

synthesis

Magazine

“Our vision is to support a collaborative shift to a more ethical and sustainable fashion industry; to build a community that guides change and celebrates all those who are acting on behalf of people and the planet.”



BUSINESS OBJECTIVES



Build Brand Awareness with Young Conscious Consumers



Create Web Engagement



Generate Advertising Revenue



Generate Sales Revenue

THE GEN Z CONSUMER

1 Born between 1997-2012

Account for 40% of global consumers, with an estimated spending power of \$143bn annually

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3 The most racially diverse generation yet

Refuse to conform to binary constructs, consciously present paradoxical behaviour when suited

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5 Activist spirits, passionate about making the world a better place

Hunger for knowledge and self-improvement

6

7 Affected most acutely by the coronavirus pandemic

Believe purchases are an extension of themselves

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THE MARKET

The current market fails to exploit a gap in which Gen Z's passion for sustainability is combined with their love of fashion. The pandemic has damaged consumer's financial security and trust in brands. As young consumers' hopes to gain financial autonomy wane, rebuilding consumer confidence now lies in the hands of meaningful purchases with brands who are doing more for people and the planet.

As rising concerns for social and environmental injustices have become apparent parallel to the pandemic, Gen Zers are ready to change their behaviour and work towards a better future. The problem is it appears they do not know how. Synthesis magazine presents a solution. Educating and guiding consumers on how to adopt a more responsible lifestyle, in an affordable and achievable way.

FINANCIAL FORECAST

