



VF Gen Z Lab x VANS

September
2024



**SWITZERLAND
INNOVATION**
PARK TICINO | SITE OF PARK ZURICH
LIFESTYLE TECH COMPETENCE CENTER



The Why?

- **Consumer centric:** qualitative consumer insight
- **Employer Branding & Talent Intake** for VF EMEA Internship Program
- **Social responsibility:** meaningful experience for Students

The What?

- **Focus Group Format with 36 students**, diverse academic backgrounds in: marketing, merchandising, design, business
- **Vans** chosen for the **First VF EMEA Edition**
- Topic: **“Design an Ideal Omnichannel Consumer Experience for Vans, from Gen Z point of view”**



The journey



2023

Feb – Mar



UNIVERSITY REACH OUT

University to reach out to students for participation

26 Apr



WELCOME CALL

Kick-off of the project with participants and tutors

29 Apr – 7 May



WELCOME SURVEY

Get insights about students' values and preferences

2024

8 – 17 May



E-COMMERCE EXPERIENCE

Students to shop on VANS eComm

20 May – 5 Jun



IN-STORE EXPERIENCE

Visit and shop VANS stores

6 – 26 Jun



SHOPPING EXPERIENCE

Students will complete a survey on their experience

19 – 20 Sep



WORKSHOP DAYS

Two workshop days with VF and VANS Leaders

Objective:

“Design an Ideal Omnichannel Consumer Experience for Vans, from Gen Z point of view”





VANS

The Workshop

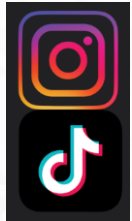
- 1,5 days in HQ Stabio of **workshop** where **managers collaborate**, co-create, and get direct feedback
- Competition & Fun: Choosing **The Winner of the best omnichannel proposal!**
- Cross functional learning:** other Brands | Shared Functions invited





VANS

Main Insight from The Pitch Session



Social Media:

- Instagram
- TikTok



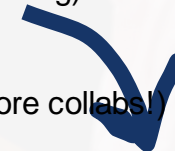
Website App:

- Appealing design
- Fast loading
- Virtual store
- 3D Product & Product Customization
- Chat bot
- Loyalty Programs



In Store Experience:

- Virtual mirrors, interactive displays
- Easy layout
- Products QR Codes (storytelling)
- Music, scents!
- More style options
- Less conformist design (more collabs)



Community:

- Community events
- Labs



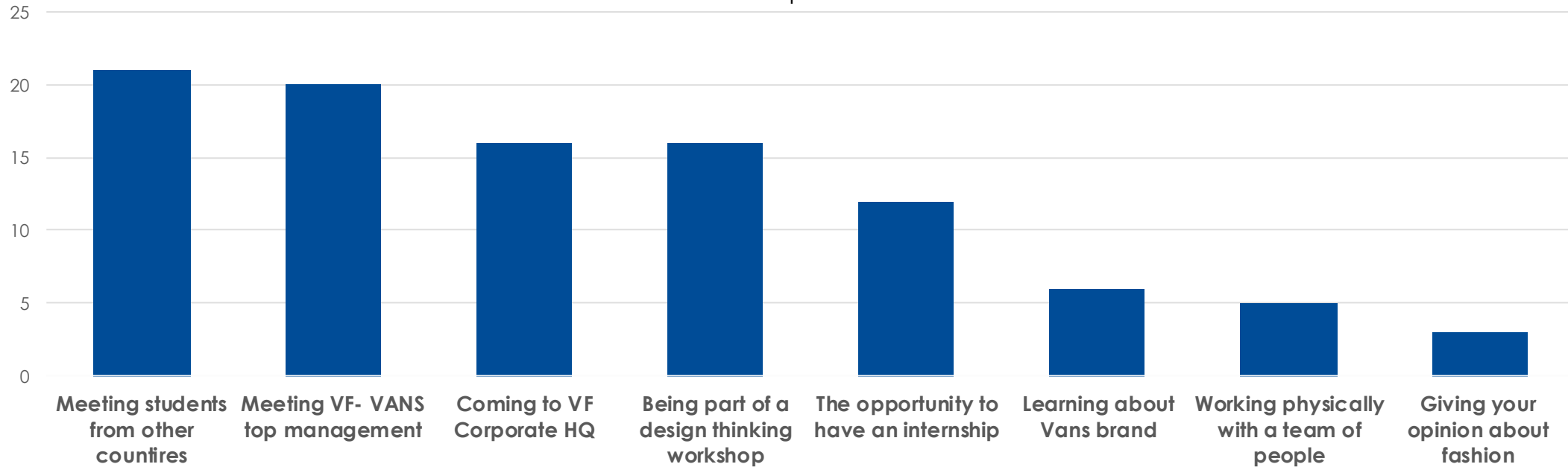
GEN Z LAB FEEDBACK



Students rate 9 out of 10 the whole experience and 100% of them would recommend it to their friends



“What was **the best thing** about the experience?”



NEXT STEPS

- Assessing & Incorporate the learning
- Follow up with Students for VF EMEA Internship Program
- working on **the framework** to scale the initiative





**THANK
YOU**

