

# Young Junior Boys

## S/S 21

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# Color Palette

According to WGSN, the color palette for S/S 21 for kids is:



The colors I will be using are:

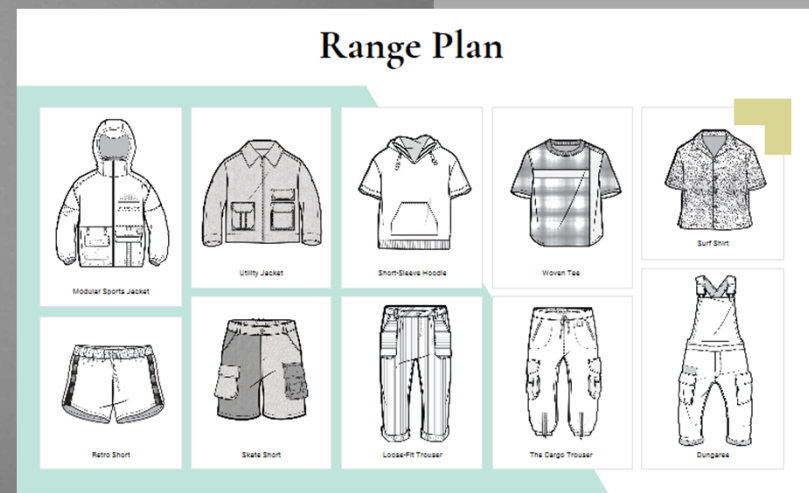


# TRENDS

## Fabric Trends

- ▶ Trending textiles for S/S 21 are:
  - ▶ Recycled fabrics/responsibly sourced denim
    - ▶ 100% cotton or 80% cotton 20% polyester
  - ▶ 100% cotton twill, chambray or summer-weight corduroy
  - ▶ Textured cotton or linen
    - ▶ 100% cotton
  - ▶ Poplin fabrics
    - ▶ 100% cotton
  - ▶ Recycled nylon

## Style Trends



# Demographics

## Age and Gender

- Age Range: 10-13
- Population: on Dec 31, 2018: 8417689.39

## Income/household income

Average income based on parent 30-49:

- Age 30-39: \$58775.306
- Age 40-49: \$68689.515

## Ethnicity/race

- White: 52.9%
- Hispanic: 15.5%
- Black: 14.1%
- Asian: 4.6%
- Mixed: 5.5%
- Other: 7.4%

## Education

- Age 10: Grade 5
- Age 11: Grade 6
- Age 12: Grade 7
- Age 13: Grade 8

(elementary school/middle school)

## Geographic location

Of total population & by region:

- Midwest: 6.56%
- Northeast: 6.04%
- West: 6.61%
- South: 6.58%

# Psychographics

## Interests/Hobbies

- Games
- Sports
- Technology

## Values

- Friends
- Video games
- Privacy

## Attitudes

- Negative
- Arrogance
- Carefree
- Angst
- Anxiety
- Anger

## Behaviors

- Anxiety
- Curiosity
- Rebellion

## Shopping Behaviors

- Influenced by trends
- Influenced by parents buying decisions

Research three retailers whose target market are the same as yours and, determine the following for your target market: • How much does your selected garment or similar garments sell for by the retailers identified? • How much will you price each of the garments in your line for your target market based on your research?

	<u>T Shirt</u>	<u>Hoodie</u>	<u>Joggers/Pants</u>
<u>Nike</u>	\$25	\$35.97	\$50
<u>Zara</u>	\$19.90	\$26	\$26
<u>H&amp;M</u>	\$9.99	\$17.99	\$14.99
<u>My Line</u>	\$20	\$30	\$30

# Which retailer would you like your garments to be sold by and why?

- The retailer that I would like my garments to be sold by is Macy's.
- I want my garments to be sold at Macy's because there's one in almost every mall. Macy's also carries a large range of clothes that are sold at different price points, so this gives the shopper an opportunity to have options for price and quality.



## Garment 1: Surf Shirt

- ▶ A summer classic that continues to govern both men's and boys' high-summer shirt silhouettes. (WGSN)



Surf Shirt



## Garment 2 : Skate Short

- ▶ As the relaxed utility short continues to inform men's summer dressing, this look filters down to boyswear. (WGSN)



Skate Short

## Garment 3: Loose-fit trouser

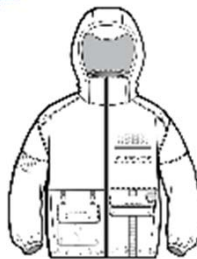
- ▶ The loose-fitting, contemporary summer trouser reflects the wider trend for volume dressing. (WGSN)



Loose-Fit Trousers

## Garment 4: Modular Sports Jacket

- ▶ The lightweight, zip-through summer anorak maintains its position as the go-to practical fashion item. (WGSN)



Modular Sports Jacket

# Garment 5 : Utility Jacket

This timeless silhouette serves a similar purpose to the classic denim jacket (WGSN)



Utility Jacket

# Sources

- ▶ Slide 2: [https://www.wqsn.com/content/board\\_viewer/#/83335/page/3](https://www.wqsn.com/content/board_viewer/#/83335/page/3) [https://www.wqsn.com/content/board\\_viewer/#/83335/page/4](https://www.wqsn.com/content/board_viewer/#/83335/page/4)
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