

# GLOSSIER VS SUPREME

## A LESSON IN GEN Z MARKETING

A pink Glossier perfume bottle is centered in the image. The bottle has a red rectangular label on the lower half with the word "Supreme" written in white, italicized font. The background is a vibrant, abstract graffiti-style pattern with black outlines and colors like blue, yellow, green, and grey.

*Supreme*



# WHAT DO THEY HAVE IN COMMON?

Both brands  
have mastered  
the art of the  
drop keeping  
their most  
wanted items  
very hard  
to find to  
stimulate even  
more demand



# **GLOSSIER IS BOTTOM UP SUPREME IS TOP DOWN**

**Despite the similarities Supreme represent an old fashioned approach to product and marketing**

**The brand keeps the product development secret and expects you to buy because of the hype.**

**Glossier has a different approach**

# GLOSSIER CO-CREATES WITH CONSUMERS

**Glossier co-creates everything** with its fans, from their engaging instagram content (@glossier) to their products.

Many products where **inspired by consumer suggestions**, and they were invited to test them beforehand.





**“IF WE CAN  
ENGAGE  
CUSTOMERS  
EARLIER IN  
PRODUCT  
DEVELOPMENT  
WE WILL BE IN  
A POSITION TO  
CREATE WHAT  
PEOPLE  
ACTUALLY  
WANT”**

**Henry Davis**  
CFO glossier

# MARKETING TO GEN Z?

**FORGET SUPREME  
STUDY GLOSSIER**



Supreme markets its exclusivity, without it the brand has little going for them 

Glossier is caring and inclusive, it   
creates with you and has no secrets

Gen Z wants a horizontal dialouge with brands, hype culture is in trouble 



**FOLLOW US TO STAY  
CONNECTED!**