

# Teen Fashion - US - July 2019

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## This report looks at the following areas:

- Teens are diverse and want the same from their clothing retailers
- Fashion is an expressive outlet
- Stay social

However, as teens are shopping with a limited budget, and are not necessarily dedicating all of their discretionary dollars to fashion items, these offerings are expected at affordable prices. To keep up with teens' dynamic fashion sense, retailers must actively engage with their consumers where they spend their time: social media. Teenage shoppers are eager to socialize online and engaging with them can provide fashion retailers with valuable insights into current trends and desires, as well as promote offerings in a way that speaks to the target consumer.



"For fashion retailers, appealing to the ever-changing teen market is challenging. Teenage consumers are savvy, trendy, and price conscious. They have high expectations of apparel brands and are looking for a variety of styles and sizes, as well as relevant and poignant brand messaging."

- Madelyn Franz, Research Analyst

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### What's included

- Executive Summary
- Full Report PDF
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