

The Affluent Midult

The Affluent Midult is about to take centre stage as the most dominant generational subculture of our time. The

Midult is described as a “new

movement and mindset.”

These savvy, sceptical and self-reliant females are aged between 35-55 and currently have **more spending power than any other generation**, according to new data from US cultural insights agency Sparks & Honey.



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www.numeroventuno.com

As part of Gen X, they represent **31% of total U.S. income while only making up a quarter of the population** and powerfully **influence the age groups above and below them**, which is proof they shouldn't be overlooked. Translate Media notes that "The 35-55 year old woman is **one of the most powerful consumer groups. In the UK, 8 million women fall into this category** and, according to The Midult team, **women drive an estimated 70-80% of consumer spending globally.**"

The Affluent Midult seeks out brands, entertainment and role models that celebrate midlife with humour and honesty. The Lad Bible for "funny, digitally literate and extremely anxious" 35- to 55--year--old women, **who want to redefine what it means to be middle--aged**, explains co-founder Annabel Rivkin



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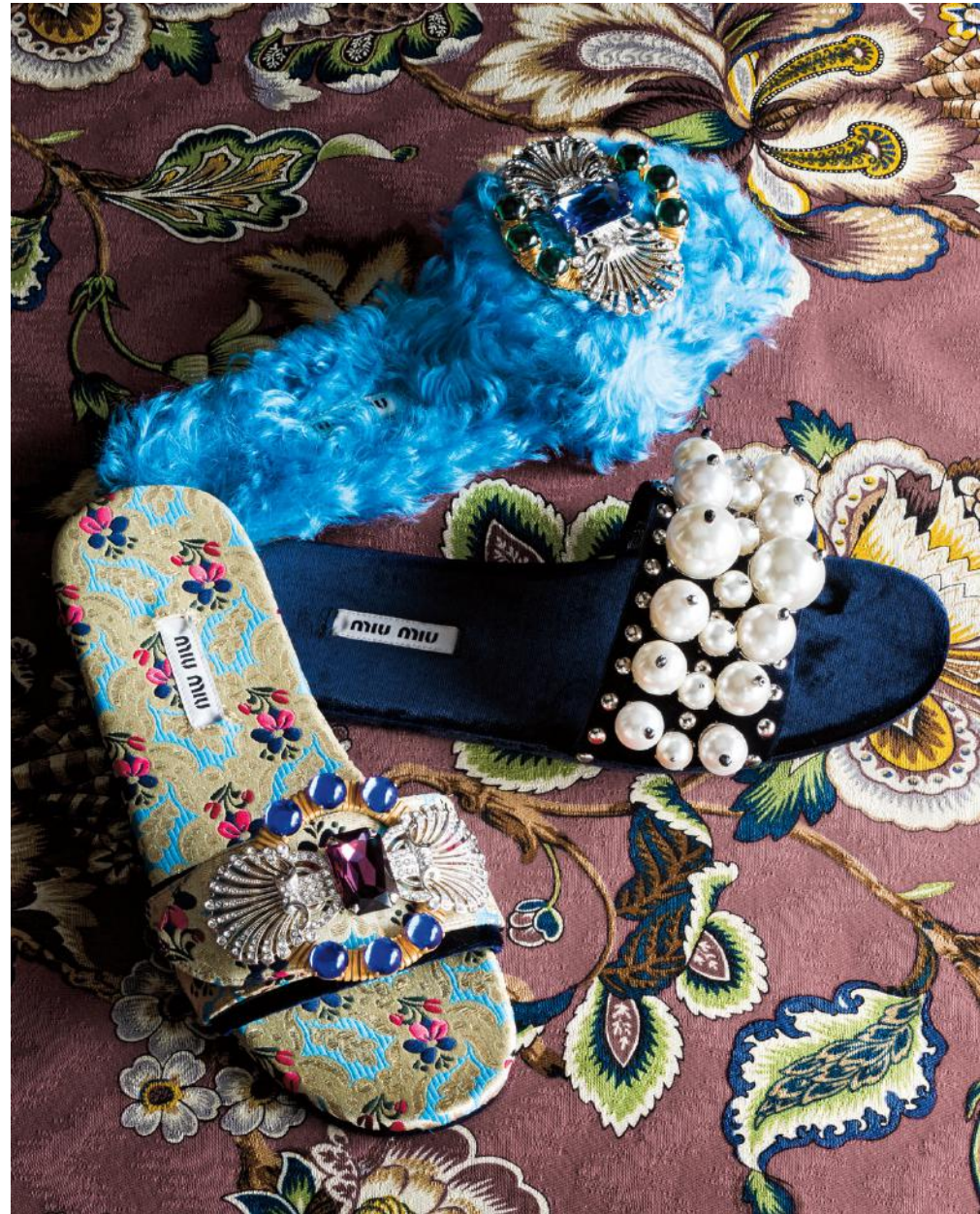


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The Affluent Midult welcomes **midlife with enthusiasm**, but they also appreciate honest depictions of the challenges that come with these key moments in life. Smart brands are winning their approval with **bespoke online communities**, ads showing **relatable** scenes and **nostalgic entertainment** such as Netflix series Stranger Things.

The Affluent Midult craves for brands to ditch the tired assumption that age is a barrier to style.

Luxury retailers should begin to adapt their strategies to cater to the Affluent Midult, as opposed to sticking to youthful concepts. Burberry for example, implemented a hyper-youth strategy during 2016, which garnered plentiful buzz on social media, yet the brand revealed a 7% profit drop in its annual finance report. **The Affluent Midult aren't afraid of high price points and like to treat themselves** with their favourite designers' creations as and when they please. **This group also desire playful luxury, which taps into tech and Classical Culture**



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