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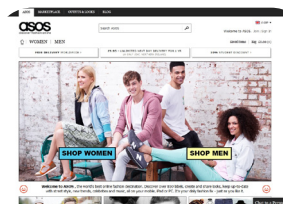
MARKETING TYPOLOGIES

Consumer Tribes - Key consumers of lingerie market

FEMALE NEW MILLENNIALS



- D & E socio economic classing
- Lives through social media
- Place a strong emphasis on friendship and family
- Sense of entitlement
- Fearless & Confident

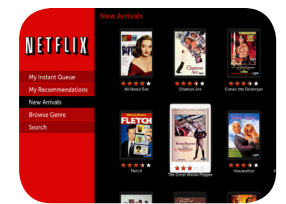
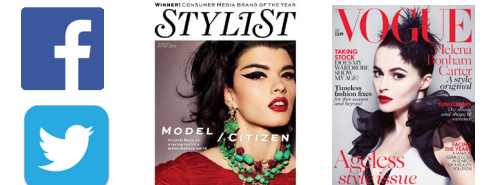


Source of consumer tribes: LSN Global

ATHENA WOMAN: THE FASHIONISTA



- AB & C1 socio economic classing
- Educated, affluent and aspirational
- Independent & career driven
- Modern & Stylish
- Focuses on fitness & a healthy lifestyle



Source of consumer tribes: LSN Global