

01

**WHERE
IMPERFECTION**



**BECOMES
ART**

**"ANASTASIS" JACKET – COLLECTION 01:
"INNER RUINS"**

PRODUCT & TARGET MARKET

RESEARCH REPORT

THE PRODUCT

TYPE :
"ANASTASIS" JACKET —
COLLECTION 01: "INNER RUINS"



Target Market - "Ruined Romantics"
Persona



PRODUCT & TARGET MARKET

RESEARCH REPORT

THE PRODUCT

TYPE :
"ANASTASIS" JACKET —
COLLECTION 01: "INNER RUINS"



Target Market - "Ruined Romantics"
Persona

PSYCHOGRAPHICS

02



PRODUCT & TARGET MARKET

RESEARCH REPORT

THE PRODUCT

TYPE :
"ANASTASIS" JACKET —
COLLECTION 01: "INNER RUINS"



Target Market - "Ruined Romantics"
Persona

PSYCHOGRAPHICS

DEMOGRAPHICS



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY

1. AUTHENTICITY & PHILOSOPHY (95% OF SOURCES)



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY

1. AUTHENTICITY & PHILOSOPHY (95% OF SOURCES)

2. STORYTELLING (60% PRIMARY CRITERION)
EACH PIECE MUST "TELL A STORY"



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY

1. AUTHENTICITY & PHILOSOPHY (95% OF SOURCES)

2. STORYTELLING (60% PRIMARY CRITERION)
EACH PIECE MUST "TELL A STORY"

3. LIMITED EDITIONS (71% PREFER)
NUMBERED PIECES, COLLECTIBLE, RARITY CREATES URGENCY



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY

1. AUTHENTICITY & PHILOSOPHY (95% OF SOURCES)

2. STORYTELLING (60% PRIMARY CRITERION)
EACH PIECE MUST "TELL A STORY"

3. LIMITED EDITIONS (71% PREFER)
NUMBERED PIECES, COLLECTIBLE, RARITY CREATES URGENCY

4. IMPERFECTION AS BEAUTY (74% VALUE)
VISIBLE STITCHING, RAW MATERIALS = AUTHENTICITY



SECONDARY RESEARCH (MARKET INSIGHTS)

WHAT THEY WANT (QUALITATIVE INSIGHTS)
TOP 5 PURCHASE DRIVERS FOR GEN Z LUXURY

1. AUTHENTICITY & PHILOSOPHY (95% OF SOURCES)

2. STORYTELLING (60% PRIMARY CRITERION)
EACH PIECE MUST "TELL A STORY"

3. LIMITED EDITIONS (71% PREFER)
NUMBERED PIECES, COLLECTIBLE, RARITY CREATES URGENCY

4. IMPERFECTION AS BEAUTY (74% VALUE)
VISIBLE STITCHING, RAW MATERIALS = AUTHENTICITY

5. INDEPENDENT > CORPORATE (63% PREFER INDIE BRANDS)
INDEPENDENT BRANDS, ARTIST FOUNDERS



– PRIMARY RESEARCH (METHODOLOGY)

04

FOCUS GROUP
DESIGN

SURVEY
DESIGN

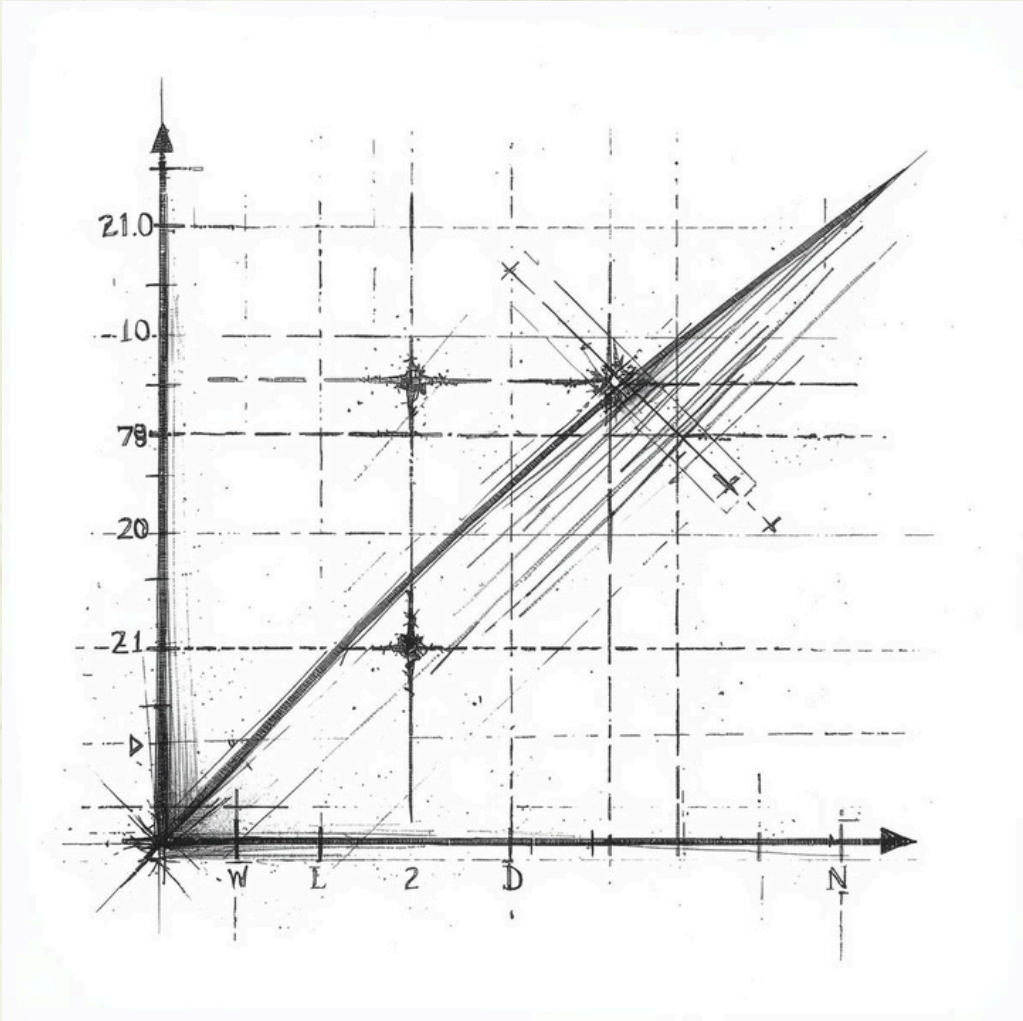
THE FUTUR



EMOTION

STORY-TELLING

THE PRICE



SOCIAL MEDIA