

Discussion Board #2 Consumer Groups

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Do you know who is the first female collaborator to design Air Jordans for both men and women? Born in South Central, L.A. who is a fashion blogger, model, and stylist goes by the name, Aleali May. She recently dropped the Aleali May x Jordan 1 Zoom CMFT 'Califia' on April 26, 2021 for \$140. Her focus is on women empowerment with a love for streetwear. Although this is Aleali's 4th collaboration with the brand Jordan thus far, she provides a story behind each product she launches. Her influence comes from basketball culture and hip hop. The sneaker is personal as the name "Califia" reflects her drill team in middle school and high school along with her coach who inspired her to achieve greatness. Aside from the sneakers, she also launched apparel for the first time with the Jordan brand featuring varsity jackets, tees, and tearaway pants. The sneaker contains a bright yellow on the sole, with a forest green and royal blue colorway.

The demographics go for men and women millennials and centennials as well. The income range from consumers is approximately \$500 and above who live a comfortable to expensive lifestyle. The demographics are also involved in single or married statuses. Ethnicity is drawn to all races including Hispance or Latino/a, African American, and Asain. Personality develops a love for 90s varsity jacket aesthetics. May loves a good silhouette which reflects on her creativity. Since technology is advancing, she believes everyone, especially women, can take up challenges. Data mining is used on websites to collect data from consumers. They are engaged in the SNKRS websites along with other sneakers news websites. Social media plays a huge role for reposting pictures of people wearing sneakers and crowdsourcing.

References

Richard, B. (2021). *Aleali May's 'Califia' Air Jordan 1 Collab Delayed*. Retrieved from <https://solecollector.com/news/2021/04/aleali-may-air-jordan-1-zoom-cmft-release-date>