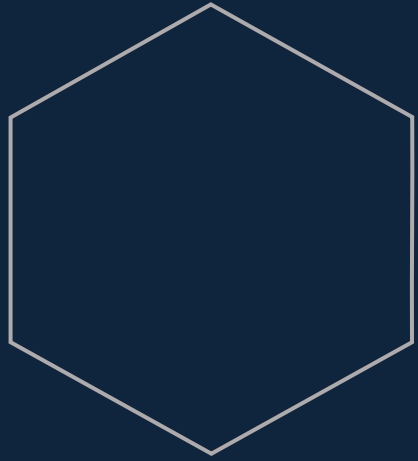


FINAL PROJECT T-REDX

Nguyen Huu
Hung Le





Agenda



Product Introduction

One of best sellers' product at T-Redx. This varsity jacket is really on trend and always in sold-out status.



Demographic



15 - 30



Male & Female



Student, Business
or Creative Field



\$10,000 - \$45,000

Psychographic



Location

Urban Area



Lifestyle

Urban Lifestyle,
Busy, Outgoing



Personalities

Bold, Open, Trendy,
Unique



Interests

Social Media,
Fashion, Streetwear,
Trends, Exploring



Values

Uniqueness, Quality,
New

New Ideas



Pop-up Stores

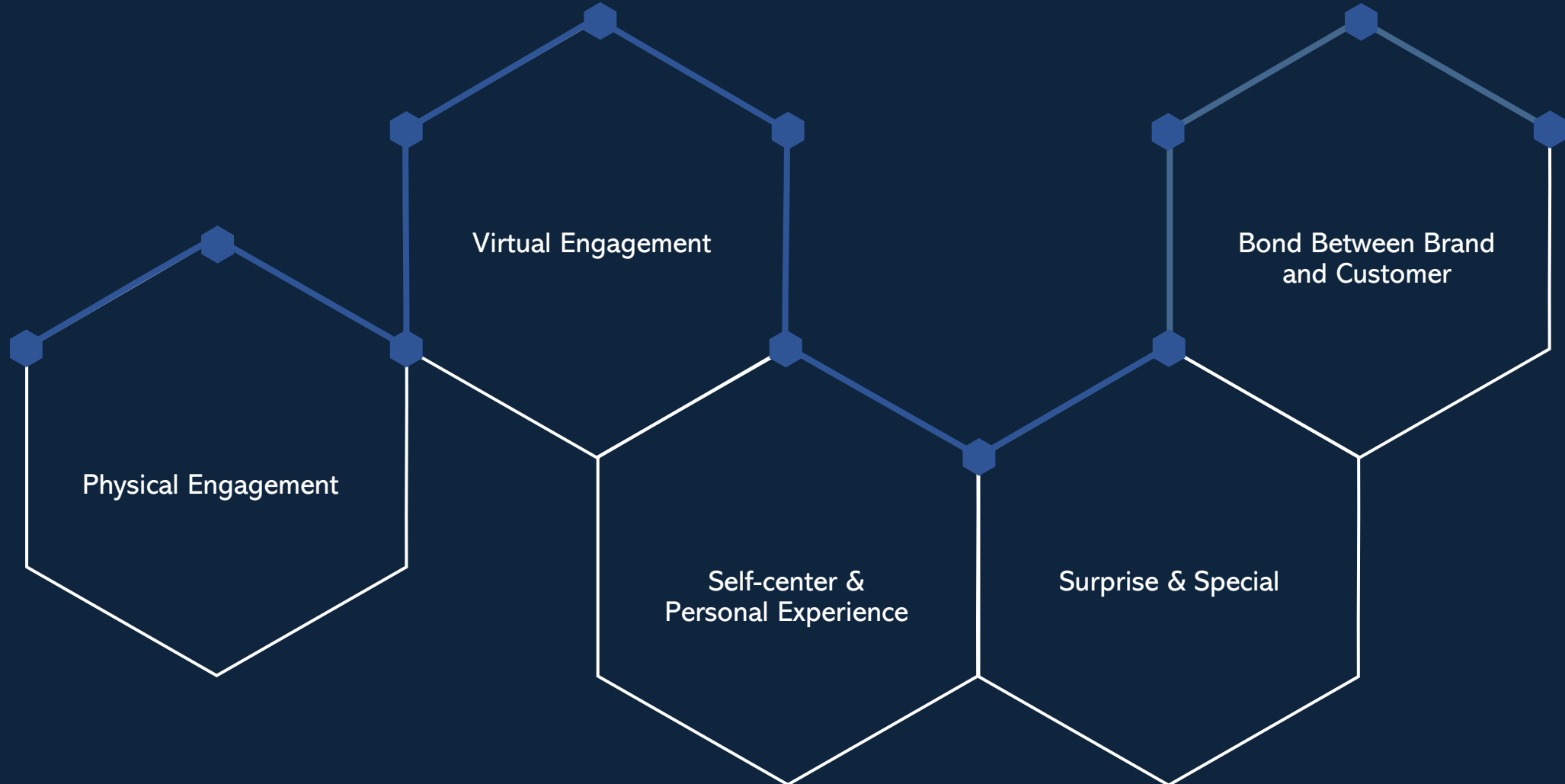
Official Website

New Ideas



Membership Exclusive

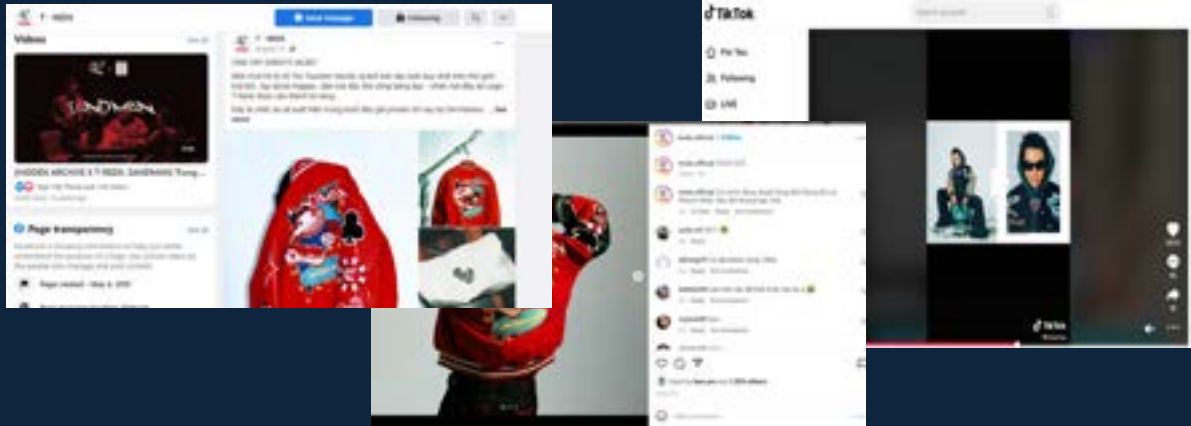
Meet Wants and Needs of Customer



Marketing Strategy



Influencers



Social Media



News / Magazines

Work Cited



Photos. *T-REDX FACEBOOK*

Fox, Gary. "Psychographic Segmentation Definition, Variables and Examples." *GARY FOX*, 23 Nov. 2020, www.garyfox.co/psychographic-segmentation/.

Thank you

