

MOODBOARD

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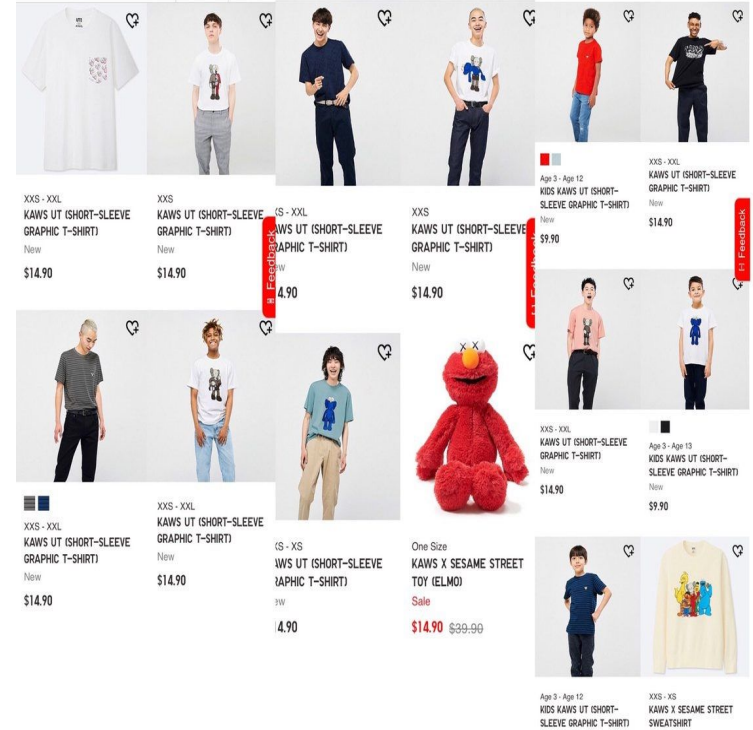
March 18, 2021

XXS
UNIQLO
KAWWS



DEMOGRAPHICS

- Uniqlo X KAWS' target audience includes both men and women (Race and Ethnicity: all races).
- The general age range is from 3 to 30. Especially the Generation Z consumers (age range 6-24).
- The clothes are fashionable and leisurely.
- The retailers offer a low price range, affordability and good quality, Uniqlo x Kaws is not limited to the high-income crowd. This lead to attracted more young people to buy Uniqlo x Kaws.
- Uniqlo x Kaws' clothing customers come from low income and middle income social groups.



PSYCHOGRAPHICS

- **Uniqlo X KAWS' primary target customers are Generation Z, the life stage of most of the consumers are students.**
- **I think the motivations for Gen Z consumers to buy Uniqlo X KAWS is, first of all, the KAWS phenomenon is no longer limited to auction houses and galleries, now people can "wear" KAWS (Uniqlo X KAWS joint name UT).**
- **Second, the price range is low and the quality is good.**
- **Finally, KAWS announced that 2019 will be the last year of its partnership with Uniqlo, which will attract more consumers to buy, with the motivation to buy them back as souvenirs.**
- **I've noticed that Uniqlo X KAWS is primarily aimed at individuals who are interested in social media. That's because as soon as news broke that KAWS announced that 2019 would be its last year with Uniqlo, many people who had seen the news online lined up in front of the store ahead of the launch, waiting to buy the co-branded UT.**