

Boomer Women 50+ & Fashion

A briefer on behavior and needs of the 50+ woman brought to you by **vibrant nation.com**

Finding #1: Almost 2/3 of Boomer Women are purchasing apparel online.

- 13% purchase ONLY online because they do not like the service they receive in department stores, boutiques or other clothing stores.



Finding #2: Boomer Women are active shoppers who aren't driven by sales and promotions.

- 47% report they buy clothes "whenever I am in the mood."
- 15% shop seasonally.
- 11% shop only during major sales periods.

Finding #3: Boomer Women don't shop as a hobby; they buy the clothes they want, when they want.

- Their purchase decisions are driven by how the clothing looks on (59%).
- They aren't driven by price (8%).



TIPS FOR MARKETING TO THE BOOMER WOMAN 50+:

- Boomer Women are less attracted to shopping as an activity largely due to poor service and therefore more likely to shop online.
- Market to her through "Women like Me." 32% of respondents said other women are their primary inspiration.
- Keep in mind she doesn't aspire to be ignored. What she doesn't like is ads that never feature women 50+.