

2025
TREND
REPORT



CONTENTS

BUSINESS 3-10

TREND 1: IN PURSUIT OF [DIFFERENTIATION](#)
TREND 2: SMARTER SOURCING

TECH 11-22

TREND 1: GEN AI: THE CORPORATE, CREATIVE, PERSONAL
TREND 2: ALL ABOUT WEARABLE TECH
TREND 3: REALITY RE-DEFINED: EXTENDED REALITY

BRAND TRENDS 23-34

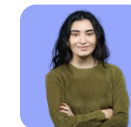
TREND 1: BRING BACK BASICS (TO BUILD TRUST)
TREND 2: AUTHENTIC (CONNECTIONS) IS THE NEW LUXURY
TREND 3: BRAND COLLABS: GO EXTRA NICHE

SUSTAINABILITY 35-41

TREND 1: SOLID ESG STRATEGIES WIN
TREND 2: THE CIRCULAR JOURNEY



Stefaan De Leenheer
[Marketing Director](#)
stefaan.deleenheer@kickandrush.com



Emili S. Castro
[Senior Content Manager](#)
emili.castro@kickandrush.com

REACH OUT TO US

BUSINESS

OVERWHELMED WITH CHOICES?

BUSINESSES FEEL IT TOO -THROUGH THE NEED TO STAND OUT. STEPPING UP TO THE PLATE WITH INNOVATION, STRATEGIC MARKETING AND A CLEAR VALUE PROPOSITION ARE A MUST THIS 2025.

AT THE SAME TIME, THE NEED TO STAY **ADAPTABLE** AND **TRANSPARENT** IS KEY TO SURVIVE IN A WORLD WHERE PRODUCTION CAN STOP IN THE BLINK OF AN EYE (OR IN A BOAT STUCK IN THE SUEZ CANAL).



Daikin block house



IN PURSUIT OF DIFFERENTIATION: COMBATTING OPTION-FATIGUE

In the Business of Fashion x McKinsey's State of Fashion 2025 report, they use the term "option-fatigue" to refer to consumers' aversion to combing through hundreds and hundreds of product options.

Whether online or in-person, businesses are scrambling to **prove why their product is the best out there –no questions asked.**

This, along with more value-driven consumers, is propelling businesses to reassess their value proposition and fiercely **differentiate** themselves from their competitors.

How? Through product innovation and distinct, transparent branding.

WHERE AI COMES IN.

82% of customers want AI to assist in reducing the time they spend researching what to buy.

DID YOU KNOW?

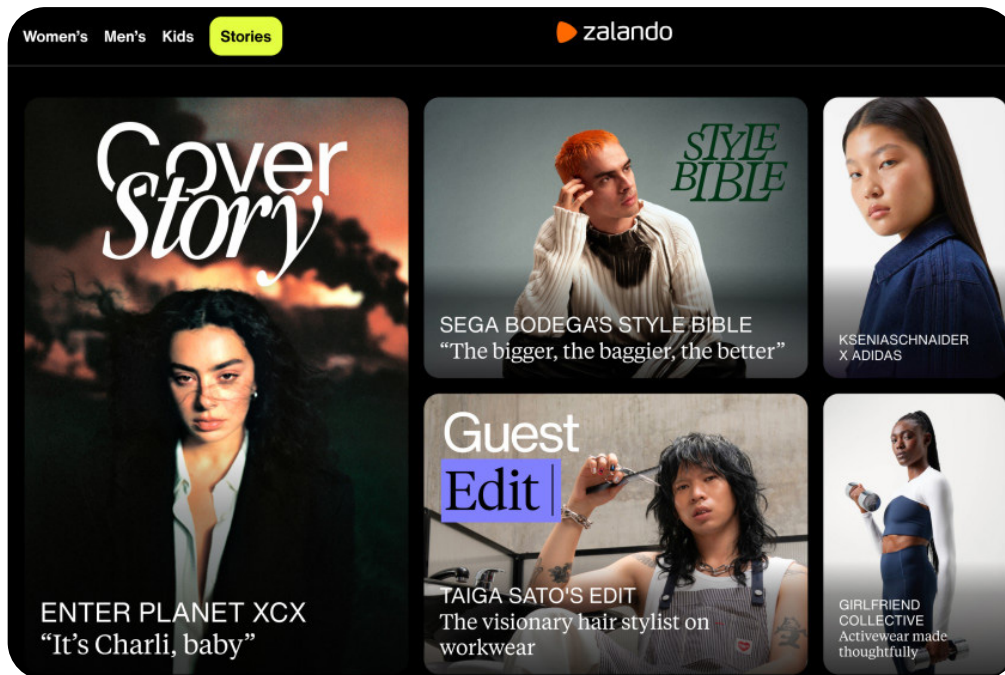
According to MarTech Quest, 70% of people trust AI generated search results.



HOW DOES TESLA DIFFERENTIATE FROM THEIR COMPETITORS?

Tesla stands out because it doesn't just build cars—it develops them like software, with regular updates that keep improving the experience. Add to that a super simple buying process, and you've got a brand that's changing the game while making life easier (and cheaper) for its customers.

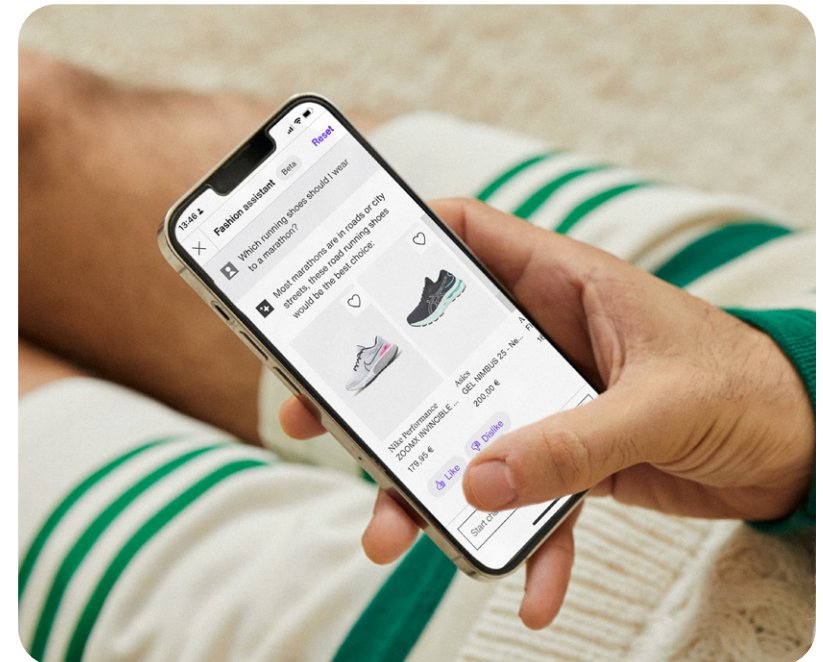
ZALANDO: LEADING THE SHIFT TOWARDS ENHANCED CONTENT CURATION



zalando STORIES

Zalando Stories is [your personal, curated style inspo feed](#).

It provides carefully curated content that mixes trend advice, outfit ideas, and shoppable looks all in one. It's like having a fashion-savvy friend helping you nail your vibe, straight from your screen.



ZALANDO'S AI ASSISTANT

Forget hours of browsing for the perfect item. Zalando's AI assistant, which also uses generative AI, has been a hit since its launch in 2023. It uses data from ongoing interactions with users to refine and improve output and accuracy over time.

STANDING OUT ISN'T OPTIONAL—IT'S SURVIVAL.

BRANDS THAT BOLDLY DIFFERENTIATE THEMSELVES **WIN THE LOYALTY OF CONSUMERS** SEEKING AUTHENTICITY AND PURPOSE.

WHAT YOU CAN DO

PUT PEOPLE FRONT AND CENTRE.

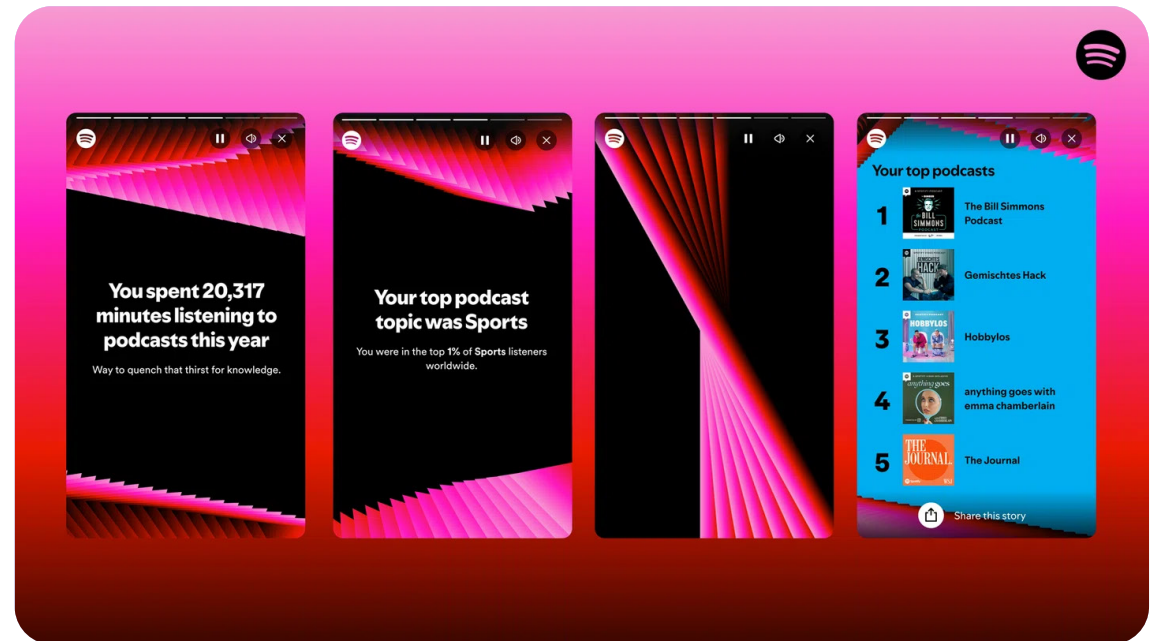
Give your brand a human face. Consumers are more likely to recognize and become invested in your brand if they recognize the face –the human– behind it. Along with visual style, choose a persona (your content manager, for example), to be at the forefront of your brand.

INVEST IN PRODUCT INNOVATION.

And not just with AI. In an over-saturated market, consumers need to know that they're **spending their money in the right place**. Businesses will continue to grow not only their digital transformations, but also the value and innovation of their product offerings.

DON'T UNDERESTIMATE THE POWER OF PERSONALIZATION.

We'll never tire of telling you this. Personalization is key to making consumers feel valued and understood, and it's a great way to **differentiate** your brand from others that are still sending generic messaging. Start small by **personalizing email subject lines**, for example.



SPOTIFY: CUSTOMER INTIMACY AT ITS FINEST

In perhaps the most iconic marketing move in history, Spotify has managed to differentiate itself from other music streaming services by providing a **hyper-tailored “Wrapped” of what you've been listening to**. And what do people love more than content about themselves? Not much.

ADAPTABILITY & FLEXIBILITY: SMARTER SOURCING

To build adaptability and cut emissions, companies are **rethinking their supply chains**. Diversifying where materials come from protects businesses against political and economic disruptions while supporting strategic sustainability goals.

Nearshoring—sourcing from closer regions—is on the rise, with EU apparel and textile imports from nearby countries expected to grow by 3% by 2030. This strategy isn't just about safety; it's about staying agile in a rapidly changing world.

The total value of imports from China declined by **5%** between 2019 and 2023 (on average, per year), compared to less than **2%** average yearly decline in the previous decade for the EU.

BUSINESS

ADAPTABILITY & FLEXIBILITY

THE RACE FOR RELIABLE REPORTING.

It's not just about meeting sustainability goals anymore—soon it'll also be about following the law.

With the EU's **CSRD** on the horizon, companies must get their ducks in a row: Sourcing smart from suppliers that will provide certified, transparent reporting.



H&M

In their journey to decarbonise their footprint, H&M has begun investing in Bangladesh's Wind Power efforts in 2024.

BUILDING ADAPTABLE SUPPLY CHAINS

Take apparel and textiles—[imports from China dropped by 6 percentage points](#) for the U.S. and 3 percentage points for the EU between 2019 and 2023. The takeaway? Companies are diversifying to protect against supply chain disruptions while adapting to global changes.

ASIA'S RISING STARS IN SOURCING

Markets like [India, Vietnam, and Bangladesh](#) are becoming [go-to hubs for sourcing](#), especially for the US and Europe. Meanwhile, China is losing its edge due to rising labour costs, which jumped 38% between 2010 and 2021. Brands are now looking for more cost-effective alternatives across Asia.

THE NEARSHORING COMEBACK

Large retailers such as Inditex are already hopping on the trend. They state that daughter company Zara sources about 60% of its products in Europe, mainly from Spain and Portugal. Zara also sources around 10% of its merchandise from near-shore manufacturers in Morocco and Turkey. [Only about 30% of products are sourced from Asia](#), mainly basics.

**NEARSHORING =
MOVING
OPERATIONS TO
NEARBY
COUNTRIES.**

BUSINESS

ADAPTABILITY & FLEXIBILITY

NEARSHORED MERCH: IT'S A THING.

It's no secret that we offer merch from far and wide. But the general trend in recent years has been to source locally (or near). Sourcing within the EU also protects us from potential delays and disruptions in the supply chain that may make your much awaited merch late.



© Kick And Rush

NEARSHORING:
STAYING
ADAPTABLE IN
UNCERTAIN
TIMES.



TRANSPARENCY AND COOPERATION BETWEEN SUPPLIERS, BUSINESSES AND INSTITUTIONS WILL BE KEY TO LONG TERM SUCCESS.



LEGO: GO WHERE YOUR CUSTOMERS ARE

To keep up with growing demand in North America, LEGO a Danish company, is nearshoring its production for the American market with a \$1 billion factory in Virginia, set to open in 2025. This local approach isn't just about speed—it's a smart play to cut emissions, boost efficiency, and get bricks into hands faster.

WHAT YOU CAN DO

STAY READY FOR UPCOMING DIRECTIVES.

To stay adaptable, you must stay informed. Make it a priority to consistently re-assess how you source, manufacturing costs, and potential supply chain disruptions (i.e., climate change or political conflicts).

Focus on obtaining detailed supplier reports; not only to keep your own consumers in the loop, but also to stay CSRD-proof. In fact, [More than 20 EU sustainability directives are set to roll out by 2028—are you ready to meet these new standards?](#)

ENGAGE STAKEHOLDERS.

Sustainability –in all the senses of the word, is not a one company task. [Engage suppliers, regulators and sustainability bodies](#) to co-invest in decarbonisation projects at a large scale.

Adopt a collaborative mindset, and plan to align sustainability objectives, targets, and plans to lessen the load of fighting carbon emissions solely on your own.

NURTURE CLOSE RELATIONSHIPS WITH YOUR MANUFACTURERS AND SUPPLIERS.

Rethink your approach to suppliers: How are you developing long-term, strategic partnerships? Are these partnerships built for both [resilience](#) and [efficiency](#)?

Don't shy away from digital solutions throughout the value chain. For example, integrating planning systems to provide transparency and visibility for all parties.

TECH

WHAT'S REAL? DOES IT MATTER? IN 2025, GENERATIVE AI WILL CONTINUE TO MESH ITSELF INTO OUR LIVES -ON ALL LEVELS.

MEANWHILE, YOUR APPLE WATCH WILL GET A MAKEOVER. AND IT WILL BE A JACKET INSTEAD.

OR PERHAPS YOUR BUSINESS GOES PHYDIGITAL WITH THE RISE OF AUGMENTED REALITY? THE ONLY LIMIT IS YOUR IMAGINATION.

ONLY TIME WILL TELL. OR WELL, THIS TREND REPORT IS TELLING YOU [NOW](#).





Farfetch & AI in their email marketing

Farfetch, the luxury fashion marketplace used Phrasee, an AI tool, to test phrases optimized subject lines for emails (like wish-list reminders), and personalized content to engage their clientele, resulting in a 7% increase in their open rate.

GENERATIVE AI: CORPORATE, CREATIVE & PERSONAL.

We couldn't skip AI—it's literally everywhere. Generative AI is revolutionizing everything: from designing ad campaigns and sketching out new products to crafting hyper-personalized customer experiences that feel like they might just be listening in on you.

It's reshaping the corporate

world, sparking creativity in unexpected ways, and becoming part of our daily routines.

But here's the real question: [do people want all this AI in their lives?](#) Let's explore the latest trends in how AI is revolutionizing the corporate, the creative and the personal.

According to Gartner, 70% of organizations are projected to adopt some form of generative AI by 2025, with companies seeing productivity gains upwards of 30%.

WE LOVE AI. BUT HUMAN MATTERS TOO.

You can trust everything you see online, right? Wrong. For a long time, the convenience of the internet outweighed people's need for trust.

With AI, there is a significant shift happening: According to Accenture's Life Trends (2025), due to AI, 59% of consumers are questioning the authenticity of online content more than ever.

While consumers are open to embracing AI, trust will continue to stay an important brand value for consumers.

AI MEETS CREATION: BLURRING THE LINES

What's art, anyway? And can something be genuinely creative if an algorithm made it? These are just a few of the big questions AI has stirred up in the creative world. Sure, there was some initial pushback. Turns out, AI isn't just efficient; it can help bring big ideas to life in totally new ways. So, is AI a partner in the creative process? Many artists and creators are saying yes.

NOW/TODAY

AI: YOUR NEXT PERSONAL ASSISTANT

As consumers adopt generative AI tools like Copilot, they increasingly use them for productivity. On popular Gen Z platforms like TikTok, hundreds of videos demonstrate how to leverage AI for productivity, wellness, and lifestyle advice.

On platforms with older core audiences, such as LinkedIn, posts deciphering how to best prompt generative AI platforms easily go viral.

MANGO



MANGO launches first AI generated campaign

In 2024, Mango dropped its first fully AI-powered campaign, featuring its limited-edition Sunset Dream collection. Using generative AI, they created realistic images of clothes on models, proving that fashion and tech are officially a perfect match.



A surreal landscape featuring a woman in a black, sleeveless, high-cut dress lying in a pool of water. She is surrounded by numerous golden balloons. The background consists of rolling sand dunes and a range of mountains under a blue sky with scattered white clouds. The overall scene is a blend of natural and artificial elements, creating a dreamlike atmosphere.

AI and
CREATIVES:
A BLOOMING
LOVE STORY.

VOGUE

AI enhanced editorial for Vogue China

AS AI CONTENT GROWS, SO DOES THE NEED FOR TRUST AND TRANSPARENCY.

L'ORÉAL

WHAT YOU CAN DO

BUILD THE RIGHT AI FOUNDATIONS.

How can a team use something they don't really know? To successfully integrate AI into your business, you must [train for AI literacy](#). You can always use an open AI—or make it your own.

It's a cross departmental effort: Your marketing team should harness AI in relation to customer experience. Likewise, your IT team should work on an AI 'backbone' or infrastructure, if they must.

ENFORCE AI TRANSPARENCY.

Consumers don't like feeling deceived. [Clearly state whether content or certain customer interactions are powered by AI](#). You can use visual labels or disclose it otherwise, but you must state it somewhere.

On the other hand, also invest in genuine, community driven interactions to balance out AI usage. Remember, start from the human, and work your way to the tech.



L'ORÉAL: Beauty Made Easy with AI

L'Oréal Paris is changing the game with Beauty Genius—an AI-powered personal beauty assistant available 24/7. Offering personalized diagnostics, product recommendations, and a confidential Q&A for those tricky beauty questions, Beauty Genius helps shoppers make smarter, more confident decisions without the stress.



WEARABLE HEALTH TECH & SMART CLOTHING

Apple Watches stand aside, what you'll see below are next level: As our digital lives become more enmeshed with our daily lives, fashion is following suit. Enhanced sensors in wearables now track not only steps and heart rate but also blood glucose levels, stress, and sleep quality. Smart fabrics are expected to become more integrated into everyday apparel. The key in 2025? To deliver visible innovation.

The global wearable technology market is expected to hit \$118 billion by 2025 (Statista), with 70% of users relying on health-monitoring features.

Commuter x JACQUARD
Levi's Jacket

The Commuter x Jacquard jacket comes with touch-sensitive sleeves, so with a simple swipe, you can skip songs, get call alerts, or even check directions—all while looking effortlessly cool.



WEARABLE TECH: THE PRESSURE TO INNOVATE

According to a Business of Fashion 2025 report, sportswear grew faster than the broader fashion market in China, the US and Europe. Why is this relevant?

Sportswear brands in particular face a pressure to churn out visible innovation in their designs, with investors expecting a steep growth trajectory.

Many lifestyle, fashion, and sportswear brands are turning towards tech to stand out in the market. Giving us: Wearable tech.



friend

'Friend' AI Powered Necklace

"Friend" is designed to be a constant companion for its wearer, offering emotional support and interaction throughout the day. Using AI, it listens to conversations and engages in dialogue, providing messages of encouragement or commentary based on the context of the user's life.



HUMANE AI Powered Pin

The Humane AI Pin is a wearable device that ditches the screen and projects info onto your hand while responding to your voice and gestures. Think of it as a smart assistant clipped to your shirt, keeping tech minimal but packed with cool, James Bond-style tricks. What about you, would you pay the hefty \$700 price tag for it?

TODAY'S CONSUMERS EXPECT TECHNOLOGY THAT ADAPTS TO THEIR NEEDS—PERSONALIZATION IS NOT OPTIONAL; IT'S ESSENTIAL.

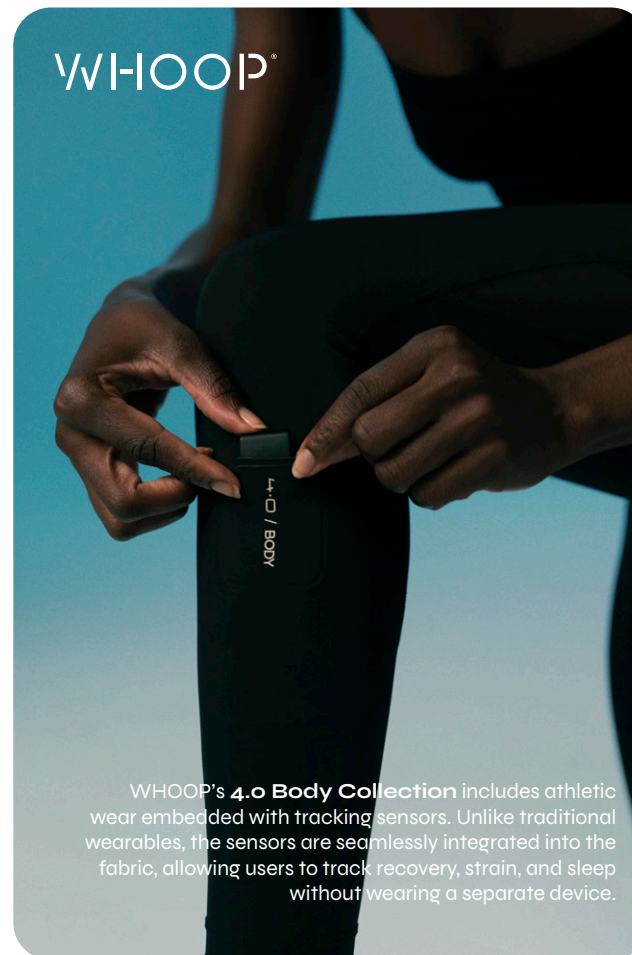
The wearable tech trend only shows that health is still a top priority for consumers. Pair that smooth tech integrations and you have consumers ready to invest in get that is both proactive and personal.

Personalization is great, but remember Gen Z wants options, not surveillance—tailor those wearable experiences without getting too nosy!

NOW/TODAY

Millennials & Gen-Z: Early Adopters

Millennials lead in wearable tech ownership, followed closely by Generation Z, which is rapidly catching up as they gain more spending power and enter the workforce (Statista, Rock Health).



WHAT YOU CAN DO

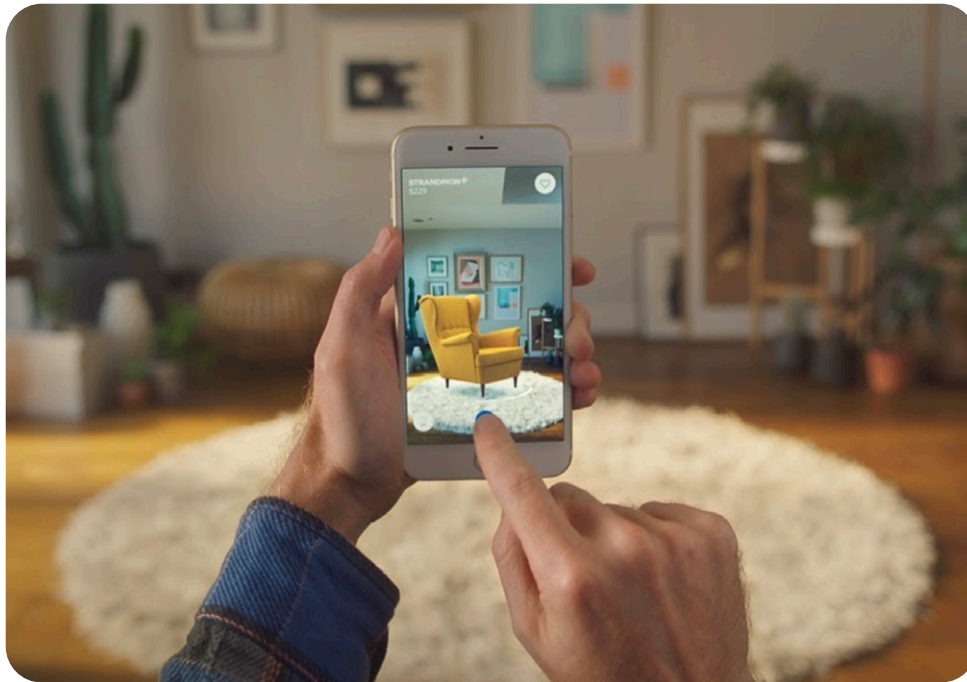
INVEST IN HYPER-CUSTOMISATION FEATURES.

Give customers the chance to make it theirs! Personalization in wearable tech creates a unique connection not only with your product, but with your brand, making users feel special and increasing loyalty. Plus, it keeps them coming back for more.

FOSTER A CULTURE OF ADAPTABILITY.

The world moves fast, and so should you! Encourage your team to stay curious and flexible. Embracing change as a core value helps your company stay on the cutting edge and ready to take on new tech trends as they come.

Even if wearable tech is not something plausible for your product, there are most definitely other ways you can integrate personalisation (and AI) into your products.



EXTENDED REALITY (XR) FOR RETAIL AND TRAINING

Extended Reality (AR/VR) is the new star player in retail and training, bringing hands-on learning and ultra-engaging shopping experiences to life. In 2024, more and more mainstream brands have fully jumped into XR, aiming to make every customer and employee interaction more memorable.

Brands are using augmented reality to bring that in-store magic right to your home. Imagine “trying on” clothes, shoes, and accessories from your couch—no changing rooms or long lines needed. It’s the future of shopping, and **it’s just getting started.**

54% of consumers are interested in using AR tools when shopping online (Accenture), and 82% of companies using VR/AR for training report improved performance.



The Ikea Kreativ App

Ready to live out your interior designer dreams? The IKEA Kreativ app brings your room to life—virtually. With just a few taps, it uses AI to clear out your room in photos, then lets you “try on” IKEA furniture and decor to see exactly how it’ll look in your space.



Walmart VR employee training

There’s no better way to learn than by doing it. The Walmart AR app is a game-changer for employee training. Using augmented reality, it creates interactive, real-world scenarios to help staff practice skills on the spot—whether it’s stocking shelves, managing inventory, or assisting customers.





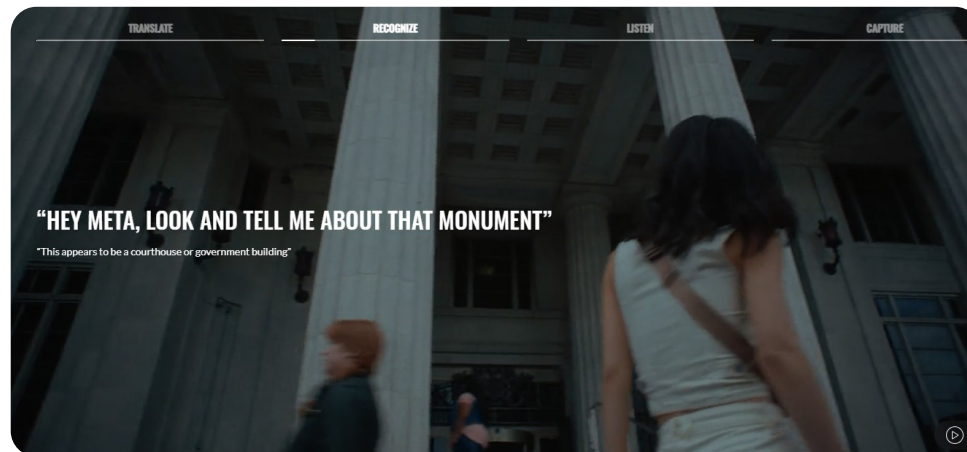
Malfy Gin AR Activation

Malfy, the premium Italian gin brand, decided to give us all a virtual ticket to the sunny Amalfi Coast—no passport required! With a quick scan of a QR code on their gin bottles on billboards, or in stores, you could dive into a 360-degree AR experience that blended real shots of Italy with a little daydream magic.

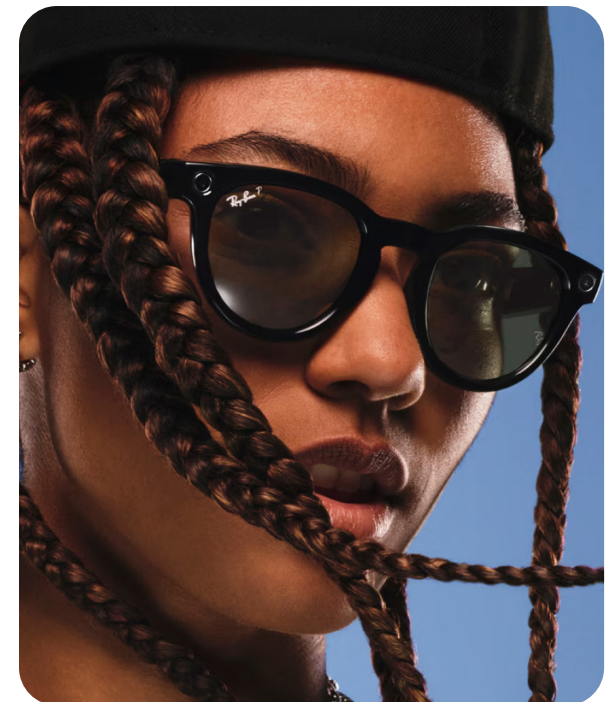


RayBan x META glasses

Ray-Ban x META glasses take smart tech to the next level, offering audio, a sleek design, and an ultra-responsive Meta AI assistant. Whether you're making calls, sharing live videos, or simply listening to music, these glasses are built to keep you connected all day long—without missing a beat!



View through the META glasses



**KICK^{AND}
RUSH**

**BAM MARKETING
CONGRESS**

Kick And Rush x BAM Marketing Congress

For the BAM Marketing Congress, we took their merch phygital. If you're looking to be more visible throughout your company, perhaps 2025 is the year you'll take your merch into the virtual realm.



You said merch?
We create unique branded merch.

→ Talk to us

kickandrush.com



An inside into the future of marketing.

DISCOVER
the future of marketing

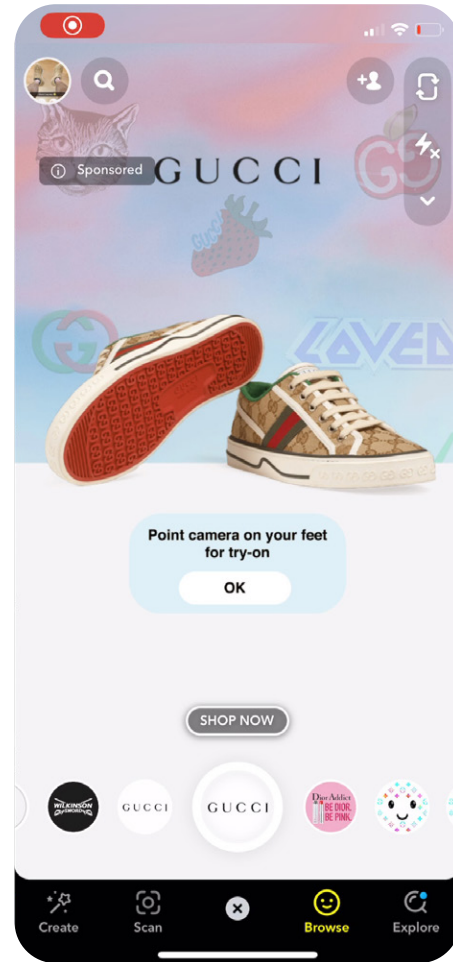
BRANDS NEED TO LIVE UP TO HEIGHTENED EXPECTATIONS FROM THEIR CUSTOMERS.

Beyond just “try-ons,” you’ll soon be able to attend virtual fashion shows, tweak clothes to your style in real-time, and even step into AR worlds where shopping feels like a game. As AR goes mainstream, brands might launch exclusive apps that completely reimagine the shopping experience. [What brand are you excited to see venture into AR?](#)

NOW/TODAY

Virality defines popularity

In the age of TikTok, it’s not just about dancing. Brands that provide viral-ready experiences (such as AR) prompt their community to film about it – and go viral in the name of the brand. Did you know? TikTok also launched their e-commerce platform. AR will be next on there!



GUCCI's AR try on

GUCCI

WHAT YOU CAN DO

INTEGRATE AR TO ENHANCE THE SHOPPING EXPERIENCE.

Adding AR to your website or app doesn't just cut down on returns; it helps people feel more confident about hitting that “Buy” button. You don't need to go all-in from the start—tools like Snapchat's Lens Studio or Shopify's AR features make it easy to test the waters before fully committing.

LEVERAGE AR FOR IMMERSIVE CAMPAIGNS.

Forget static ads—give people something they can play with! AR campaigns, like Gucci's virtual sneakers or Pepsi's AR bus stops, get people talking and engaging with your brand in a whole new way.

Partnering with platforms VR platforms or AR creators can help you reach tech-savvy audiences and make a splash without starting from scratch. Personalisation (and AI) into your products.



BRANDS USING AR

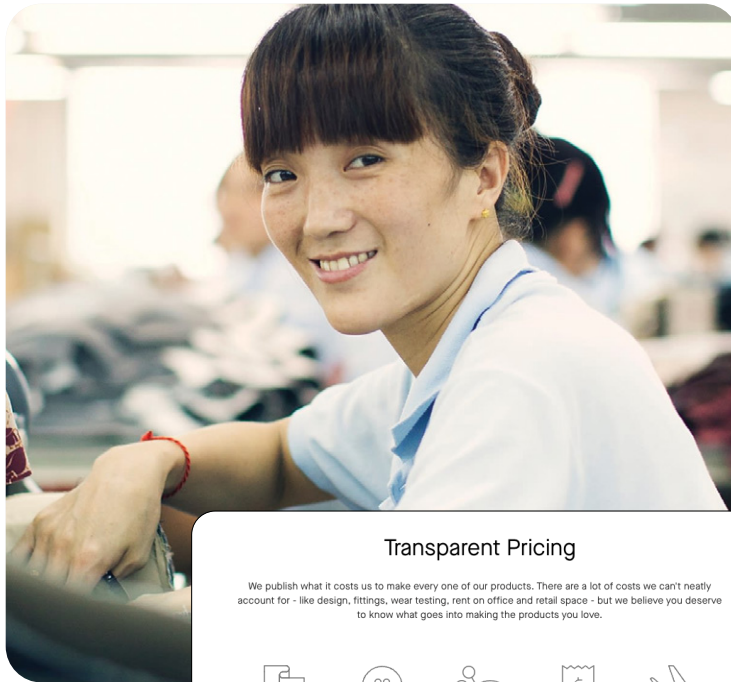
BRAND TRENDS

MADE BY KICK AND RUSH

TRUST IS UNDER SIEGE, OR AT LEAST THAT'S WHAT THEY'RE SAYING. BRANDS MUST RESPOND ACCORDINGLY, BECAUSE IF THERE'S ONE THING CONSUMERS WANT, IS TO TRUST YOUR CLAIMS. MEANWHILE, BRANDS GO 100% REAL WITH IMMERSIVE BRAND EXPERIENCES AND 'DO-CLUBS'. OH, AND YOUR TWO FAVORITE BRANDS WILL PROBABLY COLLAB AND CREATE THE COOLEST MERCH YOU'VE YET TO SEE.








Merch for the Belgian Olympic Team for the Paris 2024 Olympics



Transparent Pricing

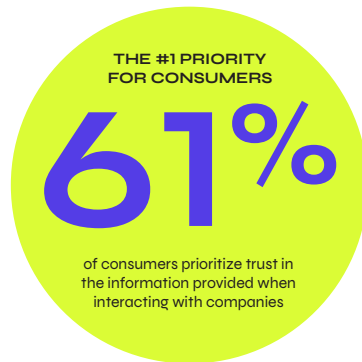
We publish what it costs us to make every one of our products. There are a lot of costs we can't neatly account for - like design, fittings, wear testing, rent on office and retail space - but we believe you deserve to know what goes into making the products you love.

				
Materials €20.84	Hardware €1.38	Labor €12.88	Duties €57.61	Transport €0.96

EVERLANE

Everlane: Radical Transparency

American apparel brand Everlane doesn't just list their prices; they tell you exactly why something costs what it does. Every product page breaks down material, labour, and transportation costs.



Qualtrics 2025 Consumer Report

BACK TO BASICS TO BUILD TRUST:

Trust. Trust. Trust. We won't tire of saying it: Now more than ever, you must build trust with your customers. How? By getting the basics right—[transparency on the bare minimum](#), from supplier info to your brand values and reports.

It's also about backing up your claims at every step, especially with growing sustainability directives on the horizon (cough, cough: CSRD!).



patagonia

Patagonia: A Brand Real People Trust

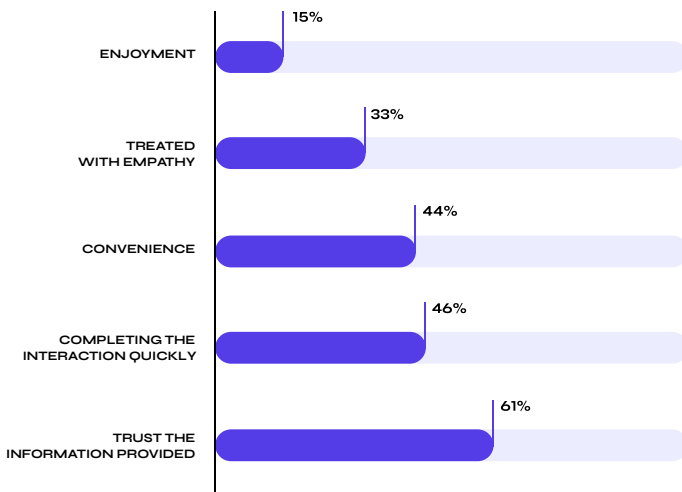
In 2024, they doubled down on transparency with their "Worn Wear" program, encouraging customers to buy second-hand and even providing repair services.

WHAT DO CONSUMERS WANT EXACTLY?

Consumers want more than just a service; they want to trust your brand's claims. Really, **over 60% of consumers want transparent communication**, so they know their hard-earned money is going to the right brand.

Qualtrics 2025 Consumer Report

CONSUMER PRIORITIES WHEN INTERACTING WITH COMPANIES



ROTHY'S

Rothy's: Real Time Tracking

Rothy's turns recycled plastic bottles into trendy shoes, all while keeping a real-time counter on their website of bottles saved from landfills (and turned into their shoes). They update the counter with each sale, giving customers a clear sense of impact.



THE POSSIBILITY OF PLASTIC

194,922,162+

Millions of recycled bottles are just the beginning.

CLEAR, RELIABLE COMMUNICATIONS ARE THE TYPE OF EXPERIENCE ESSENTIALS THAT ARE KEY TO CONSUMERS.

WHAT YOU CAN DO

FOCUS ON YOUR KEY METRICS.

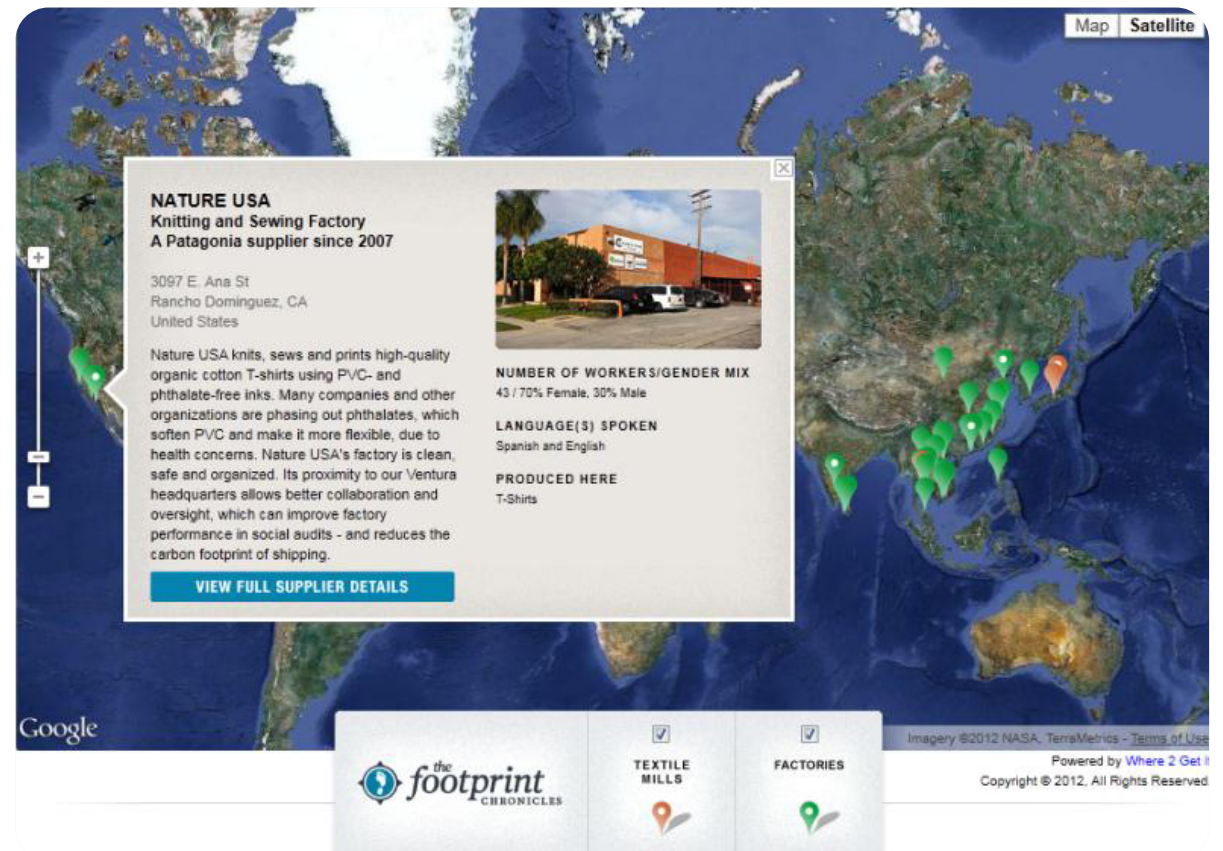
Clearly communicate on key metrics for your business. If needed, make sure your numbers are [certified](#) by the correct agents.

SPEAK PLAINLY, ACT OPENLY.

Leave the technical talk for the books. Explain your processes, products, and policies in a way everyone understands. [If customers feel they're in on the details, they're more likely to trust you.](#)

SHOW. YOUR. WORK.

This could be through behind-the-scenes videos, (legit) [sustainability reports](#), or interactive tools (think Patagonia's Footprint Chronicles).



patagonia

PATAGONIA'S FOOTPRINT CHRONICLES

The Footprint Chronicles by Patagonia is an interactive tool that lets customers trace the environmental and social impact of Patagonia's products, from raw materials to the finished item.

AUTHENTIC (CONNECTIONS) IS THE NEW LUXURY.

There's a (not so) surprising craving out there: [meaningful, in-person experiences](#). We're seeing a rise in DIY, at-home social gatherings, outdoor adventures, or better yet, insta-proof brand experiences.

The golden opportunity for brands? Those that create products or experiences helping people bond in real life are set to win big. Think 'do-clubs', DIY meal kits, social board games, event pop-ups, and branded merch that builds real community.

CREATE REAL.

Consumers are hungry for off-line connections. 72% of consumers say they are more likely to spend money on experiences. Brand experiences included.

IMMERSIVE BRAND EXPERIENCES ON THE RISE:

In 2025, creating a branded world your customers can walk into (literally) will be the gold standard. Why not let your customers feel, see, taste, and smell your brand?

And if you don't want to go all the way in (yet), you can start with an [essential branded merch collection](#).



The Choo Café by Jimmy Choo in Seoul

JIMMY CHOO



Jellycat pop-up in London

JELLYCAT
LONDON

A GREAT EXAMPLE OF **BRAND**
WORLDBUILDING: RALPH LAUREN

Ralph Lauren at the dining room of the Polo Bar in New York City, just a few steps from his company's flagship on Fifth Avenue.

RALPH LAUREN

**“This range
of product
enables us to
connect with
all types of
consumers.”**

**Regarding consumers
who are part of the
lifestyle, vs. those who
are aspirational.**

- Patrice Louvet, CEO Ralph Lauren when asked
about the concept of “Ralph’s World”





Miu Miu ice cubes at Miu Miu Westminster in London

FASHION FOOD: LUXURY BEYOND FASHION

It's not just about yummy treats; branded food is a savvy strategy to create all-inclusive brand experiences that resonate with today's (cost-conscious) consumer.

Creative [branded merchandise](#) (yes, food can be branded merch) such as this one shows [dedication to building your brand world](#) -with every little detail in mind.



Dior saddle bag garlic bread

Puresport.

PURESORT: FROM SUPPLEMENTS TO EXCLUSIVE CLUB.

Puresport started with a mission to provide athletes with a natural alternative to painkillers through certified CBD oils. But at the time of writing, they're more renown for their run-club, with chapters in NYC and New Zealand.

Look at the picture to the right. [Activity-based branded activities](#) creates [brand ambassadors](#), just check out the merch they're sporting.

'DO-CLUBS': THE KEY TO MARKET DEVELOPMENT

"Do-clubs" will be a fresh antidote to digital fatigue. These branded experiences—like exclusive fitness sessions or hands-on workshops—go beyond passive consumption by encouraging physical activity and staying in the moment.

For brands, it's a strategy to engage audiences that might otherwise remain out of reach. As a bonus, your fans can take your brand home too (hi branded merch!).



EXPERIENCES THAT GO BEYOND PRODUCT.



ONITSUKA TIGER

Onitsuka Tiger: Hotel Takeover for the Paris Olympics
For the Paris Olympics this past 2024, Onitsuka Tiger, daughter brand of Asics, took over a hotel: Offering guests a fully branded stay.

SHUT DOWN THE DIGITAL. BUILD UP PHYSICAL COMMUNITIES.



STIB's pop-up store

Can a transport company have fans? Absolutely.

The Brussels Intercommunal Transport Company (STIB/MIVB) opted for pop-ups across Brussels in various train stations. There, they offered a wide range of items, from upcycled bags and transit signs, to collectible scale-models.

In short, your brand world can be what you make of it; it's all in the details.



WHAT YOU CAN DO

THINK OUTSIDE THE BOX WHEN CONSIDERING BRAND EXPERIENCES.

For example, you don't have to be all about fitness to be part of the 'Do-club' trend. In fact, brands are finding more and more creative ways to partake in consumers' new-found interest in going offline –and experiencing brands with all five senses.

THINK LONG-TERM CONNECTIONS (YES, FOLLOW UP!).

No one likes getting ghosted. Create touchpoints to keep the community alive, like follow-up invites, exclusive perks, or online spaces where attendees can engage, or web-shops for your branded merch –so your fans can reach you 24/7.

COLLABS: EXTRA NICHE COLLABORATION CREATE LOYAL CONSUMERS.

Ever wanted to see your two favourite (but perhaps unrelated) brands collab? It might happen soon. Niche brand collaborations are becoming an influential strategy for building **extra loyal** customer bases. These partnerships bring together unique identities, allowing brands to connect with hyper-targeted audiences in memorable ways.

According to the Business of Fashion, collaborations between brands increased by 35% year-over-year, with over 60% of brands reporting that partnerships improved customer loyalty and engagement in 2024.

Why now?

As traditional advertising becomes less effective, brands are turning to other brands that share similar values or appeal to complementary niches.

This tactic doesn't just expand their reach—it also gives fans something fresh and exciting that feels genuinely (and exclusively) crafted, not mass-produced.

Most collabs yield **limited-edition**, and therefore **highly popular items**.



parfumado

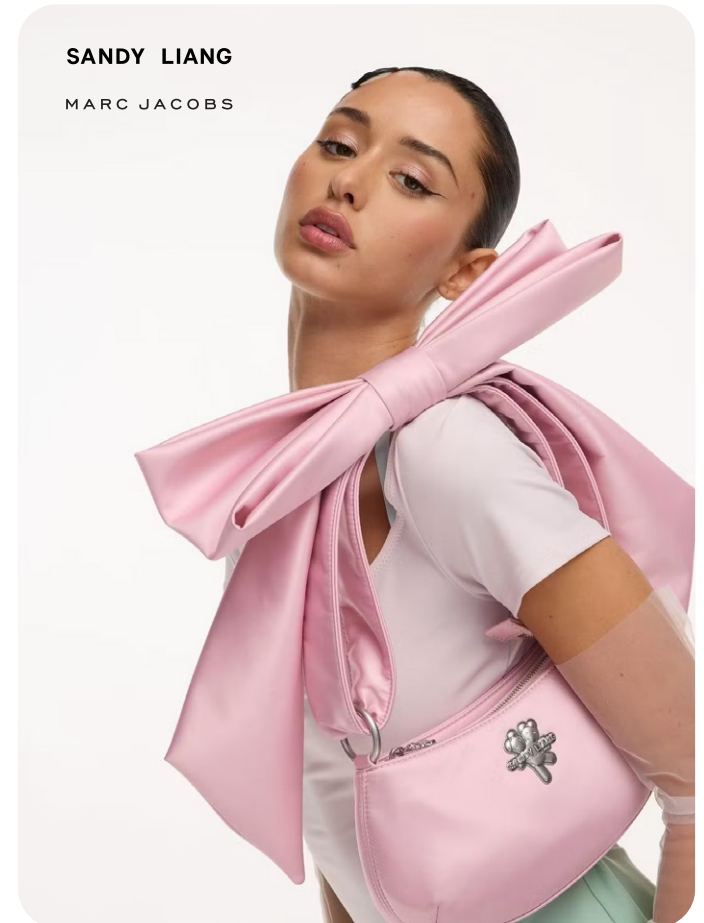
Les Jumelles x Parfumado

The trendy, Antwerp-based clothing brand Les Jumelles partnered with Dutch fragrance company Parfumado to create a unique Les Jumelles scent.



SANDY LIANG

MARC JACOBS



Sandy Liang x Marc Jacobs

Marc Jacobs, established (and veteran) fashion house, honed into their Gen Z audience by collaborating with Sandy Liang, one of the hottest designers of 2024.



homesick

Kentucky Fried Chicken x HOMESICK

The iconic fried chicken restaurant chose an original brand partner: Homesick, a lifestyle and fragrance brand. Guess some of us really can't get enough of that freshly fried scent of goodness.



duolingo crocs™

Duolingo x Crocs

Crocs launched one of first-ever pop-ups hand in hand with Duolingo. The pop-up centered around bringing the community together, as the event featured a number of limited-edition merch that included a range of plushies, T-shirts, backpacks and more.



CONSUMER TRENDS

NICHE COLLABORATIONS

BRANDS THAT COLLAB MUST **COMBINE FORCES** TO CREATE PRODUCTS AND EXPERIENCES THAT THEIR SHARED AUDIENCES WILL ADORE.

WHAT YOU CAN DO

DON'T FORCE IT.

Think a brand collab is on the cards for your company? Ensure that the collaboration feels organic, not forced; it should make sense to both brands' audiences.

KEEP IT **CLASSY**. NOT GIMMICKY.

Prioritize quality and innovation in co-branded products, avoiding "gimmicky" collaborations that offer uninspired products.

BACK UP YOUR COLLAB: **GO ALL IN**.

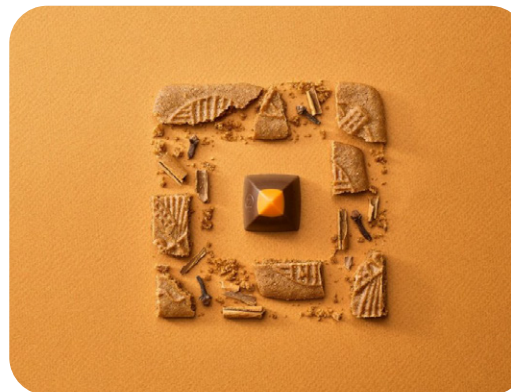
Foster a community feel, making the collaboration more than just a product drop. Instead, invest in creating a shared experience with events, social content, or better yet, branded merchandise that your fans can cherish forever.

Disney x Lululemon

Who said Disney merch must be childish? Disney brought their brand into the world of their adult fans with their latest collab with Canadian athleisure brand Lululemon.



NEUHAUS
BELGIUM • 1857



Neuhaus x Maison Dandoy

The legendary chocolatier partnered with Maison Dandoy, who specializes in delicious speculoos cookies. Together, they created "Les Gourmands", a collection of chocolates.

SUSTAINABILITY

'SUSTAINABILITY' IS NO LONGER A WORD BRANDS SIMPLY THROW AROUND: INSTEAD, THEY NEED TO BE COMPRISED OF LEGIT ESG FRAMEWORKS -THAT SHOW THEIR WORK FOR STAKEHOLDERS INVOLVED.

IN THE MEANTIME, BRANDS ARE RE-EVALUATING THEIR SUSTAINABILITY STRATEGIES AND PIVOTING: PERHAPS REUSE AND RECYCLE HAS BEEN THE CIRCULAR ANSWER ALL ALONG.



Jean Powis de Tenbossche
Sustainability & Project Manager
@ Kick And Rush
jean.powis@kickandrush.com



Sprout pencil

ESG FRAMEWORKS WILL TAKE YOUR SUSTAINABILITY STRATEGY EVEN FURTHER.

In 2025, ESG (Environmental, Social and Governance) isn't just a buzzword—it's a must-have. With stricter regulations, rising consumer demand for ethical brands, and mounting climate challenges, companies are under pressure to take meaningful action—moving past empty sustainability claims-- and towards tangible, measurable actions.

ACCORDING TO PWC 86% of employees prefer to support or work for companies that care about the same issues they do.

What makes a solid ESG framework?

ESG is all that you can measure. So having a strong ESG framework means baking sustainability and ethical practices right into your company's DNA, while measuring them accordingly. It's about addressing environmental impact, treating people and communities responsibly, and ensuring transparent, fair governance.

It's hard to nail down perfectly. That's why it's not just about doing good—it's about managing risks, staying relevant, and gaining a competitive edge while inspiring stakeholder confidence with real data.



Keep in mind

Having a solid ESG framework can help you stay ready for CSRD by keeping track of necessary reporting.



WHY HAVE AN ESG FRAMEWORK?

To comply with growing regulatory pressures.

Such as the EU's CSRD, which requires some companies to disclose certain data as early as 2024.

To respond to emerging social issues.

Companies are more and more pressured to respond to emergent social issues.

To mitigate threats to talent and brand.

Employees prefer to support or work for companies that care about the same things they do. Same goes for most consumers.



of global investors say that how a company manages ESG risks is an important factor in investment decision-making

Source: PwC's Global Investor Survey, 2021

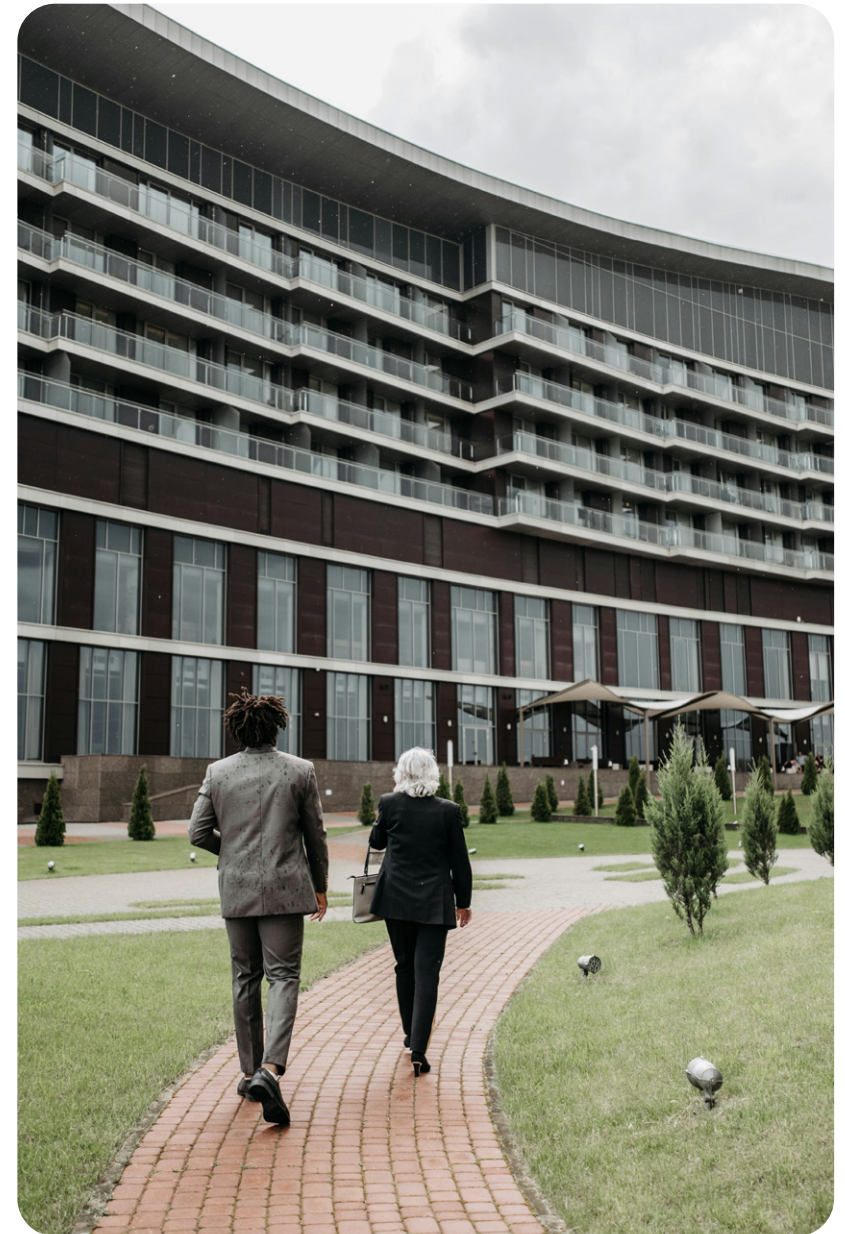


CASE

PwC's Sustainable Value Governance

PwC's Sustainable Value Governance is revered as an industry standard for ESG frameworks. At its core, it's made up of two main elements:

- 1. The Sustainable Value Matrix:** Maps our stakeholder ESG needs, as well as risk management, growth, and other strategic factors.
- 2. The Sustainable Value Book:** Provides a clear, concise, strategy, reporting process and message.



DON'T FORGET: IT'S ABOUT THE **JOURNEY** AND WHAT YOU'RE DOING DAILY TO MEET YOUR **LONG-TERM GOALS.**

WHAT YOU CAN DO

SET CLEAR, MEASURABLE GOALS.

It's not about immediately being the most sustainable. It's about the journey and your company's efforts. Be honest with yourselves – so you can set clear, and achievable goals.

DETERMINE YOUR CHALLENGE AREAS.

Carry out materiality assessments and audits to determine which ESG issues are most relevant to your company. Start focused. Go from there.

EMBED YOUR ESG METRICS INTO YOUR FINANCIAL REPORTS.

Not only will this help you with transparency, but it will show accountability and potentially attract ESG conscious investors.



Unilever's Sustainable Living Plan

Unilever's ESG framework integrates ESG goals across all aspects of its operations, emphasizing carbon reduction, sustainable sourcing, and waste minimization. In fact, Unilever benefited from improved competitiveness when it introduced stronger pledges to cut its plastic footprint by 50 percent by 2025.

THE CIRCULAR BUSINESS MODEL: FOCUS TOWARDS SECOND LIFE.

Can you drop everything right now and tell me what exactly is a CO2 emission? In 2025, companies are re-evaluating their sustainability goals to be more than just about emissions –an abstract, up-in-the-air ‘thing’. Instead, brands are shifting their eyes to **recycling their products** and closing the loop.

Packaging That Comes Full Circle

Packaging is at the forefront of circularity, with reusable, biodegradable, and recyclable options shaping the future.

By 2029, “forever packaging” paired with ultra-low-impact refills is expected to dominate, balancing consumer appeal with guilt-free consumption. Minimizing packaging waste and integrating recycled materials are the new must-haves.

From Waste to Wonder

Circularity thrives on creative solutions: products that endure, transform, or biodegrade. Seed-embedded items, recycling programs, and upcycling campaigns engage consumers while reducing environmental impact.

These strategies don’t just cut waste—they inspire a new way of thinking about sustainability.



Amazon's transition to recycled paper packaging

In 2024, Amazon announced a significant shift from plastic air pillows to recycled paper for its packaging in North America. This move is expected to eliminate nearly 15 billion plastic air pillows annually





Spadel's Source of Change framework

Spadel is taking bold steps towards circularity with its Source of Change strategy. Built around four pillars—**Reinvent, Reduce, Recycle, and Restore**—it's all about rethinking packaging, minimizing waste, maximizing recycling, and giving back to nature.

By embracing these principles, Spadel is setting the standard for brands looking to lead in a circular economy.

SUSTAINABILITY

CIRCULAR, CIRCULAR, CIRCULAR



Uniqlo's successful RE:STUDIO

Uniqlo's RE:STUDIO is all about keeping clothes in the loop. The retailer has added RE:STUDIO to their major locations, incentivizing clients to **repair, remake, and recycle** their well-worn favourites to create something new. RE:STUDIO also facilitates clothing donations to communities in need.



TANGIBLE, MEASURABLE ACTION IS WHAT WILL TAKE YOUR BRAND FROM GREENWASHING TO REAL IMPACT.

WHAT YOU CAN DO

START EASY.

To start your circular journey, start with the easy fixes. For example, is there a way you could recycle your packaging? How about your office supplies? Or dead-stock? Start small and go from there.

EXPLORE SUPPLIERS. GET INFORMED.

Perhaps your perfect circular partner is out there. Don't be afraid to challenge your existing suppliers on how they can help your product become more circular. If not, venture out and get informed on the possibilities.



Circular Merch for TotalLub

After working with our representative, Total LUB opted for upcycling their uniforms with outdated branding on them.

We worked closely with a social work place in Nantes, so they could help us transform their surplus work-wear into sustainable accessories such as tote bags and pouches.

MERCH: HOW TRENDS COME ALIVE.

Brand collaborations make for unique (and exclusive) merch. It's a win-win for both brands, as the collaboration not only reaches a hyper-loyal audience, but invites new consumers to experience the collaboration as well.

Just check out the collab we helped **Komatsu** and **Adidas** bring to life (right).



Dassault Aviation x Baron Papillon





Pop-Up at Le Bourget, Paris

Since 2023, we've facilitated Dassault's pop-up at Le Bourget Air Show in Paris. From booth design, to stock control and personnel, we make sure no detail is forgotten in creating their real-world brand experience.



Full merch collection for Dassault Aviation

Your brand's world can go beyond a pop-up, why not turn it into a whole collection? Make it easy to access with fully branded web-shop, too (Yes, we help with that as well).



Lilia Bessalah
Creative / Project Manager
@ Kick And Rush
lilia.bessalah@kickandrush.com

OUR SERVICES

KICK AND RUSH
MERCH CLUB

Branded merchandise made simple.

Branded merch is a strong pillar of your brand strategy. If you can dream it, we can bring it to life.



DESIGN & CREATION

In-house creative experts.

SOURCING

Eliminating risks, delivering quality.

BRAND GUIDELINE

100% brand-proof.

CARBON FOOTPRINT

eco etik SCORE & consultancy.

TRENDS & INNOVATION

Always the coolest items!

WAREHOUSING

LOGISTICS AND FULFILLMENT

+ 55
WEB-SHOPS
• LIVE

EVENT
MATERIAL
HANDLING

POP-UP
SHOP
SUPPORT

REPORTING
Full transparency.

HANDLING
We take care of it all.

PERSONALI-
SATION
In house
production

🎧 🗣️ 📱 🙌 SERVICE DESK 🇬🇧 🇮🇹 🇪🇸 🇩🇪

Don't let logistics limit you.

From storage, to shipping, packing, and e-commerce, we'll help your product shine.



KICK AND RUSH
PLATFORMS

**KICK^{AND}
RUSH**
MERCH CLUB

Antwerp | Brussels | Mauritius | Paris

visit us at
kickandrush.com