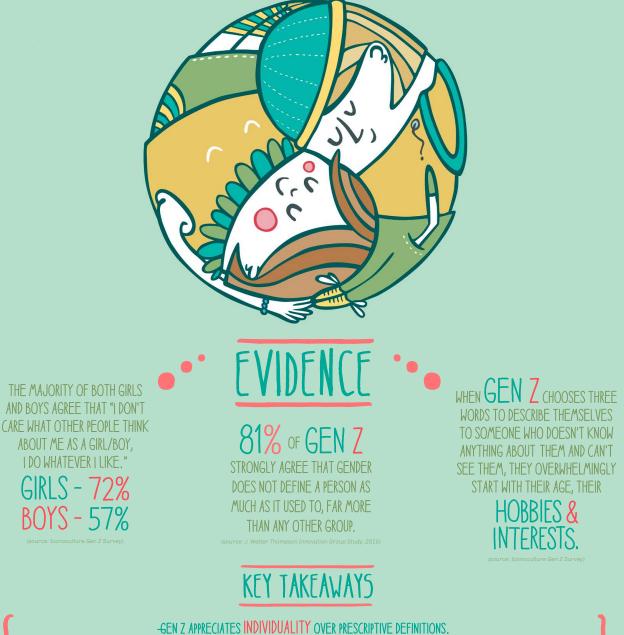
GENZ AND GENDER

~ GENDER ISN'T THE FOUNDATIONAL CUE THAT IT WAS FOR OTHER GENERATIONS ~

WHEN IT COMES TO GENDER, GEN Z REFLECTS A DIFFERENT REALITY FROM THE GENERATIONS BEFORE THEM: MOST OF THEIR MOTHERS WORK OUTSIDE THE HOME, FEMALE ATHLETES ARE INCREASINGLY PROMINENT, AND A WOMAN IS RUNNING FOR PRESIDENT. WITHIN THIS CONTEXT, TEENS AREN'T FEELING THE SAME PRESSURE TO LET GENDERED EXPECTATIONS SHAPE THEIR PERSONAL OUTLOOK.



GEN Z'S FAVORITE BRANDS FACILITATE THEIR ABILITY TO SELECT EXACTLY THE ELEMENTS THAT EXPRESS WHAT THEY WANT TO SAY. GEN Z PREFERS TO APPEAR MATURE AND IN CONTROL (HENCE, THEIR ATTRACTION NORMCORE).

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