



[WWW.STRATEGIC-PACKAGING.COM](http://WWW.STRATEGIC-PACKAGING.COM)



# INSPIRATIVE PACKAGING CONCEPTS

---

FOR **FASHION  
SEGMENT**



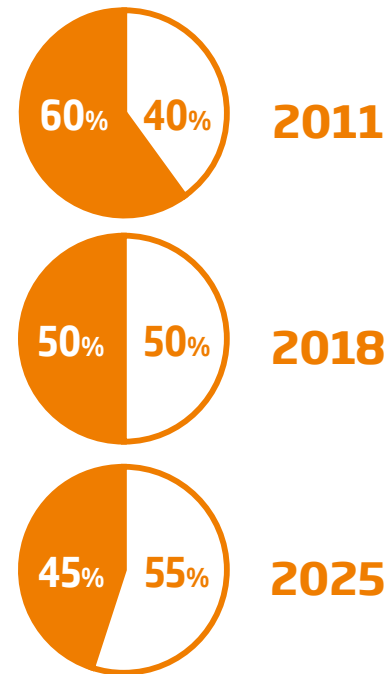


# The Size of the Global Fashion Retail Market

The global fashion market involving footwear and jewellery is worth **\$2 trillion** per year - just a bit smaller than India's economy.

The USA and China spend by far the most on apparel. Womenswear makes up more than half (53%) of global retail spending - or roughly \$689 billion. By comparison, spending on men's clothes and children's clothes is relatively modest - 31% or \$403 billion and 16% or \$208 billion respectively.

Global apparel and footwear sales forecast 2011-2025



● Western markets ○ Rest of the World

Source: McKinsey Fashion Scope

## Ongoing polarisation of industry

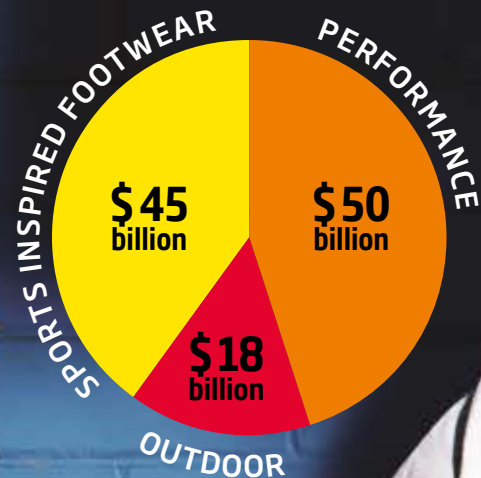
In 2018, an important tipping point was reached when, for the first time more than half of apparel and footwear sales originate outside of Europe and North America, as the main sources of growth are emerging market countries across Asia-Pacific, Latin America and other regions.

Source: The State of Fashion 2018



World sports apparel market  
is expected to reach  
**\$184.6 billion**  
by 2020

**Performance and sports-inspired  
hold the greatest potential**



The world sports apparel market after its height in 2016, as the 'athleisure trend' has reached its peak in some mature markets. However, it is still expected to be the fastest growing category, with continued strong demand in many markets. This segment is expected to reach \$184 billion by 2020.





# Instore or online shopping?

The percentage of consumers who made a purchase online grew in the past year to 58%, half of them in the fashion retail segment.

UK, one of Europe's most mature online markets, has experienced the biggest year-on-year growth in clothing, textile, and footwear eCommerce sales, at 16.5%. In fact, 266 of the top 1,000 internet retailers are apparel brands.

Source: The State of Fashion 2018

The main trend we need to highlight is **mobile commerce.**

Accounting for over 65% of the online fashion traffic, it also earned

**57%**

of the total online sales.



DS Smith

Redefining packaging for a changing World

New influences shape customer shopping habits

**55%**  
Online reviews

**74%**  
Social Media



# Even more premium experience.

The modern shopper's comfort with digital channels and content has created a complex customer journey across online and offline touchpoints. But regardless of touchpoint, consumers expect a consistent brand experience across channels.

Consumers also have **higher expectations of customer experience and scrutinize convenience, price, quality, and newness.**

Many consumers today expect **perfect functionality and immediate support at all times**, coupled with **rapid delivery times** as players constantly compete to expedite products.

For example, Gucci in partnership with Farfetch offers delivery in selected cities from the store to a customer's home **in 90 minutes or less.**

Source: The State of Fashion 2018





# Loyalty of millennials VS. brand values and missions

Consumers are becoming less brand loyal: **among millennials** two-thirds say they are willing to switch brands for a discount of 30 percent or more.

But while they are very price sensitive, they also base more of their purchasing decisions on whether **a company's practices and mission align with their values.**

This is a generation that has higher expectations on what a company should be able to deliver: convenience, quality, values orientation, newness – and price.





# Personalisation as the **nº1** trend in FASHION



**EVEN  
ONLINE  
GIANTS  
GET  
PERSONAL**



Fashion companies deliver and will deliver personalisation in many form  
– from more - customised products, to curated recommendations, to communications and storytelling that connects to individuals.

Customisation will range from smaller adaptations (like embroidery in store) to pre-designed items such as colour combinations that bring a personal touch, to products designed almost completely by the customer.

One reason for this development is consumers' growing desire to use their fashion choices to express their own style, self-image and values.

More than  
**70%**  
of US customers  
expect some sort  
of personalisation  
from online business.

Source: Linkdex survey

Powered by artificial intelligence and big data, the world's biggest e-commerce platforms can make an impersonal environment seem highly personal.



# AI gets real

Possibilities of AI in development creative and customer interaction processes blurring the line between technology and creativity.

Farfetch's 'Store of the Future' offers automatic customer recognition at the store's entrance, RFID-enabled clothing racks and digital mirrors that allow customers to choose sizes, colours and directly check out, all demonstrate how AI can be employed to excite customers in-store while seamlessly integrating the online and offline experiences.

Source: The State of Fashion 2018



## Searching for experiences

From voice or image search to natural language processing in eCommerce search bars, these experiences will determine how visitors feel about brands and how they will convert.

## Tomorrow is **HERE**

## Sustainability is the new cool

Consumers are becoming increasingly conscious about the impact their purchases have on the environment. As a matter of fact, one in three shoppers have already started to incorporate such values and principles into the way they shop.





The world has always been changing Now, facilitated by new global networks built on technology and communication, the world is changing faster than ever before.

Nowhere is this more visible than in the ways we now shop. Where we shop is changing, as bricks and mortar retailers compete with the growth of e-commerce. What we shop for is changing, as the rise of digital consumption drives the rental and subscription economy and the rise of conscious purchasing decisions drives demand for sustainable, recyclable, low waste and reusable products and packaging. How we shop is changing.

From premium meal recipe kits to mailbox flowers to subscription shaving packages, in our busy lives shopping is either an experiential and recreational activity or something to be automated. Packaging is being redefined continually to cope with these changes.

At DS Smith, one of our four strategic goals is to lead the way in sustainability.

This is why we believe that above all else, packaging must be redefined in the face of global sustainability challenges.

From recyclability to climate change to pressures on water sources, packaging must play a role in facilitating a more circular global economy and we must tackle systematic sustainability challenges.

DS Smith Team

# Redefining Packaging for a Changing World



# 1

Great omnichannel  
packaging solution

Storytelling  
and premium look

Restoring without  
any difficulties due  
to chute

Environmentally  
friendly

Fast and  
easy handling

The consumer purchase decision journey  
**is more omnichannel**  
than ever!

Companies with strong  
omnichannel strategies  
experience an average  
9,5% increase in annual  
revenue and more than  
80% customer retention.

**Be the icon!**

Robust packaging case  
makes sure the stack  
of shoe boxes stays stable  
if you choose to open a box  
in the lower part.



 **DS Smith**  
Redefining packaging for a changing World

PACKAGING SOLUTIONS  
DESIGNED BY  
**DS SMITH**



# 2

More than 70%  
of customers expect  
personalisation  
from online business

# “WOW” moments of opening

Easy returnable, perfectly capable  
for eCommerce



Stylish, black  
& white design  
outside



Playful opening  
Little origami  
effect, premium  
unboxing experience



With personalised look  
and message inside

 **DS Smith**  
Redefining packaging for a changing World

PACKAGING SOLUTIONS  
DESIGNED BY  
**DS SMITH**



# 3

UNBOXING  
EXPERIENCE

Pure elegance  
**outside,**  
premium experience  
**inside**



Packaging solution  
with maximum protection  
and minimum creasing

Unboxing is about much more than making your products look good; it's about crafting your brand's narrative. A great unboxing experience is like the cherry on top of an ice cream sundae; everything else might have been great, but those little extra touches will put you head and shoulders above the rest.

 **DS Smith**  
Redefining packaging for a changing World



Tamper evident returnable pack,  
perfect for eRetail

Customizable inner print  
for gifting experience



Easy handling, unique opening  
and inside printing bring an additional value:  
premium unboxing experience

PACKAGING SOLUTIONS  
DESIGNED BY  
**DS SMITH**



# 4

Advancing packaging for fashion, for seamless home delivery and other supply chain sustainability benefits. The smart postal pack is made from a combination of FSC certified corrugated materials for the outer liner and recycled fibre for the remainder of the pack.

## the Smart Postal Pack



Great shape suitable for delivery by post



Easy opening

Variable depth to suit a range of products



Smart brown - ecofriendly

Flexible packaging, quick and easy to assemble



5

Great unboxing  
experience  
thanks to  
inside printing.

# Perfect protection — designed for long journeys

Safe delivery  
with strong  
product protection

Inside print

Designed to lock  
upon closing

Easy opening



DS Smith  
Redefining packaging for a changing World

PACKAGING SOLUTIONS  
DESIGNED BY  
**DS SMITH**



# 6

Original shape  
and opening  
system.

# Cool design which wins

Where it really gets interesting is when you look at the role social media played in Gen Z's buying behavior. Respondents from this generation were 2X more likely than the average consumer to make a purchase on Instagram over the last six months, and 3X more likely to buy on Snapchat. UK shoppers fighting back against online retailers who fail to deliver a good experience. Three strikes: ecommerce companies that mess it up three times are out say shoppers (64% online shoppers)

 **DS Smith**  
Redefining packaging for a changing World

Smart  
E-commerce packaging



Easy to open and return  
thanks to double sided tape

PACKAGING SOLUTIONS  
DESIGNED BY  
**DS SMITH**





# Experience is the new loyalty

Now when you get an inside view of world of fashion, including constantly changing trends, lifestyle and shopping habits, and you got to know about using digital devices and new expectations, you can see their influence on packaging. Packaging is not only for protecting and selling your product, but it also has to tell your story and more!

Smart packaging solutions, exciting graphics, hidden locks, unique personalised messages are all give impressive, sharable experiences for customers.

In this brochure we showed you some inspirative packaging solutions designed by DS Smith. But these concepts are only a small taste of our work made at PackRight Centers day by day.

Together with our designer, marketing and sales specialist co-workers we develop and share Europe-wide knowledge and experiences to offer global expertise for our customers.

Visit us and let's develop gorgeous and intelligent packaging concepts together for your products! Stand out on shelves and provide unforgettable experience for your customers both on online and offline channels!

**Mgr. Rozália Belková**  
Marketing manager  
for East Europe Region  
rozalia.belkova@dssmith.com



# Vision for the new future

GOOD PACKAGING  
PROTECTS  
YOUR PRODUCT,  
**GREAT PACKAGING**  
PROTECTS  
YOUR BRAND.

## Redefining packaging for a changing world

At DS Smith we are helping businesses to transform their supply chains, progressing towards even more sustainable targets at the same time as preparing for omnichannel operations.

The Industry is being led by consumers. We take a cyclical approach using our expertise from design to production and supply to recycling. By thinking strategically about packaging, we can offer high quality, innovative solutions that take in the whole, not just one part.

## DS Smith Expertise

More than 500 Packaging strategist and designers across Europe in DS Smith develop tailor made packaging solutions for your bespoke needs and supply chain. Contact us and visit our PackRight or Impact Centres.

**Attila Takács**  
Design manager  
for East Europe Region  
attila.takacs@dssmith.com

Contact us: [www.dssmith.com](http://www.dssmith.com)