

Ethnography
Presentation:
Italian Women
Ages 30-50

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INTRODUCTION

Two Italian women between the ages of 30 and 50 were observed while shopping at Zara and Boutique Nadine (a local Florentine boutique and second hand vintage store).

SUBJECT 1 OBSERVATIONS

Subject 1 was observed in Zara shopping accompanied by her assumed husband.

- Focused specifically on trench coats
- Tried 3 trench coats, one she tried on twice
- She seemed determined, facial expressions were focused
- She spent about 20 minutes in the store, and ended up not buying any merchandise

Comments: Asked her partner for his opinion after each coat



SUBJECT 2 OBSERVATIONS

Subject 2 was observed in Boutique Nadine unaccompanied.

- Looked at various categories of merchandise (jewelry, skirts, dresses, tops)
- Seemed to be browsing rather than looking for something specific, facial expressions were calm
- Consulted the store associate with questions and took her recommendations



SUBJECT 2 OBSERVATIONS (CONTD.)

- Tried on a skirt and a necklace
- Decision Making Time: 30 minutes
- Purchased 1 necklace (and another item that I believe she pre-ordered as it was already packaged separately)

Comments: She was dressed incredible well, emulating the style of “bella figura” with an all-black outfit with classic pieces and loafers.



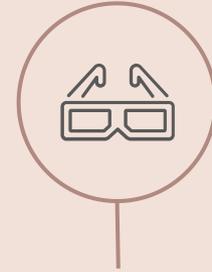
SUMMARY OF CONSUMER SEGMENT



Prioritize Quality
and Style



Ask for the
opinions of
others



Importance of
Accessories

This is comparable to my database research, which stated this consumer group prefers classic styles of higher quality.

COMPARISON TO US WOMEN AGES 30-50



ITALY

- "Bella Figura"
- Prioritize Quality and Style
 - Accessorize
- Shopping with Others



UNITED STATES

- Comfort Over Style
- Price > Quality (more price-conscious)
- Shopping with Others



CONCLUSION

Italian women ages 30-50 prioritize quality and style while shopping, aiming towards basic styles in neutral colors and then adding elegance with accessories. This is backed by research and real-time observation.



THANKS

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