



For Immediate Release

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**“Fifty is the NEW Thirty-Five”
Marketing Conference Explores
Cashing in on Changing Attitudes of Boomers & Zoomers**

December 21, 2005 – Arlington, VA – With annual spending power exceeding \$2 trillion and average household incomes over \$45,000, today’s Baby Boomers—and upper income “Zoomers”—are a powerful market of consumers who increasingly care about style—how they look and how they dress

A marketing conference, “Fifty is the NEW Thirty-Five,” will be held at the Union League Club in New York City January 24, 2006, sponsored by the American Apparel & Footwear Association (AAFA, to address that subject and the potential that it provides.

“There is no doubt that America’s boomers—and zoomers—are far different from their parents at the same stage of their lives,” said AAFA President & CEO Kevin M. Burke. “Increasing numbers are active, healthy and they have the time and the resources to pursue activities put off until this truly ‘golden’ time of their lives. Our industry has an opportunity to help them in the process—to look great, feel great, and to have the clothing and footwear they need for all of those activities.”

“Don’t be fooled into thinking that just because consumers have reached their golden years, they will act the way their parents did at the same age,” said Marshal Cohen, Chief Industry Analyst, The NPD Group. “Older consumers today are more likely than previous generations to care about looking, acting and feeling younger—and that translates to how they shop for apparel at retail. Both manufacturers and retailers need to learn how to speak this new-found language and understand that one message isn’t good enough to sell a product across a wider and more complex consumer base.”

Cohen, who will be the conference's keynote speaker, will discuss what makes the 50+ consumer tick, and differences between lifestyle, lifestage and age segmentation—and why they are different and important.

According to NPDS, Boomers and, and the more upscale Zoomers subgroup, represent nearly 30% of the U.S. population and comprise a much sought-after, economically powerful group of spenders.

As the conference explores opportunities and challenges for apparel and footwear companies seeking to serve older consumers and capitalize on this important market segment, other speakers will include:

- “Turning 50 with a ‘Tude” – Paul Robb, Chief Executive Officer, The Lifestyle Design Group, a division of Kellwood Company
- “The Perfect Pair: Stepping Out in Style and Comfort” – Kimberley Grayson, Senior Vice President Marketing, Aerosoles
- “Special Report: Rethink 50+” – Michael Gratz, Research Director, AARP Publications
- “Looking Past the Looking Glass” – Howard Kreitzman, Vice President, Cosmetics & Fragrances, Bloomingdale's
- “The Retail Story: What Color is Your Door?” – Talbots
- “The Age of Mastery: Rediscovering, Redefining, Reinventing” – Peggy Northrop, Editor, *More*

The conference will be opened by Donna Weaver, Vice President, Corporate Communications, Kellwood Company, a member of the AAFA Marketing Committee who along with committee member Kathy DeChirico, Chief Strategist, Visionary Strategies, helped to develop the program.

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Note: Members of the media are welcome to attend and cover this conference. For more information, please contact Susan Lapetina at 703-797-9055 or slapetina@apparelandfootwear.org.

The American Apparel & Footwear Association (AAFA) is the national trade association representing apparel, footwear and other sewn products companies, and their suppliers, including several dozen U.S. textile companies, which compete in the global market. AAFA's mission is to promote and enhance its members' competitiveness, productivity and profitability in the global market by minimizing regulatory, commercial, political, and trade restraints.