

GLOSSIER VS SUPREME

A LESSON IN GEN Z MARKETING



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”**

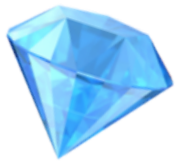
Henry Davis
CFO glossier

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





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CONNECTED!**