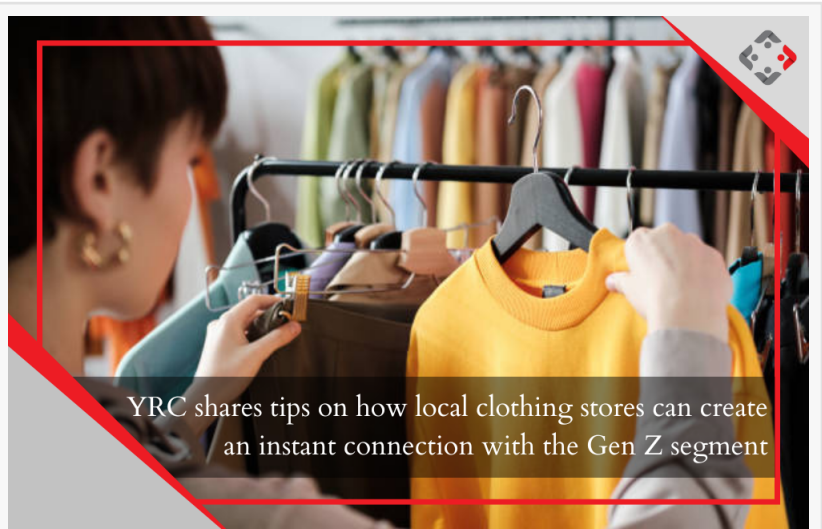


YRC shares tips on how local clothing stores can create an instant connection with the Gen Z segment

In this message, the retail and eCommerce consulting brand YRC shares three key tips for local clothing stores to quickly connect with Gen Z customers.

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To cater to any customer segment, it is important to first gain a good understanding of who they are and what they are looking for in particular markets. For example, Gen Z roughly represents people born between 1996 and 2010. It becomes imperative for retailers to gauge with a certain degree of certainty the share of the population constituting people born during that period. This gives them a better picture of the potential market size. There are other more complex variables that need to be studied and analysed www.yourretailcoach.in for clothing stores a critical requirement for retailers in that space.

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Empowering Retail & E-commerce businesses worldwide.”

Nikhil Agarwal

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Today, people in Gen Z represent people in the age group of 14 to 28 years. People in this age group are the largest base and are the highest users of the internet, social media, and other digital platforms. Staying away from the digital face of business is staying away from this massive market segment. At the basic level, fashion retailers must create a strong online presence in the form of business listings. Then they need to consider having a presence on relevant social media

platforms. Digital marketing strategy for clothing stores can be developed using professional services. Experts can help accomplish these digital goals quickly with proven solutions.

Storefront modernisation (alignment) is necessary to reflect intended brand values. The same goes for store layouts. Dr Rupal Shah Agarwal (Chief Strategy Officer of YRC) adds – “Since Gen Z represents a modern generation with a different set of expectations than that of previous generations, storefront and store layout must be designed from their perspective.” In storefront modernisation and [operational efficiency](#), YRC maintains that operational efficacy must take the front seat as the bare structure over which aesthetics are applied.

As a seasoned retail & e-commerce consulting firm, we've powered 500+ clients in 12 countries and 20+ retail verticals over 12 years. Offering SOPs (BPMN 2.0), market research, business model validation, [operational efficiency](#), and process automation, we're here to elevate your efficiency and scale your brand. Ready for a growth boost? Connect with us for a discovery session!

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