

TWEEN CLOTHING



MARKET ANALYSIS

Best Junior and Tween Brands in USA
Spending Habits of Tween-Teens

Written and Compiled by Ava Carmichael

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TWEEN MARKET 101

Who is the “Tween”

Tweens are generally girls between the ages of 9-12 and sometimes even as old as 14 years. Tweens are not little girls, and not big girls. They’re in the “in-between” stage of their youth. Dressing appropriately at this age can be a challenge for both parents and the child, because there is a such a vast array of opinions for the way a girl this age “should” dress and the way a girl wants to dress herself. This is the



ages where she begins to form her own ideas and sense of style. With the influences of the internet, TV shows and social media, the Tweens of today (or “Gen Z”) has become a huge market audience in the apparel industry, as well as in music and entertainment.

Appealing to the Tween Market: 7 Guidelines to Follow

We all know how difficult it can be to appeal to the masses, but what about when it comes to appealing to one particular group? In my quest to create the perfect line for girls and Tweens, I quickly realized mid-stream that it wasn’t necessarily about the bows and ruffles and ribbons anymore. Sure, all of that is quite appealing, to

moms and grandmothers. But girls are getting keener on their fashion requirements at earlier ages. It's no surprise for me to meet an 8 year old girl who knows how to dress herself stylishly and accessorize.

Because of our technology and media forces, it seems as though children are growing up at faster rate; They are tech savvy and up-to-date on current events, they Tweet, they text, they Facebook, they YouTube, Instagram – just like we do, and in some cases, more so. For the first time in history, our children are not quite our subordinates, but our counterpart. So, it's no surprise that the scales have nearly leveled in the fashion world. In later times, children's fashions reflected what we as adults wore first. Now, it's almost the opposite.

In my own research and experience for the USA apparel market, I have discovered what I call 'the 7 simple guidelines for success' in appealing to children and tweens. Use one or use all, but no matter how you slice it, they all seem to work beautifully.

1. **Color.** Vibrant colors are always necessary in children's fashions. But in a sea of colors, pink is the most popular color for girl's apparel. Hot pink, light pink, any color of pink. It's a color that still reigns in America. Light purples and blues follow the mass appeal.

2. **The “Bling” Factor.** “You ain't got a thing, if you ain't got that bling”. No matter what it is, if it sparkles, she wants it. There is not a single little girl alive that doesn't want to sparkle and grab the attention of everyone.

3. **Who's wearing it?** If an outfit or an accessory is posted on Instagram with Kendall, Kylie or Taylor Swift wearing it, she'll probably want it too.

4. **The “Wow” Factor.** If it's something that's fun to wear, quirky, or makes her get noticed, she's on board.

5. **Rock Star Appeal.** Ok, let's rewind a little bit. Remember Madonna, jelly shoes, Gloria Vanderbilt jeans, Ray Ban sunglasses and fingerless lace gloves? It's

the same scenario, just a different decade. If it makes her feel like a rock star, bohemian, athlete or a celebrity, you have her attention. Again, refer to #3.

6. Lifestyle. If you are going to create a line for girls, it should be created as a lifestyle brand. BRANDS MATTER to kids. (ex. Abercrombie, Aeropostale, Hollister, Justice, American Eagle, etc.) These brands are not just creators of cute clothes, they become a statement of who kids think they are, and where they fit in.

7. It's Girlie. Girlie motifs (butterflies, flowers), feathers, soft velvet, satin textures, tulle, soft pastels, ditzzy prints, sweet, simple dresses. It's pink (or cream), it's lace, delicate, soft, fit for a princess.

I'm not saying this is the all powerful, 7-factor force that will make you sell a product. Obviously, it depends on who you want to appeal to, what your product is, what market you are in and where you live. Yes, some of these tips may not apply to the children's wear market in France! *But, that's a whole other topic for later.*

According to the U.S. Census Bureau, there are roughly 41 million kids in the U.S. between the ages of 10 and 19, which adds up to a lot of revenue for retailers. If you're curious about how that breaks down, read on.

CLOTHING IS THE BIGGEST IN TEEN SPENDING

You'd think that as technologically savvy as today's teens are, they'd be spending most of their dough on the latest gadgets, but surprisingly, that's not the case. Investment management firm Piper Jaffray's Fall 2014 "Taking Stock With Teens" report found that clothing accounts for 21 percent of their budget. The average amount that upper income teens spend on clothes adds up to nearly \$1,100 annually.

HOW MUCH ARE TEENS SPENDING?

Research compiled from MarketingVOX and the Rand Youth Poll estimates that the total amount of income paid to teens annually tops out at just over \$91 billion. That's not too shabby, considering that most teens are only working part-time gigs.

MALLS ARE FUN, BUT...

Malls are fun for teens to browse but online shopping is #1 among teens. Approximately 79% of teen females and 76% of teen males involved in Piper Jaffray's Spring 2013 spending survey said they shop online. Nearly 70% of all teens said they prefer to browse the web version of their favorite stores versus visiting them in person, with Amazon ranking as the number one online shopping destination.

THEY LIKE BARGAINS

Stores like Ross and TX Maxx are among the most popular for the budget conscious teens. Piper Jaffray's 2013 spring survey revealed that the majority of them (Approximately 70% percent of girls and 55% of boys) shop at these stores.

BRANDED SPORTSWEAR IS KING

Nike continues to be the most popular, with 22 percent of teens surveyed in the Fall 2014 Taking Stock With Teens report citing it as their top pick for clothing and shoes. Some of the other brands rounding out the top 10 include American Eagle, Forever 21, Ralph Lauren, and Urban Outfitters.

INFLUENCERS:

Tweens are just as picky as their older counterparts when it comes to the kinds of clothes they prefer. According to the NPD Group, tween apparel spending topped out at \$14.4 billion for the August 2012 to July 2013 school year. That comes out to an average of \$231 that parents shell out for back-to-school and another \$69 a month that tweens spend on new clothes.

SOCIAL MEDIA: INSTAGRAM PLAYS A BIG PART IN HOW TEENS SPEND

According to Pew Research, 95% of teens are online and three out of four teens aged 12 to 17 access it via smartphones, tablets, and other mobile devices. The Spring 2014 Taking Stock report from Piper Jaffray found that more than half of teens said the Web impacts their purchases, with Instagram edging out Facebook and Twitter as their preferred social network.

The Most Popular Stores for Tween Clothing in the USA

Forever21

Nike

Target

H&M

Urban Outfitters

PacSun

Wet Seal

Hot Topic

Zara KIDS

Justice for Girls

Abercrombie & Fitch

Hollister

American Eagle

Old Navy

Aeropostale

Delia's

Plato's Closet

Buffalo Exchange

The Gap

J Crew

Uniqlo

Top 10 Brands for Tween & Teen Clothing

Forever21

American Eagle

Lululemon

Nike

Urban Outfitters

PacSun

Victorias Secret PINK

H&M

Hollister

J Crew

Boden

Hot Topic

Top Shop

Abercrombie and Fitch

Hollister

Aeropostale

Justice For Girls

Old Navy