



## 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?









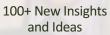




5 high-performance teams generated innovative business solutions in 8 weeks









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

