

FASHION CONSUMER GROUPS

| GRAY MARKET                           | BABY BOOM                             | BABY BUST (generation x)              | BABY BOOMLET (generation y)           |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Characteristics:                      | Characteristics:                      | Characteristics:                      | Characteristics:                      |
| What they value:                      | What they value:                      | What they value:                      | What they value:                      |
| How fashion marketers can reach them: | How fashion marketers can reach them: | How fashion marketers can reach them: | How fashion marketers can reach them: |