



Marketing to the Vibrant Boomer Woman

7TH ANNUAL
M2W[®] MARKETING
TO WOMEN
CONFERENCE



twitter.com/VibrantBoomers

Stephen Reily

Vibrant Women

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VibrantNation.com

*How It Started:
why me?*

How it Started: why me?

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How it Started: why me?

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How it Started: why me?

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What Women Said

What Women Said

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*What The Community
Has Taught Us*

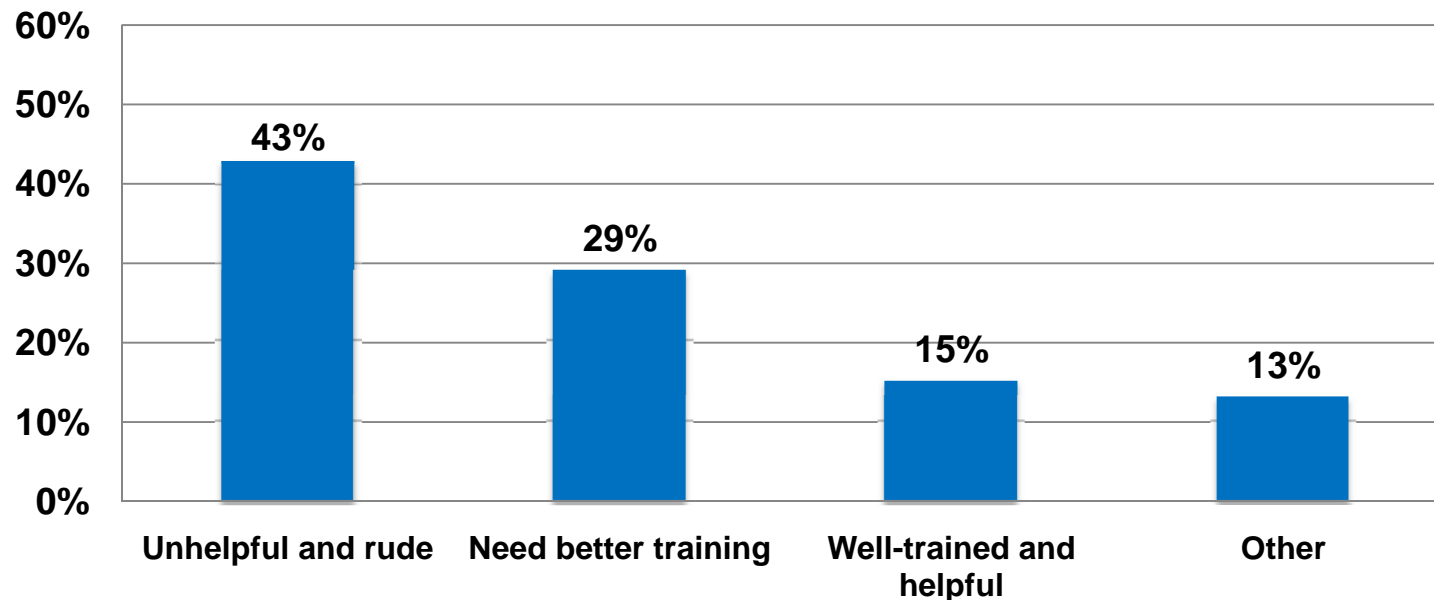
What the Community Has Taught Us

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Retail clothing sales associates are:



Boomer Women 50+ and Fashion
VibrantNation.com Report April 2010

- Only **15%** of Boomer Women think sales associates at retail clothing stores are helpful
- Almost 1 out of 3 agrees that **“sales associates don’t really understand why they should pay attention to anyone older than they are”**

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by Cookie Johnson

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family & relationships



from Rosa

how to survive a divorce after 27 years of marriage

posted 12/28/2008, 08:50PM

after him being a good husband, good father and good lover. I was co-dependent on him emotionally and for me is very hard now that I'm alone.



responses (236)



MajorInst...

MajorInsight said to Rosa 12/29/2008, 11:09AM

You have some grieving and letting go work ahead of you. If there are children involved, they need as much attention and stability as you can afford to give them. Surround yourself with family and friends who can listen and let you grieve. Be very business like with financial changes and plan for your own best interests with out emotional haze clouding your judgement. If you are the dumpee, rather than the dumper, you are just starting to figure out what happened, so give yourself time to discover what it is you need to learn from this. Don't start dating until you are emotionally in a healthier place. Get involved in a faith community, seek counseling, choose to live in a environment that is healing for you. Don't drink or drug to numb the pain. See your doctor and a therapist if you find yourself getting clinically depressed. You will need to learn to be happy and single again, it takes time, but you will make it. All the best to you.

love report share

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Rosa

Rosa said to Rosa 12/30/2008, 09:08PM

Thanks Major insig, for your advice, I'm the dumpee in this case, and thanks God my children are grownth up, so they leave their life and I let them because this is my problem, I done almost everything that you mencioned on your respond, but I think is good to know people that had been thru the same situation, that way I can see that will be a light at the end on the tunnel.

Rosa

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fashion & beauty



Where I shop for clothes

posted 01/17/2011, 00:00PM

from

[SassySenior](#)

- [Eileen Fisher](#) has some really classy and pricey designs, but many are hard-to care-for fabrics. I think the point here is to share what we find - we all have individual tastes.
- I love [Chicos](#) - the price, the style, and the fit (well, not ALL the styles);
- I love [JJill](#) but am finding their fabrics

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responses (61)



[lovemylife](#)

[lovemylife](#) said to [SassySenior](#) 01/17/2011, 04:32PM

I usually like J Jill things. Although I had to return some pants I ordered through them as the knees bagged horribly. Jeans are tough as we get older. I hate, hate, hate buying clothes, trying on, etc. I usually live in yoga type pants and t-shirts. Also trying to find a t-shirt without the goofy lycra, stretchy crap. I hate those things. They're not flattering and are hot. I don't get it. I need pants but I hate the idea of finding a pair!

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[SassySenior](#)

[SassySenior](#) said to [lovemylife](#) 01/18/2011, 10:34AM

I have quit ordering from JJill because of fit and poor fabrics, but I sometimes buy linen things from their store. I found some leggings that I like at [Dillard's](#). They are in the sock-hosiery dept. They are stretchy but look like cordoroy and fit (but don't feel) tight. Works if you are slim to medium build. Good for winter because you can layer longer shirts, jackets, sweaters as tops and they fit down into boots well.

They also have some pants that zip up the side, are a little stretchy, but look tailored, and do not have such big legs, come creased in short, med, and long and fall nicely over flats or heels. The fabrics look like light weight worsted wool, so they are classy. The problem if you are short is that wide legs pants make you look fat even if you aren'tare



What It Means For You

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*not
your daughter's
Jeans*

LOS ANGELES

ARMANDO TESTA/STUDIO 54

"I CAN SIT, I CAN BEND.
I LOVE THEM!"

-Margaret J.

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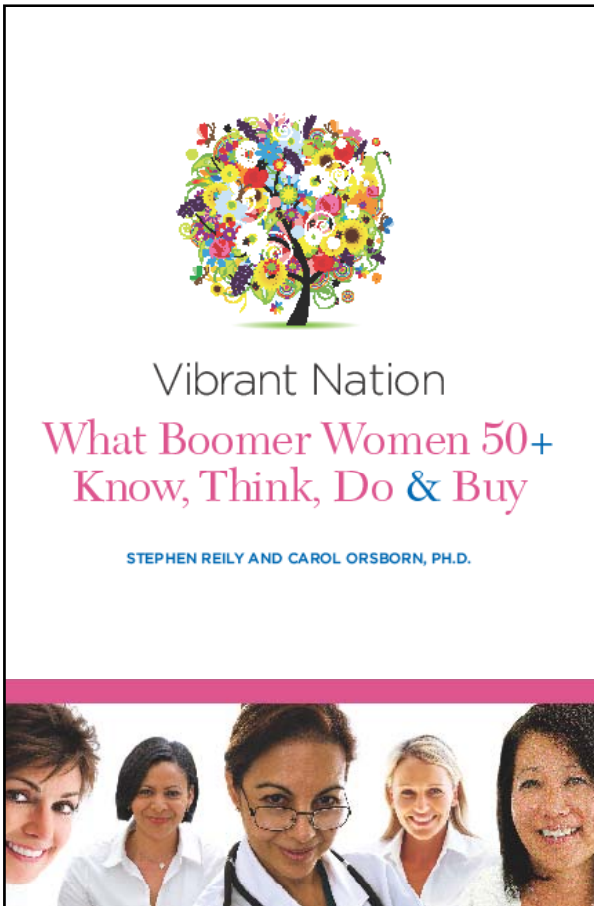
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**Marketing to 40 Million
Women...**

...One at a Time

For More Info



Stephen Reily
stephen@vibrantnation.com



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