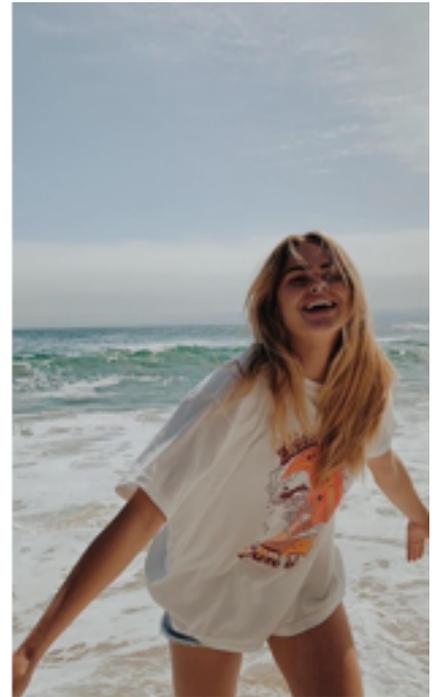


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# VSCO GIRLS



Presented to Anna Cutrona

LaSalle College  
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## DEMOGRAPHICS

VSCO girls is a subculture adopted by young girls mostly between the ages of 12-17 years old. They are evidently females that are either finishing their elementary schooling and beginning high school, or are already in high school. Most of them are unemployed or receive a low-income depending on their age and work experience; which allows for some disposable income.. These young girls mostly live with their mother and father and may or may not have siblings. They belong to a middle/upper class and engage in different hobbies or curricular activities such as dance, art, sports etc. They are part of the Generation Z, and are young in their life cycle.

## SOCIAL INFLUENCE

Celebrities and influencers, influence VSCO girls. They exert a “wanna-be” influence over VSCO girls, as the girls will do anything to be more like the influencers. If a group of celebrities and influencers are buying specific items or endorsing products, a VSCO girl will want to buy in. This helps the girls also buy into the lifestyle; thus affecting the customer’s ultimate purchase. VSCO girls tend to be very active on social media, which is where they also get influenced. The type of influence is a downwards flow; as it starts with celebrities and influences and makes its way to VSCO girls. If categorized, the social influence that VSCO girls conform to would be *Comparative*. Reference groups affect the individual’s aspirations, as they are groups that they would like to be a part of. Celebrities and popular influencers are usually in groups that the girls admire. For example, if a group of influencers wears their hair a certain way, VSCO girls automatically become influenced and copy it; in hopes to be like them. The buyer’s response to social influence is conformity; as they want to be accepted.

## CULTURAL INFLUENCES

There aren't many myths or legends associated with VSCO girls, as they are a very new subculture. They have a modern approach to life which refrains them from believing in much. As they are a young age group, they either follow the religions taught by their parents and family or they are atheist, as they haven't connected with any religion. They don't follow any rituals, apart from the ones brought down from their families. They care about the environment deeply which defines their subculture. VSCO girls don't have rules of conduct as they behave and act as a regular girl in society. They dress very similar to each other and follow trends set by celebrities and influencers. For example, currently a VSCO girl can be spotted wearing a Fjallraven Kanken backpack, scrunchies are a signature accessory along with a unique water bottle (hydro-flask) or a Starbucks reusable cup. They have a tomboyish style as their go-to shoes are either Vans, a pair of basic Birkenstocks and/or Crocs. VSCO girls communicate in English with a pop of popular slang. VSCO girls are very friendly and they love to be close to people and hug when they meet each other. This subculture is not part of an ethnic group as this subculture is adopted; therefore making it an acculturation. In order to be a VSCO girl, one must learn and adopt the beliefs and lifestyle. Being a VSCO girl is not a native culture, it is a trendy subculture.

## EXTENSIVE LIFESTYLE ANALYSIS

### AIO ANALYSIS:

ACTIVITIES:	INTEREST:	OPINIONS:
<ul style="list-style-type: none"> <li>- Yoga</li> <li>- Road trips</li> <li>- Penny boarding</li> <li>- Surfing</li> <li>- Picnics</li> <li>- Go to the Zoo</li> <li>- Amusement park</li> <li>- Catch fireflies</li> <li>- Visit sunflower farm</li> <li>- Waterpark</li> <li>- Paint twister</li> <li>- Camping</li> <li>- Swimming</li> <li>- Karaoke party</li> <li>- Strawberry picking</li> <li>- Ice cream bar</li> </ul>	<ul style="list-style-type: none"> <li>- Shopping at Brandy Melville</li> <li>- Best Friends For Life</li> <li>- Photography (polaroids)</li> <li>- Social life</li> <li>- Basic fashion style</li> <li>- Aesthetic food shops</li> <li>- Starbucks</li> <li>- Music</li> <li>- Vintage/old school</li> <li>- Likes plants in bedroom</li> <li>- DIY essentials in bedroom (twinkle lights)</li> <li>- Boys</li> </ul>	<ul style="list-style-type: none"> <li>- High school education</li> <li>- Caucasian</li> <li>- Astrology as religion</li> <li>- Part time job minimal savings</li> <li>- Goal: fitting in with friend groups</li> <li>- Being popular</li> <li>- Having a stable relationship</li> <li>- Future job: YouTuber, TikTok famous</li> </ul>

### PRIZM:

**Cassidy:** is in a relationship, 17 years old graduating high school student from LA. She is a cheerleader that works part time at Abercrombie & Fitch at USC Village and is not conscious of what she spends. She longboards everywhere or gets lifts from her boyfriend and dedicates her life to spending time with her best friends from school. She loves trying aesthetically pleasing coffee shops and restaurants and loves Herberts lemonade and a vanilla frap from Starbucks. She spends her freetime taking pictures with her polaroid camera and posting them on Snapchat and Instagram. She hopes to not worry about her finances later on in life to travel the world and become an interior decorator.

## **VALS SYSTEM (VALUES AND LIFESTYLE)**

Based on VALs framework, VSCO girls are typically Innovators. They are motivated by their ideals such as, always searching to follow the next upcoming hot trends. They are confident trendy girls with a wide range of interests such as spending their money on aesthetic activities, food and nights out, careless about the number of transactions they make financially. Their purchases reflect on niche trending products and services due to the fact that innovators care about their image and personality. These girls love social media platforms such as Instagram, Facebook, Tumblr TikTok, VSCO and Pinterest. VSCO girls gain International exposure based on their posts and engagement on social media. This subculture is open to learning new ideas and technologies in order to upkeep their popularity standard. These girls are self-directed consumers where they know what they are looking for and spend countless hours a day trying to find what they want.

VSCO girls in geodemography are usually North American girls. Usually located in California LA, New York City, Miami Florida, Las Vegas, Toronto, Vancouver and Montreal. However, they love to travel across seas to Europe or Asia. Based on where these girls live, their influence on their spending habits is affected. Food graphics are influenced by the North American social group. VSCO girls care about healthy aesthetic eating with Insta worthy cheat meals to post on social media.

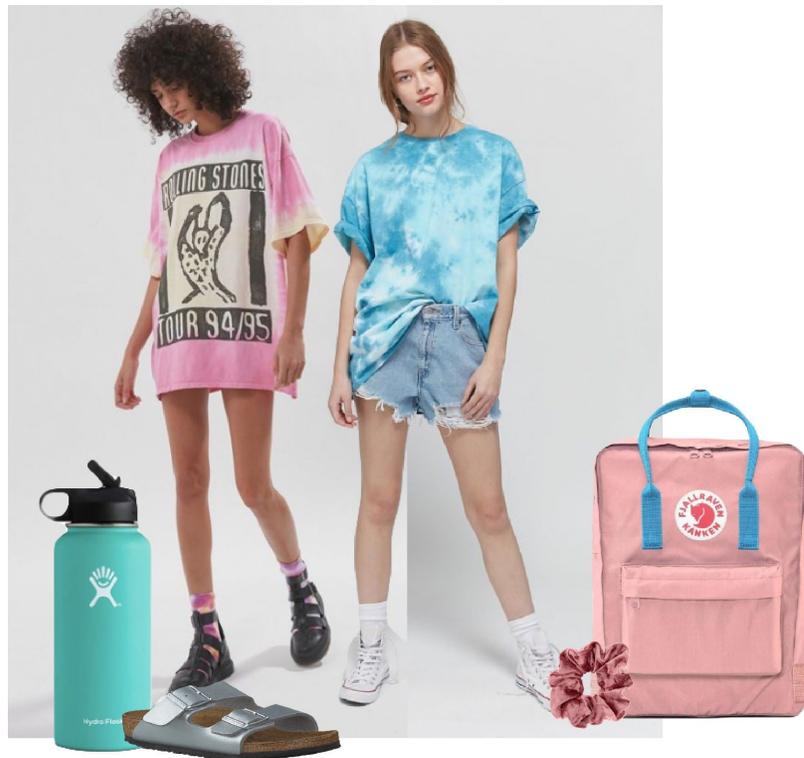
## **SHOPPING HABITS AND MEDIA USAGE**

With a little bit of cali and a little bit of chic vibe, these girls known as “VSCO Girls” are definitely obsessed with shopping and being up to date on the media. All VSCO girls follow the same style and being on top of trends by keeping brands such as Brandy Melville, Birkenstocks,

Vans, etc. in their closet. From shoes, to graphic tees, beauty products, technology, etc. Their media usage is a huge impact on their shopping habits, as mentioned earlier VSCO girls depend a lot on influencers and are “wanna-be” influencers. They use their social media on a daily basis, whether being on Instagram to get an outfit inspiration or Twitter to get a dose of news of what’s happening in the real world. From the media they keep up with their shopping habits are always just as up to date, always trying to get the new technology that just came out, or keep up with trends no matter what the expense is. As VSCO girls are mainly millennials their shopping habits are of course projected mostly online, due to the convenience of buying latest trends at the tip of their fingers either through a laptop, tablet, and of course smartphone. When they’re shopping they look for three main things such as a memorable experience, great customer service, and of course to make their money's worth. Once VSCO girls find their brand they stay true and loyal to them, such as FashionNova, Brandy Melville, Boohoo, and many more stores online or offline.

## **SUBCULTURE ONLINE RETAIL WEBSITE - NAV**

Our online retail website is called For Love And Needs (Forloveandneeds.com). The title represents a notion of giving back. In a similar vein as sustainability, we encourage our customers to buy only as much as needed. Most of what we offer is environmentally friendly, which goes with the subculture of VSCO girls. We offer all the essentials that a girl needs to be classified as a VSCO girl. From trendy t-shirts worn by Hailey Bieber to accessories sported by Emma Chamberlain, For Love And Needs is a 1 stop shop for everything VSCO girl related! For Love And Needs also caters to all sizes and we display diversity in our advertisements as well! Our goal is to provide a singular platform where VSCO girls can shop and know that they are making conscious, environmentally friendly choices.



## PRODUCT SELECTION

On the online website, we will be selling the essential to being a VSCO girl. The website will showcase ways of being more environmentally friendly with reusable items and a few sustainable options. Forloveandneeds.com sells garments, footwear and accessories. A few examples of the garments that we carry are, leggings, baggy and regular fitted shirts with funny slogans and prints, hoodies with a pastel color palette, ripped jeans and shorts, etc. We also carry vintage shirts and sweaters in our *Old School* line, and we have a few sustainable options from Alternative Apparel and Reformation in our *Save The Turtles* collection.

Forloveandneeds.com is an online retailer that sells other brand's items and we have our own as well. The online retail platform also sells accessories such as the Fjallraven Kanken backpack, reusable water bottles and straws.

In terms of the garments, we offer casual tops and sweaters along with a few pieces that can be worn to the club or a night out. For bottoms, we have a huge selection of leggings, shorts, jeans, skirts and sweatpants. We carry Levi's as recycled plastic jeans collection to go hand in hand with our motto for sustainability. For Love And Needs also offers dresses, jumpsuits and pretty much anything that a VSCO girl needs in her wardrobe.



For footwear, we carry a bigger variety of colors and styles however in a limited variety of brands. For example, we offer consumers Vans, Birkenstocks and Converse. Unfortunately the Vans collection we carry isn't a sustainable option. However, Birkenstocks are made from vegan leather and is an animal-friendly brand and we carry the Converse Renew collection; which uses recycled cotton, denim and canvas.



For Love And Needs carries a variety of accessories such as popular backpacks, trendy tote bags and scrunchies. It is essential to us that we offer reusable options as much as possible, to increase the importance of zero waste. Our website showcases many reusable options in various appealing colors. A few options we have are, reusable straws and water bottles, stylish tupperware, mason jars and many other items!



As previously mentioned, we have specific collections with trendy names such as *Save The Turtles*. These collections encompass items that our stylists and buyers have handpicked,

and sought out that work well. For example, our *Old School* collection showcases vintage shirts, jeans and reusable tote bags. The message behind this collection was to emphasize that something from years ago, can be stylized and made into something fashionable and trendy! Our *Save The Turtles* collection was about using recycled and renewed fabrics and materials. We presented our VSCO girls with sustainable options. The collection included recycled cotton and polyester shirts, jeans made of recycled water bottles (Levi's), reusable straws in the latest color palettes, and many more environmentally friendly options!

### WEBSITE ENVIRONMENT & POINT OF PURCHASE

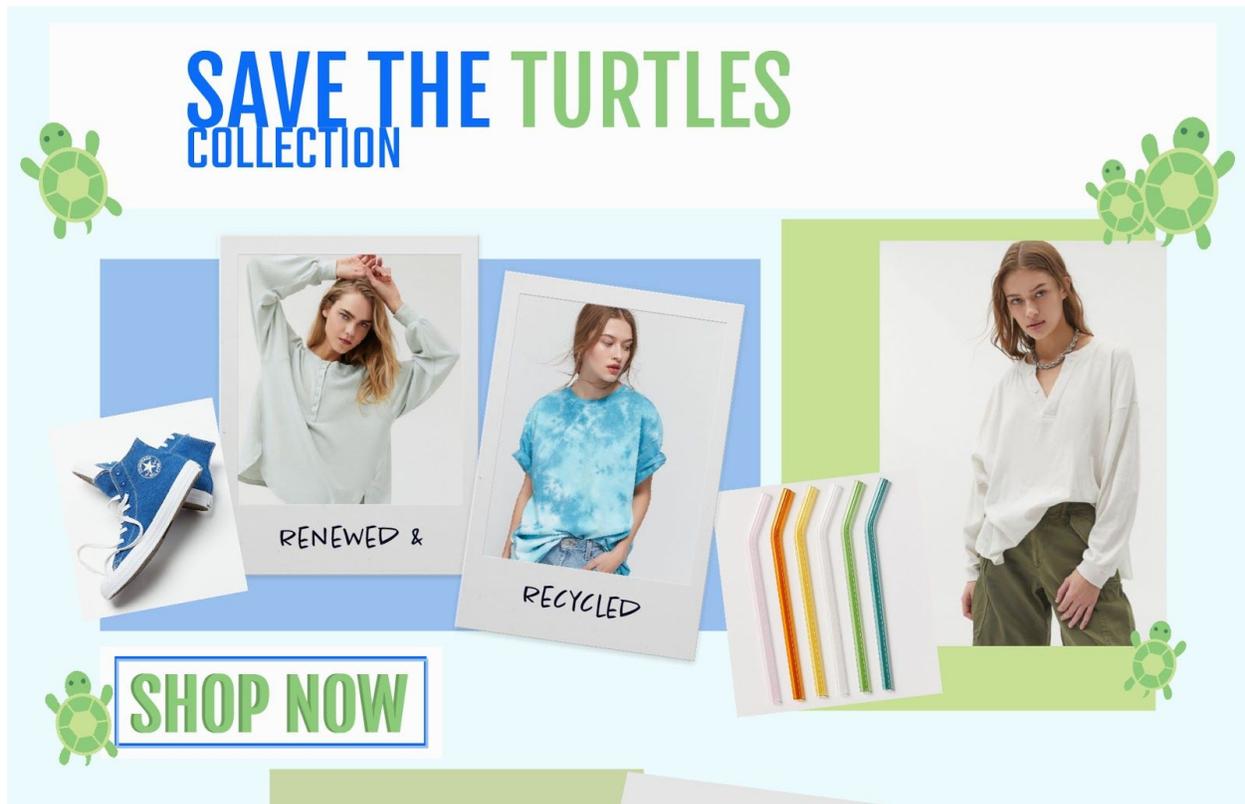
Forloveandneeds.com is designed to provide an easy and relaxing experience for our consumers. Our aim was to keep the design of the website very soft and simple. We did not want to bombard our consumers with too many overwhelming visuals. Hence the soft color palette and cute visuals. The atmosphere is made to be simple and easy to maneuver around. Our target market is VSCO girls, and they tend to be between 12-17 years old. However with that being said, we do welcome customers of all ages! To make it easy for them, the checkout and browsing experience is designed to be straight-forward and easy. The ambiance of the website is super trendy, and light (shades of pastels). We use light and soft colors to create a calm experience. It is slightly playful and girly, but clean and minimalist. There are no harsh colors, shapes nor lines in the website. We would like for the focus to be on our pieces showcased and important words such as *recycled*, *sustainable*, etc.



The website is full of celebrity endorsement as VSCO girls tend to be heavily influenced by celebrities and influencers. Consumers will be more inclined to purchase if they see the same shirt sported by popular VSCO influencers and celebrities. As previously mentioned, VSCO girls want to fit in and be part of the group. With the focus emphasized on the presented pieces, the consumer's attention is drawn solely to the items, with nothing to distract them.

Once a customer starts browsing on Forloveandneeds.com, they are able to easily put their selected items into a shopping basket or a saved wishlist. Afterwards, when they are done browsing, they can begin checking out their desired items. At this point they will be able to add any discount codes they have (usually sent weekly/monthly via email). Once they have put in their payment information and address, they receive a tracking number and wait for their order!

Below is a mock-up of Forloveandneeds.com, it highlights all the points previously mentioned. The mock-up displays the soft color palette and imagery, along with the emphasis placed upon the collection's items. The image below provides an idea of the aesthetic we are aiming for our consumer; calm and simple.



**SAVE THE TURTLES**  
COLLECTION

RENEWED &  
RECYCLED

**SHOP NOW**

For Love And Needs is a strategy that I have come up with. After studying the VSCO girl subculture, I combined elements that defined the subculture and put them in a website. I believe that this website will be viable in not only Montreal but in North America, as I've taken the VSCO girl personality and translated it into a website. Forloveandneeds.com is a one stop shop that is designed for all things VSCO girls. From the soft color palette, to the graphic visual and the items showcased, its everything a VSCO girl would want!



## SUBCULTURE COFFEE SHOP

VSCO girls subculture coffee shop Dalgona has taste for the very best. We create coffee with passion and temerity and food that is elegant and modern. We have an unswerving dedication to producing exceptional fare. "Dalgona" is more than a cup of coffee, it's an unforgettable and aesthetically pleasing experience, VSCO girls want to put all over their Instagram page. "Dalgona" provides a high-end dining experience with an engaging ambiance as well as a good quality food offering for the health conscious. Dalgona's goal is to create a unique experience for everyone who enters our doors. From our creative interior concepts to our snap-happy moments captured on Instagram, our main goal to ensure the highest quality produce in a stylish setting.

Most of our clientele are young adults around

their early 20s who come to - looking for a healthy yet aesthetically pleasing experience. When it comes to our menu as we are a coffee bar we emphasize mostly on our drinks. From, americanos, espressos, pressed juices, smoothies, including some alcoholic beverages for those simple Sunday brunch bites with the girls at - We carry the same menu Monday through



is

Sunday which also include pastries, little bento boxes, and quick plates such as salmon bagels if you want something a little heavier to accompany your coffee.

Located in the central business district of Los Angeles, also known as Downtown Los Angeles (DTLA), Dalgona will be around all the main shopping and restaurants, as we would like to attract our outgoing clients and of course tourists to make their coffee experience something to remember in Los Angeles. Our clientele is Generation Z's take on the Valley Girl subculture. It's a distinctly 2020 aesthetic all about embracing an unapologetically trendy mode of speech, presentation, and consumerism. We attract the basic VSCO girls who have an interest in a healthy lifestyle, beauty, and of course following trends.



The colour pallet for Dalgona is a very girly and soft theme. Following beiges and nudes like the LA sand, and touch of pinks for the girly VSCO girl vibe. Using bright colours such as pink is a must in LA as it's summer all year around which leads to a beautiful terrace to enjoy your coffee or mimosa in sunlight. As for the interior we have a very creative and open concept that makes the experience at Dalgona so memorable and picture worthy. The neon lights, the minimal furniture, the different prints of wallpaper, it all catches the consumer's eyes. There's an ongoing playlist consisting of pop music and top 40s music playing Monday through Saturday, though on Sunday afternoons there's local live DJ's playing sets as people come for mimosas and mini

brunches. Of course the aesthetic of the food placement and the amazing smell of fresh pastries and plates that is part of our all day menu, as all day breakfast is slowly becoming the new thing. The menu is also accessible on their website and social media as they follow the same aesthetic.



Dalgona's cafe would definitely be an amazing chain that reaches Montreal. As Montreal is so multicultural and so big on aesthetic and food, this would definitely workout through our city. It would work specifically in Old Port as there is an

aesthetic that will flow there. As VSCO girls are the 2.0 of Instagram influencers the marketing

strategies we use surrounding the main idea of aesthetics and picture worthy experiences. This cafe is where creative individuals and VSCO girls get inspired while having a sip of their espresso.



## SUBCULTURE STORE

VSCO girls subculture store, named BELLE, is a store selling a sort of products that cater to these girls. The store is all about store experience where there are bright lights, picture worthy backdrops and aesthetically pleasing colours and patterns. They cater to a younger age going from 13-18 years old. Most of the products sold are eco-friendly since the care for the environment is something they value and are aware of. Products sold will be clothing



such as oversized graphic t-shirts, ripped jeans, vans and nike air forces. These garments and shoes are what most of these girls wear and is what is in style. We will sell basic pieces that are versatile, popular and comfortable, which is what these girls need. Most are unemployed and look for garments they can wear more than once and can match with other pieces in their closet. Basics, in this case, is the best option and is what will be our main products. As for accessories, scrunchies are very popular and other hair accessories such as headbands and handkerchiefs. They are seen as trendy and useful. We will sell them in different colours and different



materials that go along with the store's colour scheme. Other products to be sold will be hydro flask water bottles and reusable straws which are important to them since it is their way of helping be eco-responsible. Polaroid cameras are also another product that we will sell since they are nice aesthetically and fun to use since they automatically capture and print their moments. Finally we will be selling iphone and airpod cases that are trendy and with good quality since it is a must for most teenagers owning phones.

The store itself will be located on a busy shopping street among its competitors such as Brandy Melville and H&M. It will be displayed as clean and somewhat minimal with different signs and picture worthy elements that pop up. There will be a led sign that says BELLE on it so that shoppers can take pictures in front of it. There will also be a backdrop with #BELLE and #SHOPBELLE where customers can also take pictures in front of. VSCO girls evidently love to post about their daily activities on their social media platforms, so this element will be useful and



helpful in order to advertise BELLE and give them an area to show off their purchases. The line up to the cash will be filled with the accessories they can pick up before purchasing their main item and garments will be spread out along the walls. There will be a small section for shoes that sell limited but essential styles, in other words the basics, that they would “need” in their closet. Finally the store will overall be aesthetically pleasing and picture worthy to post all about it on different social media platforms and especially on VSCO!

# BELLE



The store layout will be placed as shown, with the cashiers placed at the middle of the store and racks of clothing around it. There will be a section at the back dedicated to a photo/ lounge area with different glow signs. Behind that area would be the changing rooms, which will be also aesthetically pleasing and picture worthy while trying on clothes. Different displays will be spread around the store with key items. A place at the corner of the store will also be dedicated for the shoes and where people will be able to try them on. The type of lighting is also shown on the layout, which is very grungy and adds an aesthetic look. There will be the entrance at the front and center of the store that will be directed to the cashes and a window at the side of the store where it will be filled with fun designs and hashtag stickers on the windows. The windows will be well decorated since it is a key part of giving a peak of how the interior will look like. Finally the entire store will be filled with bright colours such as pastel pinks with contrast of neon pinks and others.

To conclude, VSCO girls are relevant to a large percentage of teenage girls and many don't even realize they are categorized in this subculture. Many of these girls in general love and own the basics which is what we are mostly focusing on. Montreal has different stores that many girls are already attracted to such as Brandy Melville, H&M and TopShop so I believe that this store would be popular by these girls and appreciated. BELLE goes perfectly with the instagram and VSCO aesthetically pleasing feed that these girls enjoy to produce and work on and gives them a fun and active experience.

## **SUBCULTURE RESTAURANT**

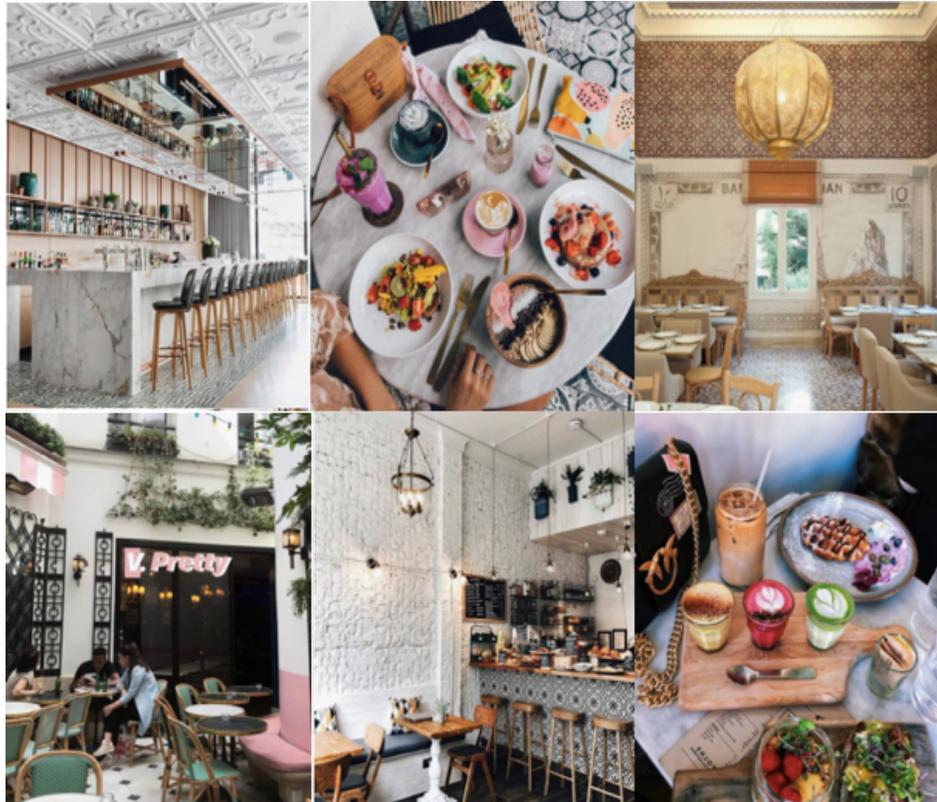
VSCO subculture restaurant is called Dylan's which specializes in aesthetically pleasing breakfasts and lunches. The restaurant originated by two Californian surf girls by the names of



Emily and Emma. These girls were both known on social media for taking Tumblr inspired pictures from their surf road trips. The girls wanted to recreate a "breakfast/lunch" restaurant inspired by their favourite discoveries whether it was food, the infrastructure, the restaurant interior based on what they've seen during their roadtrips.

Dylan's serves all organic foods and the target market is young adults ages from 14-25 years old, a niche restaurant for social media users. Breakfasts include fruit

salads, bagels and  
 locks, acai bowls,  
 smoothies and  
 smoothie bowls,  
 fancy coffees, protein  
 pancakes and  
 avocado toast. As for  
 lunches it specializes  
 in creative salads  
 with additional  
 protein supplements,  
 deluxe paninis,



sandwiches, cold pastas and summer rolls. These menu options are offered all day and night, one of the only places that offers breakfast until dinner time. Premade lunches are for sale for those that are on the go like quinoa salad bowls and chickpea patties available for take out as well as Ubereats. Products offered from other brands are Herberts lemonade, vintage bottle soft drinks, freshly pressed juices, infused teas and boxed water.

The restaurant originates in downtown Los Angeles California, the area the restaurant is located in is near shopping stores and high schools. The average consumers are locals, however, draws a lot of tourist attraction for its beautiful aesthetics and Insta worthy Cali spot. The average income a consumer makes is between \$20,000-\$75,000 yearly, Dylans' prices are



considered high because it offers quality organic superfoods perfect for pre or post workout gurus. The usual ethnicity is caucasian young girls, mostly high school graduating students. Psychographics and interests of consumers are the following: very into themselves, loves sports and cares about appearances, bases their lives on social media, loves yoga, healthy skincare regime and routine.

The exterior Dylan's is all made out



of concrete walls, painted in bubble gum pink. It is very eye-catching



and has very summery/flamboyant vibes. Dylan's has huge terrasses outside with big exotic flower pots, as well as, individual and love seat swing chairs in the front to hangout. The owners of the restaurant loved astrology and wanted to feature the signs at Dylan's. Therefore, on different walls engraved in the floor tiles is each astrological sign. A lot of young consumers love this concept since it's almost a treasure hunt throughout the restaurant to find your astrological sign.

Inside Dylan's is an open concept layout with two floors one overlooking the bottom one. The entire ceiling of Dylan's is crown molding with mirrors at the top. This was inspired by when the girls surfed in



Spain, they visited Catholic and Muslim mosques which influenced the crown molding ceilings. The flooring of the restaurant features detailed tiles and marble tables with clear plastic chairs. The flooring was inspired by Morocco's detailed coloured walls and tiled Moroccan flooring.

Moroccan infrastructures were a huge inspiration to Dylan's

aesthetics. All the accents chosen for Dylan's are bubblegum pink just like the exterior paint. Details such as salt and pepper shakers, the light fixtures, aesthetic paintings are all pink. Everything in



Dylan's needed to be super girly and cute with little touches in order to gain its reputable image.

The online website is super girly, modern and easily



accessible. The website is a virtual representation of the restaurant's aesthetics. The website is fully pink, with crown molding borders with



mosaic/marble prints. The website features an “About Us” section which describes the mood, goal and inspiration of Dylans. To continue, the website features the store's

locations and at the

end of the website are the Instagram, Facebook, Spotify icons that take you directly to their social media platforms.

The common used hashtags Dylan’s enforces is

#goodvibesatdylans #dylansbestie and #DYLANS. This

allows people to tag their social media platforms and have

a common used hashtag to drive followers and inspired pictures from influencers.



Dylan’s would fit into Montreal’s lifestyle considering it incorporates many European lifestyles and trends, however, is also very

American. Montreal has a wide segment of girls

which are part of the “VSCO girl” subculture. For

example stores we have in Montreal which

enforce that lifestyle are Brandy Melville,

Editorial, Lululemon, American Apparel, Urban



Outfitters and more. Montreal takes a huge part in aesthetically pleasing bars, restaurants and coffee shops which is a huge tourist attraction throughout the city. I believe that Dylan's would work in Montreal, specifically downtown or in Old Port considering it has a huge tourist attraction. The restaurant can offer the same foods and aesthetic, however, the terrasses would only be part time considering we have cold winters half of the year.

To conclude, Dylan's restaurant meets the existing point of purchase marketing strategies. The restaurant delivers promotional techniques and visual displays in order to target the "VSCO girls" subculture. Dylan's meets the Insta worthy place where you can eat, hangout on the swings and benches in front, perfect for young girls or influencers who want an aesthetic feed or experience. The creation has lots of influences worldwide in order to create the restaurant with various little touches such as the flooring, the walls, ceilings and tables. The astrological details added within the restaurant which creates an aesthetically pleasing feed with different colours, shapes and textures. Overall, this restaurant is the definition of what a VSCO girl would want.