






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# TOPSHOP

Demographics

**Officially our target market is 15- to 30-year-old women, but internally we target everyone who loves fashion, regardless of age or income.**

SHOP ONLINE @ TOPSHOP.COM



By stocking both \$15 and \$800 items, stores are packed with a spectrum of fashionistas, ranging from tweens to pregnant mothers. Most clothing retailers segment and target by age group, but TopShop seems to focus solely on intelligent, savvy bargain-hunters.

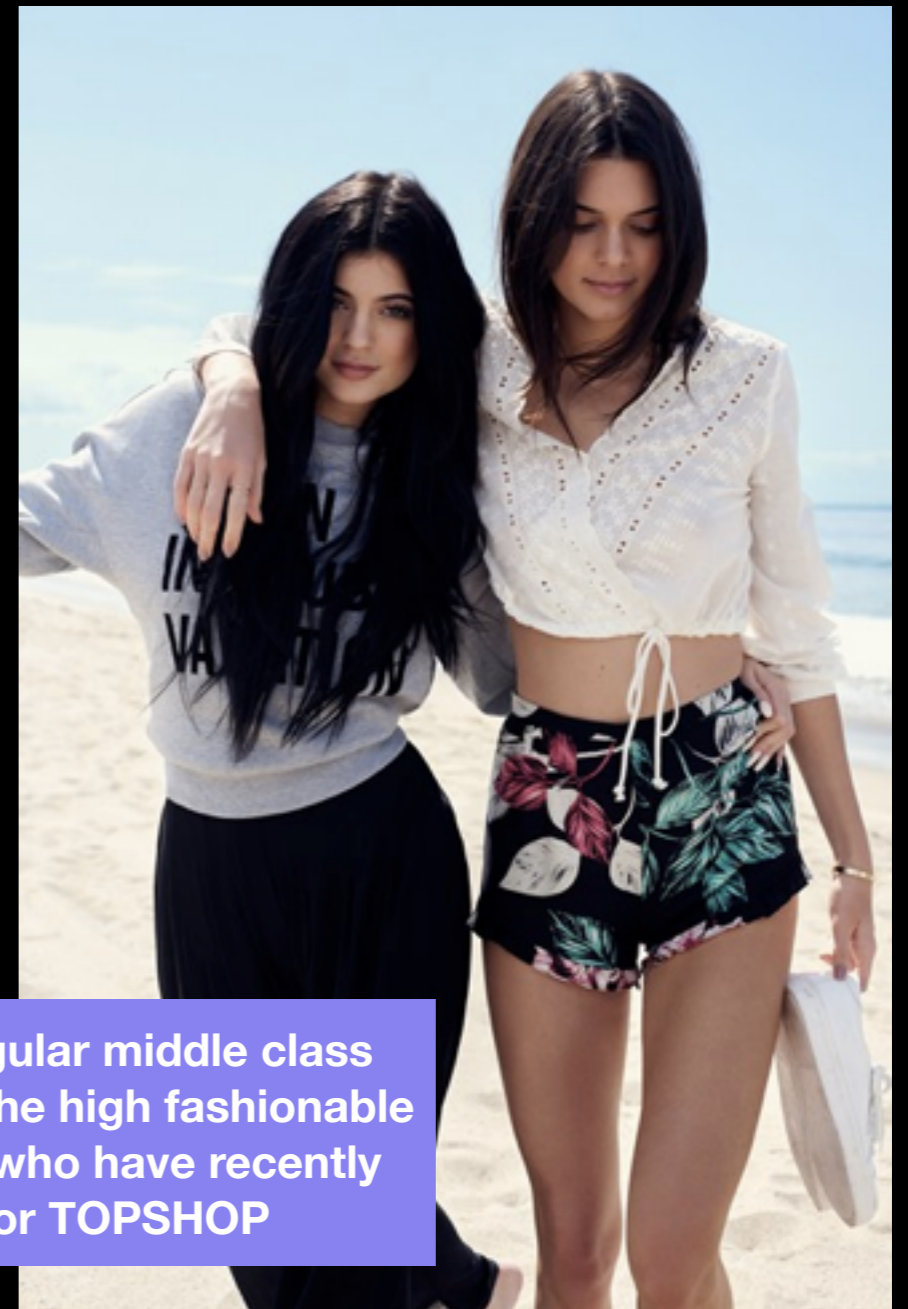


Topshop appeals to students, professionals, fashion taste makers and high profile A list stars alike

Jane Shepherdson, brand director of TOPSHOP, has revamped the store to create a 'fashion experience' that would cater for all tastes, from middle class cash-strapped teenagers to the more upper class wealthy Harvey Nicks shopper.

# PSYCHOGRAPHICS

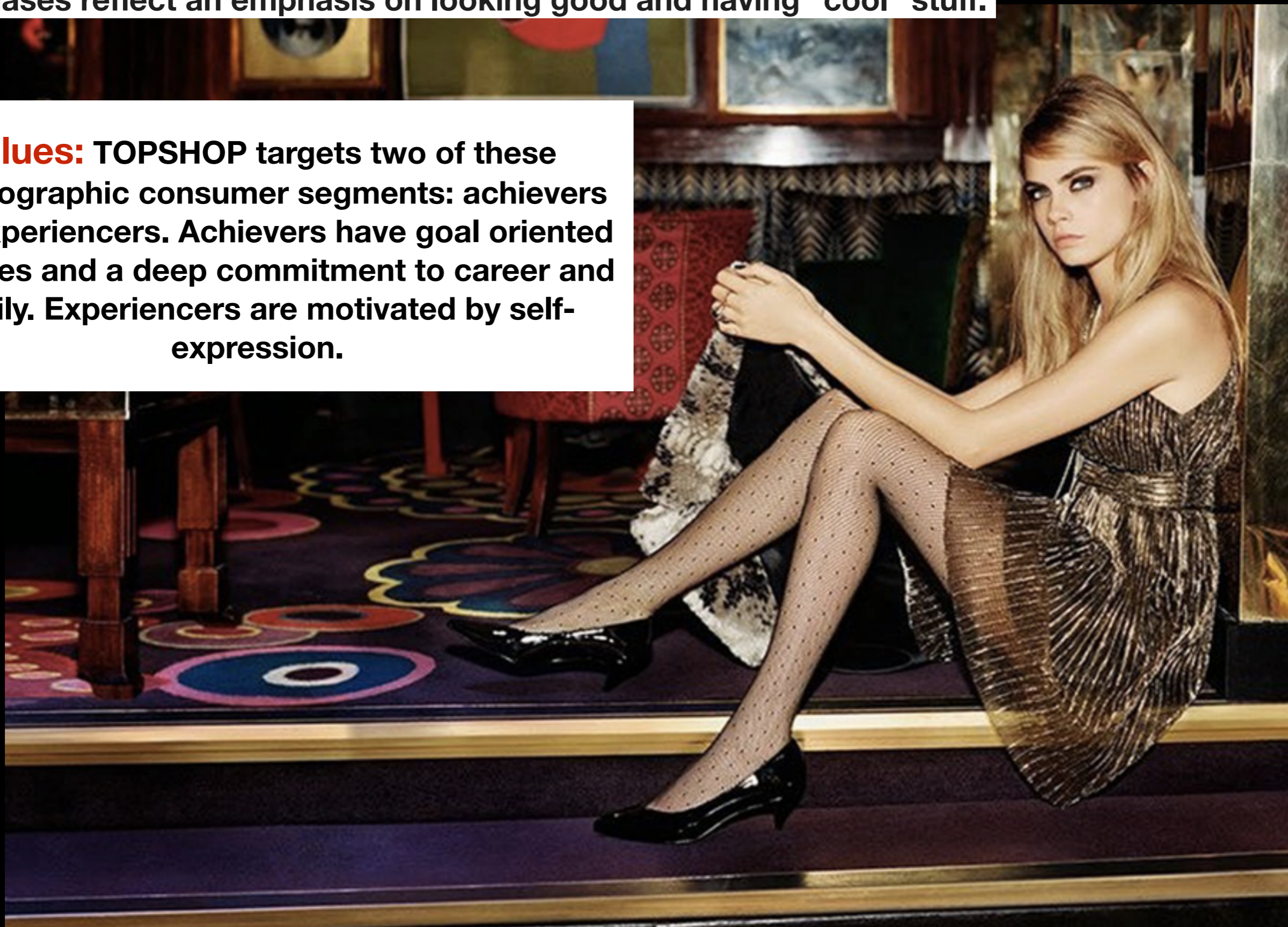
## SOCIAL CLASS



Lifestyles can range from the regular middle class high school or college student to the high fashionable lives of Kendall and Kyle Jenner who have recently designed an aesthetic line for TOPSHOP

**Personality:** TOPSHOP customers are typically young, enthusiastic and impulsive consumers. Their purchases reflect an emphasis on looking good and having “cool” stuff.

**Values:** TOPSHOP targets two of these psychographic consumer segments: achievers and experiencers. Achievers have goal oriented lifestyles and a deep commitment to career and family. Experiencers are motivated by self-expression.



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