

Consumers and their trends

TRENDMATCHING: What Trends Go with Which Consumer?

Step One: Watch the crowd! Who are they and what are they wearing?

Example:

Person 1-

Who are they? Caucasian Female mid-20's brunette....

What are they wearing? Long blue t-shirt, white shorts, white sandals, GSU face mask, bookbag...

Step Two:	Record your observations and conclusions by stating <u>the TREND</u> you found, <u>HOW</u> it was concluded to be a trend, and <u>WHY</u> you think specific consumers find these <u>trends appealing</u> . Example 1: Observations & Conclusions- <u>"health-consciousness" trend</u> concluded based on <u>personal protective gear (masks)</u> for wearer to <u>stay healthy</u> . Example 2: "non-formal" style <u>trend</u> based on <u>casual attire</u> to be more <u>comfortable</u> .
Person 1 Who are they? What are they wearing?	Observations and conclusions: Caucasian Female, late teens, brunette. wearing a cream graphic t-shirt, hunter green shorts, and black vans. wearing a "non-formal, on the go" trend to be comfortable for going places when the climate outdoors is hot.
Person 2 Who are they? What are they wearing?	Observations and conclusions: Caucasian Female, early 20's, Blonde. wearing a navy tennis skort, a gray Georgia Southern cropped tank top, and tennis shoes. "Athleisure trend" being comfortable and trendy based on her tennis skort.
Person 3 Who are they? What are they wearing?	Observations and conclusions: Caucasian Female, mid-30's, wearing a black long-sleeved dress, and black wedge sandals. most likely a businesswoman going to the office. I observed her "business casual" trend. Based on long sleeves to keep her warm in her office as well another season approaching.

<p>Person 4</p> <p>Who are they?</p> <p>What are they wearing?</p>	<p>Observations and conclusions:</p> <p>A Caucasian male, mid-20's, blonde wearing a white t-shirt, light washed Jeans, and a cream denim jacket. a "non-formal" trend based off his casual attire.</p>
<p>Person 5</p> <p>Who are they?</p> <p>What are they wearing?</p>	<p>Observations and conclusions:</p> <p>African American Man, early 20's, and black hair. wearing a Georgia Southern University Polo style shirt, Khakis, and Oxford dress shoes. wearing a "business-casual" trend. I conclude this look is either for a class or he is going to the work.</p>