

FASHION CONSUMER GROUPS

GRAY MARKET	BABY BOOM	BABY BUST <i>(generation x)</i>	BABY BOOMLET <i>(generation y)</i>
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: