

GLOBAL BRAND LAB REPORT

Issue no.37

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four



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.

Images on this page and the cover are of Paris, France, our destination spotlight this month. See page 8 to find out more.

FASHION TRENDS

CELEBRATING WOMANHOOD AND EXPLORING ITS MEANING

In the latest issue of British Vogue, the cover is dedicated to women, reflecting on the magazine's 108-year history shaped by women. Editor-in-chief Edward Enninful orchestrated a photoshoot with 40 influential women, celebrating teamwork and togetherness behind the scenes. The day captured camaraderie, laughter, and future-focused conversations, highlighting the enduring spirit of collaboration in the fashion industry.

Spring 2024 fashion embraces a resurgence of girlhood aesthetics, with designers like Carolina Herrera and Tory Burch featuring ultrafeminine looks marked by oversized bows and pastel dresses. Sandy Liang recontextualizes historically restrictive pieces, aiming to instill a sense of freedom. The trend sparks discussions on reclaiming girlhood and finding respite through fashion amid societal challenges for women.



CONSUMER TRENDS & CAMPAIGNS

HAAGEN-DAZS, BARBIE DOLLS AND LINKEDIN PROMPTS

Ice cream brand Haagen-Dazs celebrated its “unsung” female founder, Rosa Mattus, this IWD. While her husband Reuben has been credited with creating the ice cream and flavours, Rose Mattus is responsible for creating the brand and business. Her contribution is being recognised with a global rebrand which sees her name and title added alongside the logo and a ‘scoop giveaway’ with free ice cream for any who go in-store and ask for the ‘Founder’s Favourite.’



Following a year of revolutionary success and to provide children with access to successful female role models in STEM, Barbie has created one-of-a-kind dolls in the likeness of seven female leaders from around the world, including space scientists, YouTube CEOs, marine researchers and more.



LinkedIn’s annual global IWD campaign returned this year with content and prompts appearing on the platform throughout March speaking to their Embrace Equity theme. Users are able to add to their profile using the new prompts like ‘Who is a women that has influenced your career and why?’ This follows their recorded interactions with IWD content rising 80% year-on-year.



SOCIAL MEDIA TRENDS & CAMPAIGNS

SUPERCHARGING YOUR SOCIAL PLATFORMS THIS INTERNATIONAL WOMEN'S DAY

Instagram highlights high-performing brand marketing concepts for your planning

Instagram's team has provided a new overview of concepts for your IG marketing pitch, which includes a range of base plans to build your brand message around, including showcasing your brand or customer as the hero who conquers challenges, telling a story about transformation and triumph, starting with a journey portraying your brand as a guide and crafting light-hearted narratives to humanise your brand.

TikTok shares new trend insights with monthly 'trends digest'

TikTok has launched a new monthly "Trends Digest" series, which will provide an overview of the latest trends that are gaining traction in the app, with additional notes on how you can incorporate each into your content approach. TikTok says that it's identified its trending list by taking a broader view of what's gaining traction, as opposed to smaller "moments" and fads.

TikTok further explains that every trend is made up of four key elements which defines the broader topic;

Trend Message – Overarching story, the core of the video

Associated Hashtags – Categorise the content & get discovered

Sonic Identity – Original sounds, music, voice overs

Visual Narrative – The way the TikTok is filmed, composition, edits & transitions



INFLUENCERS & KOLS

ONES TO WATCH



@gracebeverley - 1M Instagram Followers

Grace Beverley, an entrepreneur, diverges from the typical business podcast narrative. She delves into the remarkable journeys of individuals across diverse fields, from housing activists to investors and sex experts. Each conversation imparts fresh lessons and inspiring stories, prompting reflection on the true essence of success and how to attain it. With 1 million Instagram followers, Grace engages with empowering female guests.



@wellwitholi - 25.5K Instagram Followers

Olimata Taal, a certified nutritionist, prioritizes body positivity, running, and mental wellness. As co-founder of @mindful.strides, she actively promotes holistic well-being. Featured in The Stylist, her advocacy extends to the Kurt Geiger Empowering People campaign, championing eating disorder recovery, female body confidence, and black representation in mental health.



@thegirliesguide - 14K Instagram Followers

The Girlies guide was set up by two girls on a mission to help girls in London and Manchester make new friends and now flat mates through fitness and social mixers. In the past two years the club has grown and has picked up coverage in The Independent and Standard for the group's work.



@mslaterdavison - 20K Instagram Followers

Molly has created a safe and supporting all-female running club and wellness group. The communities are now based all over the UK. The club has recently been featured in Sheerluxe and has been recognised for really bringing young females together.

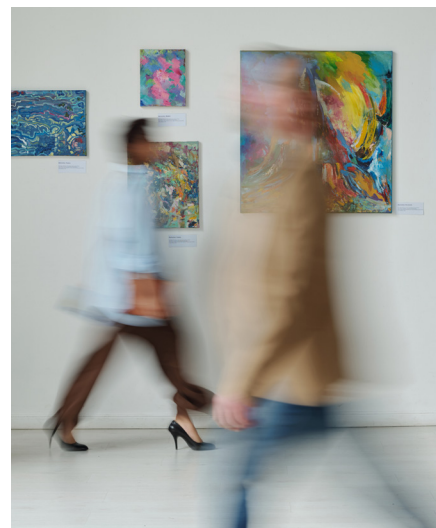
ARTS & CULTURE

CELEBRATING WOMEN'S RESILIENCE AND TALENT IN THE ART WORLD

At TEFAF Maastricht, one of the world's most prestigious art fairs, women artists took centre stage. Amidst the opulent displays and bustling halls adorned with flower bouquets, Gesina ter Borch's posthumous portrait of her brother, Moses, stole the spotlight, symbolising a sister's tribute to her kin. However, it was Claude Monet's "The Willows, Giverny" that garnered attention, with its undisclosed price tag whispering tales of grandeur.

In New York City, the Every Woman Biennial transformed La MaMa Galleria into a vibrant tapestry of female and non-binary voices. What began as a tongue-in-cheek response to the lack of representation in traditional art spaces has blossomed into a global phenomenon, attracting artists from ages 13 to 91. As these events demonstrate, the art world is undergoing a seismic shift, propelled by the unstoppable force of women artists and their allies.

In the UK, International Women's Day was marked with a flurry of events aimed at amplifying the voices of women in art. In London, Arnolfini hosted "Acts of Creation: On Art and Motherhood," a poignant exhibition highlighting the often-overlooked role of artist mothers. Curated by Hettie Judah, the showcase featured luminaries like Tracey Emin and Carrie Mae Weems, shedding light on the intersection of creativity and maternity. Meanwhile, South London Gallery's "Acts of Resistance" used photography as a tool for dissent, capturing moments of protest and resilience in the face of adversity.



DESTINATION SPOTLIGHT

PARIS, FRANCE - ADELPHÉ GAME FEST 2024, CELEBRATING DIVERSITY IN GAMING



Paris is the destination to be to celebrate International Women's Day this year- The Adelphe Game Fest, hosted by Women in Games France and allied associations, invited female gamers and video game enthusiasts to the Cité des Sciences on March 9 and 10, 2024, in celebration of International Women's Rights Day.

This pioneering initiative aimed to promote inclusivity and diversity in the video game industry, featuring captivating conferences, enriching encounters, and fun activities dedicated to female empowerment and fraternity beyond gender.

Attendees looked forward to engaging discussions, such as the conference "Les Femmes qui façonnent l'industrie du jeu vidéo" on March 9, followed by a sponsored tea party and future-focused discussions led by Women in Games France Board of Directors members.

CONSUMER FINANCIAL PLANNING TRENDS

COST OF CHILDCARE, REVERSING GENDER EQUALITY AND DOOM SPENDING

Childcare costing women careers and finances

Women are paying a high financial price for the UK's lack of affordable childcare. Despite recent reforms, childcare costs are holding back women's finances, careers and future earnings potential. To mark International Women's Day, the Financial Times is hosting a free digital event to explore how the current childcare system works against women.

Failure to support women in menopause reversing gender equality

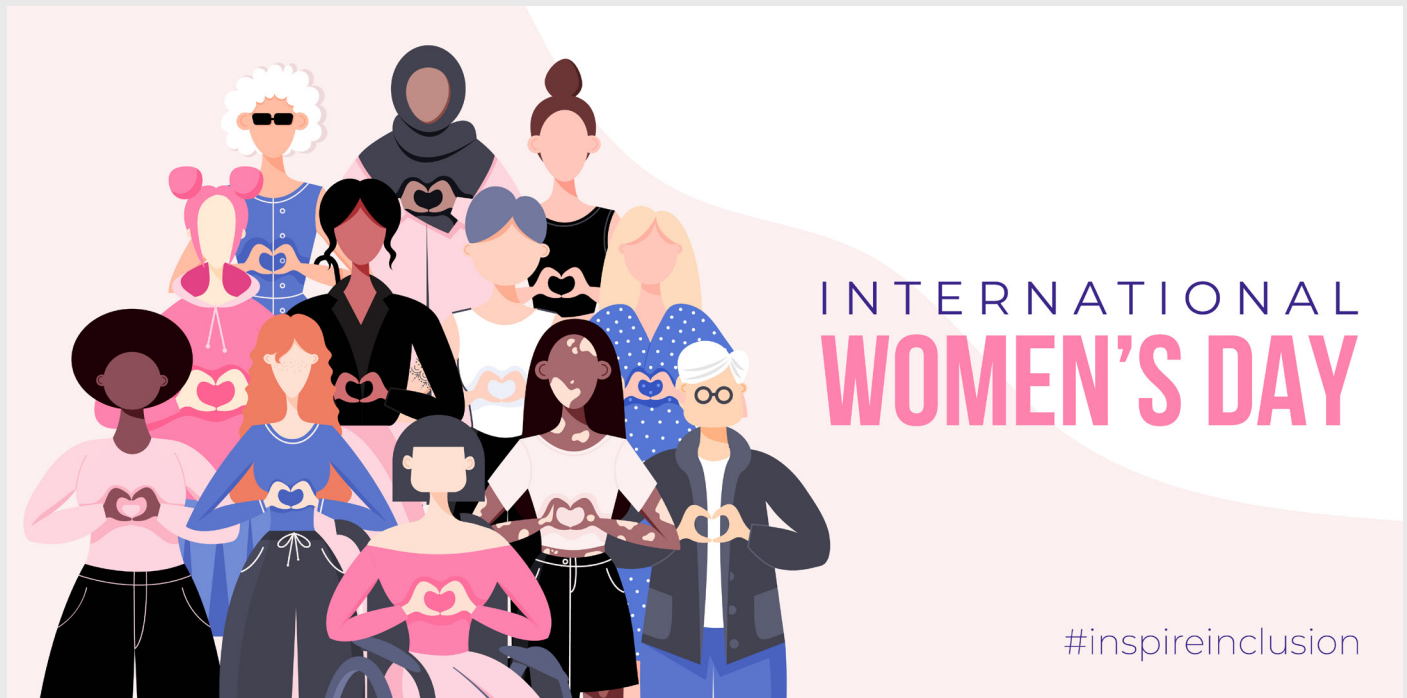
Analysis from PwC shows that the UK gender pay gap has climbed to 14.5%, above the global average of 13.5%. The Big Four accountancy firm argues a failure to support women going through menopause is damaging gender equality, with a quarter of women saying menopause harmed their career progression.

Gen Z spending to cope

35% of Gen Z women are coping with stress around global affairs by doom spending, according to Intuit's Credit Karma. Although more prevalent amongst men, commentators suggest the habit is more dangerous for women, as almost half aged between 18-29 say debt has delayed major life milestones.



INTERNATIONAL WOMEN'S DAY



International women's day surveys and trends

Interest for International Women's Day is increasing Year on Year, with **searches on Google rising by 20%** compared to last year.

In a YouGov UK 2024 survey, **48% of respondents** had a favourable opinion of International Women's Day – including more younger people.

Brands often hold **events empowering women** and individuals share their female inspirations.

According to **IPSOS International Women's Day**, the 2024 report reveals that 65% of respondents agree that women won't achieve equality in their country unless men take action to support women's rights too.

In the same report, it was found that around **two in five people** across a 31-country average (39%) **define themselves as feminists**. Women are more likely than men to define themselves in this way (45% vs. 32%)

Source: IPSOS, IWD 2024

YouGov Survey, 3987 GB adults surveyed

INTERNATIONAL WOMEN'S DAY

BRANDS AND USERS CELEBRATE INSPIRING WOMEN ON THEIR SOCIAL PLATFORMS

🌟 On [#Internationalwomensday](#) 🌟 we are celebrating some of the women in the dance industry who inspire us - first up, 2nd Year students Yasemin and LilySophia share with us the women who inspire them 🌟



Happy [#InternationalWomensDay](#) 🌟

Today we celebrate the amazing women who work at British Sugar and all the ways our colleagues across the business [#inspireinclusion](#)

Here's a snapshot of some of those pledges to make our business even more inclusive...



Happy International Women's Day! 🌟 Celebrating the strength, resilience, and grace of women worldwide. May all women continue to blossom and swing into a future filled with empowerment and equality. 🌟 [#InternationalWomensDay](#) 🌟

paintingsbyanna.etsy.com/listing/163142...



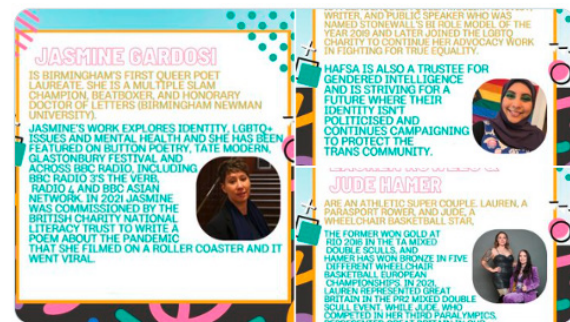
[#InternationalWomensDay](#) 🌟 is another reminder to celebrate women, champion women, support women, uplift women, and to hire more women!

Black women, we appreciate you. Thank you. ❤️ [#WeAreBlackJournos](#) [#IWD](#) 🌟



🌟 Happy International Women's Day!
Here at Birmingham Pride we're celebrating

[#WomensHistoryMonth](#) 🌟 and today on [#InternationalWomensDay](#) 🌟 we are celebrating and shouting out some of the incredible work of Women and Non-Binary people in and around Birmingham.



372k online mentions of International Women's Day in the UK for the last year - with [#iwd](#), [#embraceequality](#) and [#inspireinclusion](#) being the top hashtags.

Brands often release **competitions** and **campaigns** during International Women's Day.

TOP FEMINIST INFLUENCERS



@vulgadrawings - 324K Followers

Feminist writer & cartoonist
Book 'Kyle Theory' published by @theindigopress
Podcast 'No Worries If Not!' by @curlymedialtd
@vulgamemes for memes
link.chtbl.com/no-worries-if-not

19K

Avg engagement

5.7%

Engagement rate



@kirstiemallsopp - 355K Followers

Mother & Stepmother of sons, girlfriend, manic cushion plumper, TV presenter & feminist.
www.home-start.org.uk/kirstie-all-sopp-going-live-for-home-start-uk

14K

Avg engagement

3.8%

Engagement rate



@theguiltyfeminist - 292K Followers

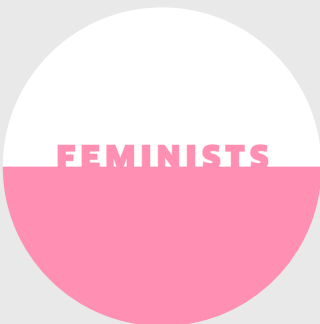
Award winning comedy podcast on our noble goals as feminists & our hypocrisies & insecurities which undermine them from Deborah Frances-White
@dfdubz
guiltyfeminist.com/live-shows

13K

Avg engagement

4.5%

Engagement rate



@feminists - 131K Followers

& other lies
book & podcast
curated by @scarcurtis
published by @penguinbooks
pre-order podcast & tour tickets!
www.feministsdontwear.pink

8K

Avg engagement

6%

Engagement rate



@laura_bates_ - 70K Followers

Feminist activist, Founder of #EverydaySexism
abigail@bergstromstudio.co.uk
michael@speakingoffice.com
sarahwilliams@independenttalent.com
linktr.ee/laura_bates_

1.8K

Avg engagement

2.6%

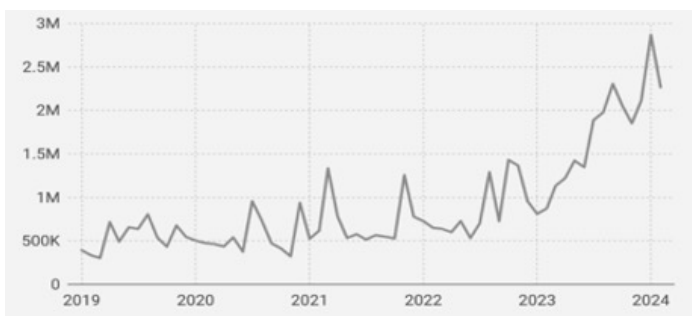
Engagement rate

CASE STUDY: TAYLOR SWIFT

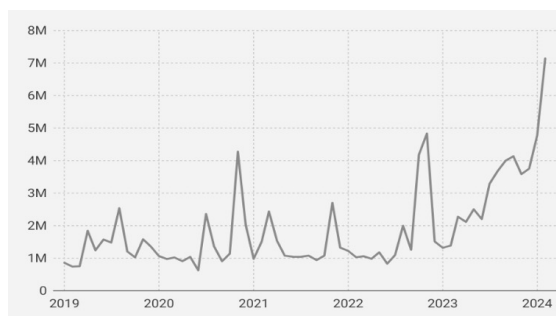
With 539M followers on social media, **Taylor Swift is currently one of the biggest celebrities in the world**. Her influence is growing rapidly thanks to her new music releases, and ongoing tour.

Over the last month, **mentions** of Taylor Swift have **skyrocketed**, counting over 7 million mentions. This was due not only by an increase of mentions by fans, but also because of her **announcement of the release of a new album**. After winning Best Pop Vocal Album for her album *Midnights*, Taylor took to the stage to tell fans about the **release of a new album due in April**. Swifties anticipated an announcement as Taylor Swift changed her profile picture to black-and-white, leading fans to speculate about the release of “*Reputation (Taylor’s Version)*,” her re-recording of her sixth studio album.

Taylor Swift is a **successful story of the immense impact** that a **women** can make, she has continued to **inspire** and **empower** tens of thousands of young girls, with many of her **songs about strength, resilience and unapologetic femininity**. It is no surprise that many are paying tribute to her on the celebratory International Women’s Day.



The number of people talking about Taylor Swift (unique authors)



Online mentions of Taylor Swift

There’s a lot that brands can learn from Taylor. From how she releases new albums to her methods to engage with her fans, she can teach us how to generate hypee in unprecedented ways.



Source: Brandwatch Consumer Report, “The Swift Effect: What Brands Can Learn From Taylor Swift.”



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