

imagine**studio**™

Strategic Joy

*Comfort, Expression, Trust
& Belonging in Fashion
and Beauty*



Trends & Inspiration Q4 2026

Image @
SnoozLife

Introduction

Our Mission:

Imagine Studio is the strategic creative division of The Imagine Group. We exist to turn retail trend intelligence into actionable creative strategy — bridging the gap between what's happening in global retail and what brands can do about it, right now.

Since Q1 2025, we've published an ongoing series of quarterly trend studies, tracking the evolution of physical retail across 12+ sectors including QSR, convenience, grocery, experiential, luxury, specialty, and more. Each study doesn't just report trends — it translates them into creative frameworks that our clients use to transform their spaces.

Introduction

Q4 2026:

Economic caution isn't suppressing spending in Fashion, Beauty, and Personal Care — it's converting it into an audit. Consumers aren't pulling back; they're scrutinizing every purchase for proof of emotional return. Our global trends partner, WGSN, calls this mood “dysoptimism”: anxiety and hope held at once. When a bigger reset gets harder to justify, a smaller one has to work harder.

A distinct structure emerged from a wide set of research with WGSN. The four themes are classified as: Emotional Wellbeing, Expressive Individuality, Grounded Security, and Identity & Belonging. Color runs through all four as connective tissue; Fashion and Beauty & Personal Care are the two industry pillars, each theme drawing real case studies from both.

A note on color: Case studies were selected first for story and business strength, then checked against each theme's assigned color signature — not the reverse. Where the palette genuinely matches, we say so; where it's thematic rather than chromatic, we say that too.

Contents

06

Emotional Wellbeing:

Comfort, Mood Regulation
& the Search for Reassurance

Overview

Need to Know

Color Story & Opportunities

Key Industries:

Fashion

Beauty & Personal Care

18

Expressive Individuality:

Self-Expression, Status & the Case for Standing Out

Overview

Need to Know

Color Story & Opportunities

Key Industries:

Fashion

Beauty & Personal Care

30

Grounded Security:

Trust, Durability & the Case for Things Built to Last

Overview

Need to Know

Color Story & Opportunities

Key Industries:

Fashion

Beauty & Personal Care

42

Identity & Belonging:

Nostalgia, Community & the Case for Where You're From

Overview

Need to Know

Color Story & Opportunities

Key Industries:

Fashion

Beauty & Personal Care

Emotional Wellbeing

*Comfort, Mood Regulation
& the Search for Reassurance*

Consumers aren’t retreating from feeling good — they’re finding cheaper, closer ways to get there. WGSN describes the mood underneath this as “dysoptimism”: anxiety and hope held at once, not resolved into either. When the big reset (the vacation, the sabbatical) becomes harder to justify, the smaller one — the skincare ritual, the loungewear, the color that promises calm — has to do more emotional work than it used to. This theme covers Emotional Wellbeing as a purchasing category in its own right: fashion and beauty positioned explicitly as tools for mood regulation, not just self-presentation.





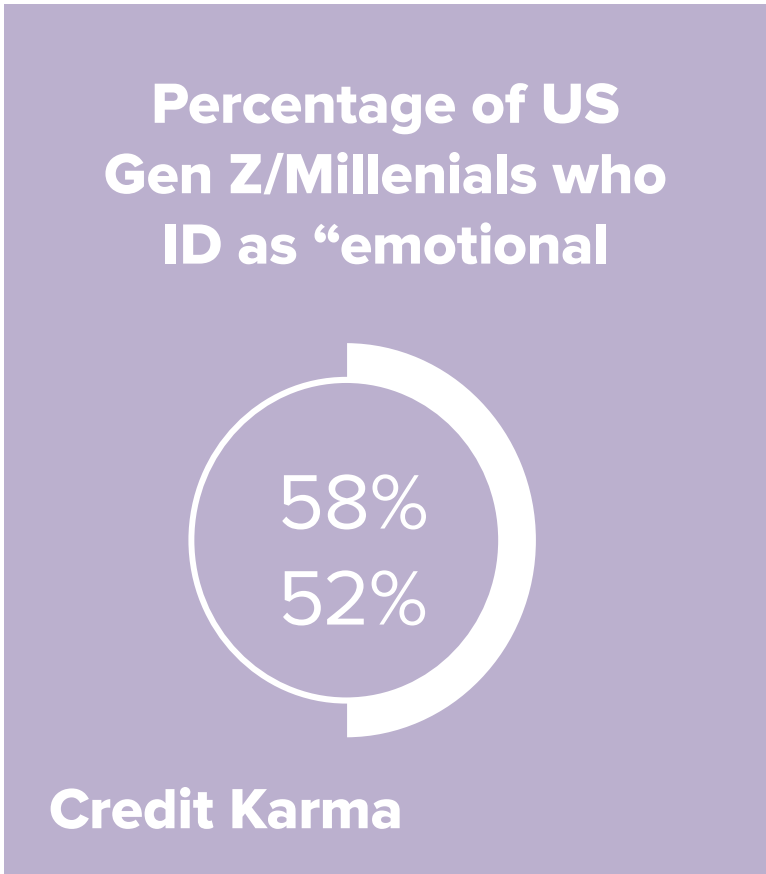
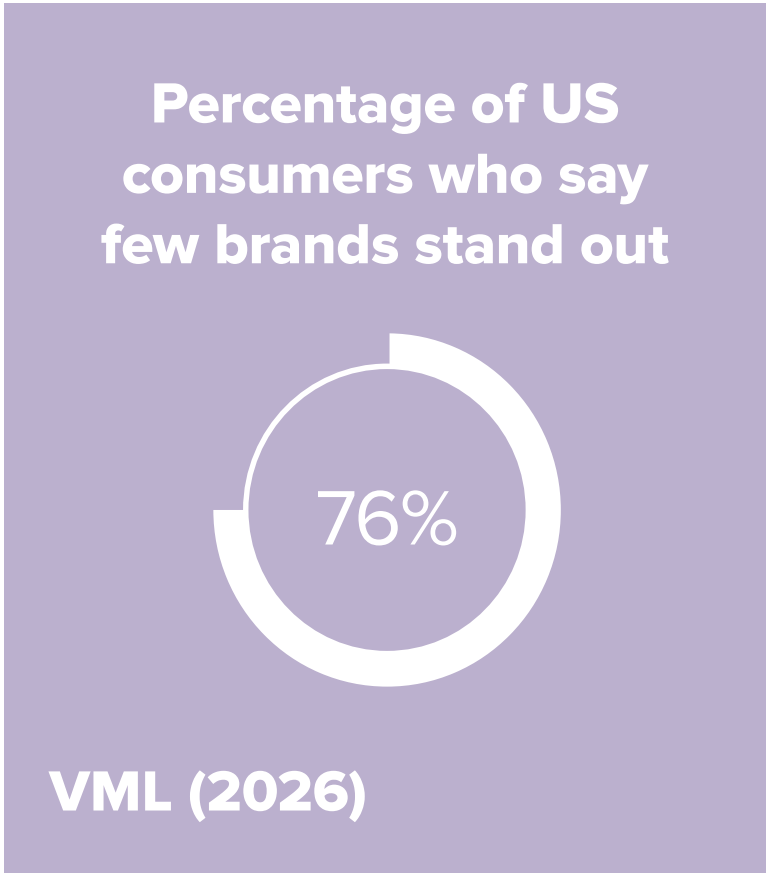
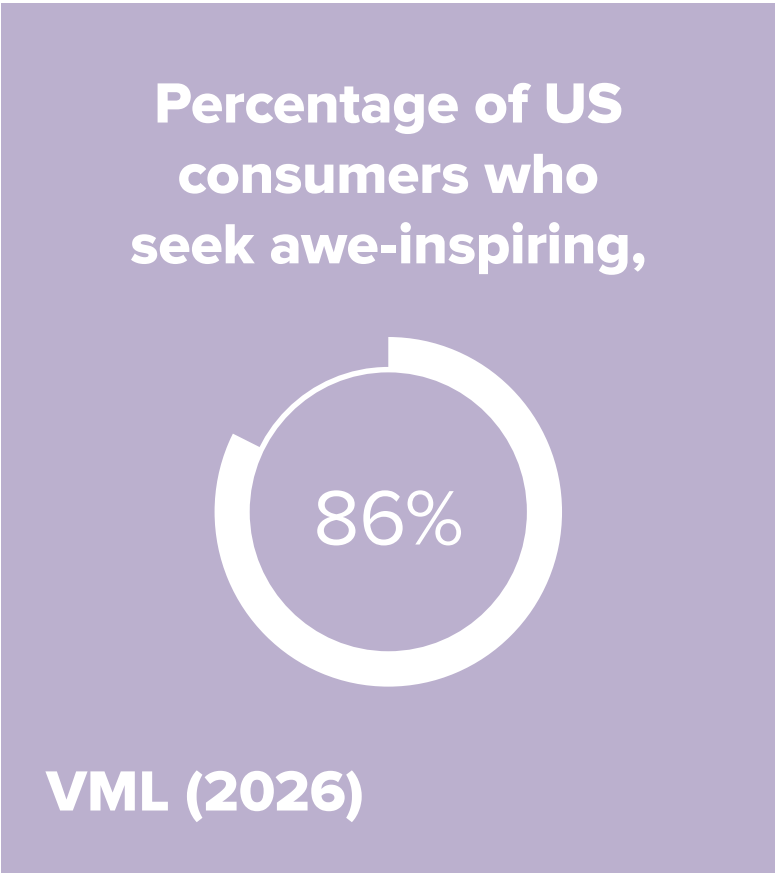
Emotional Wellbeing

Need to Know

The demand for brands to deliver real emotional payoff is high, current, and consistently outpacing what brands actually provide. That gap runs alongside a quieter, parallel shift in how mood gets signaled visually: WGSN's S/S 2026 hue-mix data shows pastels and midtones holding steady or growing (34.5% and 34.2% of seasonal palettes, respectively) while brights and darks recede — not a single seasonal trend, but a sustained lean toward restorative color. The specific palette carrying that signal for this theme is detailed on the following page. Together, the behavioral and visual data point in the same direction: skincare and comfort-driven fashion are increasingly framed as necessary, not indulgence, and spending is explicitly tied to mood rather than status.

Emotional Wellbeing

Proof Points:



Color Story

Signature Colors: Peaceful Lilac (Pastel Lilac)—restoration and Maize (Pale Banana)—comfort/pleasure, alongside a broader family of soothing pastels and calming greens — WGSN’s color forecasting flags this palette family as “Invest” stage, a sustained emotional strategy rather than a passing capsule trend.

- **Emotional Job:** *Reassurance and calm — colors selected for their psychological ability to signal restoration rather than status or energy.*
- **Cross Vertical Application:** *Fashion: loungewear, soft tailoring, comfort knits. Beauty: skincare packaging and formulation cues. Personal Care: product packaging designed to signal calm on shelf.*
- **Where it shows up:** *Araks’ “hero shades” sit comfortably within the Peaceful Lilac/Maize family. Story mfg.’s natural-dye palette (indigo, bark brown, ecru) runs earthier and more grounded — its fit comes through craft and process, not color.*

Opportunities

Fashion & Beauty: Position products explicitly as mood-regulation tools, not just self-presentation; lean into calming/restorative color language across packaging and marketing; multi-sensory, ritual-driven formats as the format of choice; use retail activations and cause-marketing partnerships to give the mission a physical, recurring presence.

- **In Action:** *Araks (loungewear/intimates); Dr. Barbara Sturm (Anti-Inflammatory Haus); Story mfg. (hand-embroidered slow fashion); Vyrao (mood-driven wellness fragrance); Rare Beauty x Sephora (mental-health retail activation)*

Industry Lens

Why These Industries: Fashion and Beauty address the same buyer desires through different tactics — Fashion through comfort-driven silhouette and calming color, Beauty through ritual, scent, and mission-driven retail experience. Color runs through both as a restorative thread; retail activation (Rare Beauty) adds a physical, recurring dimension none of the other three examples carry.

Emotional Wellbeing

Industry in Focus Fashion

Araks treats lingerie and loungewear as an emotional category as much as a functional one — color and mindfulness are the brand’s stated core. Story mfg. arrives at the same brief from a craft angle: hand-embroidery functions as WGSN’s “Glimmers” mechanic made literal — tactile, one-off, deliberately imperfect moments of joy embedded directly into slow-made garments.

Opportunities:

- Color as emotional signature rather than seasonal decoration.
- Hand-crafted detailing as a tactile, one-off expression of comfort and joy.

Key Strategies:

- Build color stories around specific emotional intentions.
- Invest in low-pressure, appointment-based retail experiences.
- Let imperfections from hand-crafted production read as intentional warmth, not inconsistency.



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@Araks (New York City)

Emotional Wellbeing

Industry in Focus Fashion



Araks (Fashion – Intimates/Loungewear): A New York-based lingerie, swim, and loungewear label founded in 2000 by Araks Yeramyán, built around color and a “considered rather than performative” approach to intimate dressing. The brand’s current palette blends signature hero shades with trending hues like butter yellow and wine-spill red; Yeramyán has said “it’s hard to do color the way I do it,” distinguishing Araks from status-driven competitors like Skims and Savage X Fenty. The brand recently opened a Tribeca studio offering one-on-one shopping appointments.

Emotional Wellbeing

Industry in Focus Fashion



Story mfg. (Fashion – Slow/Artisinal Womenswear & Menswear): A UK label founded in 2013 by Saeed and Katy Al-Rubeyi, built entirely around deliberately slow production — naturally-dyed, hand-woven, hand-embroidered pieces made by artisans in India, with some garments taking up to six months to complete. Founder Saeed frames the brand’s emotional intent directly: “We want things to feel happy and cheery, but serious in the way they are made.” The hand-embroidered, one-off detailing is a literal, craft-based expression of WGSN’s “Glimmers” mechanic. Covered by END, SSENSE, i-D, and Because Magazine.

@StoryMFG. (London,
United Kingdom)



Emotional Wellbeing

Industry in Focus Beauty & Personal Care

Dr. Barbara Sturm, Vyrao, and Rare Beauty each answer the brief through a different mechanism — clinical reassurance, mood-engineered scent, and mission-driven retail activation, respectively.

Opportunities:

- Skincare and beauty as accessible substitutes for costlier resets.
- Fragrance reframed as mood engineering.
- Retail activations tied to a credible, named cause rather than generic wellness messaging.

Key Strategies:

- Build recurring/touring formats rather than one-off activations.
- Pair product with credentialed or ritualized expertise.
- Partner with an established third-party cause organization rather than building cause-marketing entirely in-house.

Rare Beauty x Sephora (Beauty — Retail Activation) Selena Gomez’s Rare Beauty was founded on mental-health advocacy—the brand donates a portion of every sale to the Rare Impact Fund, which has helped fund mental-health access for over one million young people. Two physical-retail expressions anchor this: the “Dreamland” pop-up on London’s Carnaby Street (April 2025), with shade-matching stations and interactive games, and the recurring, three-year-running “Make A Rare Impact” World Mental Health Day campaign with Sephora, spanning 25+ markets and donating 100% of Rare Beauty sales on the day. Featured in Sephora, Newsroom, BusinessWire, PRNewswire, Happi, Korea Herald.

Emotional Wellbeing

Industry in Focus Beauty & Personal Care



Dr. Barbara Sturm — Anti-Inflammatory Haus (Beauty — Skincare/Wellness): A touring, multi-day wellness activation (London; SoHo, NYC, May 2025; Frieze L.A.) offering red light therapy, skin analysis, and mindfulness workshops alongside product sales, timed to the 10th anniversary of Sturm’s hero Hyaluronic Serum. Sturm frames the concept as a direct response to consumer overwhelm: “People are highly educated, but get overwhelmed with so much information on social media, press and Google.” The format has since become permanent, anchoring a Miami Design District Spa & Boutique.

Emotional Wellbeing

Industry in Focus Beauty & Personal Care



Vyrao (Beauty – Fragrance/Wellness): A UK “wellness perfume” brand founded in 2021 by Yasmin Sewell, where every fragrance is designed around a specific mood or emotional outcome — The Sixth for mindfulness, Sun Rae for joy, Mamajuju for grounding. Sewell’s framing sums up a major part of this report’s thesis “I truly believe that joy is the new luxury, so I decided to bottle it.” Stocked at Selfridges and MECCA; covered by WWD, Forbes, AnOther, and Grazia.



Rare Beauty X SEPHORA

Expressive Individuality

Self-Expression, Status & the Case for Standing Out

After years of quiet luxury and minimalist restraint, the pendulum is swinging hard the other way. Pinterest’s own 2026 trend report puts it bluntly: “Decadence is back, and subtlety is out.” Where Emotional Wellbeing spends to feel calm, Expressive Individuality spends to be seen: fashion, beauty, accessories, and retail environments functioning as visible, legible proof of identity and status, especially for Gen Z and Millennial consumers navigating an economy that makes bigger status purchases harder to justify.



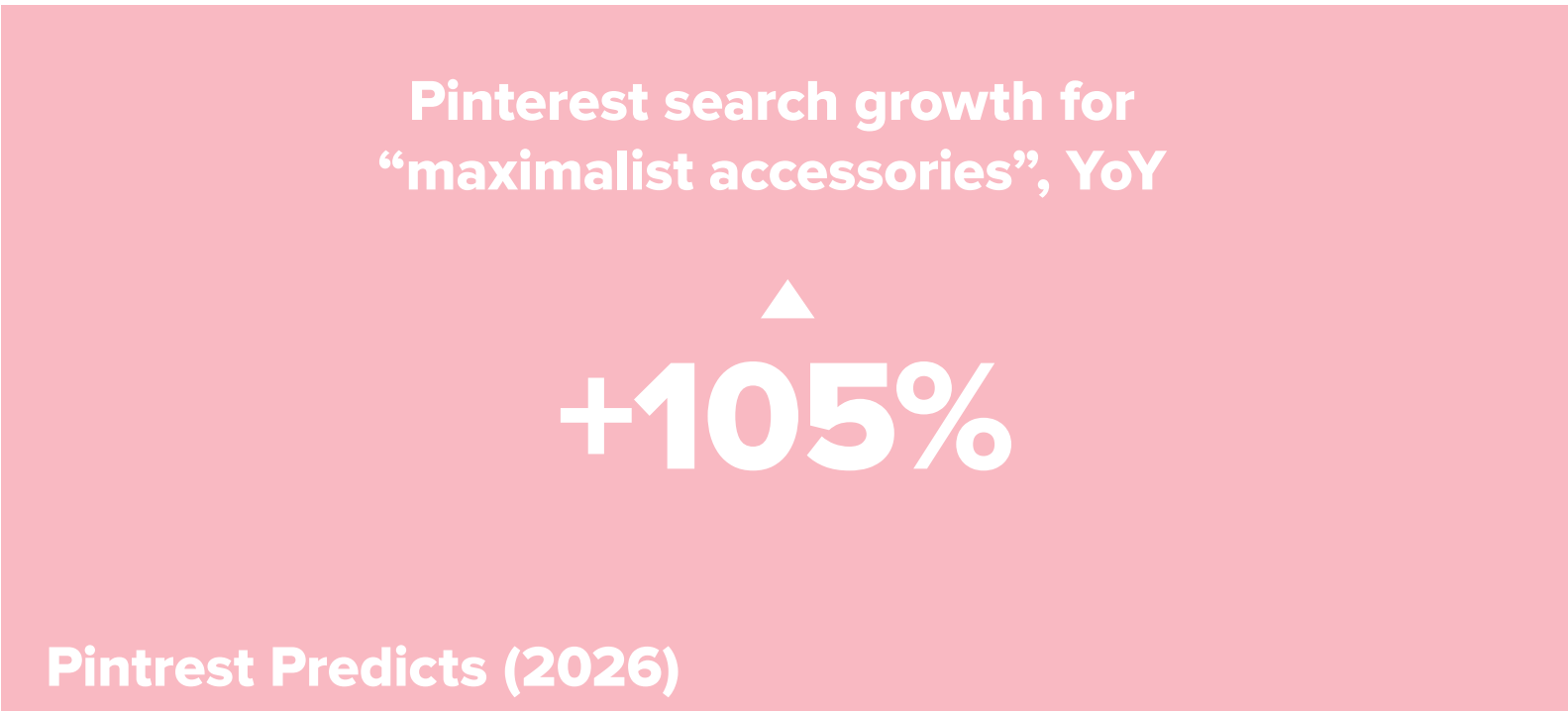


Expressive Individuality

Need to Know

Search behavior confirms this isn't a niche aesthetic swing — it's a broad, accelerating rejection of minimalism. Pinterest's 2026 trend data (platform search volume, Sept. 2024–Aug. 2025 vs. the prior year) shows maximalist interest rising across categories simultaneously — accessories, fashion, and beauty moving as one coordinated aesthetic shift back toward visibility and drama. These three figures are the cleanest-sourced statistics in this report: verified against Pinterest's own official "Pinterest Predicts 2026" report and independently corroborated by Axios, WWD, and Marie Claire with consistent numbers everywhere.

Proof Points:



Expressive Individuality

Proof Points:



Expressive Individuality

Industry in Focus Fashion

Yvmin, True Religion, and Jacquemus approach maximalism from three different angles — avant-garde body decoration, pop glam collaboration, and pure retail-environment spectacle — but all three use bold, unmissable design as a direct expression of individual identity.

Opportunities:

- Wearable sculpture and body decoration as a fashion category in its own right.
- Influencer-led maximalist collaboration as a proven sales driver.
- Retail environment itself as a viral, shareable expression of brand identity.

Key Strategies:

- Treat accessories and pop-up environments as identity statements, not add-ons.
- Use unconventional materials, maximalist pattern-mixing, or immersive retail design as the language of individuality.

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@Diesel SS26 Milan FW
(Breganze, Italy)



Expressive Individuality

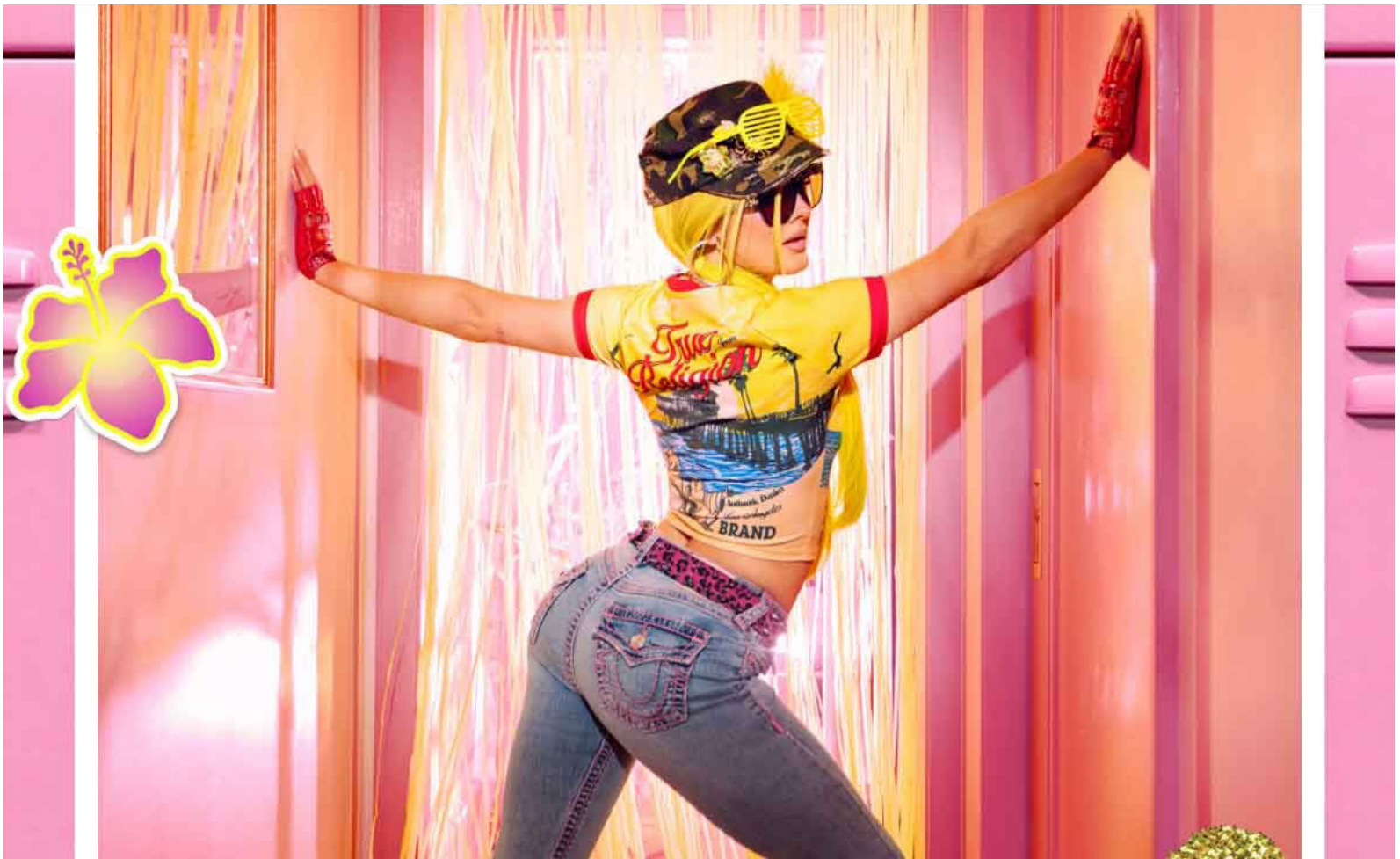
Industry in Focus Fashion



Yvmin (Fashion — Experimental Jewelry/Body Decoration): A Beijing-based “body decoration laboratory” founded in 2013 by Xiaoyu Zhang and Min Li, working in unconventional materials to blur the line between jewelry and sculpture. Its most resonant work is a 2024 collaboration with model Xiao Yang, creating decorative “shells” that attach over a prosthetic limb — reframing a prosthesis as a canvas for self-expression. As the brand puts it: “It is not like clothing or other accessories that need to undertake any use or function... it’s pure spiritual expression.”

Expressive Individuality

Industry in Focus Fashion



True Religion X Zara Larsson (Fashion – Pop-glam/Heritage Denim): True Religion’s Summer 2026 “True Summer” campaign fronts Grammy-nominated pop star Zara Larsson, built around “The Zara Edit” — a 12-piece capsule of crystal-embellished denim, coordinated tracksuits, and Y2K-inspired pink glam drawn from Larsson’s own tour. CMO Kristen D’Arcy is direct about the audience: “our younger consumers who refuse to blend into the background.” Larsson ties the partnership to the same self-possession the theme is built on: “Confidence is all about being comfortable in who you are.” Extensively covered by WWD, with an official PRNewswire release.

Diesel (Fashion — Spatial/Experiential Design): Under creative director Glenn Martens, Diesel treats oversized sculptural spectacle as its core visual language across runway and retail alike. For Spring/Summer 2026 (September 2025), Diesel scrapped the traditional runway entirely, replacing seated presentation with discovery. 55 transparent, egg-shaped vessels, each holding a complete look, were hidden across Milan in a free “egg hunt” open to the public. Its Fall/Winter 2025 show repurposed its Guinness World Record-holding inflatable sculpture into a 3,200-square-meter, graffiti-covered installation. The same language carries into Diesel’s pop-up stores, turning retail space into what design press calls “closer to performance art than product display.”

Expressive Individuality

Industry in Focus **Beauty & Personal Care**

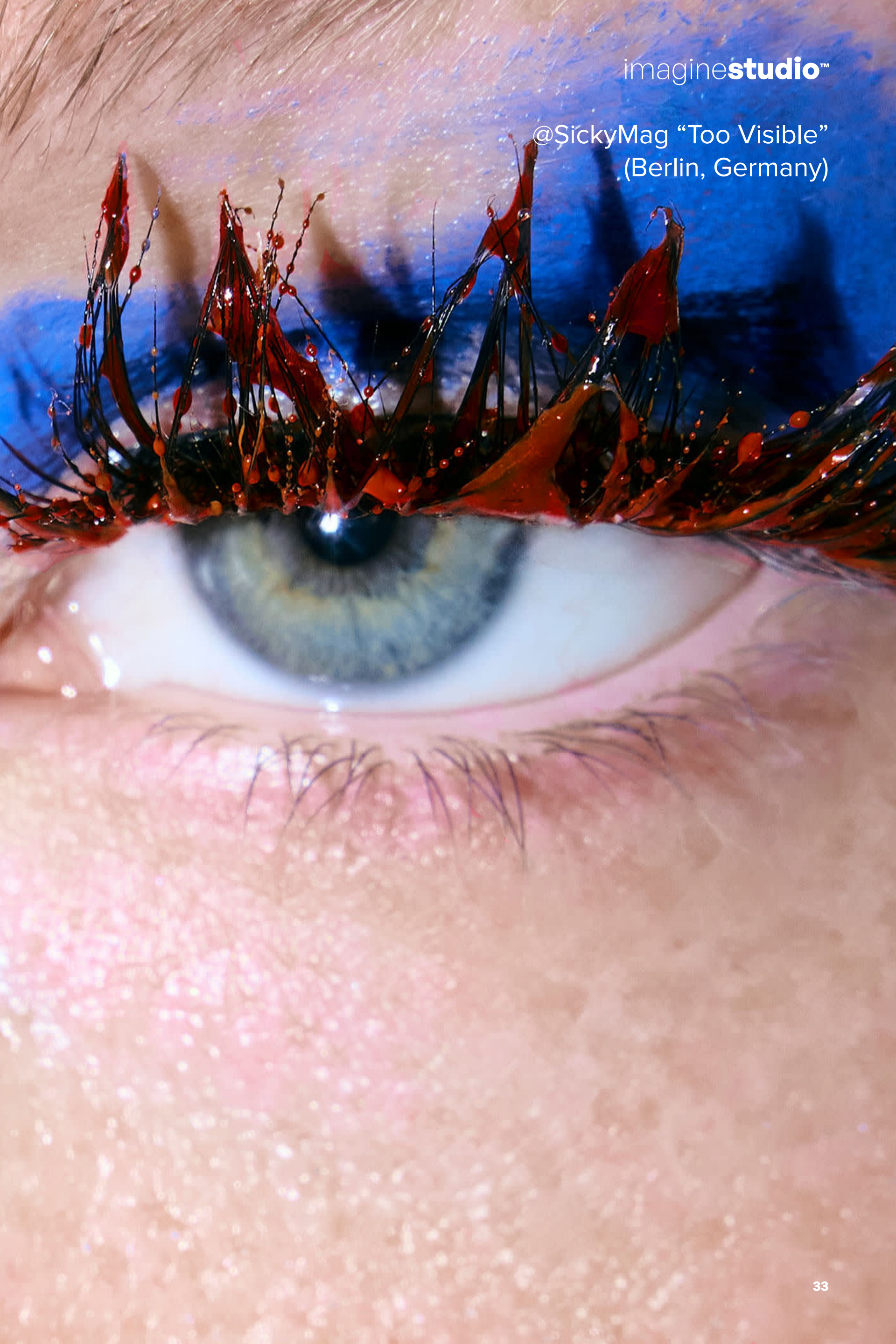
Rhode and Rabanne both turn a beauty accessory into a visible status object — at very different price points and cultural registers. Rhode democratizes the mechanic; Rabanne makes it explicitly aspirational.

Opportunities:

- Beauty accessories, not just product, as the primary vehicle for visible self-expression.
- Modular/customizable formats that let the same base object signal something different for every owner.

Key Strategies:

- Design the accessory to be seen in everyday use.
- Sell customization components separately to extend purchase occasions and personalization value.



Expressive Individuality

Industry in Focus Beauty & Personal Care



Rhode (Beauty — Skincare/Accessories): Hailey Bieber’s skincare brand became a viral moment through an accesory: the Rhode Lip Case, a silicone phone case molded to hold a Rhode lip product, launched February 2024. It sold out immediately and has driven repeat viral cycles through limited-edition colorways. Rhode was acquired by e.l.f. Beauty for \$1 billion in 2025, with Bieber remaining as Chief Creative Officer and Head of Innovation.

Expressive Individuality

Industry in Focus

Beauty & Personal Care



Rabanne (Beauty — Makeup/Accessories): Rabanne’s “1969 Makeup Clutch” reimagines the house’s iconic chainmail bag as a highlighter compact worn like jewelry, personalized with interchangeable gemstone charms (Celestial Blue, Sunrise Brilliant, Scarlet Red) sold separately. At €190, it’s positioned as a limited-edition collector’s item, letting wearers “create a look that reflects their individuality.”

@RhodeSkin (Beverly Hills, California)



Grounded Security

*Trust, Durability & the
Case for Things Built to Last*

If those who value Emotional Wellbeing spend to feel calm and those who value Expressive Individuality spend to feel seen, Grounded Security consumers spend to trust the purchase itself. These consumers skew toward a different generation—Gen X and Boomer shoppers prioritize durability, ingredient integrity and skin compatibility over mood or status. To appeal to this demographic, fashion, beauty, and retain design all have the same response: making permanence the actual product.



@GANNI AW26
(Copenhagen,
Denmark)

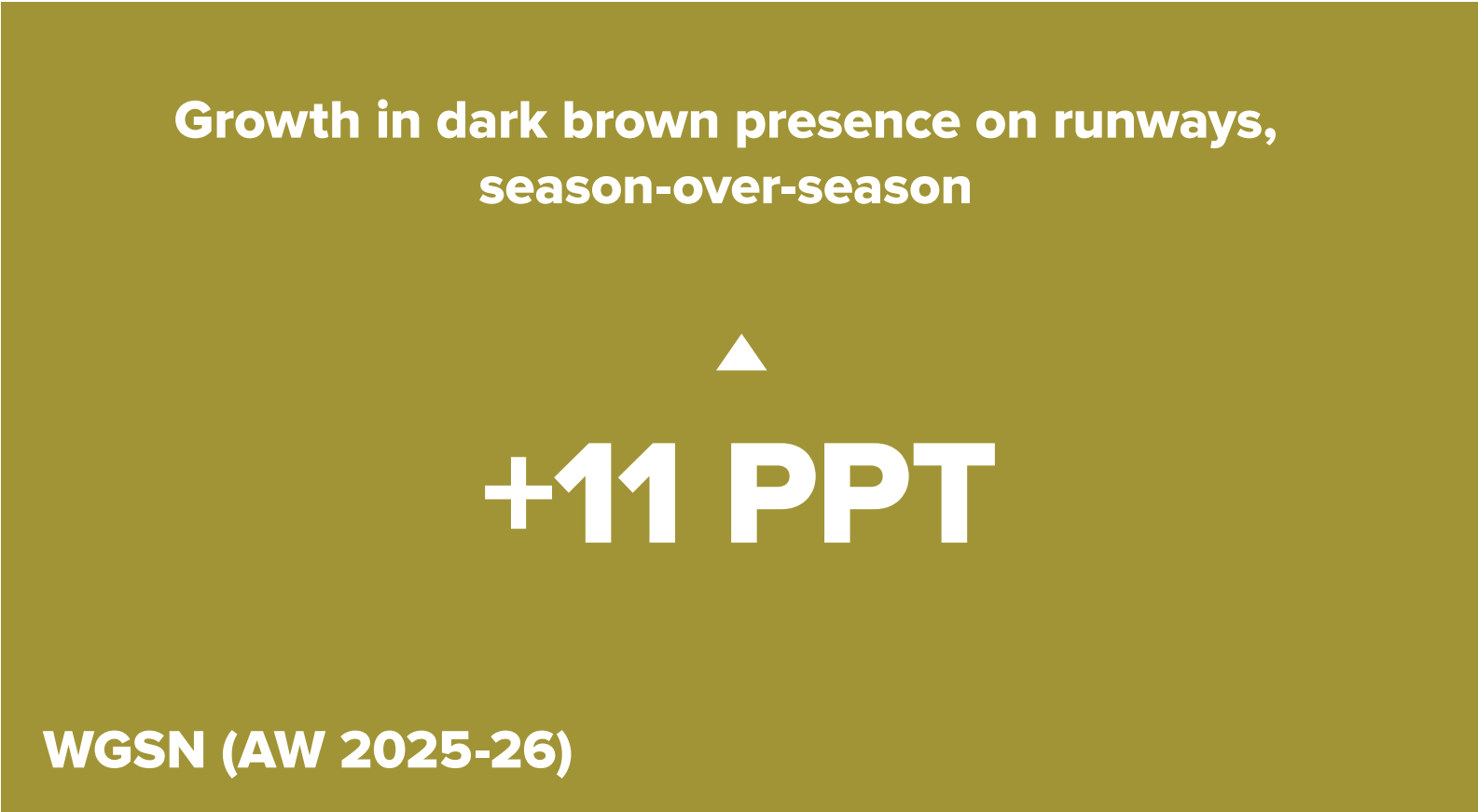


Grounded Security

Need to Know

Store environment quality is a measurable, not just aesthetic, lever — and the case for permanence is increasingly well documented, in both consumer sentiment and hard resale-market data.

Proof Points:



Grounded Security

Proof Points:

Boomers’ skin-compatibility priority score, vs. 3/7 for Gen Z, when choosing beauty products

6/7

Statista (Q4 2024)

Brand-awareness importance: Millennials (highest) vs. Boomers (lowest)

39%/28%

Statista (Q4 2024)

Secondhand luxury/fashion market growth rate, projected to reach \$360bn by 2030.

▲
3X

BCG (2025)

Color Story

Signature Colors: Russet and Deep Green, alongside earthy browns and mineral hues — WGSN flags this palette family as “Expand” stage, the most mature and stable of any opportunity area.

- **Emotional Job:** *Stability and trust — grounding, timeless tones selected to feel enduring rather than seasonal.*
- **Cross Vertical Application:** *Fashion: outerwear. Beauty: hair color. Personal Care: core, non-seasonal product lines.*
- **Where it shows up:** *Barbour’s actual product color (classic tan, olive, sage waxed cotton) genuinely aligns with this theme’s earthy signature — a real, uncomplicated match. Marrakshi Life’s palette is vibrant and bright, and Kjaer Weis, Weleda, and Aesop’s material and architectural palettes run metallic, green-tube, or locally-sourced-material specific rather than russet or brown. In these cases, the Grounded Security fit comes through permanence of craft, material, and design consistency rather than through literal color.*

Industry Lens

Why These Industries: Fashion and Beauty both answer the Grounded Security brief through permanence of process rather than permanence of color. Aesop extends this into retail design itself — trust earned through consistent quality signal across 235+ architecturally unique stores worldwide.

Opportunities

Fashion & Beauty: Build the emotional case for durability and trust through process, material, and design-consistency storytelling rather than relying on color alone; tailor trust messaging by generation.

- **In Action:** *Marrakshi Life (hand-loomed slow fashion); Barbour (heritage waxed outerwear); Kjaer Weis (refillable luxury makeup); Weleda (century-old biodynamic skincare); Aesop (architecturally distinct, consistently trusted retail design)*

Grounded Security

Industry in Focus Fashion

Marrakshi Life and Barbour approach durability from two different viewpoints — Marrakshi Life through slow, artisan-preserved technique, Barbour through a formal, generations-old repair infrastructure that keeps a single garment in service for decades.

Opportunities:

- Slow-fashion, artisan-preserved technique as a durability and trust narrative.
- Formal repair/care infrastructure as a durability signal consumers can directly access.

Key Strategies:

- Foreground the people and technique behind a garment as the actual trust mechanism.
- Build or publicize repair services as a core brand touchpoint — let visible wear become part of the product's appeal.



@MarrakshiLife
AW26 (Marrakech,
Morocco)

Grounded Security

Industry in Focus Fashion



Marrakshi Life (Fashion — Slow/Artisanal Textiles): A Marrakech-based atelier founded in 2013 by Randall Bachner and Nicholas Minucciani, working exclusively with hand-loomed textiles made by an in-house team of artisans — several with 13+ years' tenure — using traditional flatbed looms and zero-waste, made-to-order principles. One of only a handful of ateliers globally still preserving hand-loom production at this scale. Featured in Vogue Italia, Vogue Arabia, Paper Magazine, and WWD.

Grounded Security

Industry in Focus Fashion



Barbour (Fashion — Heritage Outerwear): Founded in 1894, Barbour has run a formal re-waxing and repair service — “Wax For Life” — since 1921, keeping a single waxed cotton jacket in service for decades, often passed down between generations. A well-worn, “battered” Barbour carries real cachet in British menswear as a mark of authenticity. Its actual product color runs genuinely earthy — tan, olive, sage — placing it in direct alignment with this theme’s palette. Well documented across Permanent Style, Orvis, and The Mudlife.

@Barbour (South
Sheilds, England)

Grounded Security

Industry in Focus Beauty & Personal Care

Kjaer Weis, Weleda, and Aesop make the case for durability from three angles: packaging designed to be kept for years, a formula that hasn't needed to change in over a century, and a retail-design philosophy that earns trust through consistency across radically different physical environments.

Opportunities:

- Refillable, keep-for-life packaging as a luxury and trust signal.
- Heritage formulas repositioned for new generations through advocacy rather than reformulation.
- Retail architecture as a trust-building strategy in its own right.

Key Strategies:

- Invest in packaging design that ages well physically.
- Resist the urge to modernize a trusted formula — modernize the messaging and channel instead.
- Commission local architects for physical retail while holding a consistent underlying design philosophy.





@Aesop (Seoul, South Korea)



Grounded Security

Industry in Focus Beauty & Personal Care



Kjaer Weis (Beauty — Makeup): Founded in 2010 by Danish makeup artist Kirsten Kjaer Weis and built around a “Sustainable Since Day One” ethos, this is the first luxury beauty brand to introduce refillable packaging. Its sculptural metal compacts are explicitly built to be kept for life: “designed to last, to be kept, refilled, and loved for years to come... cultivating an alluring patina with time.” Well corroborated via a direct founder interview with Beauty Independent.

Grounded Security

Industry in Focus Beauty & Personal Care



Weleda (Beauty — Skincare/Heritage): Founded in Switzerland in 1921, Weleda’s flagship Skin Food formula has remained essentially unchanged since launch — and is currently going viral with Gen Z, driven by makeup-artist advocacy rather than brand marketing (video views up over 2,400% in 2024 alone). UK Managing Director Jayn Sterland credits generation-specific messaging, not reformulation, for the renewed relevance: trust-through-unchanging-heritage outperforming trust-through-innovation.

Aesop (Beauty – Retail Design): Aesop partners with a different architect for every one of its 235+ stores worldwide — Snøhetta, Ilse Crawford, and Paulo Mendes da Rocha among them — so that no two locations look alike, yet the brand maintains total consistency in trust and quality signal across all of them. As one design analysis put it: “Aesop builds with a strong foundation and flexible walls.” Real examples include a Melbourne store encased in locally-sourced basalt and a Seoul store built around the traditional jeongja pavilion for a deliberately meditative space. Extensively covered by architecture/ design trade press: Architonic, ArchitectureAU, Fast Company.



Identity & Belonging

Nostalgia, Community & the Case for Where You're From

This is the audit’s fourth and final answer. As a key differentiator, cohorts behind Identity & Belonging spend to prove membership — to a place, a generation, a subculture, a community. Fashion and beauty both respond by reviving symbols that once signaled exclusion and deliberately reworking them into symbols of inclusion — while beauty and retail brands build literal, ongoing communities rather than one-off campaigns.



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@PoloRalphLauren
(Tokyo, Japan)

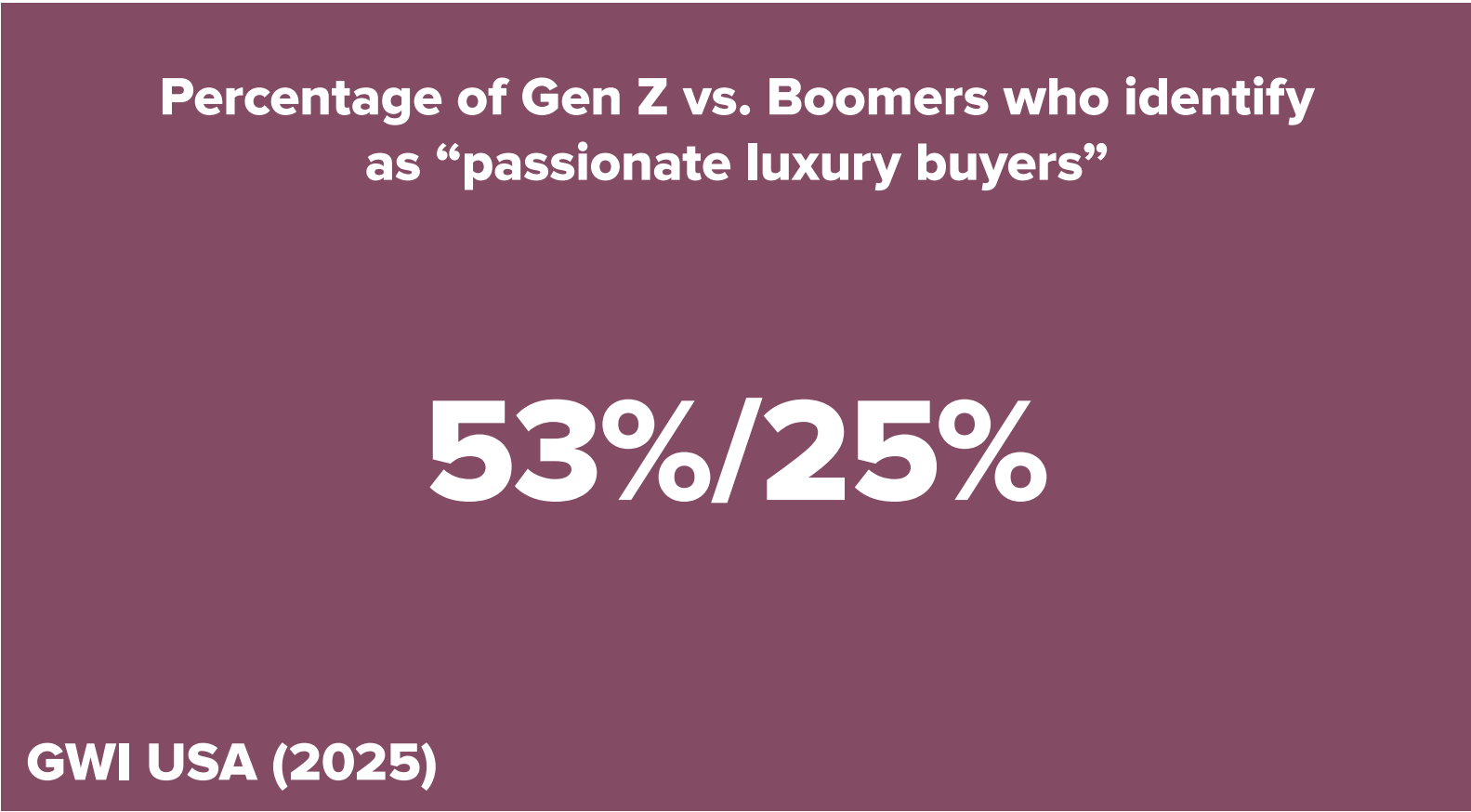


Identity & Belonging

Need to Know

This theme’s stat page leans more on verified business facts than sentiment surveys — a search for nostalgia-marketing statistics returned mostly low-quality, SEO-generated content with the same red flags encountered elsewhere in this project, and none of that material is used here.

Proof Points:



Identity & Belonging

Proof Points:

Total engagement with Ditch the Label x
Maybelline’s Brave Together initiative

▲
1M+

L’Oréal Group

Rowing Blazers sells majority stake to Burch
Creative Capital (Tory Burch co-founder’s firm)

2024

WWD

J. Press’s continuous operation from Yales
campus since 1902

123 yrs

J. Press

Color Story

Signature Colors: Retro mid-tones and nostalgic combinations — the specific codes of collegiate and “Quirky Academia” styling. WGSN flags this palette family as “Invest” stage.

- **Emotional Job:** *Nostalgia and belonging — colors chosen for their power as a recognizable, shared code rather than for mood or trend.*
- **Cross Vertical Application:** *Fashion: heritage styles. Beauty: fragrance. Personal Care: gender-inclusive launches.*
- **Where it shows up:** *This is the strongest color match in the report. Rowing Blazers and J. Press are literally built on a color-coding system — repp stripes and varsity color-blocking exist specifically to signal group membership. Glossier’s “millennial pink” is one of the most recognized generational-identity colors of the past decade. Maybelline’s brand color system (classic green/black) does not carry this signature — its fit comes through the Brave Together community initiative, not color.*

Opportunities

Fashion & Beauty: Revive historically exclusive symbols and rework

them explicitly toward inclusion rather than nostalgia alone; build literal, ongoing community infrastructure — including physical retail activations — as the actual product.

- **In Action:** *Rowing Blazers* (subversive collegiate revival); *J. Press* (original 1902 Ivy League clothier); *Coach* (Charm Playground retail activation); *Maybelline x Ditch the Label* (*Brave Together* mental-health community); *Glossier* (community-built beauty brand)

Industry Lens

Why These Industries: Fashion tells this theme's story through a single creative lineage — Jack Carlson, founder of *Rowing Blazers*, is now also President and Creative Director of *J. Press* — plus *Coach*'s experiential retail campaign, which reworks heritage codes (its Rexy mascot, NYC imagery) into community-driven activation. Beauty tells it through two community mechanisms: *Maybelline*'s cause-driven initiative and *Glossier*'s product-development-by-community model.

Identity & Belonging

Industry in Focus Fashion

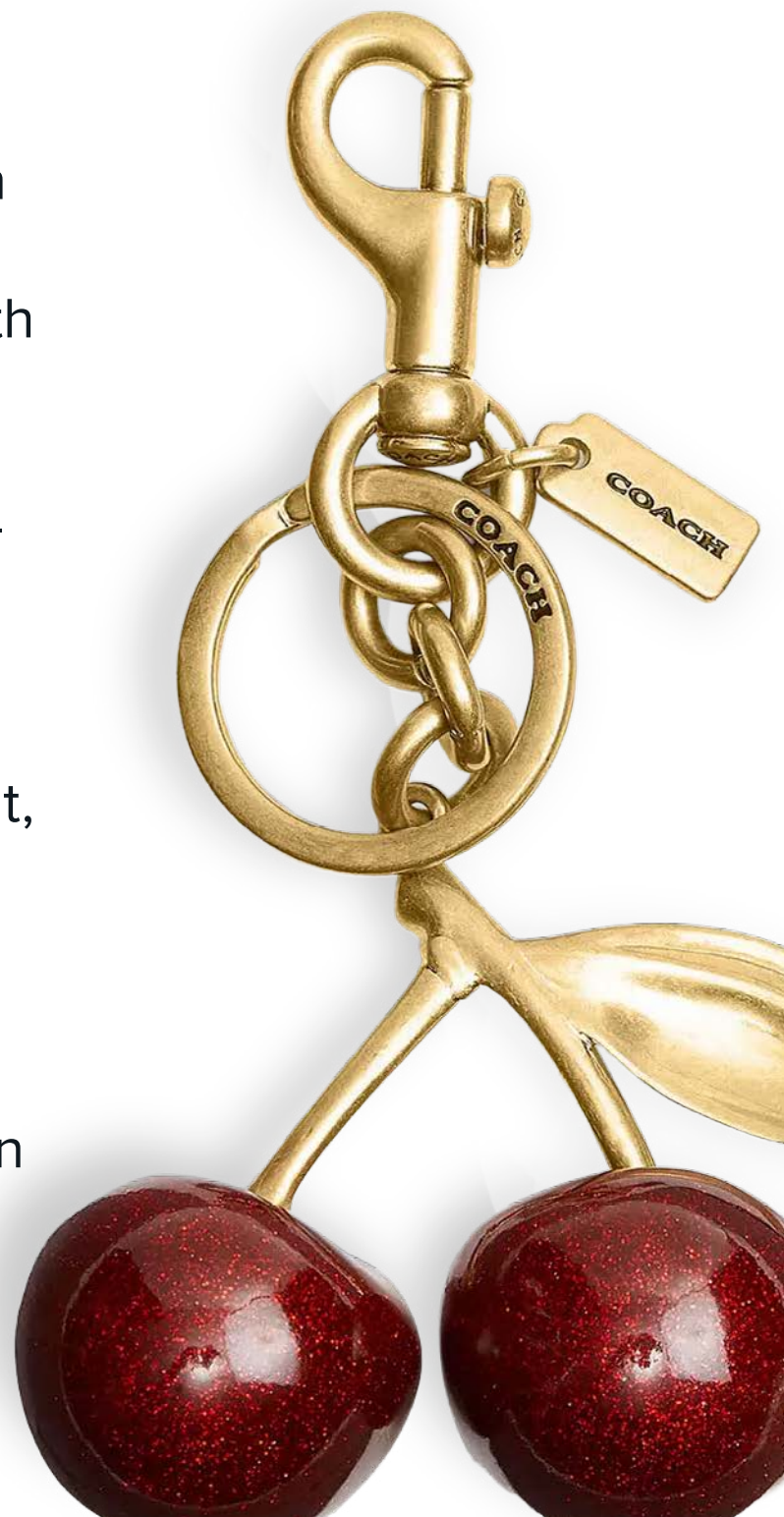
Rowing Blazers and J. Press are connected by more than shared subject matter — they share a creative director, Jack Carlson, who is simultaneously subverting and literally preserving the same 1902 collegiate tradition. Coach extends the same “preserve and rework” logic into retail production rather than product design.

Opportunities:

- Heritage revival paired explicitly with an inclusion narrative.
- A single creative vision spanning both a legacy house and its subversive contemporary counterpart.
- Heritage codes translated into rapid-build, temporary retail activations.

Key Strategies:

- Use archival research as design input, not just marketing flavor.
- Cast and campaign deliberately against the exclusionary history a symbol carries.
- Design activations for real production constraints (rapid install/dismantle) without sacrificing spectacle.





@Coach Charm
Playground (New
York City)

Identity & Belonging

Industry in Focus Fashion



Rowing Blazers (Fashion — Heritage/Collegiate Revival): Founded in 2017 by Jack Carlson, Rowing Blazers reworks the classic collegiate blazer into a “subversive, inclusive take on preppy style.” After backlash over a diverse-casting ad, Carlson said plainly: “If you’re pissing off racist assholes, you’re doing something right.” Collaborated with Target, Gucci, J.Crew, and Noah; sold a majority stake to Burch Creative Capital in 2024.

Identity & Belonging

Industry in Focus Fashion



J. Press (Fashion — Original Ivy League Clothier): F. Scott Fitzgerald referenced the brand in a 1936 letter to his daughter. Jack Carlson now serves as President and Creative Director, using the brand’s own archive — including a special-edition reissue of “Take Ivy” — as his design source. Featured in WWD, Wikipedia, Permanent Style, and the FIT Museum’s “Ivy Style” exhibition.

Coach (Fashion — Experiential Retail): Coach’s “Charm Playground” at Selfridges (Spring 2026) supersized classic house codes — a monumental Rexy dinosaur slide, an apple-shaped photo booth nodding to Coach’s NYC heritage, and a Tabby bag reimaged as a monogramming station — built to be assembled and disassembled within a 12-hour overnight window. Parent company Tapestry reported 1.2 million new North American customers in a single quarter tied to this wave of experiential retail, roughly half Gen Z/ Millennial. Coach CEO Todd Kahn: “It’s not just a brand for my mum, but it’s a brand for me now.”



Identity & Belonging

Industry in Focus **Beauty & Personal Care**

Maybelline and Glossier both build belonging through ongoing community infrastructure rather than a single campaign — Maybelline through a cause-driven mental-health partnership, Glossier through a decade-long practice of building products directly out of customer conversation.

Opportunities:

- Cause-driven community partnerships that address a real, named problem rather than generic “inclusivity” messaging.
- Community-sourced product development as a genuine, ongoing mechanism.

Key Strategies:

- Partner with credible, established third-party organizations.
- Treat community feedback loops as core product-development infrastructure, not just marketing content.



imagine**studio**™

@Glossier (New York
City)

**YOU
LOOK
GOOD.**

Identity & Belonging

Industry in Focus Beauty & Personal Care



Maybelline x Ditch the Label (Beauty — Cause Marketing/Community): Part of Maybelline’s “Brave Together” initiative, the partnership with youth mental-health charity Ditch the Label produced “Reconnect With You,” a campaign film co-developed with a curated team of 16–24-year-olds. Maybelline UK & Ireland GM Anika Majithia: “We’re thrilled to partner with Ditch the Label, to use the power of Maybelline to help scale free and accessible mental health support for young people.” Brave Together has helped over one million people access free mental health support globally.

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Glossier (Beauty — Community-Built Brand): Founded by Emily Weiss in 2014, Glossier was built directly from her beauty blog “Into the Gloss” (2010), where readers shared unfiltered reviews years before Glossier existed as a company; Glossier later acquired the blog outright in 2019. Product development, campaigns, and even merchandise have consistently been framed around community participation. As one industry analysis puts it: “Glossier’s real product was never makeup — it was belonging.”



@Glossier
(New York City)

Color Recap

Emotional Wellbeing:

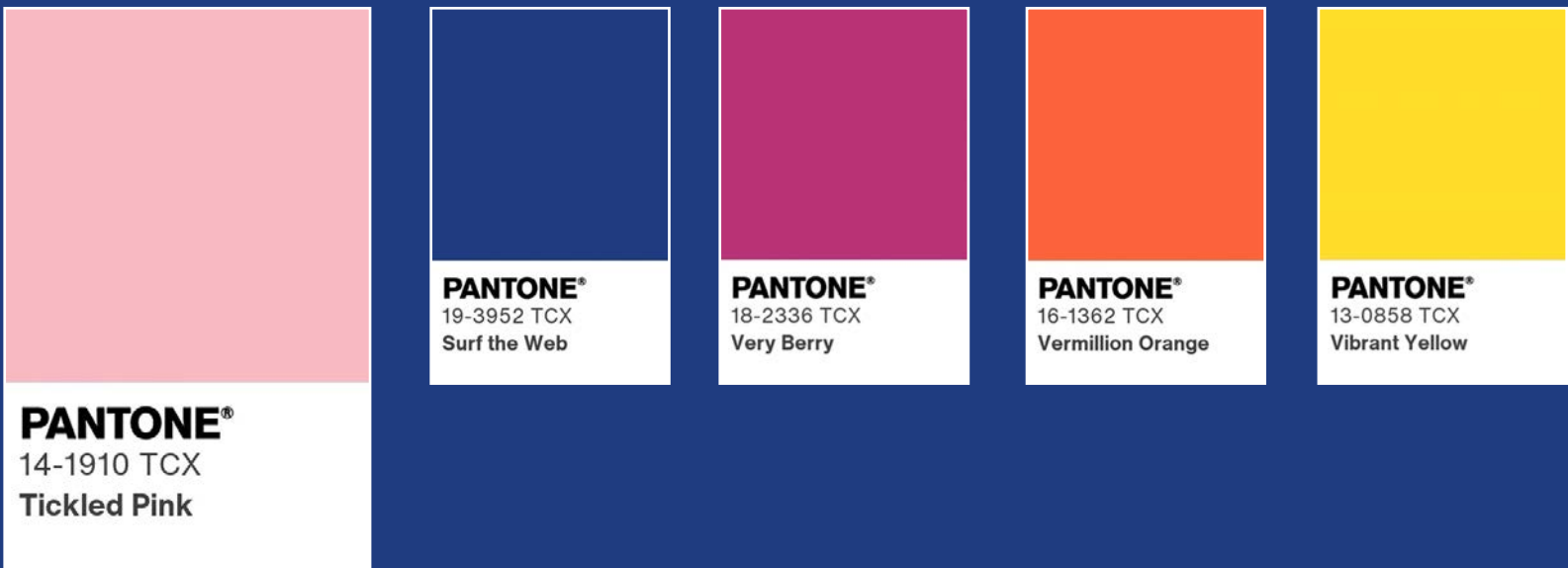


Grounded Security:



Color Recap

Expressive Individuality:



Identity & Belonging:



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