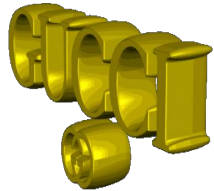
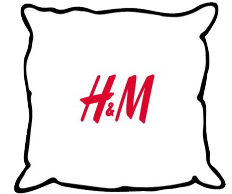


# THE LUXURIOUS RESEARCH TEAM



HIGH- END FASHION VS FAST FASHION



By: Kaynait, Muhammad, Astrid, Zara, Arnora, & Kevin

# Responsibility of Each Team Member

**KEVIN- PROJECT DIRECTOR**

**ZARA- PROJECT DIRECTOR**

**NORA- RESEARCH ANALYST**

**KAYNAIT- RESEARCH ANALYST**

**MUHAMMAD- STATISTICAL WRITER**

**ASTRID- STATISTICAL WRITER**

# Executive Summary

- ❖ **WE LIVE IN NYC, THE CITY THAT IS KNOWN FOR FASHION. THOUSANDS OF PEOPLE COME FROM ALL OVER THE COUNTRY, FROM ALL OVER THE WORLD TO COME TO THE NYFW.**
- ❖ **WHY DO YOU THINK THERE'S SO MANY TEXTILES/FABRICS STORES THROUGHOUT THE CITY?**
- ❖ **WHAT IS HIGH-END AND FAST FASHION?**
- ❖ **WE BELIEVE THAT IN THE NY MARKETPLACE HIGH-END FASHION IS BOUGHT MORE THAN FAST FASHION.**

# Experience Survey

## HIGH- END FASHION VS. FAST FASHION



# Research Objective

- 1. TO FIGURE OUT WHICH BRANDS PEOPLE PURCHASE THE MOST IN THE NEW YORK CITY MARKETPLACE.**
- 2. THE TOTAL AMOUNT OF MONEY PEOPLE SPEND ON FASHION IN THE NEW YORK CITY MARKETPLACE.**
- 3. WHICH BRANDS DO PEOPLE DISLIKE, STAY AWAY FROM, AND LEAST SHOP AT IN THE NEW YORK CITY MARKETPLACE.**

# Research Question

- 1. DO CONSUMERS IN THE NEW YORK CITY PREFER HIGH-END FASHION OR FAST FASHION?**
- 2. WOULD CONSUMERS IN THE NEW YORK CITY MARKETPLACE WANT TO SPEND MONEY ON HIGH-END FASHION OVER FAST FASHION?**
- 3. WHAT WOULD BE THE OVERALL PERCENTAGE OF CONSUMERS IN THE NEW YORK CITY MARKETPLACE THAT PREFER HIGH-END FASHION OR FAST FASHION?**

# Hypothesis

- ❖ **IN THE NEW YORK MARKETPLACE, PEOPLE WOULD SPEND MORE MONEY ON FAST FASHION DUE TO THE FACT THAT IT IS MORE AFFORDABLE.**
- ❖ **IN THE NEW YORK MARKETPLACE PEOPLE WOULD CHOOSE HIGH END FASHION DUE TO THE REASON THE PRODUCTS HAVE A BETTER QUALITY AND IT REPRESENTS A LIFESTYLE.**

# Planning the Research Design

## **METHODOLOGY-**

- ❖ **METHODOLOGY INVOLVED GATHERING DATA FROM THE QUESTIONNAIRE SURVEY IN ORDER TO REGULATE AN UNDERSTANDING OF WHAT CONSUMERS PREFER AS TO THE TOPIC FAST FASHION VERSUS HIGH-END.**

## **SURVEY-**

- ❖ **THE QUESTIONNAIRES WERE HANDED OUT TO PEOPLE IN COLLEGE / UNIVERSITIES AND TO CONSUMERS WALKING OUT OF FAST-FASHION STORES SUCH AS FOREVER 21 AND H&M AND GOT THEIR VIEW AND OPINION ON HIGH-END FASHION AND FAST-FASHION.**
- ❖ **A REALLY KEY FACTOR WE KEPT IN MIND WAS TO DISTRIBUTE THESE QUESTIONNAIRES EVENLY BETWEEN GENDERS, ETHNICITY AND GENERATIONS TO REACH AN UNBIASED AND EQUAL CONCLUSION**



# Target Population

- **THE LUXURIOUS RESEARCH TEAM DID A STUDY ON WHETHER OR NOT CONSUMERS PREFERRED HIGH END OR FAST FASHION.**
- ❖ **BOTH MALE AND FEMALE**
- ❖ **MILLENNIALS AND GENERATION X**
- ❖ **CONSUMERS WHO WOULD CHOOSE HIGH-END FASHION DUE TO THE QUALITY, PRICE, POPULARITY AND BECAUSE OF THE BRAND NAMES.**
- ❖ **TEENAGERS TO YOUNG ADULTS AGES BETWEEN ( 18-40 )**
- ❖ **CONSUMERS WHO WOULD CHOOSE FAST FASHION DUE TO THE FACT THAT IT'S CHEAPER THAN HIGH-END FASHION.**
- ❖ **YOUNG ADULTS AGES ( 20-34 )**

# Pre-Test & Main Study

## **PRE-TEST**

- ❖ **FIVE RESPONDENTS FOR PRE-TEST**
- ❖ **AGES(18-24) 2 FEMALES, 3 MALES PARTICIPANTS**
- ❖ **WHY AND WHAT WAS DIFFICULT ABOUT IT?**
- ❖ **OUR 5 RESPONDENTS WERE MAINLY INTERESTED IN OUR TOPIC, THEY WERE EITHER RETAIL WORKERS OR FASHION/BUSINESS MAJORS.**
- ❖ **OUR RESPONDENTS WEREN'T TOO CURIOUS.**

## **MAIN STUDY**

- ❖ **THE QUESTIONNAIRES PLAYED THE MAIN ROLE IN OUR STUDY**
- ❖ **OUR TARGET MARKET WAS MOSTLY MILLENNIALS AND ADULTS AGES BETWEEN (18-40)**
- ❖ **WE TRIED TO BALANCE OUT THE DISTRIBUTION OF THE SURVEYS EVENLY TO BOTH GENDERS, AGES AND ETHNICITY.**

# Editing & Coding

## **EDITING**

- ❖ **WE THE LUXURIOUS RESEARCH TEAM USED THIS PROCESS WITH OUR QUESTIONNAIRE SURVEYS, TO MAKE SURE OUR RESPONDENTS WERE ABLE TO READ THE QUESTIONS AND DIRECTIONS CLEARLY AND WERE ABLE TO UNDERSTAND EACH ONE.**

## **CODING:**

- ❖ **IT ALLOWS RESPONDENTS TO EXPRESS THEIR THOUGHTS AND OPINIONS THROUGH THEIR OWN WORDS. IN ADDITION TO THE RICH AND INSIGHTFUL OPEN-ENDED RESPONSES, CODING ALLOWS YOU TO QUANTIFY THE FEEDBACK INTO CHARTS AND GRAPHS FOR YOUR REPORT.**

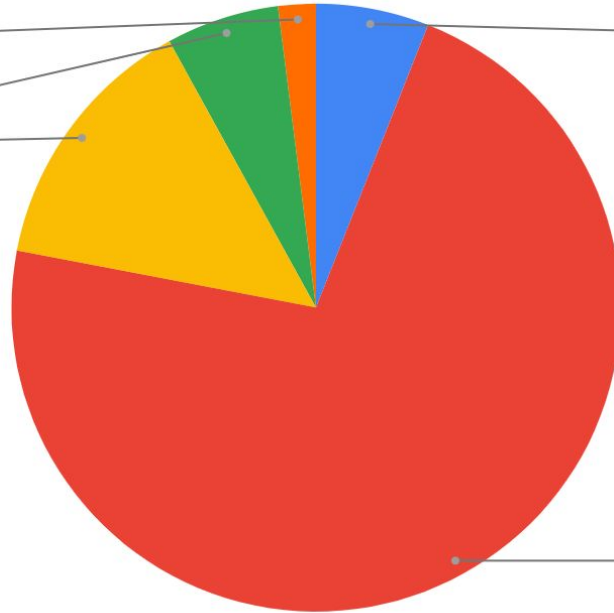
# Table & Figures 1

Age

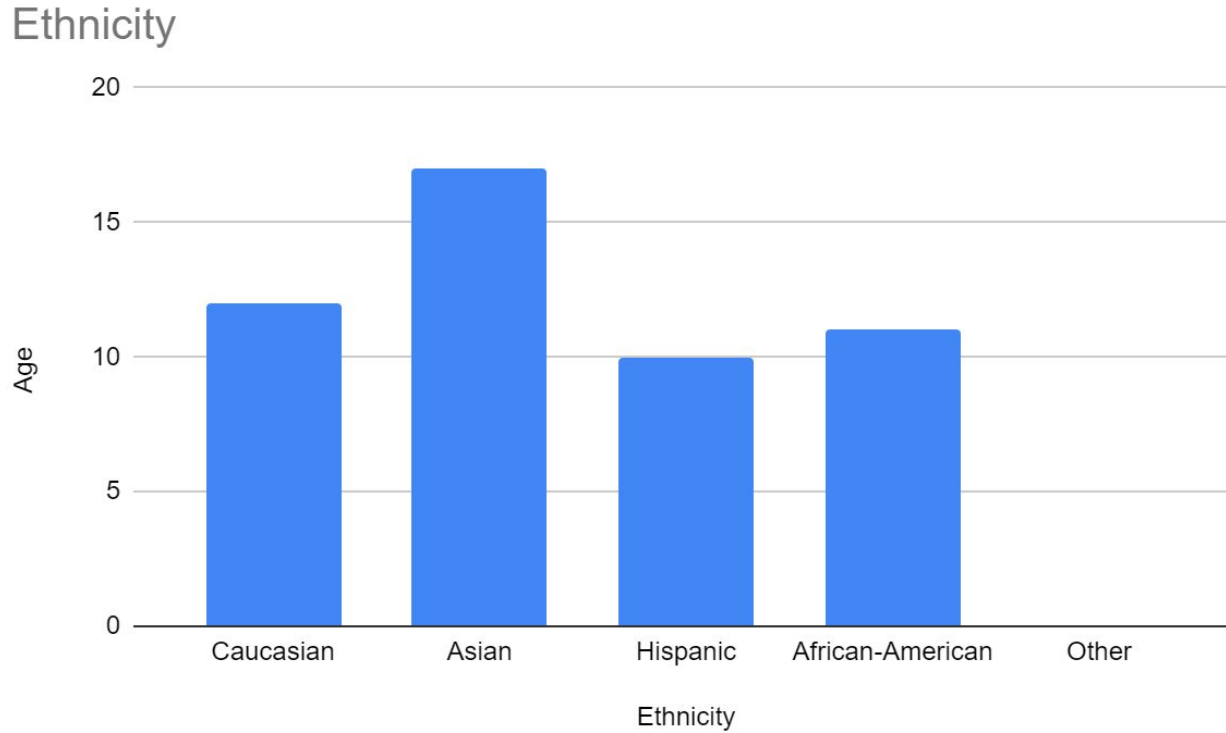
36-40  
2.0%  
31-35  
6.0%  
25-30  
14.0%

Under 18  
6.0%

18-24  
72.0%

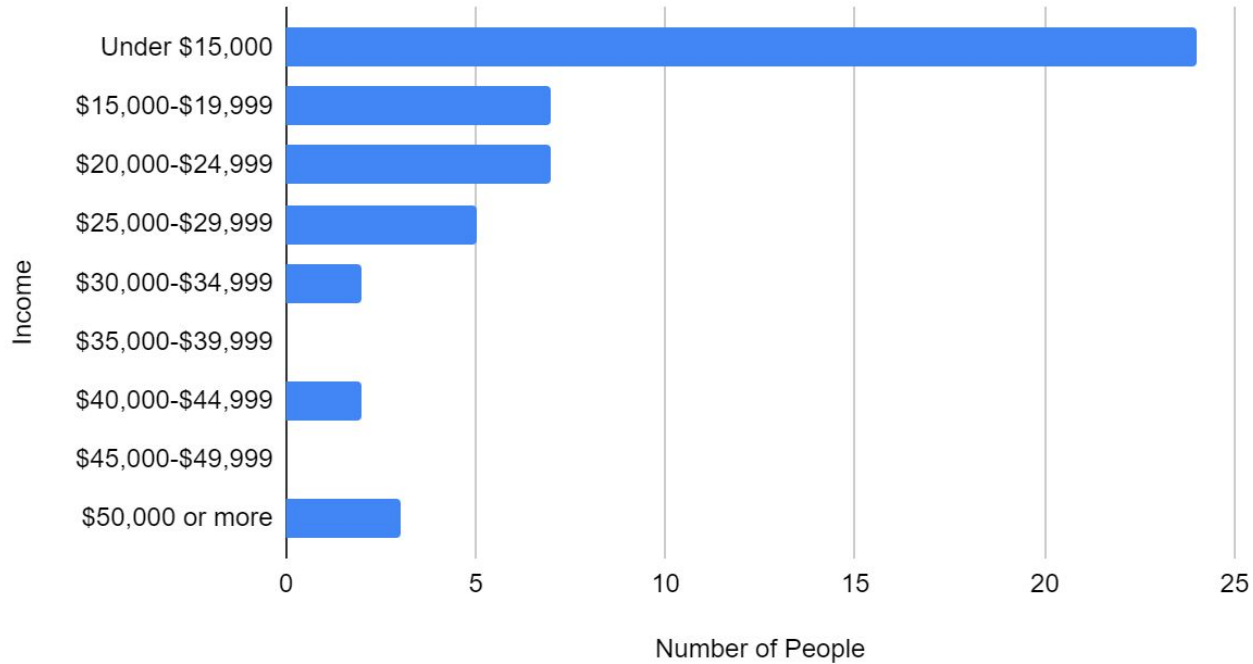


# Table & Figures 2



# Table & Figures 3

Total Annual Income



# Table & Figures 4

## Employment Status

Unemployed

4.0%

Part-time student

6.0%

Full-time student

20.0%

Self employed

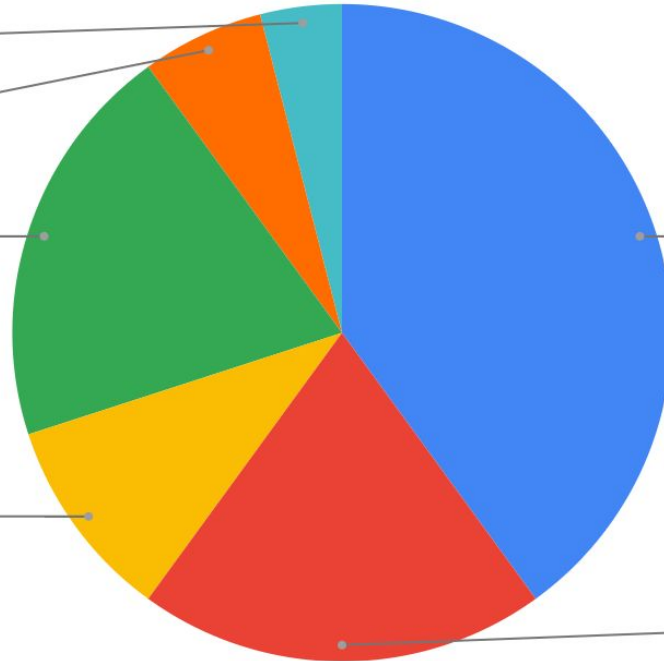
10.0%

Employed full-time

40.0%

Employed part-time

20.0%



# Conclusion

**IN CONCLUSION, WE HAVE LEARNED A LOT ABOUT OUR CONSUMERS IN THE NEW YORK CITY MARKETPLACE. OUR NUMBERS AND RESEARCH HAVE CONFIRMED THAT PEOPLE PREFER SHOPPING FOR HIGH-END DESIGNERS RATHER THAN FAST FASHION. ACCORDING TO OUR RESEARCH, ABOUT 73% OF THE 50 RESPONDENTS PREFER HIGH-END OVER FAST-FASHION. WHEN IT COMES TO AFFORDABILITY, IT ALL DEPENDS ON YOUR INCOME; HOWEVER, IF INCOME WASN'T A FACTOR ALL RESPONDENTS WOULD CHOOSE HIGH-END FASHION OVER FAST-FASHION DUE TO BRAND NAME, DURABILITY, FITTING IN WITH OTHERS, GREAT STYLE, AND OTHER REASONS THAT THEY MAY HAVE.**



# *The End*

**THANK YOU!**