

American apparel consumer profile



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Passion and Innovation for the Apparel Industry. That's American Apparel.

CONSUMER PROFILE Maddison Kain 25/03/2013 CONSUMER PROFILE

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DEMOGRAPHIC American Apparel is a relatively “ young” fashion line that caters for the 20-30 age bracket, with a largely female skew, however they have a diverse range that caters for the growing male market—who are becoming more and more “ fashion conscious” in an age where merchandise rules who’s “ in” and who’s not.

Their typical demographic is single, well-educated, studying at university or college and thus a low- to medium-income earner. American Apparel steers away from tweens and the under-18 age bracket. American Apparel also chooses not to go after the popular 34-45 age bracket and people over the age of 45. American Apparel also chooses not to target people who are married or divorced with children in school. GEOGRAPHIC While American Apparel operates over 150 stores in the United States alone, there are less than 24 retail outlets located in the Midwest.

American Apparel could have alternatively chosen to include in their target market those living in rural small towns, far away from a major metropolis, or in the middle of a farming community, but they chose to concentrate on the densely populated inner-city metropolis areas where there are large department stores. American Apparel concentrates its entire operation within a few square miles; however this does not limits its access to consumers. American Apparel can boast 260 worldwide stores and ships its goods to over 19 countries.

American Apparel is a global franchise that offers consumers all-hours access to the brand and its latest collections via its online store, which is the main sales vehicle of the company. Thus strong advertising and campaigning are central to the brand, its image, appeal and customer access.

PSYCHOGRAPHIC According to CEO Dov Charney, the vision for the brand is that of a “ heritage brand. It's like liberty, property, pursuit of happiness for every man worldwide.

That's my America. ” American Apparel images often display subjects with their blemishes, imperfections and asymmetrical features highlighted and attached with brief, personal descriptions. American Apparel uses sexually charged advertising to appeal to its consumers. The brand has been lauded for honesty and lack of airbrushing. American Apparel wants customers to be comfortable in their merchandise, as well as in their own skin, and celebrates individuality and expression.

The brand seeks to laud personality quirks and beauty that is natural and honest, making individuality the soul of its advertising. This is directed at “ the cool kids” who see themselves as above the transparent superficiality of the fashion industry. By concentrating their entire operation within a few square miles, American Apparel has a smaller carbon footprint than their competitors. They recycle almost all our manufacturing waste (over 150 semi-truck loads per year) and as of 2012 they are virtually landfill-free.

Their solar panels offset as much as 20% of our electrical usage, and they ship the majority of their goods to worldwide stores via excess space on passenger flights and busses, minimizing environmental impact. This appeals to their target market, as a younger demographic are more

concerned with improving the environment and preserving the planet by opting for eco-friendly alternatives that will lead to a sustainable future.

CONSUMER BEHAVIOUR American Apparel aims its appeal to both "impulse buyers" and "thrifty consumers," who are big "trend-followers. They want to keep up with the latest styles and view fashion as a status symbol. However they are not as focused on fashion labels or elite brand names, because a) they can't afford it or b) they look for alternative avenues of defining themselves, meaning they do not wish to be "branded" as belonging to a particular label. They value individual expression, are radical and bent on rebelling against social norms, and want to stand out as different, with a devil-may-care outlook.

They are arty, creative types, who are part-time hipster and a little bit Indie, with alternative tastes in music, recreation and travel. They seek new experiences that will inspire them, and view fashion as a creative outlet, and want their clothes to match their identity. Its advertising targets alternative, trend-setting individuals with classic tastes and simple, under-stated style that's cool without trying too hard.

They want good quality for cheap, because they would rather spend their money on travel, out socializing with friends or the arts, such as art galleries or rock concerts. They have all the responsibilities of being a new adult and so have to be frugal with their money. They are full-time students with only part-time jobs, who have moved out of home with expenses such as their first car, paying the rent, and utility bills taking up much of their income. They are online shoppers who are techno-savvy and know how to order merchandise online.

They spend a lot of time surfing the net and hunt for the lowest prices before buying. They're addicted to social media and networking sites, such as Facebook and Twitter, and will freely describe their feelings towards certain brands/products/services online, generating a positive or negative reaction. They also spend a lot of time on Utube and will recommend online clips of interest by tagging/liking/sharing with online friends, creating a hype that can go viral in the online community.