

Trend Report 3

: *Grandpa Core*

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9. Instagram @ _fionaleah, Post Nov 06, 2024

Grandpa Core

There is the social shift that young people no longer spend just on clothes, and tend to put their money on worthy value with experience, wellbeing, etc. This is followed by the change in fashion expenses.

Recently, Grandpa Core has been a hot trend, influenced by that social shift. They start to learn to consider what they really want in the long term and how to cultivate their style through sustainably loved items, excluding low-quality fast fashion from Grandpa's style. The trend, integrated changes in social values and the interests of the MZ generation, such as genderless, vintage, sustainability, nostalgia, and thrifting, will continue to grow for the time being.



17. Pinterest @Hector Gracia



5. Instagram @bicarafasyun, Post, Jan 25, 2024

Target Market

The potential target market for Grandpa Core is Gen Z women, especially those in their late 20s and older, who work for corporations in metropolitan cities or have a business. With an average income of about 50K, these women can embrace from **vintage to some quality brand items**. This target has socially aware personal values, including **genderless, sustainability, not-ostentation, and experiencing**. These women shop for **individualized products without separating products by gender**.



7. Instagram @leflleur, Post, Jan 08, 2024

Flow of the trend

Sustainability & Genderless,
a long-standing value

2010s

the trend of young people
spending more on experiences
rather than material goods

2021

thrifting started to become
bigger trend during the pandemic
thanks to TikTok

2024

Grandpa Core Trend is rising

expected to become bigger in F/W 2024
: when jackets and knitwear are heavily utilized

Grandpa



Choose quality clothes that will be
loved for the rest of your life

Trickle
down

Gen Z Women



- Realize that buying well-made clothes rather than fast fashion can promote sustainability and long-term savings.
- Shop without distinction between clothes by gender

Mood Keywords

Custom

Vintage

Retro

Trend Word

Loafers

**Colorful
Knit**

Jacket

**Boxer
Shorts**

Key items

Loafers

13. MARYING A/W 2024



12. Marine Serre A/W 2024



15. Eudon Choi A/W 2024



1. Blumarine A/W 2024

Colorful Knitwear

14. Loewe A/W 2024



4. Bode FW 2024 , Instagram @bode, Post Feb 12, 2024

6. Instagram @corderaofficial, Post, Jan 31, 2024



20. Loewe S/S 2024

Jacket

: Tweed or Heritage textile, boxy

18. Rabanne F/W 2024



16. Prada A/W 2024



21. Doublet A/W 2024



18. Rabanne F/W 2024

Boxer Shorts

11. Kiko Kostadinov
F/W 2024



2. Chanel F/W 2024



22. Antonio Marras
Pre-Fall 2024



19. Wales Bonner
A/W 2024

Grandpa Core - Celebrities



10. Kendall Jenner,
photograph Gotham, Vogue,
Post Jan 05, 2024



8. Momo, Instagram @miumiu,
Post Feb 26, 2024



3. Instagram @alexachung,
Post Jan 29, 2024

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