



Welcome

AIRLINE RETAIL OF THE FUTURE

ladies fragrances
ароматы для женщин



Allure by Chanel
Parfume 7.3 ml
Аллер, Шанель
Дюна 7.3 мл
\$77.00



Chanel N°5
Parfume 7.3 ml
Шанель N°5
Дюна 7.3 мл
\$77.00



Coco by Chanel
Parfume 7.3 ml
Кокэ, Шанель
Дюна 7.3 мл
\$77.00



Chanel N°19
Parfume 7.3 ml
Шанель N°19
Дюна 7.3 мл
\$77.00



Paloma Picasso
EDF Spray 20 ml
Паломэ Пикэссо
Парфюмерная вода 20 мл спрей
\$34.00



5th Avenue by Elizabeth Arden
EDF Spray 7.5 ml
5-я Авеню, Элизабет Арден
Парфюмерная вода 7.5 мл спрей
\$36.00



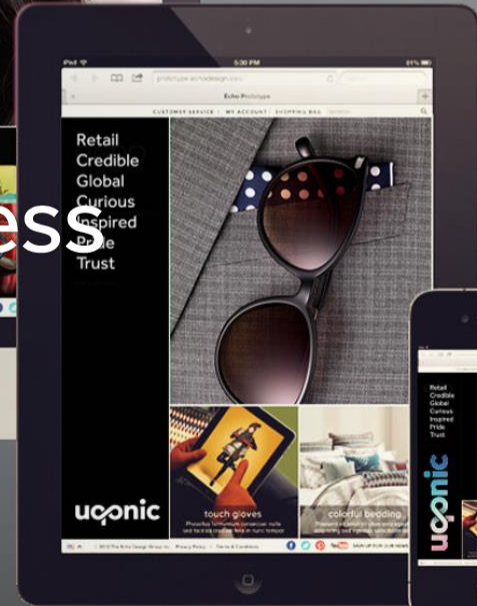
Tentations by Paloma Picasso
EDF Spray 30 ml
Тентэйшэс, Паломэ Пикэссо
Парфюмерная вода 30 мл спрей
\$45.00



Cerruti 1881 Pour Femme
EDF Spray 30 ml
Черрути 1881 для женщин
Третьичная вода 30 мл спрей
\$38.00

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Airline retail of the future will be:
...a software company
...a member focussed business
...a lifestyle brand



GEN C IS A LIFESTYLE

Gen C is not an age group,
it's a lifestyle. They rely on the
shared experience of strangers
to guide their actions.

They put the 'me' in social media.



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GEN C IS CONNECTED

The 'C' represents a connected society based on interests and behavior.

Looking for recognition in a time of great individualism, they feel like digital nomads in search of a tribe to fit in.

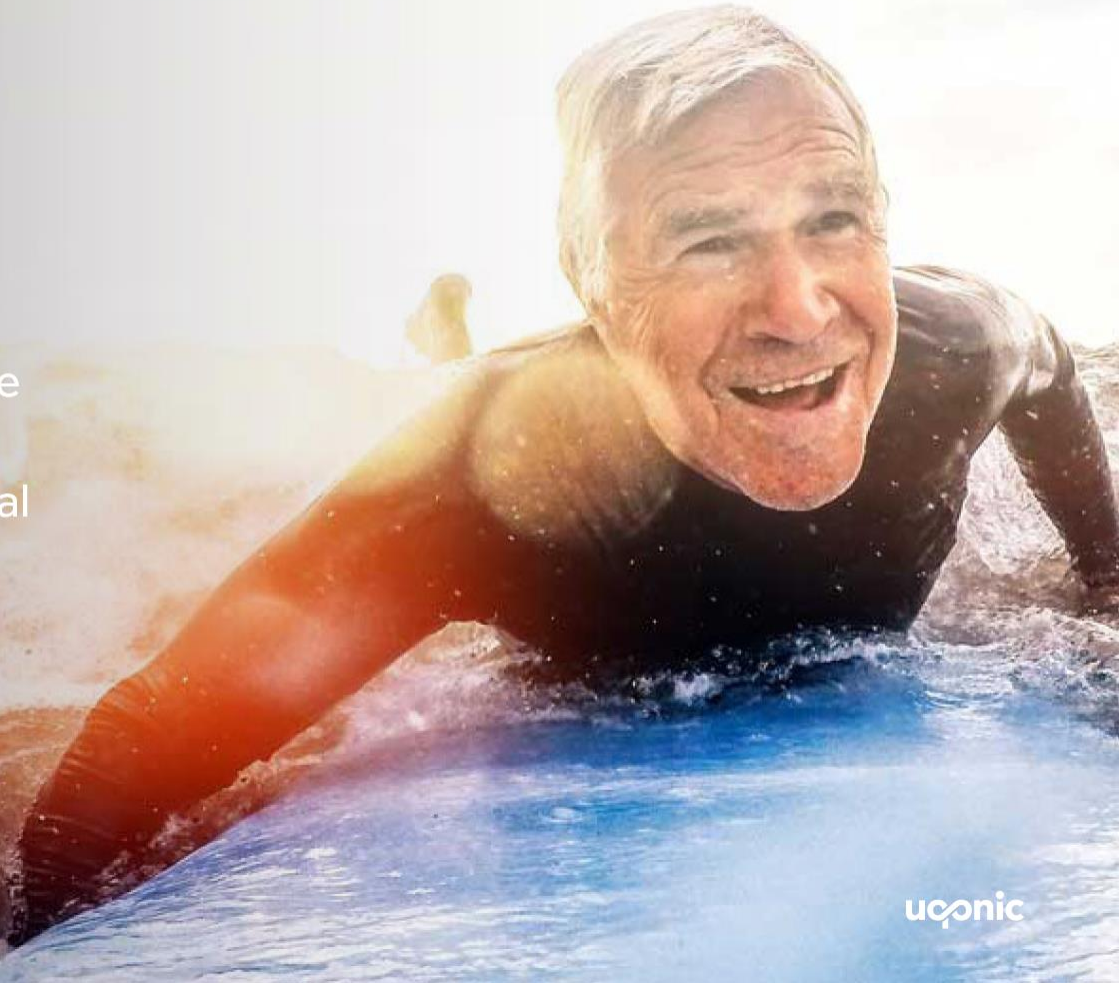
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GEN C CREATION, CURATION, CONNECTION & COMMUNITY

Gen C consumers thrive on **creation, curation, connection and community.**

When brands find the right way to engage them, they can become the biggest spenders, the most vocal supporters, and the most influential opinion formers.

As enthusiastic early adaptors, Gen C consumers lead the way.



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SO WHO ARE GEN C? MEET GIGI HADID

Rise to fame

Photo model & tv personality

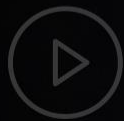
Followers

23.3 million

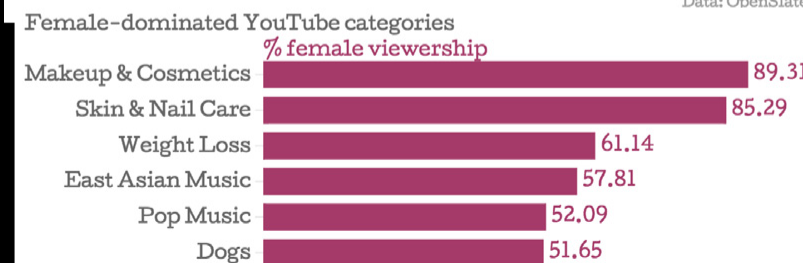
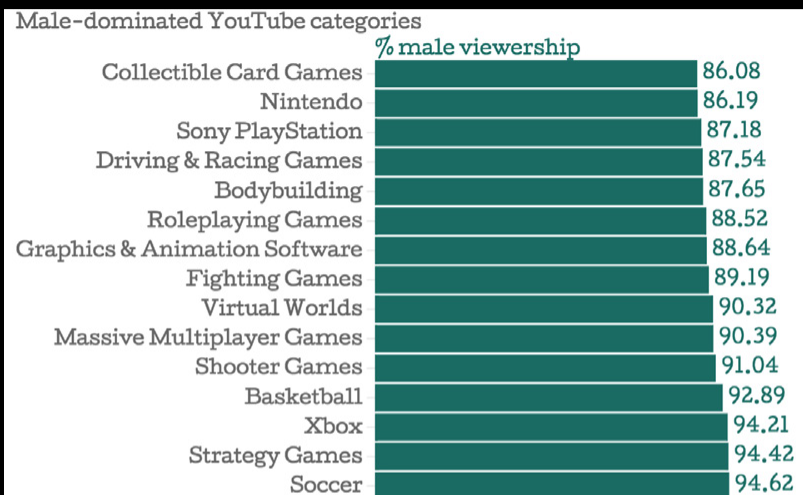
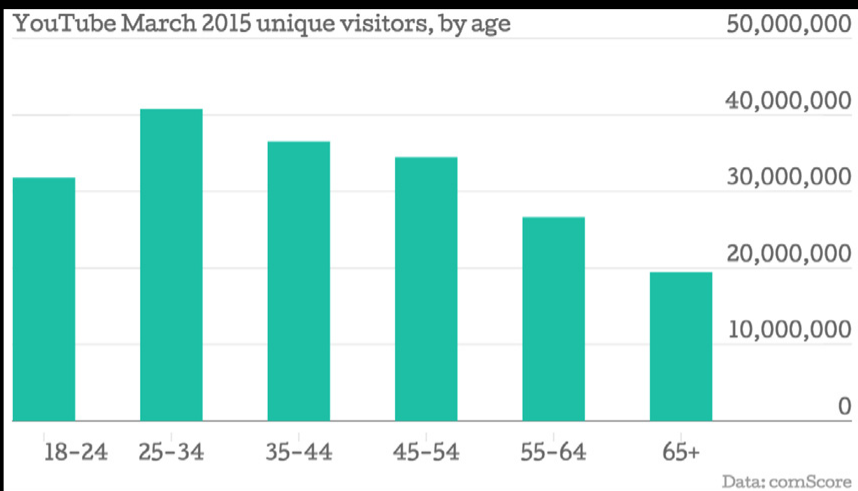
(on Instagram)

Brand endorsements

Tommy Hilfiger, Guess



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GEN C INFLUENCES

Gen C consumers feel that their favorite Social Media Friends understand them better than their best friends.

They view their favorite influencer's as trend setters and pioneers, worthy of following.

Gen C values great conversations that align with their own interests. For Gen C, decision-making is a team sport.

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*we are introducing
a new, global and
bespoke retail brand*

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EXPERIENCE IS A DESTINATION