

PEPPER JACQUES

THE WOMAN

OUR WOMAN IS YOU

The Pepper Jacques woman is a trendsetter perpetually teetering on the edge of haute couture while remaining loyal to classic lines and lush fabrics. She can be seen strutting down the streets of Tokyo, Kingston, Paris, and New York in various designers, daring vintage pieces, and accessible comfort garments and certainly outfitted in PJ freshness, just to elevate her style. She is determined to make her apparel choices more poignant by defining her look with personality, culture, and sass.

PEPPER

Pepper is a fashion risk taker who does not try to stand out - just does. Pepper's share the same love of fashion from small towns to big cities throughout the world. Their attire is an unspoken sentence that represents who they are at the core.

Target Market

- ◆ Trendy, urban consumer
- ◆ Open to explore new brands and events,
- ◆ Key influencers in their social network
- ◆ Trendsetter
- ◆ Demands products and brands that enhance and express her lifestyle and tastes, rather than conforming to trends in fashion, beauty and culture.
- ◆ Never static
- ◆ Ready at a moment's notice to go to club, shop at her favorite boutique, grab cocktails with friends or attend a social event at a museum or gallery.
- ◆ She may not be an expert in design and art, but she is an expert at creating her own image and defining her own tastes.

JACQUES

Jacques' sense of fashion is influenced by her opulent lifestyle, exclusivity, travel, education, and life experiences. While Jacques is covered in runway couture and holds an Oxford Degree, her inner kid still listens to the Notorious BIG and Green Day while smoking cigars on vacation in Nice.

Demographics

- ◇ Women
- ◇ Between 18 and 39
- ◇ Education: Planning, pursuing or pursued higher education in both traditional and non-tradition formats
- ◇ Residence: Major Cities
- ◇ Expanded Luxury Market:
 - ◇ Middle Class US\$35,000 TO US\$74,999
 - ◇ Near affluent US\$75,000 to US\$99,999
 - ◇ Affluent US\$100,000 to US\$149,999;
 - ◇ Super affluent US\$150,000 and above
- ◇ Body Type: Average, Tall, Short, Curvy, Straight, Athletic, Everywoman
- ◇ Plus Size ≠ Overweight

