

A/ ASSIGNMENT RECAP

- Select a specific generation to target with a new fashion brand you will create.
- Research your chosen generation
- Presentation should include:
 - **Generation Consumer Insight Overview:** Demographics, psychographics, lifestyle & activities
 - **Proposed Brand:** Branding, visuals, merchandise, store design

Suggested structure:

Generation Consumer Insights

Target Audience

About Brand

Business Model

3Ps

Positioning Map

Ethical Practices & CSR (optional)

Customer Profiles