






## FIVE CATEGORIES TO WATCH FOR PARTNERSHIPS IN 2020

01	<b>BRAND EXPANSIONS</b> Traditional brands stepping into new ventures	 <ol style="list-style-type: none"><li>1. <a href="#">Bloomingdales</a> and <a href="#">Urban Outfitters</a> are getting into the reuse/re-wear business</li><li>2. <a href="#">Wendy's</a> and <a href="#">Chipotle</a> will continue to grow with their plant-based options</li><li>3. <a href="#">Kroger</a> and <a href="#">LVMH</a> are making big changes and are poised for growth</li><li>4. <a href="#">Disney</a> and <a href="#">HBO</a> are competing with AppleTV, Netflix and Amazon Prime</li><li>5. <a href="#">Target</a> is adding more private labels and doubling down on inclusivity</li></ol>
02	<b>DTC Retail</b> Direct-to-consumer brands are the new Cinderella story in retail	 <p>Any 2020 Future of Retail list raves about the future of direct-to-consumer and names these brands as the shining stars:</p> <ol style="list-style-type: none"><li>1. <a href="#">The RealReal</a></li><li>2. <a href="#">Rent the Runway</a></li><li>3. <a href="#">Thred Up</a></li><li>4. <a href="#">Revolve</a></li></ol>
03	<b>FOOD DELIVERY</b> Groceries, dinner, or dessert – food delivery is here to stay	 <p>Traditional restaurants are suffering from the impact of food delivery brands like:</p> <ol style="list-style-type: none"><li>1. <a href="#">UberEats</a></li><li>2. <a href="#">Door Dash</a></li><li>3. <a href="#">GrubHub</a></li><li>4. <a href="#">Starbucks Delivery</a></li></ol>
04	<b>DIGITAL HEALTH</b> Watch for old and new players in this category	 <p>These powerful tools are giving consumers more options, pricing and metrics about our health:</p> <ol style="list-style-type: none"><li>1. <a href="#">Castlight</a></li><li>2. <a href="#">Pokitdok</a></li><li>3. <a href="#">Vitals</a></li><li>4. <a href="#">ZocDoc</a></li></ol>
05	<b>MEN'S BRANDS</b> The redefinition of masculinity continues	 <p>On the heels of the #MeToo Movement, many male-focused brands are redefining masculinity and finding their purpose. Keep any eye out for moves made by these brands:</p> <ol style="list-style-type: none"><li>1. <a href="#">Gillette</a></li><li>2. <a href="#">Harry's</a></li><li>3. <a href="#">Bonobos</a></li><li>4. <a href="#">Formen</a></li></ol>