

H&M

H&M is clothing – retail company known for its fast-fashion clothing

What will the role of retail be like in 10-20 years forward, and what can we do to meet customer and city demands then?

APPROACH



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights and Ideas



20+ Strategic Growth Opportunity Areas



20+ Detailed Business Concepts



5 Business Cases for Senior Leadership

KEY TRENDS

- **Polycentric Living:** growing urbanization, mega cities and global migration increase attention on smart, polycentric city development
- **Wearable technology:** the technological advances being incorporated in clothes for activity and health tracking
- **Smart retail:** shopping is changing into interactive technological experiences with smart retail stores and virtual services
- **Repurposing clothes:** environmental awareness around clothes materials, recycling, and sustainability