

THE BRIEF

To understand the buying habits, fashion needs and customer service wants of Gen Z.

THE RESPONSE

Gen Z respondents from our community across Europe answered a range of qualitative and quantitative questions to provide DeeBlanche with brutally honest insights around their fashion consumption.

THE OUTCOME

DeeBlanche were able to obtain an accurate picture of the ways in which Gen Z is shopping and consuming fashion in order to inform a creative piece of consumer mapping work.

DeeBlanche

Imagen Insights were efficient and professional. They walked me through the process which was smooth to ensure I had a good understanding of it. I could also tell they were thinking about how best to help me, so we got the most out of the experience.

Retna Wooller, Director of Creative Content, DeeBlanche

