

Italian Women Ages 30-50

FAS 225 Assignment 1

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### **Demographic Characteristics / Statistical Data**

*Article: "Female Investment Power: How Italian Women Invest Today" by N26*

In this article, Italian women's behaviors towards investing money were studied. Italian women ages thirty to fifty were discovered to be highly interested in investing and increasing their income. To be more specific, "60% of women between 35 and 44 who have never invested have already evaluated the possibility of starting" and "Female investors aged between 35 and 44 are planning to double the amount destined to seize new investment opportunities compared to the past (+ 111%)" (N26, 2022). However, there are still obstacles such as lack of financial knowledge and lack of disposable income that hinder women from investing. Despite these challenges, Italian women ages 30 to 50 are aiming to invest with the distant future in mind, citing reasons such "growing their money long-term, building financial security for their families and children, and saving for retirement" (N26, 2022) as their primary reasoning for investing.

### **Lifestyle Direction & Changes**

*Article: "The Italy Edit: How to Dress Like an Italian Woman" by Alice Cozzi*

It is known that Italian women have a close attachment to culture appreciation when it comes to their presentation, manner and beauty. According to the article, Cozzi states "The guiding principles of Italian style can be summarized by four qualities: sobriety, sensuality, elegance, and informality (Cozzi, 2021)". Their effortless chic styling comes from the phrase *la bella figura* meaning "the beautiful figure", which can go back to their history of portrayed elegance. When looking at their lifestyle in reference to fashion, those are the four aspects that affect the buying habits of Italian women.

### **Apparel & Dress Preferences**

*Article: "4 Fashion Over 50 Tips from Our Sisters in Italy and France" by Margaret Manning*

When it comes to buying clothing for Italian women ranging in the ages of thirty to fifty years, it is clear that the quality of what they are purchasing plays a lot of importance within their decision-making. When looking at making new purchases for their wardrobe, they tend to lean more towards staple pieces rather than more exuberant pieces that they would not be able to wear in their daily lives. Some staples pieces would include "properly fitted blazers, skirts, and trousers" (Manning, 2021) making their wardrobe more classic and easily wearable with other garments they may own.

## Summary

Italian women ages thirty to fifty are an important demographic for retailers, especially since they are in the prime of their buying power. This age group is focused on family, as the average marrying age of Italian women was 32.8 years old in 2019 (Statista, 2021). They are prioritizing their future and the futures of their families long-term, as many Italian women in this age range are interested in investing their money for financial security for themselves or their children (N26, 2022). With this increase in income (and consequently increase in buying power), they have more disposable income to spend towards self-care and expressing themselves through fashion.

Similar to their attitude towards money, Italian women at this age are thinking long-term when it comes to clothing, airing towards classic styles of good quality rather than fads or quick trendy pieces. Simple yet chic pieces that can be worn in a variety of combinations are also favored over loud statement pieces. Based on these characteristics, garments such as crisp button-down shirts, tailored blazers, trench coats, and loafers in neutrals or other basic colors would commonly frequent the wardrobe of a middle-aged Italian woman. However, despite their love of basics, middle-aged Italian women do appreciate the importance of accessories. Handbags and sunglasses are common accompaniments to a simpler outfit in order to add elegance to any given look. (Manning, 2021).

A common expression known to Italian women is the phrase “la bella figura,” which means “the beautiful figure.” This saying is often used to highlight how Italian women dress and typically go for styles that embrace la bella figura in order to make a good impression. Because of this, Italian women in the age range of thirty to fifty tend to dress to impress for any type of situation, whether it be a simple trip to the supermarket, or out to dinner. They want to be seen as effortless, casual, sensual and elegant all at once as they abide by the principles of Italian style. A few luxury brands that share these qualities are Prada, Gucci, Armani, and Fendi, which are all Italian brands that support the general concept of being careful not to show too much skin. A few of the most famous style icons in Italy, Gina Lollobrigida, Sophia Loren, and Anna Magnani, also did well keeping up with these values of knowing how much skin to show.

One of the most important factors when observing Italian women ages thirty to fifty is that balance is crucial. With a closet that primarily consists of versatile basics that can be put together to create an unlimited amount of outfits for all different kinds of events, it becomes extremely important to know how to balance an outfit. An Italian woman’s wardrobe is essentially made up of 80 percent basics and 20 percent statement pieces, such as a bold oversized coat, or a unique patterned handbag. With this combination of clothing, Italian women are able to create the perfect balance in an outfit while still embracing the four main qualities of Italian style; sobriety, sensuality, elegance, and informality (Cozzi, 2021).

## Work Cited

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