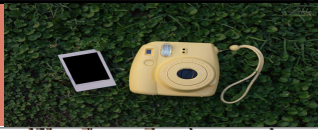


# hello SUMMER!

Bigger Is Not Always Better



## NOW TRENDING: MINI BAGS

We're downsizing... handbags that is. Nail summer's must-have mini-bag trend with micro versions of our best-selling Delaney tote and more favorites.



- **What are the demographics of the audience you're targeting? Include age range and generational cohort group.**

Now that the Summer season has started and most girls do not have adequate pockets on their clothing, if any at all. They focus on a bag to carry along with them. The demographic that I will be targeting includes young teenage girls who wish to appear older or to follow fashions beyond their years without appearing old. Also, in the age range with the ability to work and have disposable income. Along with young adult hipster women who crave something unique and light. Mini bags are small and easy to handle. We already carry the stresses of the world. Why add the weight of a bag to it? This range goes from the ages 18 to 25. Generation Z.

- **How does the psychographics of this audience influence their purchasing decisions? Explain what Life Stage your target customer is in, their activities, personality, motivation for making a purchase, etc. (Chapter 3)**

The age group that I am targeting for the mini bags are adventurous and like to have a good time. They love going out to explore with friends or just go out for walk and grab ice cream or coffee. They love to follow trends and take aesthetic pictures for their social media accounts. They have light hearted personalities that crave to live life to its fullest while documenting it. Which requires a place to have their chapstick, lipgloss or lipstick and phone or polaroid camera. Making them more likely to purchase a mini bag to hold such items without clashing with their outfits. My targeted customers are in the single, no children life stage. Therefore, have more disposable income and higher motivation to make purchases. Their focus is on fashion items, vacations and recreation.