

Target Customer Profile

The target customer is the woman who wants something unique and colorful in her wardrobe. She particularly loves African Wax printed fabrics as it reminds her of her culture and heritage. She takes pride in her appearance and the way her clothing is constructed. She carefully weighs the benefits of something before buying. She likes to primarily shop online for convenience, but will still walk into stores every now and then to touch, feel, and try on clothing. She loves mixing prints and bold colors and adding bold accessories to round out her wardrobe.



She primarily fits the below description:

Gender: Women

Ethnicity: African, African-American, Islanders

Age: 30-45

Income: 60-90K

Education level: College

Marital Status: Single or Divorced

Occupation: Educational services, health care, social assistance, management, office jobs, legal, interior designer, makeup artist

Geographic Location:

Top 10 of Affluent African-American Towns:

- Uniondale, NY (Long Island)
- Hillcrest, NY (Near White plains)
- Friendly, MD
- Woodmore, MD
- Kettering, MD
- Fort Washington, MD
- Mitchellville, MD
- Ladera Heights, CA
- Baldwin Hills, CA
- View ParkWindsor Hills, CA
- Surrounding Major Cities/Area:
- Washington DC
- Los Angeles, CA
- Long Beach, CA
- New York, NY
- Hamptons
- Baltimore, MD
- Others:
- Tampa
- Dallas
- Houston
- Chicago
- San Diego
- Cities liked on FB pages:
- Atlanta
- San Antonio
- New Orleans
- Chicago
- Miami
- San Francisco
- NYC

Hobbies: She loves to travel, especially to the beach. She enjoys cooking and learning traditional recipes and dishes. She is active and does all types of exercise including hiking, biking, and yoga. She likes dancing to hip hop and salsa, going to art museums (especially with African Art), having some wine with dinner, getting manicures, having a starbucks frappucino, etc. She has a bulldog and likes reading books.

Her favorite places to shop are; Desigual, Zara, Mango, Boohoo.com, Max Mara, Kate Spade, TopShop, Macy's, H&M, Aldo, DSW, Michael Kors, Nordstrom, Loft, Lane Bryant, Marshals, Bebe, and small independent boutiques.

She uses Dove, Tresemme, Mac, and Nars products