



**Balenciaga Puffer
Consumer Analysis**

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Demographics

1. The audience targeted are both young adult males and females between the ages of 18-25.
2. Typically people this age are old enough to work and generate their own income
3. Income levels range from approx. \$15,000-\$100,000 a year

Psychographics

1. The target market's life stage consists of a college student who's into fashion and follows trends as seen on celebrities.
2. For the most part they have an interest in streetwear and keep up with hip hop culture.
3. However, there are those who are in a higher income bracket that are into high fashion and want to push their style.
4. Their motivation for making a purchase is simply being influenced by celebrities and influencers on social media wearing and styling the puffer in different ways and showing its versatility.

Marketing Tactics

1. Since the target market consists of young adults, then the best way to reach them is by social media marketing.
2. By running a campaign on social media with artists and influencers that hold a big influence in fashion, for example, ASAP Rocky, Luka Sabbat, Ian Connor, Gigi Hadid and so on can create an appeal and demand for the puffer jacket.
3. Another way to market it on social media is by having these online magazines such as; Highsnobiety, Complex, Pause, and etc... to post about the look and trend of the oversized puffer jacket.