

Applied Insights for SNITCH

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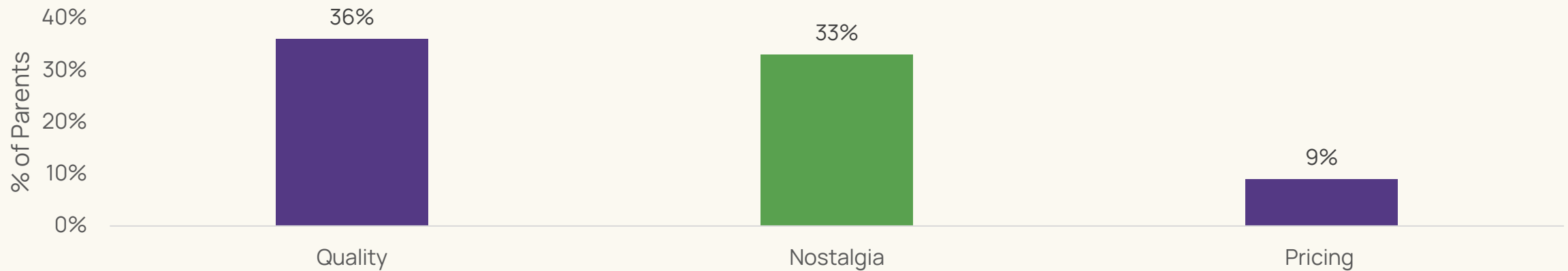
Old Money Aesthetic Meets Parental Memories: Enabling Children's Fashion Choices

- Parents in India's tier 1.5 and tier 2 cities are embracing the resurgence of the "**old money**" aesthetic. The muted tones of khaki, greys, whites, linen, beige, and corduroys remind them of a time when style was synonymous with simplicity and quality.
- This nostalgia-driven connection, paired with affordability and durable craftsmanship, creates the perfect storm for a purchase push among these parents, **to their own children** who seek minimalist yet old money aesthetic clothes, appreciating the elegance of muted tones and tailored fits that resonate with modern, understated luxury.
- **Applied Insights for SNITCH** has cleverly tapped into this sentiment by curating collections that blend timeless designs with modern fits, offering high-quality apparel at accessible price points. By reviving styles that echo the past while catering to the practicality and affordability demands of today, **Applied Insights for SNITCH** has positioned itself as a brand that bridges generations seamlessly.



Heirlooms & Heritage: Indian Parents' Nostalgic Connection to Old Money

What do Indian Parents Appreciate about the "Old Money Aesthetic"?

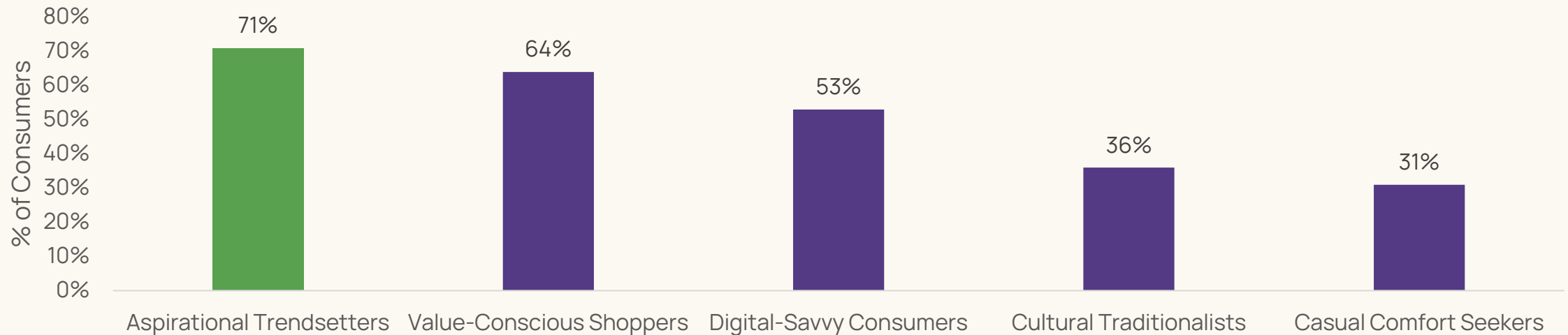


Indian parents have a deep appreciation for the "old money aesthetic," largely driven by a sense of nostalgia that resonates strongly with them, accounting for 33% of their admiration. This aesthetic evokes memories of a bygone era, characterized by classic designs, family heirlooms, and traditions passed down through generations.

While quality is the highest-rated factor at 36%, the emotional connection to cherished memories makes nostalgia a surprisingly powerful element in their appreciation of this style. Pricing, though less influential at 9%, still holds some relevance as parents appreciate the value for money offered by high-quality, timeless designs.

Aspiration and Value: A Game of Thrones

Psychographic Classification of Old Money Aesthetic Seeking Consumers

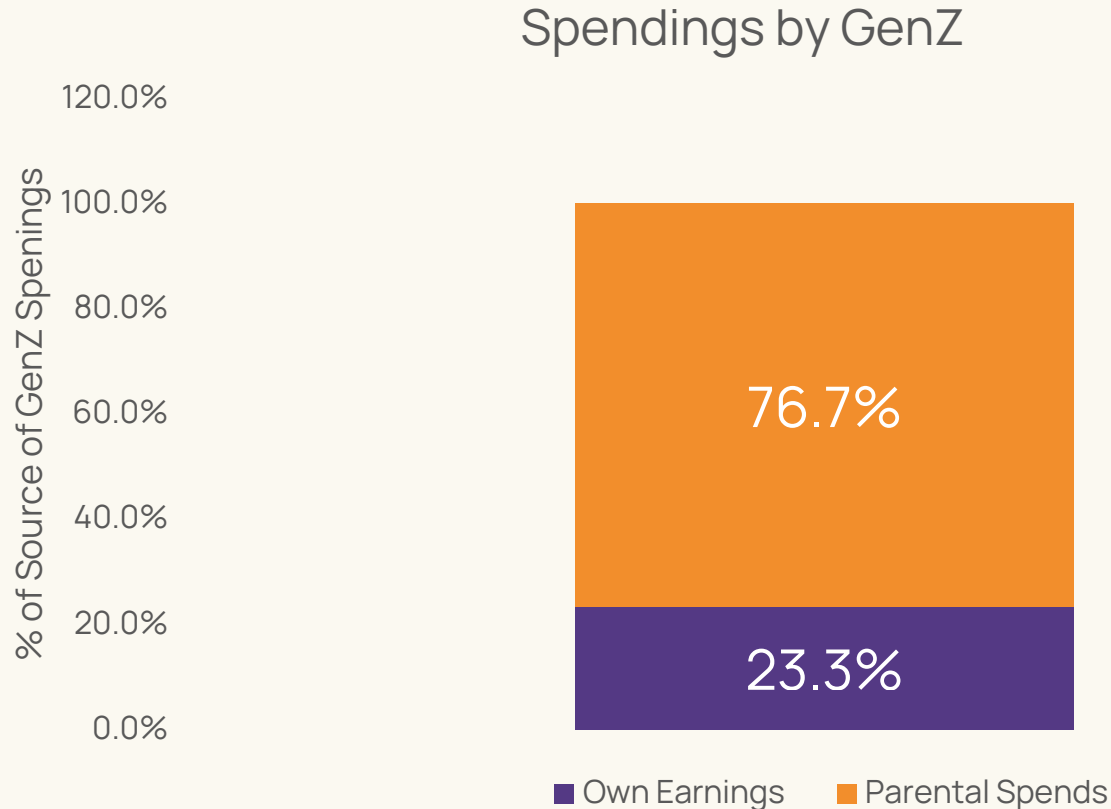


- **Aspirational Trendsetters (71%)** are drawn to the old money aesthetics' timeless elegance, seeing it as a way to exude sophistication while staying ahead of the fashion curve.
- **Conscious Shoppers (64%)** appreciate its balance of affordability and durable craftsmanship, ensuring style without compromise. Many within this group are younger buyers still reliant on their parents' finances, making thoughtful and budget-friendly purchases even more critical.
- **Casual Comfort Seekers (31%)** are enticed by the relaxed yet polished feel of muted tones and tailored fits, offering comfort without sacrificing style.

Chasing Old Money with Young Hands

- 1. Digital-Savvy Millennials and Gen Z:** Digital-savvy shoppers aged 18–35 prioritize online convenience and stylish clothing for social media visibility. They seek trendy yet classic pieces like the old money aesthetic that blend elegance with shareability. Influenced by reviews and online ads, they prefer seamless shopping experiences with frequent new arrivals.
- 2. Students with Parental Support:** Students aged 16–22 rely on their parents' finances and approval for purchases. They prioritize affordable and durable clothing that aligns with their personal style while meeting parental expectations. Nostalgic designs like the old money aesthetic resonate with both generations, making it a preferred choice for occasions, college events, and festivals.
- 3. Young Adults with New Earnings:** Early-stage professionals aged 22–28, earning ₹20,000–₹50,000 per month, seek fashion that reflects their newfound independence and status. They value high-quality, minimalist designs like the old money aesthetic, balancing sophistication with budget-friendliness. These digital-savvy shoppers often build their wardrobes for work and casual occasions, gravitating toward sales and curated collections.

Parental Spendings, GenZ Choices: The 76.7% Influence Factor



Gen Z (individuals born between 1997-2012) plays a significant role in shaping household consumption patterns. Despite their age, they already influence a substantial portion of the household's consumption basket, driving 43% or \$860 billion of total consumer spending.

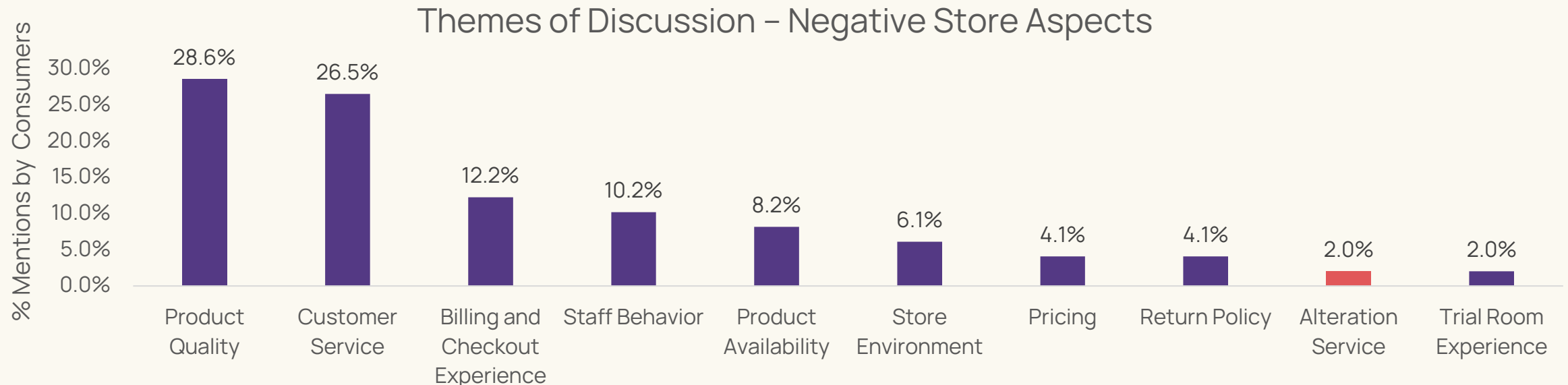
Interestingly, while about \$200 billion comes directly from their own earnings, a much larger portion, around \$660 billion comes from their parents. This means that the choices of Gen Z are significantly funded by their parents, showcasing their dependency on parental spending for many of their purchases.

The Alteration Gap: A STITCH Away from Perfection

- Imagine this: a customer walks into a **Applied Insights for SNITCH** store, thrilled by the latest collection, picks a shirt that perfectly matches their style, but it doesn't quite match their fit. They reluctantly walk away, not because the design failed them but because of the service. Alteration service, often an afterthought in modern retail, holds the power to transform a "maybe" into a "yes" with a simple stitch.
- By offering on-the-spot or partner-enabled alteration services, the brand could transcend being just a seller of clothing to becoming a curator of perfectly fitted experiences. For customers, knowing that their clothes will be tailored to their unique proportions doesn't just enhance satisfaction—it builds trust and emotional connection. It's not just about fabric and thread; it's about saying, "***We see you, we value you, and we'll go the extra mile to ensure you look your best.***"
- In a world where personalization reigns supreme, stitching this gap could set the brand as that which not only fits into its customers' wardrobes but also into their lives.



Declining Product Quality and Uninterested Staff: A Thread

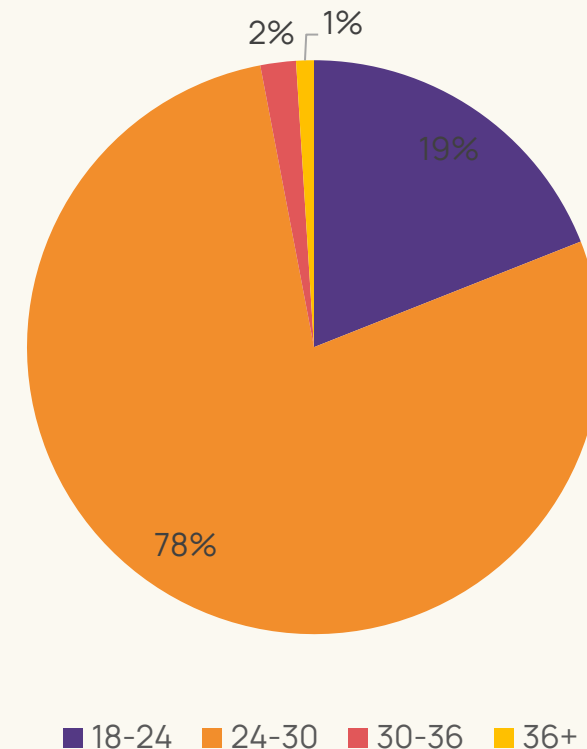


- Customer feedback on Applied Insights for SNITCH reveals critical areas for improvement such as the **Store Environment** (6.12%), marked by suffocating layouts and overpowering perfume, that stands out due to its passionate criticism, highlighting an area of untapped potential to enhance customer comfort.
- Other factors like **Pricing** (4.08%), **Return and Exchange Policies** (4.08%), and minor aspects such as **Trial Room Wait Times** (2.04%) complete the feedback landscape.
- However, an interesting and actionable opportunity lies in the **Alteration Services** (2.04%), which, while a small percentage of mentions, has a direct impact on personalization and customer satisfaction. As one customer aptly noted, *“It would be nice if Applied Insights for SNITCH open up services for alteration.”*

Young Adults Seek Alterations Due to Non-Uniform Sizing

- Consumers seeking alteration services primarily belong to the 24–30 age demographic (78%), followed by the 18–24 group (19%), with minimal representation from older age brackets. This highlights the younger audience's emphasis on personalized fits and adaptable fashion.
- The feedback reflects their unmet expectations, as noted in comments such as, "***There should be an inhouse tailor for quick alterations at the store,***" and "***Alteration facility not available.***" Addressing this gap could significantly enhance customer satisfaction and loyalty, especially among the dominant 24–30 demographic, who are shaping preferences for tailored solutions in contemporary retail.

Distribution of Consumer Age Groups Seeking Alterations





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