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What is a Moodboard?

Moodboards are an arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept. It's a visual tool that communicates concepts and visual ideas and is an effective way to communicate ideas quickly without having to produce new work— instead, arranging existing images, text and links to evoke the style that you're looking for.

A fashion product that I would like to develop and enter the market space with is denim jeans. People of all ages wear denim both male and female but “in the U.S., while females (61 percent) enjoyed denim more than males, the older 35-to-55 year old crowd (66 percent) appreciates them far more than those 25-to-34” according to [lifestyle.monitor.cotton inc.com](http://lifestyle.monitor.cottoninc.com). My target customers would be women between the ages of 16 and 30 and men between the ages of 35 to 55 being that they are the one who are more likely to buy my product. Women who are a part of the Millennials cohort group and men who are a part of the Generation X group are the people who are buying most of the denims in the U.S today. Although Millennials are the one's more likely to spend \$200 or more on jeans, Generation X members buy them at a more rapid rate. All in all younger women and older men are the groups I would be targeting to sell my product to.

The Psychographics of millennial women and generation x men plays a big part in their purchasing decision. For the millennial women, they want to buy jeans that make them look

beautiful and catch their curves. They're in the life stage where they are young and want to look "sexy" and denim jeans are a product that allow them to achieve that goal. Also, a lot of the young girls like to go to clubs/parties, brunches, vacations and denim jeans are a big part of their wardrobe. They want to be beautiful and comfortable as well and that's what makes them buy denim jeans. As for the guys a part of Generation X, they just want to buy jeans so that they can go to bars and get a drink as well as something nice and simple to wear while doing errands or to walk around. That's why a lot of them won't purchase jeans for more than 50 dollars. They're in an older life stage and don't really care about being flashy, which 200 dollar jeans bring. Members of Gen X just want something to wear that's simple and comfortable.