



The Intelligent Consumer

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Spring 2013 | Summer 2013
Color, Fashion and Attitude
Trend Forecast



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The Intelligent Consumer

5 Key Consumer Spending Trends

Marketwire reports on research by American Express that reveals the emergence of “a new era of pause and purchase”, as consumers develop a stronger attitude towards spending. The research, which focused on US consumers, reveals how shoppers are redefining what it means to be a smart spender.

“The smart spender of the past was primarily focused on cost. Today’s smart spender is defined by values just as much as, if not more than, price.” Mary Hines, vice president of marketing, American Express.

The research proposes that new technology, changing social norms and increased brand transparency are contributing to future consumer spending habits. The economy and consumer’s spending limitations are a major contributing factor to this shift in behavior.

The five key trends are:

Rurbanism: urban consumers are shifting spending interests towards their rural neighbors, seeking more sustainable products

Give-a-nomics: purchasing that allows the consumer to give back to charity and aid in encouraging the local community

COBs (Co-created owned brands): the desire for consumer personalization and the opportunity to co-create with brands

Commsumption: consumers consuming as communities (comm’sume), instigated by the rise in online shopping and social networking

CiCo (Check-in to check-out): personalized location-based brand offers carried out on mobile devices allow consumers to “check-in” to influence and share deals with other shoppers before they “check out”

Research findings:

Top 5 social and cultural factors impacting shopping trends:

1. I try to support my local economy (54%)
2. I try to support my national economy (38%)
3. I have higher taxes therefore I will spend less on the things I want (32%)
4. I want to be part of my local community more so I purchase from more local brands and vendors (31%)
5. The need to be constantly connected to technology (31%)

Wolverine Leathers is adept at supporting brands with customization programs to capture this intelligent consumer. We are flexible and offer brands the option to make small batches for specialty and custom order programs. We have a long history of making available a wide color range that offers the highest value pigskin nubuck leather in the industry for specialty global retailers and consumers. Welcome to Spring/Summer 2013 and connect to our seasonal story!

*Source Information:
Marketwire via American Express*



Troppo Tropical

At the origin of this theme, a simple fact: seasonal depression is a veritable phenomenon of society affecting approximately 20% of the population, and particularly women. To escape from the winter blues, we dream of paradise isles, blue water, palm trees and cocktails by the pool. Indeed for 2/3 of British people, the mere act of planning the coming vacation is the best medicine for the winter blues. European reservations have increased 3% in 2011 over 2010 for sunny destinations. It is a physical reality that the body doesn't get enough sun in winter and needs a shot of vitamin D. The result? A new form of well-being offering a pick me up and more energy: vitamin injections are becoming more popular in urban spas and we are seeing a new category of "minute" massages and treatments. Quick fixes of well-being at any time of the day or night, in order to fulfill the needs of a clientele that is increasingly active and hurried. And to bring this immediate gratification into the home, new technologies offer great solutions with flat screens and other projection systems that are more and more sophisticated - allowing individuals to create colorful and artificial environments on demand.

The Ready to Wear Colors

Happy, optimistic colors reflect our joy at the onset of warm weather and outdoor living. A cacophony of prints and patterns sit together in disharmonious harmony.

The Leather Colors

**382 Sunshine, 749 Pacific Green, 978 Moss Green,
1084 Brighter Pink, 829 Deep Purple, 703 Claret**

The Materials

Colored chrome, jute in tropical colors, espadrilles in confetti brights, raised geometrics and bright gradients, hemp, opalescence, exotic floral and plant motifs, holograms, projection mapping, 4D, kitsch, island wardrobe themes, kilties, Hawaiian shirtings, anything surf, longboards, soft suedes in island colors.



Cul de Sac

Progress in new information and communication technologies are revolutionizing science and its areas of application. Previously reserved to a professional elite, recent discoveries and scientific data are today published on the internet for all to access. Biotechnologies, resulting from the marriage between science and living creatures and other disciplines (physics, computer technology), are now within laymen's reach. 53% of European's are convinced of the positive effects of biotechnologies in the future. In this context, we are seeing the emergence of bio-hackers, people who manipulate living organisms in home-made labs who have the opportunity to give life to some of the most outlandish fantasies. These "home biology" experiments, conducted outside of any institutional scientific framework, are at the origin of Bio Art, a new form of contemporary Art whose creations are characterized by the exploration and manipulation of life processes. So many open doors contributing to the democratization of research and science and which, thanks to their creative nature, seek to free society from its fear of progress.

The implication for footwear is that by making the technological dimension of your product softer by investing in ergonomics and designs inspired by shapes found in nature.

The Ready to Wear Colors

A range of commuter coffees, popped with country club brights. A timeless wardrobe of preppy basics. Heritage brands reign supreme here, while newer brands like J Crew find tremendous success.

The Leather Colors

**1031 Brownie, 359 Houn Dawg, 879 Sabertooth, 1425 Papaya,
795 Pesto, 352 Scarlet Feather**

The Materials

Jelly-like materials, rubberized leathers, glazed tints, strange softness on materials whether on leather or synthetic, pearly and iridescent, pebble grains, subtle irregularities, organic shapes, brushed copper, summer spectators, loafers in full grains and colored suede, docksider espadrilles. Quality is the new bling.

Now, Voyager

The rise in universalism and ethics are favorable to the emergence of new forms of traveling. Alternative tourism looks to avoid the traditional organized trips, preferring to come into real contact with local populations and with a view to environmental considerations. Traveling is seen as an experience with true meaning where individuals discover different cultures and populations first hand, seeing how other people live. Couchsurfing: the practice of lodging a traveler on your couch for period of time is popular (not in my house!), and Woofing: sharing the life and work of a rural family on their farm in exchanging for room and board. These new experiences clearly question our relationship with consumerism and the way we live. In reaction to the bulimic way modern societies tend to consume, people are looking to salvage, recycle, repair and transform. This the principle behind the “from the cradle to the cradle” current and a phenomenon that is also translated by the emergence of a community called the freegens - people who, to fight wasteful consumer practices, salvage objects and even food from trash bins. (maybe a little too far with the food thing).

These new practices are developing so quickly via the internet that they could soon be adopted by mainstream consumers.

The Ready to Wear Colors

A range of bohemian basics in a hand-washed and line dried palette of humble hues. Prints, patterns and eclectic pieces make this an authentic global travel story.

The Leather Colors

**520 Blue Heaven, 515 NC Blue, 670 Jasper, 1199 Burnt Sienna,
746 Violet, 1427 Afterglow**

The Materials

Heathered and weathered textiles, distressed leathers, pull up leathers, faded suede, fatigues, the use of maps into design elements, digital travel logs, walking shoes, GPS inspired designs, soft soles, recycled fibers, eco leathers, colorfast leathers and fabrics, raw looking leathers, organic, bamboo, de-colored and re-colored patinas, cracked finishes, herringbone heat transfers. Well worn and lived in anything is the mood here.

O2

In today's global world, cultural influences cross the frontiers: know-how, expertise and ancestral techniques of civilizations intermingle and mutually enrich one another. Hence, a new vision of the BRICS countries (Brazil, Russia, India, China and South Africa) which are no longer seen as merely economic entities, but as veritable grey matter laboratories. China represents this vitality quite well, after having become the world's second economic power in 2009, it has become the number 1 Art market in front of the US in 2010, and now has 4 artists among the top 10 rated artists worldwide. And India appears to be following along the same path. The India Art Summit, a contemporary art fair attracted 128,000 visitors for its 4th edition in 2011 making New Delhi a must have destination for his Art market in full expansion. The growing cultural impact of these countries is influencing creation and contributing to a new kind of gender-mixing. This means we will see new territories of creation by subtle fusion of diverse cultural influences.

The Ready to Wear Colors

A wardrobe for those who yearn to live simply, pare down to the essentials, be present in the moment, go slow. Basic pants and tops in soft linen and cotton, lightweight denim, organic and ethereal materials. Silhouettes are billowy, vaporous, weightless. In sport, comfort and mobility are key so stretch is important.

The Leather Colors

865 Teal Blue, 674 Lavender, 569 Sky, 626 Shade, 475 Shade, 1426 Guava

The Materials

Ombré, embroidery, transparent soles, reflective materials, shading, stretch, eastern influences, Arabic references like Harem screen openworks, color blocking, corrected grains, geometric aspects, floaters, soothing suede tones to bring you to the edge of spectacular refinement for both genders, art on leather, perfs, heat transfers and embossings.



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