



4 MEGA TRENDS WE CAN'T IGNORE

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August 24th, 2017

POPE'S CORONATION

2005



THE WORLD
HAS CLAIMED

2013

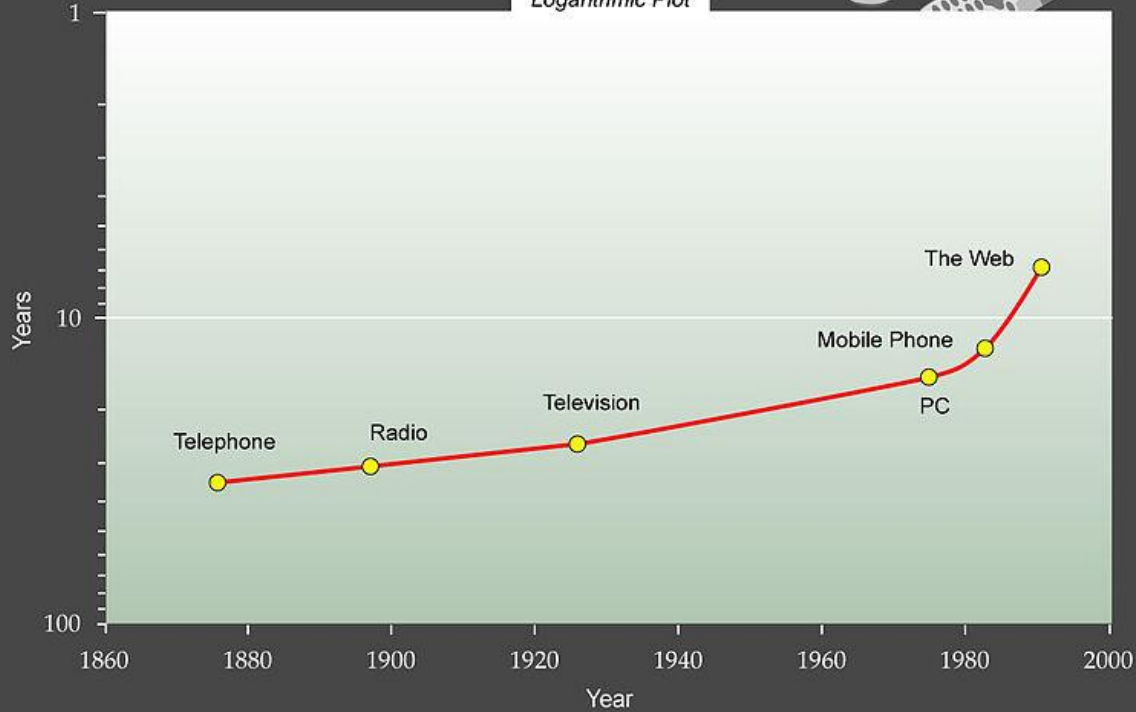


Mass Use of Inventions

Years Until Use by 1/4 U.S. Population



Logarithmic Plot



SPEED OF CHANGE

TREND #1

MILLENNIALS

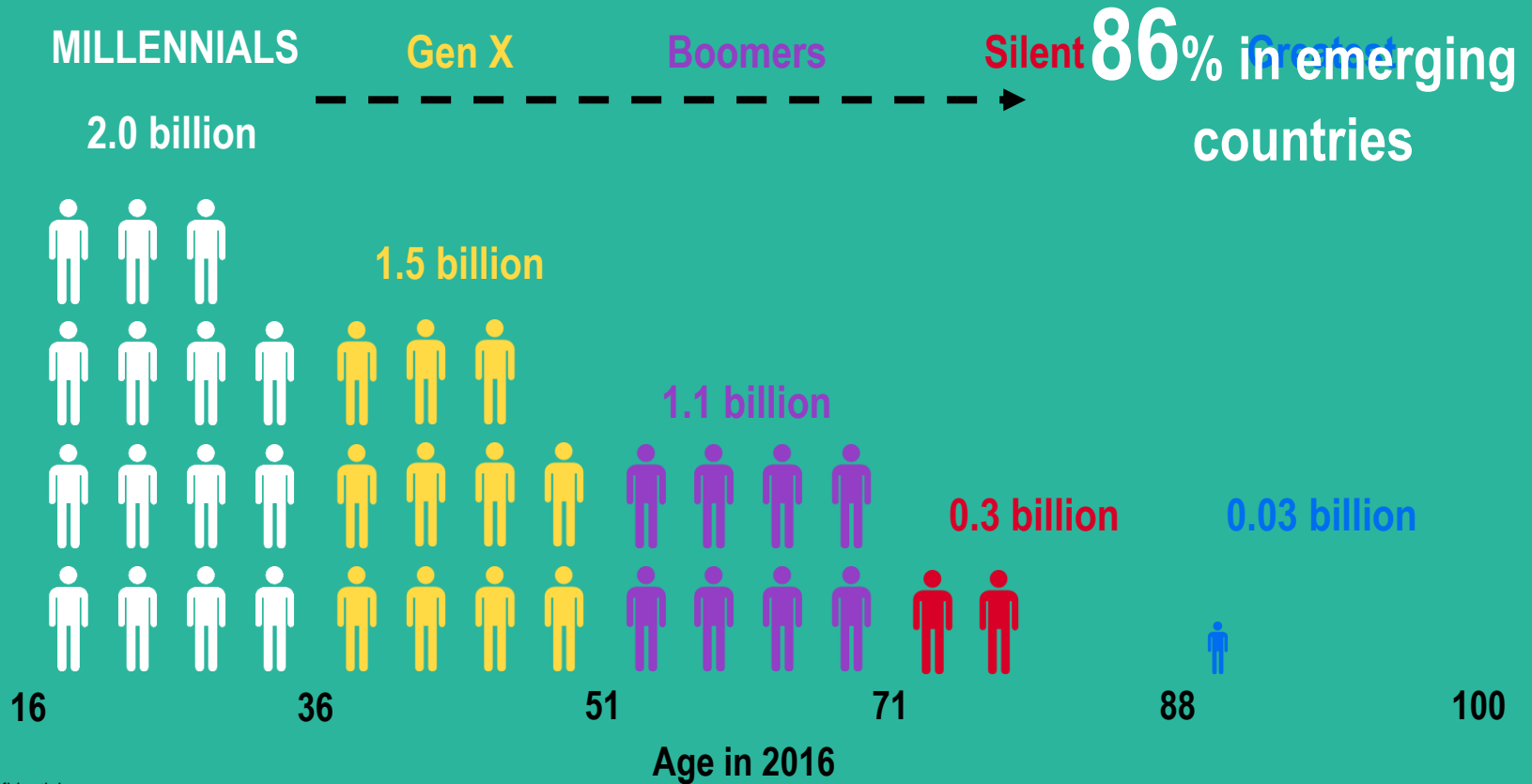


BORN BETWEEN

1980 e 2000



The largest working generation in history





“Millennials are poised to reshape the economy; their unique experiences will change the ways we buy and sell, forcing companies to examine how they do business for decades to come.”

Goldman Sachs

DIGITAL NATIVES





lamp x

SOCIAL SHOPPING



Home Tools We Love



Luminares design

‡ 2.2k

Suspensions Ceiling
(Studio Formafantasma)
AD Magazine

Stacy Hernandez
house ideas



Floor lamps |

‡ 24.6k

zeljko vaskovic
wood,iron and ...



Nimesh Shrestha
light



The Secrets to Jillian Harris's Sweet Yet Sophisticated...

‡ 3.8k

Jillian also scored her chic table lamps at The

Interesting feature...

Bloglovin'

Emma Feir
Inspiring Ideas



Contemporary tea ...

60 Lifestyle Home Design Ideas: copper madness

‡ 133

Wunderschöne
Kupferleuchten von
Hübsch Interior ♥
homedesignideas.eu

Roan Visser
Verlichting



FIND YOUR **STYLE** **STYLE** YOUR FIND

SIGN UP WITH



FEATURED LOOK BY
BARBARELA11

SEE MORE



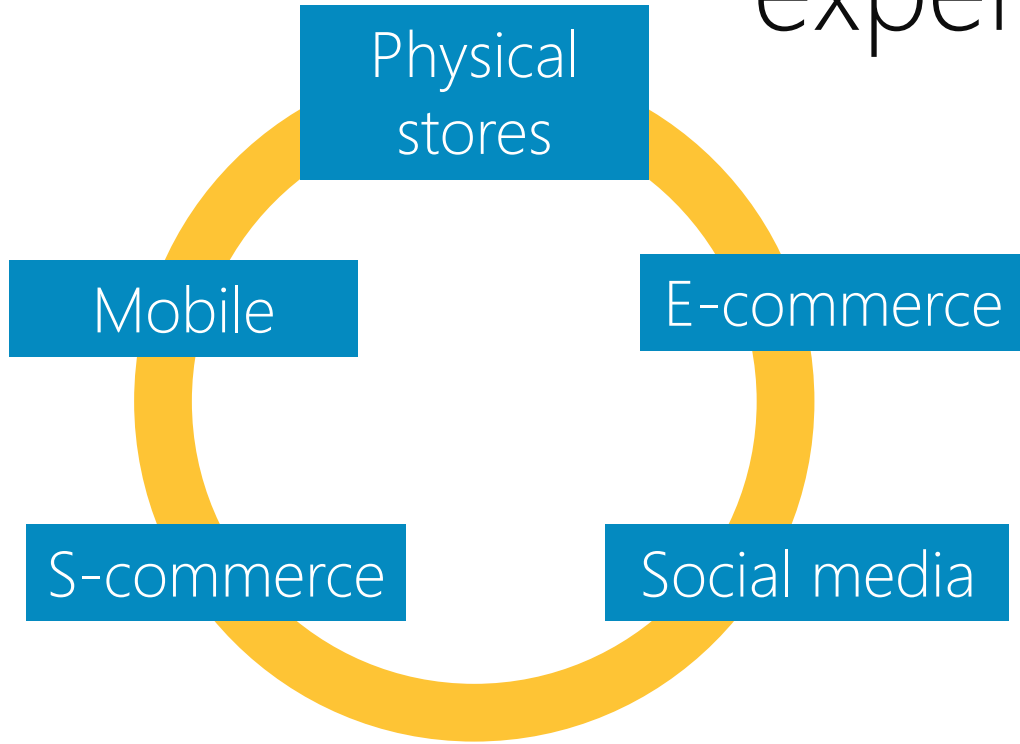
FEATURED LOOK BY
BARBARELA11



68%

demand an integrated, seamless experience regardless of the channel

An integrated shopping experience



Online/in
store/mobile

Personal experience

See, touch, smell

Experience & sharing



75%

Of millennials would rather spend money on a **desirable experience** than **material possession**

35%

Of millennials are ready to **rent products or services** from a **share community**
Gen X: 17% Boomers: 7%



PERSONALISE 

MY STRIPES



Reset


MY COLORS

Color 1



Color 2




- > See the color chart
- > Examples of personalisation
-  Reverse the colors

MY INITIALS



Reset

- Insert a point in between the initials
-  Reverse the colors

APPLY TO OTHER PRODUCTS 

Save my creation

"CUSTOMIZATION"



SPEEDY 40 

£670.00

- About Mon Monogram 
- Product Description 
- Send to a friend 
- Print 
- Locate Your Store 

CONTACT: +44 207 399 40 50

[ADD TO SHOPPING BAG](#)

 Zoom

 Rotate 



MEN WOMEN KIDS

SPORTS BRANDS

CUSTOMIZE MICOACH

NEWSLETTER SIGNUP

LOGIN



★ YOUR UNIQUE DESIGN

🗨️ CUSTOM MADE IN 3-4 WEEKS

🌈 ONLINE EXCLUSIVE

- MAIN ^
- main color
- quarter pattern ★
- toe cap pattern ★
- PERSONALIZE v
- SIZE v

MAIN COLOR

Choose a color:
Clay Brown (Nubuck Leather)



DONE



DONT LOSE YOUR
DESIGNS!

LOG IN

SIGN UP

[No thanks](#)

CONSUMERS "MY WAY"



HOME
PLEASURE STORE
MY MAGNUM

Vanilla

Chocolate



MY MAGNUM BAR

Pleasure is yours for the making at the Magnum Bar.
Choose from a wide selection of delicious toppings, chocolate coatings and the finest drizzles to create your very own Magnum.

Toppings



Dips



Drizzles



SP

Tommy Hilfiger

2017

THXGH

TREND # 2

DIGITALIZATION



DIGITALIZATION IN THE OFFICE



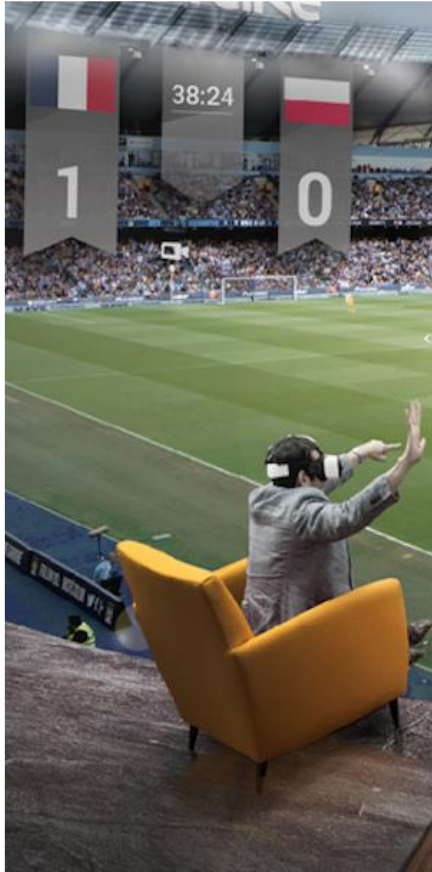
The background of the slide is a watercolor-style illustration. It features soft, blended washes of pink, light purple, and pale yellow. The colors are layered and textured, with some darker, more saturated areas in the upper right and lower left, creating a sense of depth and movement. The overall effect is artistic and modern.

DIGITALIZATION

Integration of digital technologies into everyday life by the digitization of everything that can be digitized.



New Technologies are Changing the Way we Live and Work



Virtualisation

Run applications

Advanced Analytics

Data Storage



An infographic with a blue gradient background and white cloud shapes. Two stylized clouds are highlighted with dark blue outlines. The left cloud contains the text '\$114bn' and is positioned above the year '2016'. The right cloud is larger, contains the text '\$216bn', and is positioned above the year '2020'.

\$114bn

2016

\$216bn

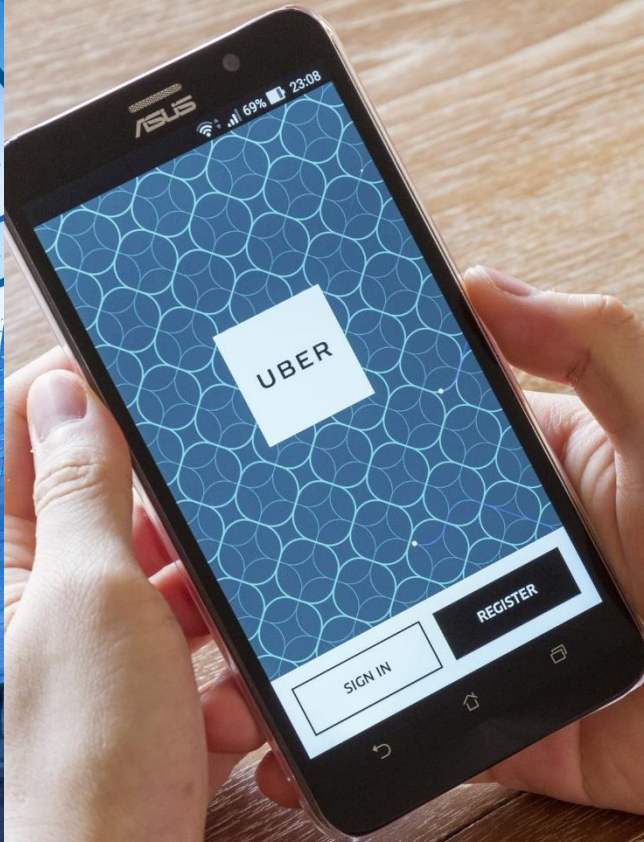
2020

INVESTMENT IN CLOUD STORAGE

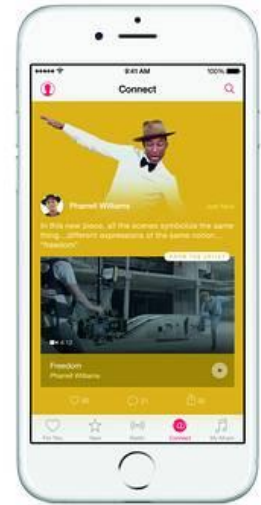
as-a-service



amazon



NEW BUSINESS MODELS IN A DIGITAL ERA





Amazon.com



Mobile



70%

World
population to
use smartphones
by 2020





Replay



NEXT

1 2 3

Open the cap of the reservoir.

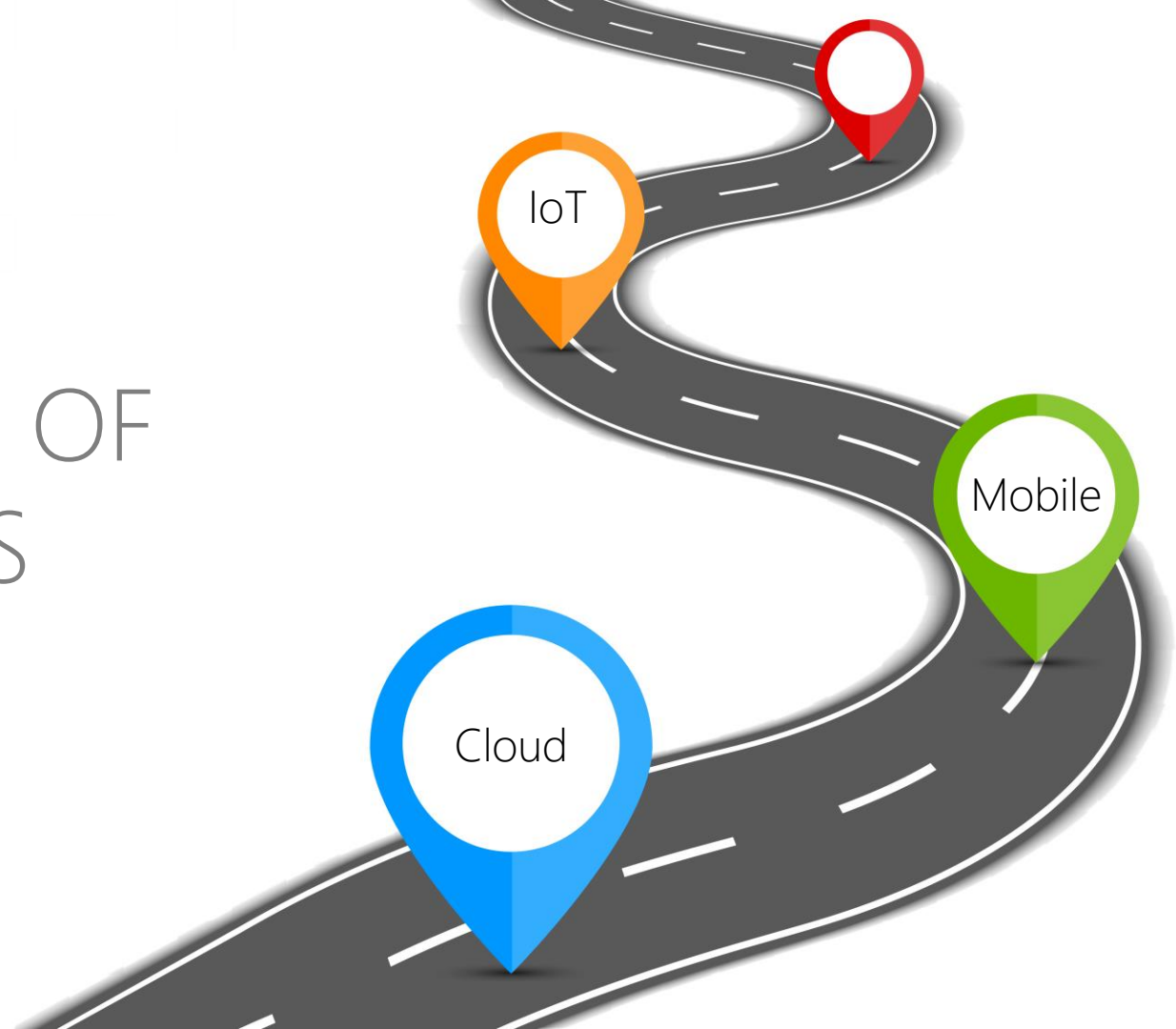
Return





Dior

INTERNET OF THINGS



POSSIBILITY OF CONNECTED PRODUCTS

MONITORING

CONTROL

OPTIMIZATION

ARTIFICIAL INTELLIGENCE



“Artificial intelligence is the intelligence exhibited by machines or software. It will be a core technology for the Internet of Things which we expect to double over the next 5Y. (...) There is a 50% likelihood of full AI (high-level machine learning) by 2040-50 and a 90% possibility by 2075”



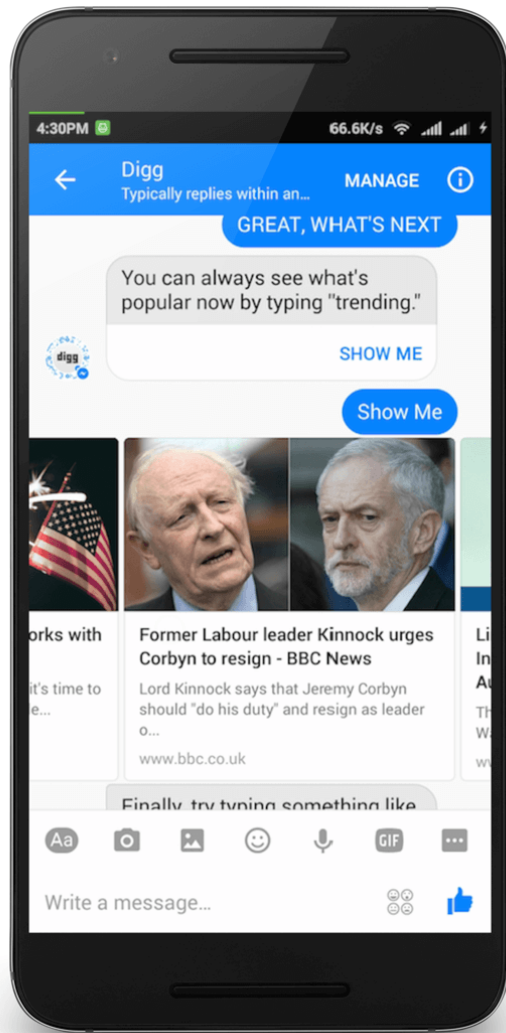
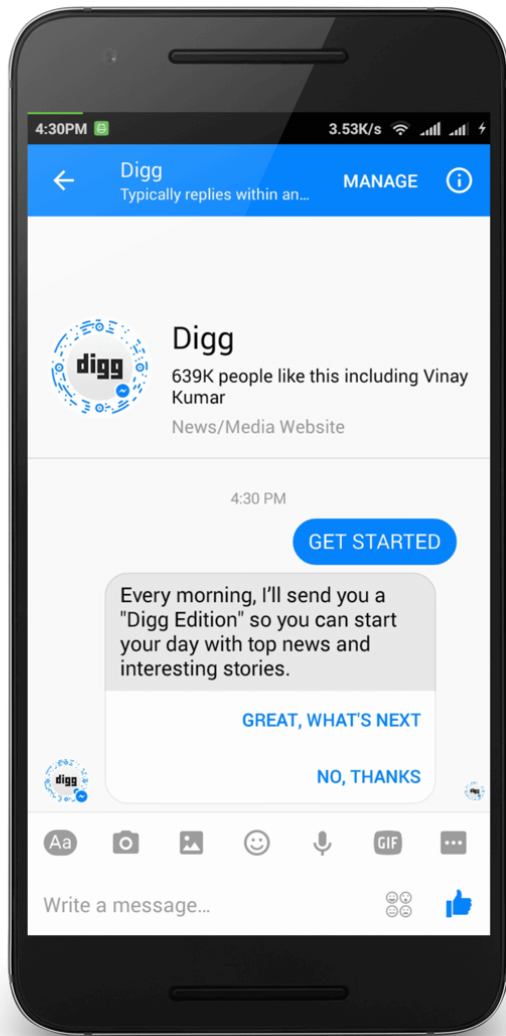
POSSIBILITY OF CONNECTED PRODUCTS

MONITORING

CONTROL

OPTIMIZATION

AUTONOMY



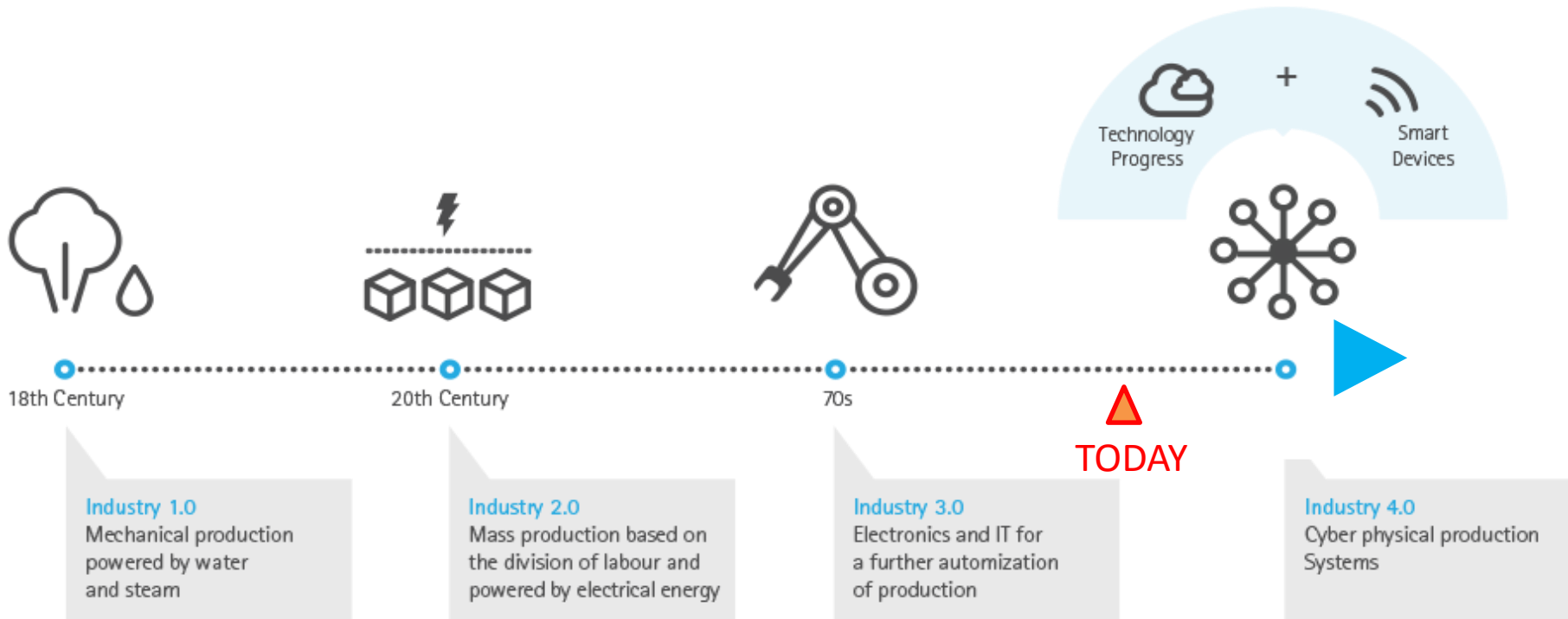
Bots
for Messenger

TREND # 3

INDUSTRY 4.0



ONCE UPON A TIME...AN INDUSTRY



““

We are about to witness **a new industrial revolution**, fueled by the advancement of digital technologies. The fusion of the physical and the virtual world into cyberphysical systems will have **a disruptive impact on every business domain of manufacturing companies.**

””

Cap Gemini

““

The fourth industrial revolution is **disrupting the value chain** and requiring companies to **rethink their way of doing business.**

””

McKinsey



«Advanced Manufacturing Partnership »

Revitalize American Manufacturing and Innovation Act



INDUSTRY 4.0



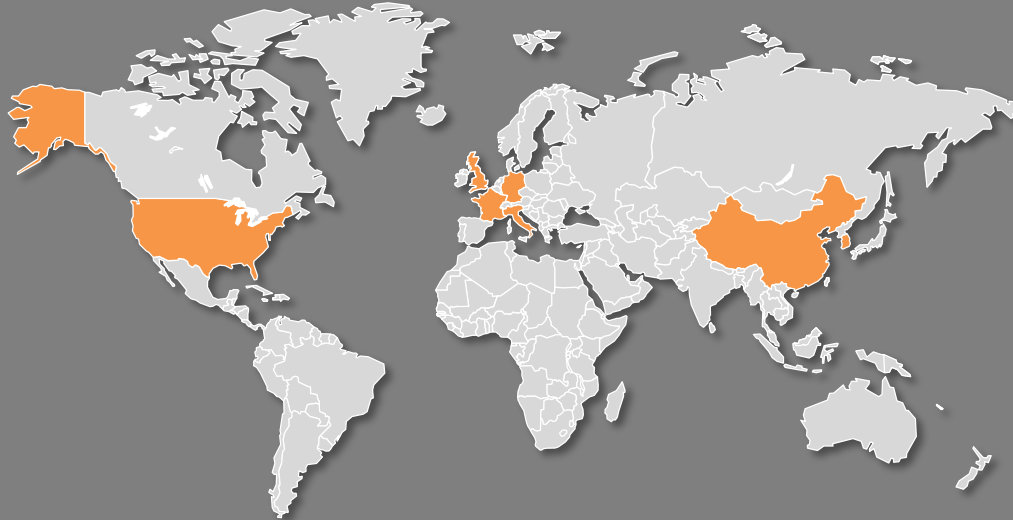
CATAPULT
High Value Manufacturing



La Fabbrica del Futuro



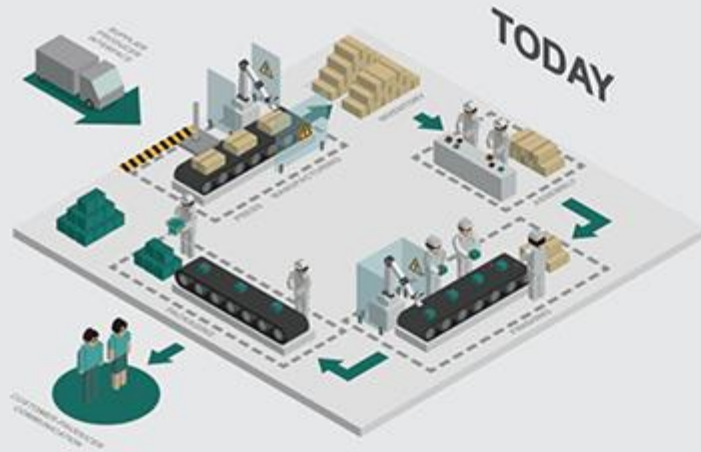
« Manufacturing Innovation 3.0 strategy »



CHANGE IN TRADITIONAL PRODUCTION RELATIONS

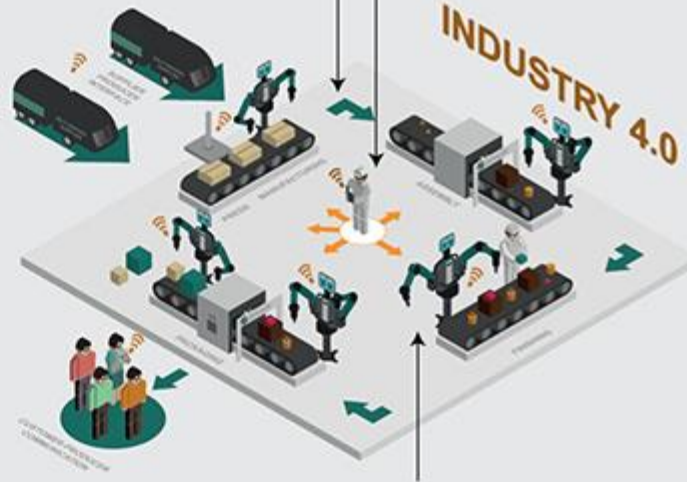
From isolated, optimized cells ...

...to fully integrated data and product flows across borders



Integrated communication along the entire value chain reduces work-in-progress inventory

Greater automation will displace some of the least-skilled labor but will require higher-skilled labor for monitoring and managing the factory of the future



Machine-to-machine and machine-to-human interaction enables customization and small batches

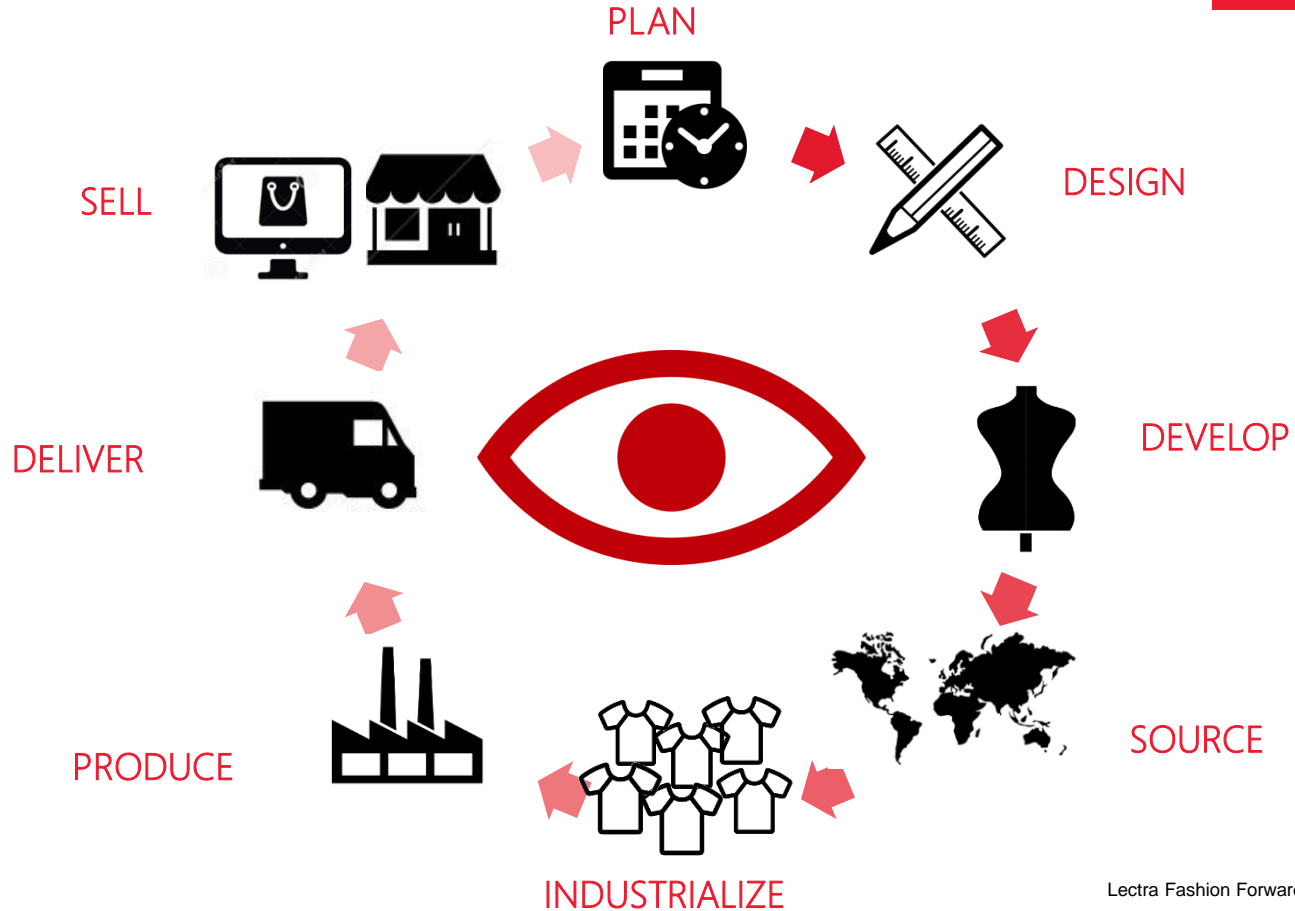


Industry 4.0 at the Service of the Digital Value Chain





Total Visibility and Transparency within the Value Chain





MADE TO MEASURE

AGILE MANUFACTURING

MASS-CUSTOMIZATION

TREND # 4

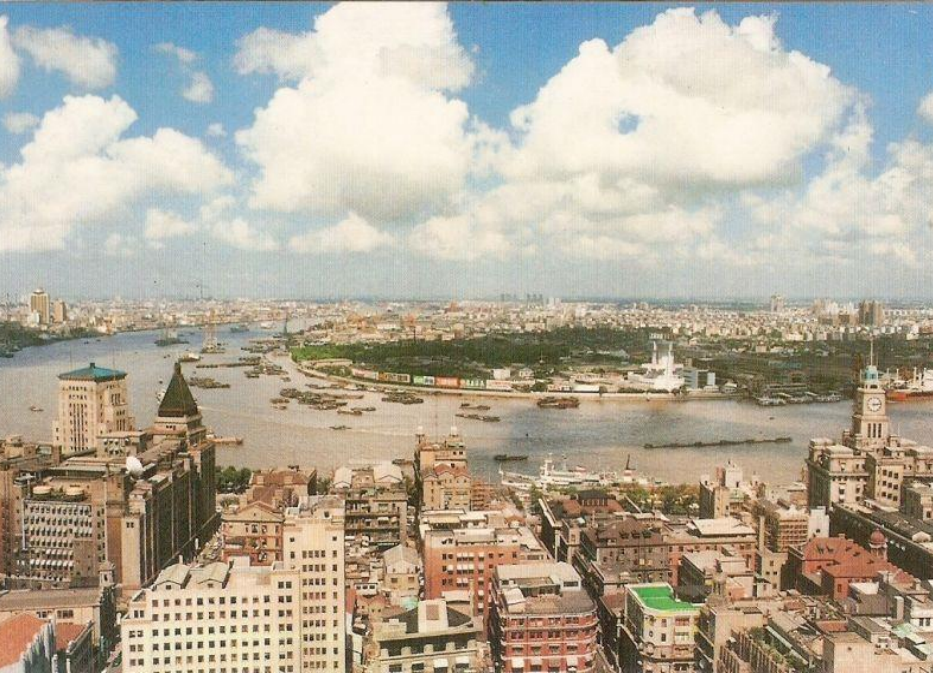
CHINA



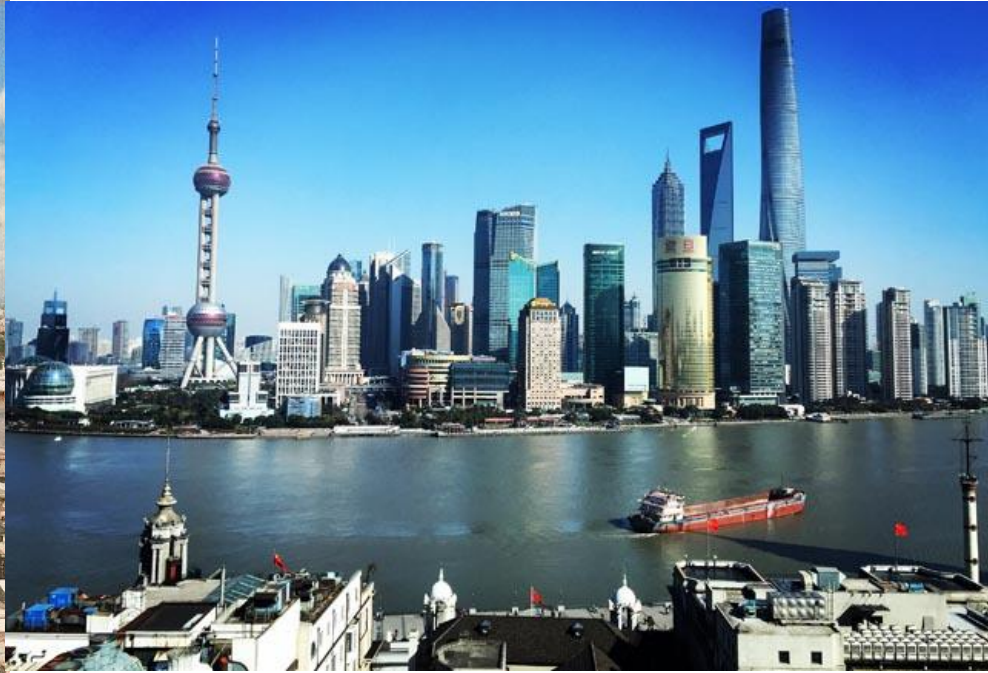


“ CHINA MAY BE AT A CROSSROADS, BUT IF THE COUNTRY SUCCEEDS IN ITS TRANSITION TO A CONSUMPTION- AND PRODUCTIVITY-DRIVEN GROWTH MODEL—AND TO AN ADVANCED ECONOMY—A FRESH SET OF OPPORTUNITIES AND CHALLENGES FOR BUSINESSES OPERATING IN CHINA, AND FOR THE COMPANIES THAT COMPETE WITH THEM, WILL SURELY EMERGE.”

SHANGHAI 1990



SHANGHAI 2016





3 FORCES OF CHANGE

SOCIAL CLASS MOBILITY

The number of middle class and affluent will double to 100 million by 2020

They will be 55% of Chinese urban consumption by 2020 and 65% of individual consumption increase between 2015-2020



3 FORCES OF CHANGE

GENERATIONAL CHANGE

The total share of consumption by millennials is projected to grow 45% to 53% by 2020

Chinese millennials are 8x more likely to graduate, 2x to make international trips and are more sensitive to brands than other millennials around the world



3 FORCES OF CHANGE

E-COMMERCE

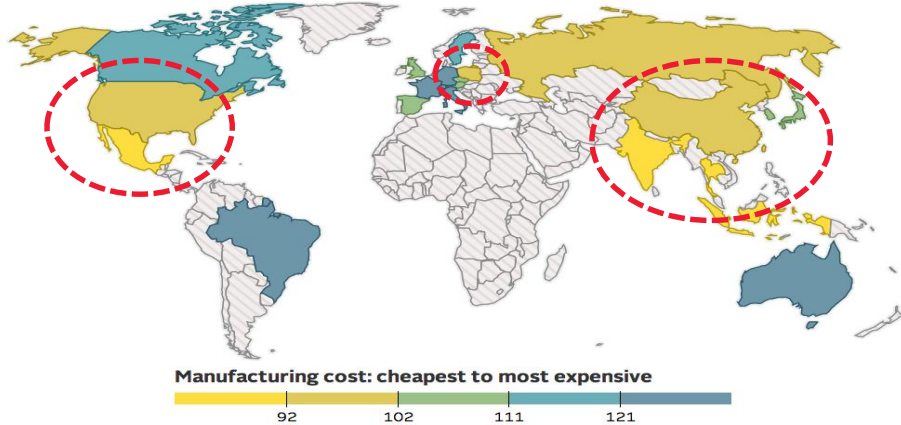
E-commerce will be the primary shopping channel in China and will account for 42% of individual consumption growth

Mobile e-commerce, which already accounts for 51% of e-sales in China will grow even faster



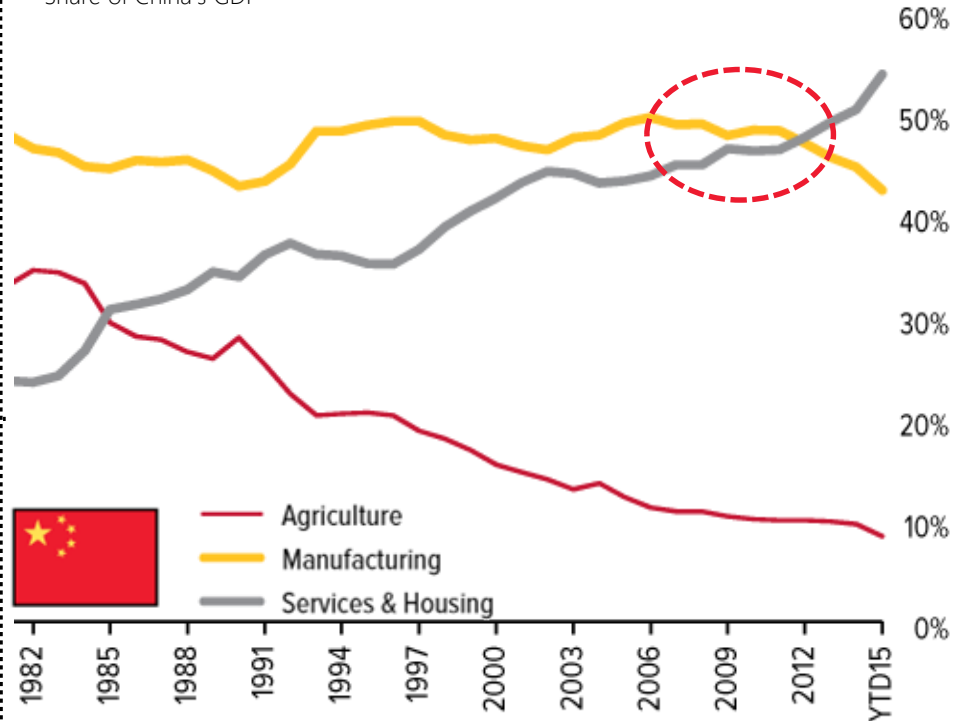
China: A New Paradigm

DECLINING MANUFACTURING COMPETITIVENESS



BECOMING A SERVICE-DRIVEN ECONOMY

Share of China's GDP



PRODUCING FOR CONSUMING

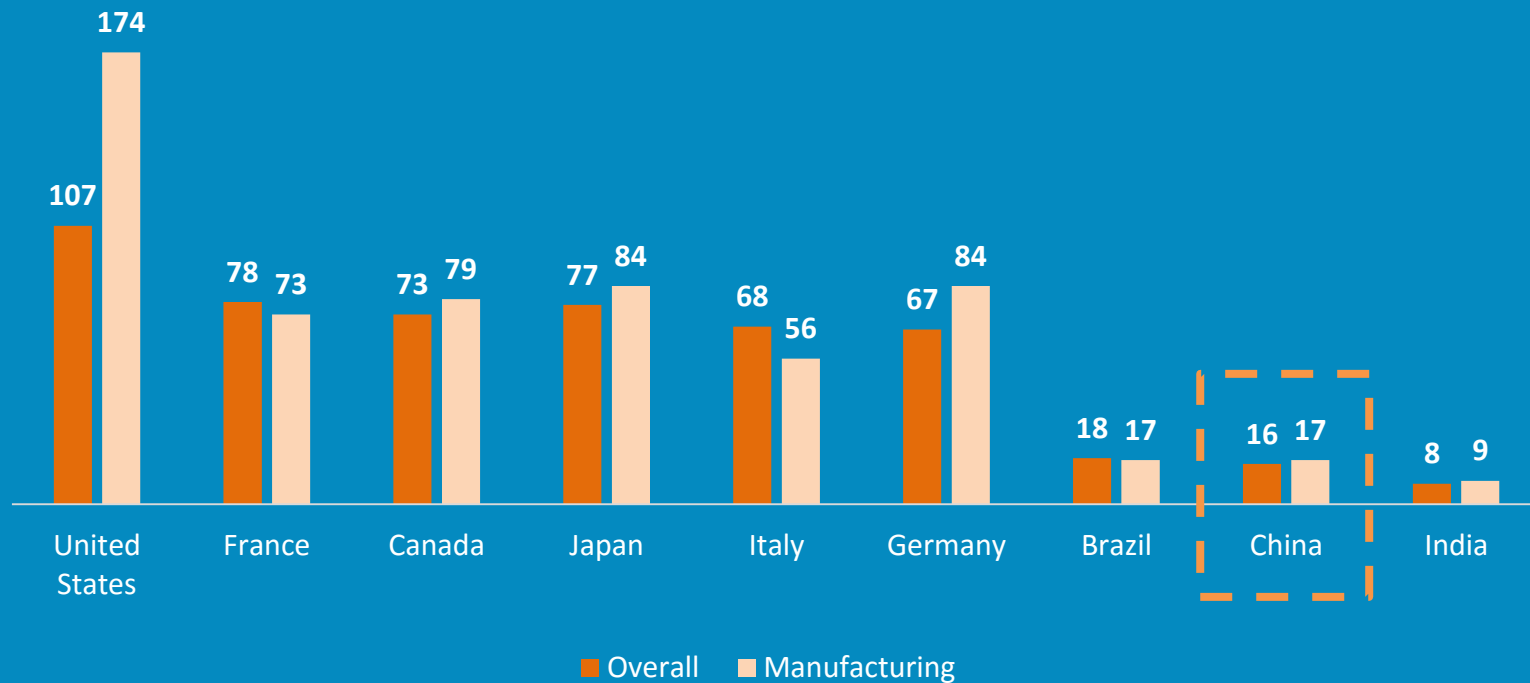
	10 years ago	vs	Today
Export	75%		25%
Domestic	25%		75%

1Q-3Q15. Source: CLSA, National Bureau of Statistics, U.S. Global Investor:



Source: Ibis World 2013

CHINESE LABOR PRODUCTIVITY IS LOW



GDP per worker, in \$ thousand



6,5%

Average annual increase in production labor productivity

64%

Penetration of automated production tools by 2025 (33% in 2015)

82%

Penetration of high-speed internet by 2025 (50% in 2015)

84%

Penetration of digital R & D and design tools (58% in 2015)





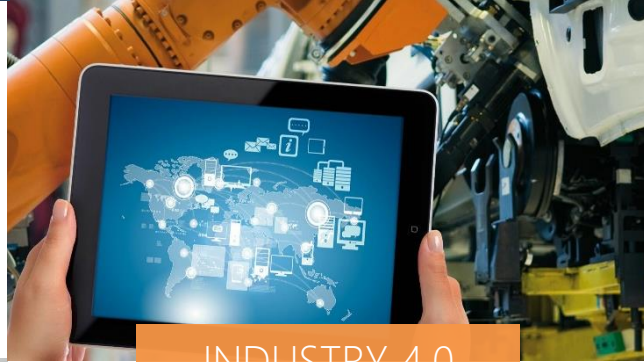
DIGITALIZATION



MILLENNIALS

4 MEGA TRENDS WE CAN'T IGNORE

CHINA



INDUSTRY 4.0

A photograph of two women at a fashion event. The woman on the left is wearing a brown and black checkered dress and has sunglasses on her head. She is holding a black smartphone. The woman on the right is wearing a black top with white floral patterns and a red skirt. She is holding a colorful, multi-lens camera. The background is blurred, showing other people. Five white text boxes are overlaid on the image, each containing a phrase.

FOOD FOR THOUGHT

LISTEN TO THE MARKET

SEARCH DIFFERENTIATION AND INNOVATION

DO NOT UNDER ESTIMATE THE NEED FOR AGILITY

EFFICIENCY, PRODUCTIVITY AND SPEED

4 MEGA TRENDS WE CAN'T IGNORE

Thank you!



Daniella Ambrogi
Lectra.com

