



The Vibrant Woman Shopper

Stephen Reily, Founder & CEO, Vibrant Nation

What's Next Boomer Summit

April 29, 2011

A Vibrant Nation

There are 40 million Boomer women in the U.S.

The healthiest, wealthiest, best-educated generation of women in U.S. history, they have entered a new lifestage without attention from advertisers or retailer.

Defying the stereotypes of increasing marginalization as they age:

- Their social networks are growing--especially online
- They are getting **more** influential as they age
- Online connections are driving purchase decisions

About the Vibrant Woman

VibrantNation.com is the leading online community for Boomer women

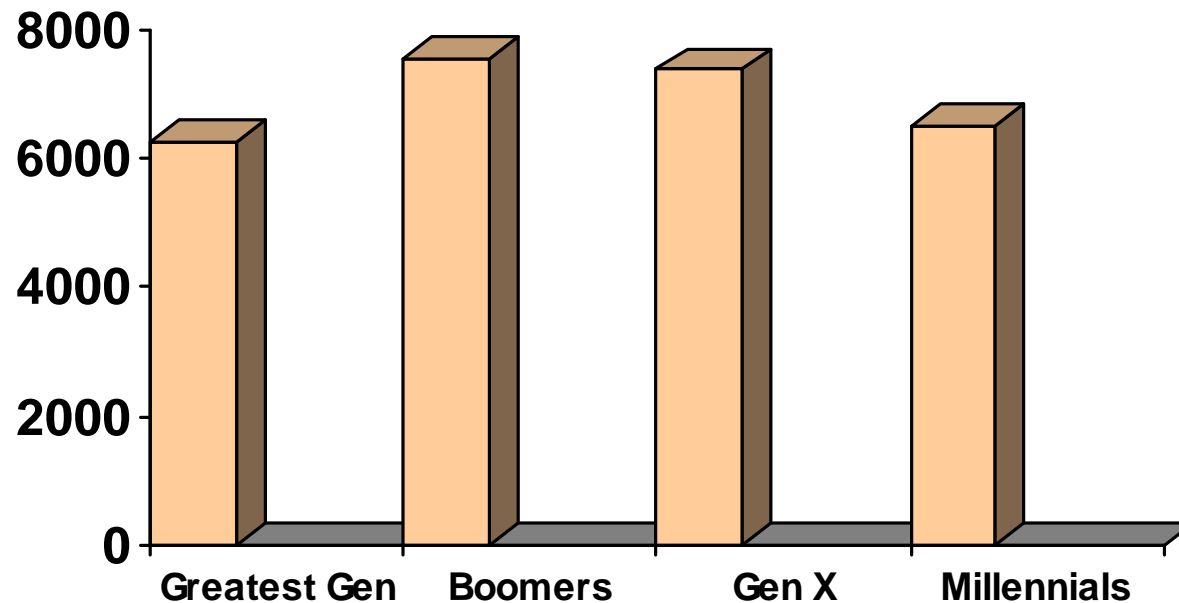
Our members are:

- All Women
- 83% are aged 48-68
- 63%% have bachelor and/or graduate degrees
- Average household income is \$100,000
- 2/3 are married; 1/3 single
- Her most important influence: **“Women like me”**

Boomers: An Above Average Opportunity

Boomers spend approx. \$8 billion in fashion, the highest of any cohort.

Basket Ring Dollars Per Household



Source: Citi Investment Research and Analysis

Boomer Women are Active Shoppers

Boomer Women 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.



Boomer Women 50+ and Fashion
VibrantNation.com Report

April 2010

Boomer Women Shop Purposefully

Boomer Women 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%).

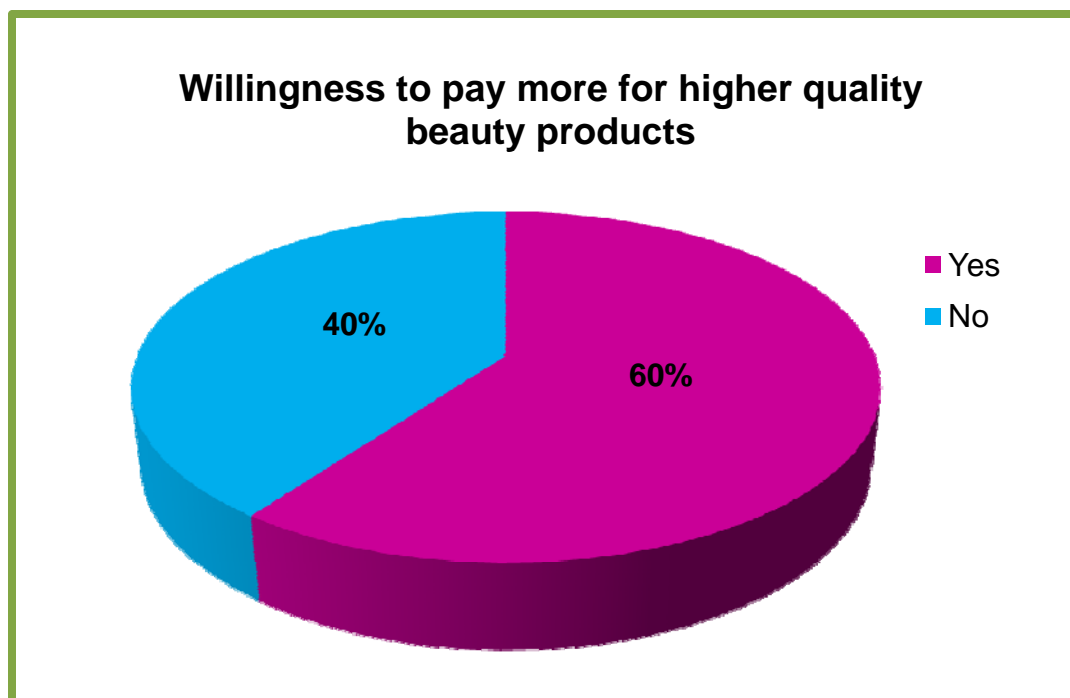


Boomer Women 50+ and Fashion
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Boomer Women Will Spend More for Quality

60% are willing to pay more for higher quality beauty products (free of a certain chemical, organic, or containing a certain “miracle” ingredient).



Boomer Women 50+ and Beauty
VibrantNation.com Report

October 2009

Boomer Women Are REALLY Unhappy With Service

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”**



Boomer Women 50+ and Fashion
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April 2010

Boomer Women Shop Online

After drugstores, Boomer women buy more beauty products online than in department stores.



Boomer Women 50+ and Beauty
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October 2009
vibrantnation.com
What women 50+ know

Boomer Women Shop Online

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.



Boomer Women 50+ and Fashion
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Segmentation of Vibrant Woman Consumer Market



self-interested spender



simplicity seeker



values-endorser



experiential indulger



other-pleaser

Show them (some) women their age

Acknowledge that women 50+ matter



How old is she?

Offer her all the information she needs

Show respect for her intelligence and provide her a customized response



- i want to see a visible improvement in my skin
 - i'm happy with my skin but want to help it be the best it can be
- i want to look good for a special occasion
 - i want to keep up with the most advanced skin care products

Persuade her through other “women like me”



VN member: “Looking good is not the same as trying to be what you are not. I earned every scar, wrinkly and grey hair - they are mine, part of me. I am not a mannequin and I am not my daughter - by the way my daughter is 36 - same age as that model. I can guarantee you that she would have a different kind of connotation over this.”

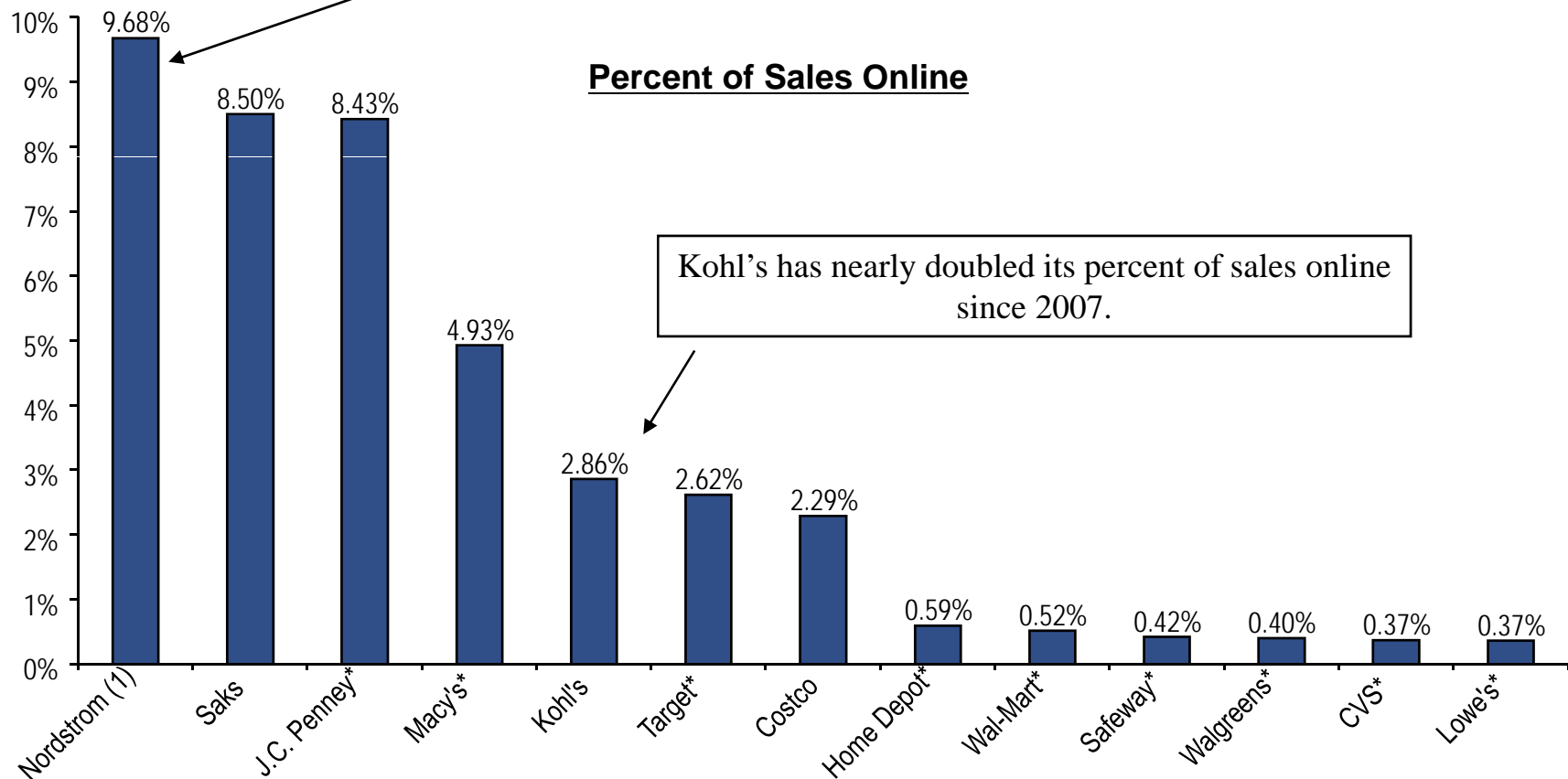
Customize your message

The Vibrant Women is worth a message just for her



Invest in Online Platforms

Nordstrom leads the group for the second consecutive year.



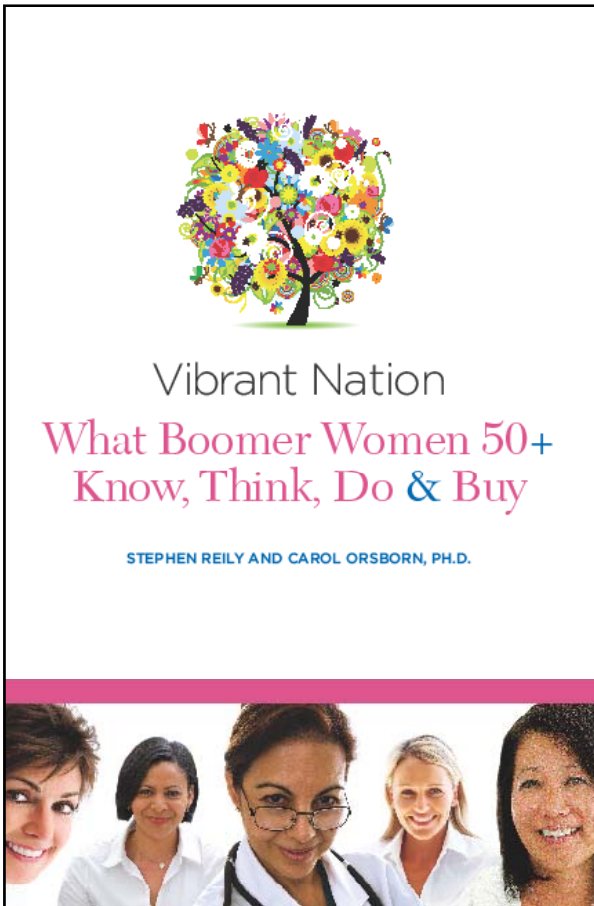
Kohl's has nearly doubled its percent of sales online since 2007.

Source: Citi Investment Research and Analysis

Opportunities For Retailers

- Add stores-within-a-store
- Stop labeling us and limiting our choices
- Make an emotional connection
- Empathize with our changing bodies
- Stop ignoring us
- Offer more shopping assistance online
- Keep a customer database with a style profile
- Consider yearly closet audits for special customers
- Engage us with advertising that includes women 50+
- Stage interactive events

For More Info



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