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BUF 2400

Professor Jackson

Consumer Profile & Moodboard Assignment

Part 3:

Market segmentation and the product that I chose is a bridal garment for women. The garment is made of a bonanza, velvet, and beige net fabric. The kind of audience I am targeting is the upper and middle class women especially from the Islamic culture but it could also be for any other race, ethnicity, and background with ages that range from their 20s to 50s. Since this is for a special occasion, it means a lot for women because they want their dream wedding gown to be perfect. Upper and middle class women tend to have an expensive and trendy taste. This type of garments could mostly be bought by the upper class as celebrities or rich people. A rich class always desires to get the best and expensive attire to wear in any of their functions. Also women who earn a good amount of salary tend to buy the best quality and designer garments.

Product Details:

- The garment is a top, bottom and with two dupatta (scarf). The bottom is a sharara (a wide loose leg pant with a long tail. The top is high and low from front to the back. Every piece is filled with embroidery.
- The product will be launching in Winter of 2021 in December 20-25 in Paris.
- **Colors incorporated:** burgundy, metallic gold, and sheer white.
- **Accessories Featured:** velvet beaded handbag, bangles, flowers bracelet, jewelry set, anklets, and Khussa (flats).