

PROFILE OF THE AFRICAN AMERICAN AFFLUENT CONSUMER



African Americans represent **7%** of the U.S. Affluent population. (Median HH Income **\$195,450**)

For African American Affluents, dressing well and being fashionable represent who they are as individuals. Knowing what's trending is a point of interest as they take pride in finding beauty in how they present themselves to the world. As more African American Affluents seek out luxury items, it is important to understand the reasoning behind their spending habits and what appeals to them in the marketplace.

Intent behind purchasing luxury items



African American Affluent Women

■ Men ■ Women

African American Affluent Men



African Americans and Fashion

65%

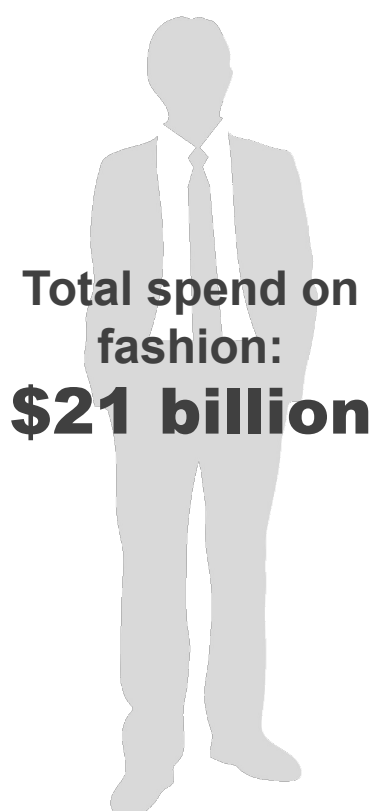
Being well dressed is important to me

57%

“My fashion represents who I am as a person”

45%

“I enjoy keeping up with the latest fashion trends”



Total spend on fashion: **\$21 billion**

Main Reason Luxury Items are Bought – Next 12 Months

