

THE JUNIOR APPAREL CONSUMER:
AN ETHNOGRAPHIC AND CASE STUDY APPROACH EXAMINING THE CURRENT
JUNIOR WEAR CLIENT

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ABSTRACT

This study focused on the current junior wear client at a specific retailer to determine if a new marketing strategy, design of garments, and adjustments of junior size measurements should be implemented. The objectives of the study were, (1) to analyze junior products offered (2) to observe and document who is shopping in the junior section, (3) to compare who is shopping to the product offerings and size measurements, and (4) to compare the perceived characteristics of the defined junior wear consumer discussed in the review of literature to data collected. The results illustrate that the current junior wear client is not restricted by age, height, or body shape. The current sizing strategy does not restrict who shops in the junior section and the product offerings appeal to females of all ages. The implications show a need for retail companies to capitalize on their junior size strategies and to market junior clothing to females of all ages.