

JUNIOR GIRLS

Claire Essner

Gender: Female

Population:
10,153,633.1

Age: 8- 12 years old

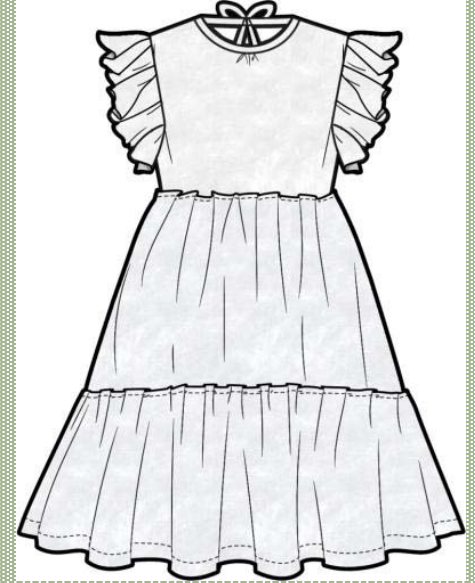
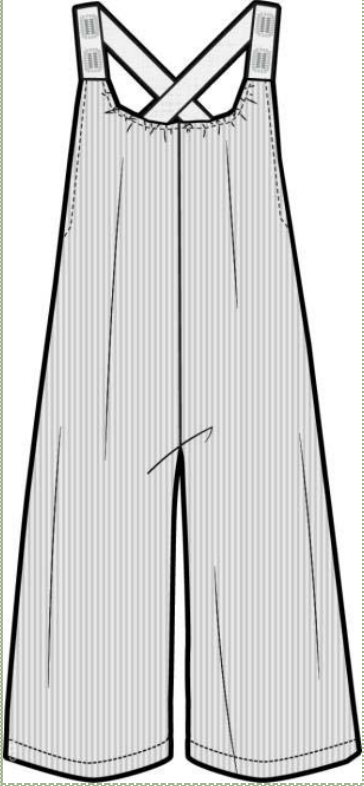
Education: The typical
grade level of girls
ages 8- 12 is 2nd- 6th
grade

Values: Friendship,
Safety, Acceptance
from family

Hobbies: Sports,
Dance, Cheerleading,
Social Media,
Hanging out with
friends

Average Household
Income: \$74,200

DEMOGRAPHICS AND PSYCHOGRAPHICS



SPRING 2021 TRENDS: STYLES



SPRING 2021 TRENDS: COLORS

Rich, natural tones will take center stage for Spring 2021 as people begin to stray away from the artificial





SPRING 2021 TRENDS: FABRICS

Organic cotton and hemp

Malai, a bio-composite made
from bacterial cellulose

Materials made of plastic
waste

MARKET RESEARCH: GRAPHIC TEE



Price: \$16.95
Gap Kids



Price: \$19.95
Justice



Price: \$37.00
In between

MARKET RESEARCH: BOXY JUMPSUIT



Price: \$59.95
Gap Kids



Price: \$34.95
Justice



Price: \$54.00
In between

MARKET RESEARCH: BLOUSE WITH BUTTONS



Price: \$39.95
Gap Kids



Price: \$24.95
Justice



Price: \$33
In between



Color Scheme

LINE PLAN



100% cotton Price: \$25



100% cotton Price: \$45

100% cotton

Price: \$21



LINE PLAN PT. 2



100% recycled polyester

Price: \$51.00



100% cotton

Price: \$32

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