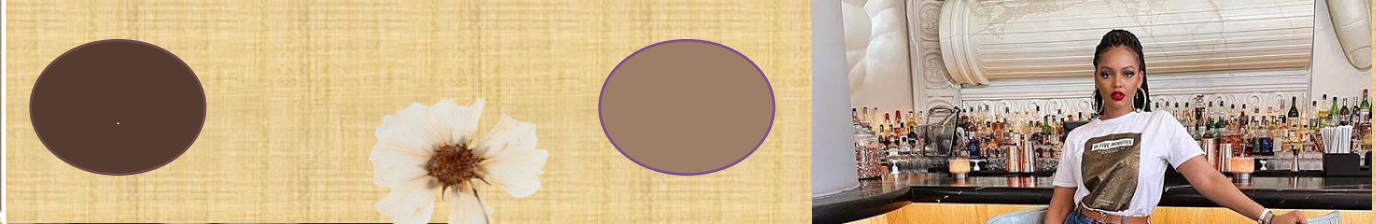


# Mom Jeans

---

Guadalupe Soriano



Vintage.  
Aesthetic



Style  
up or  
down



Make  
it  
your  
own

Comfort  
&  
Flexible



# Demographics & Psychographics

---

When it comes to our target market, our main consumer selling group is directed towards Centennials, also known as Generation Z (1886-present). This attire is mainly seen worn by females however, there are no restrictions based on who can and can not wear them. Occasionally seen on everyone at one point.

This target market are the ones always active on social media, keeping up with trends.. The majority of Gen Z uses a variety of platforms such as Instagram. Which has many influencers and many inspiring to be influencers. Seeing the ones who inspire you would make an impact on what you want to purchase and how you dress, of course it also all depends on comfort etc.

This attire can be worn in many ways, dressed up or down, but mainly casual, depends on your style for the day.