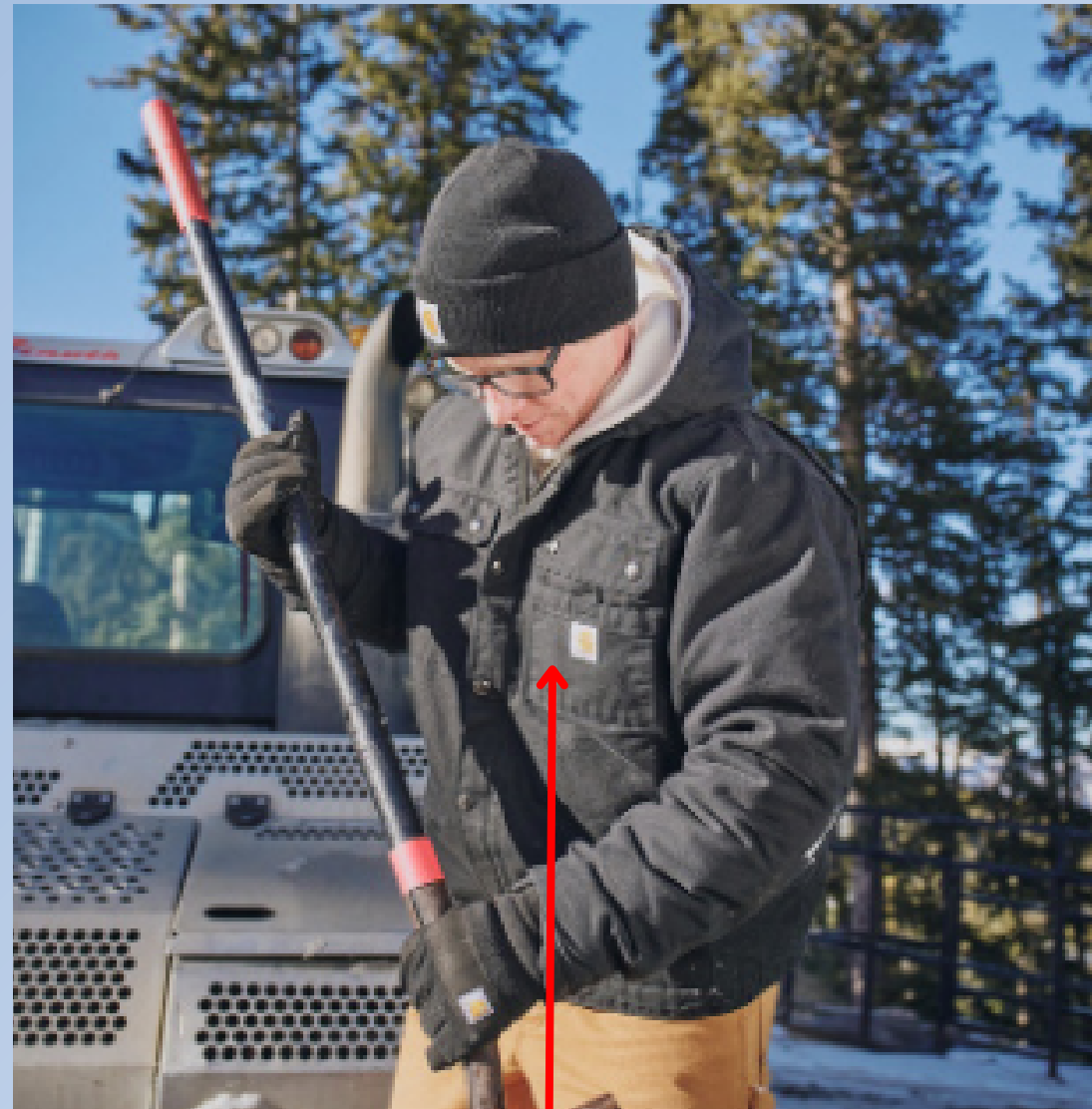
carhartt 

WHAT BRANDS DO GEN Z LIKE? | WHATS TRENDING? | WHATS WORKS?



STAINLESSS
STEEL ZIPS
AND TRACKS

DUCK COTTON



UTLILTY INSPIRED
POCKETS



RELAXED SILHOUETTES

DESIGN INSPO



WHAT BRANDS DO GEN Z LIKE? | WHATS TRENDING? | WHATS WORKS?



REFLECTIVE
TRIMING

ADDS
TEXTURE



MULTIPLE
ZIP POCKETS

UNIQUE
BRANDING +
DESIGN



TUCKABLE
HOOD

STORM FLAP

DESIGN INSPO

WHAT BRANDS DO GEN Z LIKE? | WHATS TRENDING? | WHATS WORKS?



CUSTOM HEMMING

TOGGLES



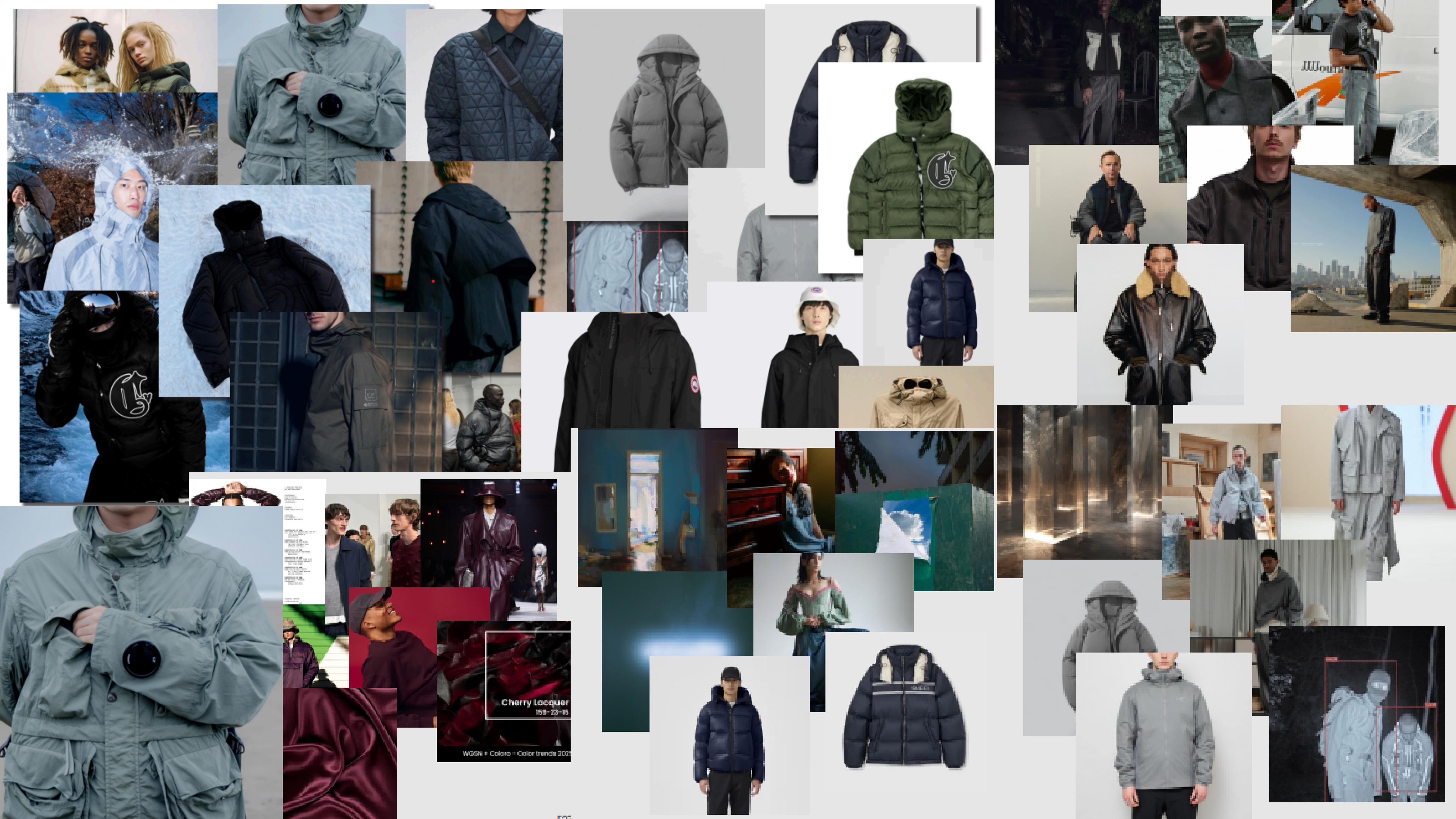
CONTRAST

REFLECTIVE TRIMS



SUBTLE YET
EFFECTIVE
BRANDING

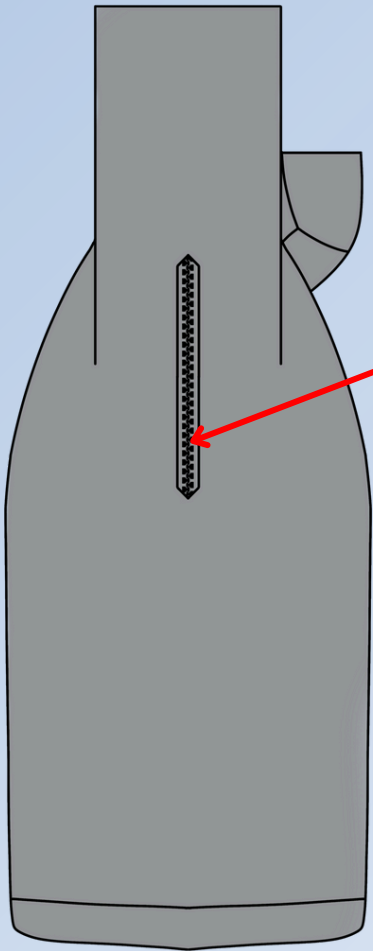
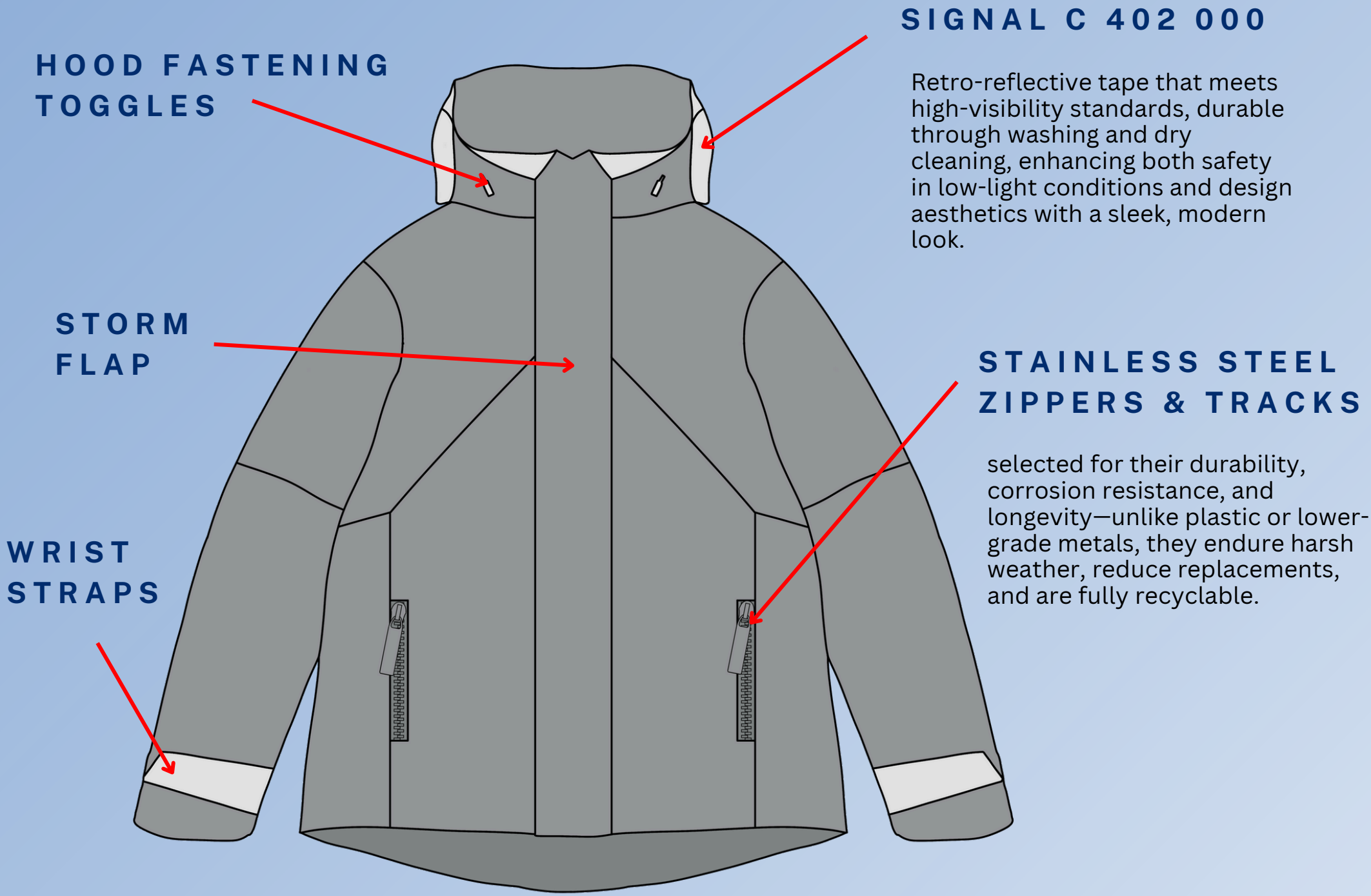
UNIQUE HOODS



**HOW CAN I INCORPORATE THESE DESIGN
ELEMENTS WHILE STAYING TRUE TO
NEXT'S BRAND IDENTITY AND ENSURING
THEY APPEAL TO GEN Z BUT ALSO OLDER
GENERATIONS?**

NIMBUS SHELL

[CORE]



UNDER-ARM VENTS

SPEC

- 100% Re-Nylon Outer and Inner Shell
- X4 Stainless Steel Zips and tracks
- X4 Resin Poppers
- X2 Velcro Wrist Straps
- Storm Flap
- Price: £70
- Quantity: 15,000
- Source: Pakistan
- XS-3XL

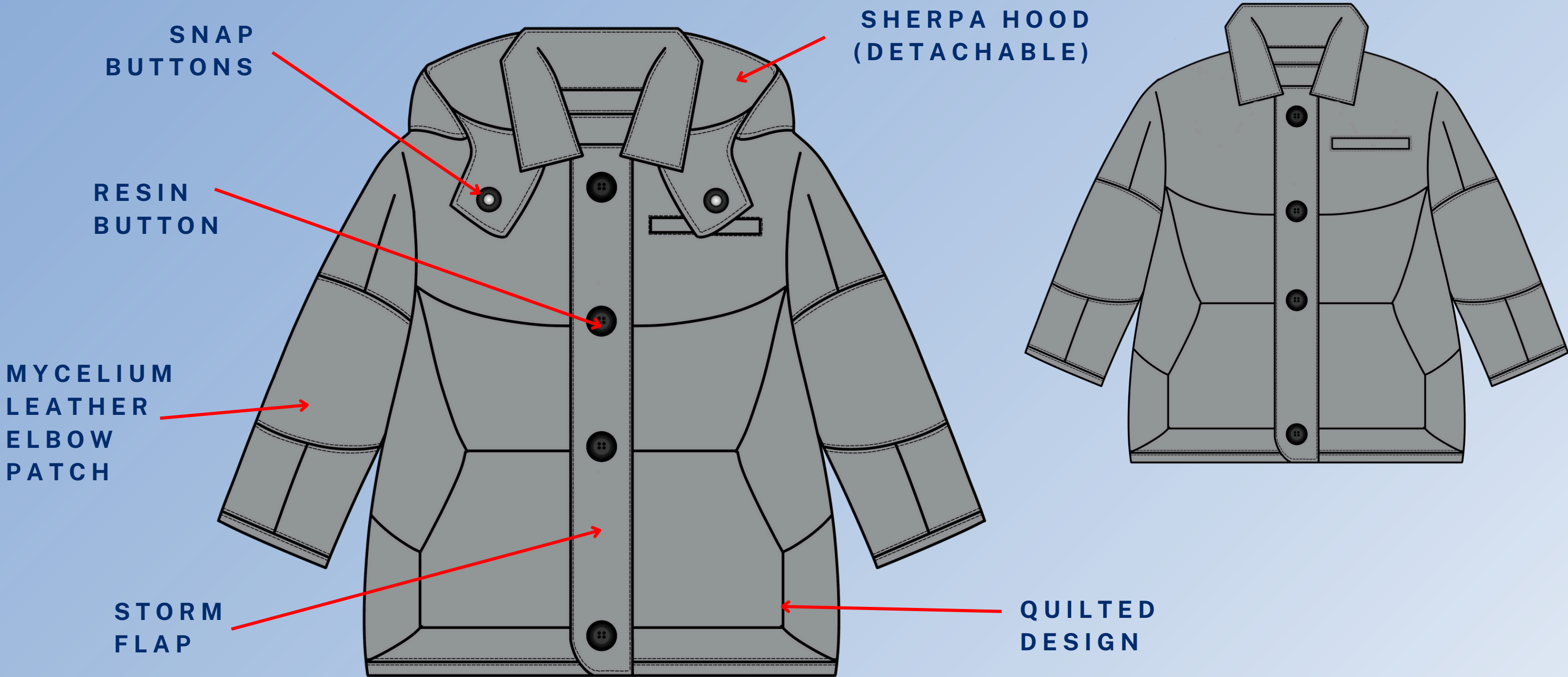
This waterproof coat **supports SDG12: Responsible Consumption and Production**, using **100% recycled Re-nylon** to **reduce waste** and **promote circularity**. Features like **underarm vents** and **retro-reflective tape** enhance **comfort, safety, and style**. While **designed for eco-conscious Gen Z**, its **sleek, timeless design** and **all-weather functionality** appeal to **all generations**.



BEST SELLER

NORTHLINE PARKA

[FASHION]



SPEC

- 100% Duck Cotton exterior & 100% Recycled Polyester interior Shell.
- Mycelium Leather Elbow Patches.
- Sherpa hood
- X6 Resin Buttons
- x2 Snap buttons
- Price: £100
- Quantity: 3,000
- Source: Pakistan
- S-2XL

Crafted from **100% Sustainably produced Duck Cotton** and **recycled polyester inteiror** with **mycelium leather elbow patches** and a **detachable sherpa hood**, this quilted coat **combines sustainability with all-weather versatility**. Its **timeless design** offers **cross-generational appeal**, while **modular features suit any occasion**. With strong margins and ethical sourcing, it's a smart, eco-conscious choice for A/W 25/26.



BEST SELLER²





- 100% Re-Polyester Inner & outer Shell
- X14 Resin Button
- X2 Button Snaps

- Price: £80
- Quantity: 3000
- Sizes: S-2XL

- Size Ration: 3:3:3:1
- Manufacture: Pakistan
- Lead time: 18 weeks

OXFORD PLAID

[TRAIL]



- 100% Duck Cotton
- Stainless Steel Fastenings
- X2 Button Snaps



- Price: £110
- Quantity: 500
- Sizes: S-2XL



- Size Ration: 3:3:3:1
- Manufacture: Turkey
- Lead time: 12 weeks

ARCTIC GUARD

[CORE]

- 83% Re-Polyester, 17% Organic Cotton.
- 625 Fill Power Responsibly Sourced Down.
- 80% Down, 20% Feathers.
- Price: £120
- Quantity: 15,000
- Sizes: XS-3XL

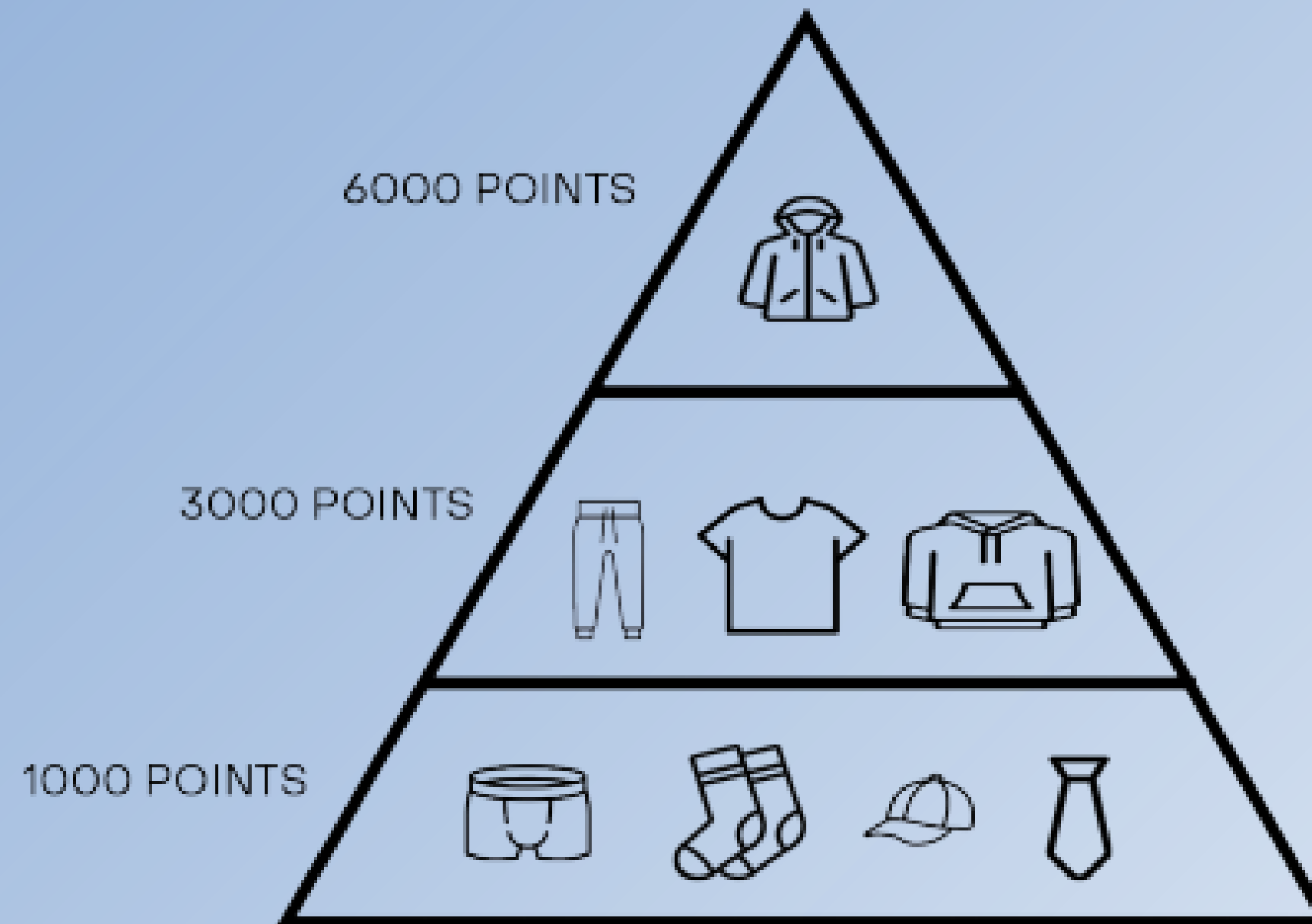


- Size Ratio: 1:2:3:3:2:1
- Manufacture: Bangladesh
- Lead time: 22 week



NEXT

INFINITY



Why?

The second-hand apparel market is booming, set to reach **£233 billion** by **2027—growing 3X faster** than the global apparel market. (A Sustainable Closet, 2023)

NEXT INFINITY: Re-imagine Fashion – A Community Sustainability Event

Objective

Officially launch the NEXT INFINITY program while bringing customers and industry leaders together to promote sustainable fashion.

Location

Flagship NEXT store or pop-up experience in a major city.



Benefits

- Aligns with increasing regulatory pressure for sustainable business practices.
 - Enhances NEXT's eco-conscious appeal and **market differentiation** against slower competitors.
 - Reinforces NEXT's reputation for **quality, reliability** and future-focused leadership.
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Challenges

- **Managing collection, sorting, up-cycling** and resale efficiently.
- **Ensuring incentives are strong** enough to drive participation.
- **Balancing rewards** with **new product sales** without **brand dilution**.

THANK YOU

CONTACT DETAILS: JBYRNE4279@GMAIL.COM

