A menswear phenomenon:
meet the Yummy

Advice report
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Aim

This advisory report is based on the outcome of the thesis “Noteworthy from high end to high street: the Yummy, a men’s fashion phenomenon”, a research report that analyses the most recent customer in the men’s fashion industry: the Yummy.

The so-called young urban male is a wealthy, demanding and most importantly a diverse male fashion customer who chooses his wardrobe independently and according to his preferences only. His fashion-conscious and savvy nature contributes to his distinctive brand choices, which are not restricted to any price segment. These characteristics not only enhance the Yummy’s relevance in the current fashion industry, but also emphasise on the fact that fashion retailers rather keep an eye on him if they want to target this customer and successfully adapt to the increasing growth in menswear.

This advisory report provides fashion retailers with a clear description and visualization of this current dominating fashion customer, known as the Yummy. The purpose is to visually and descriptively highlight his five principal style preferences, so fashion retailers will get a better idea and understanding for his fashion mindset.
Introduction

At first glance, it might seem difficult to draw common traits amongst male style icons like King Charles II, the Duke of Windsor or David Beckham; just to name a few from the selection presented in the research report. A second thought though makes it clear that they all have strongly contributed to the development of menswear and furthermore, they have proven that menswear is, unlike common belief, not a timeless phenomenon.

Even though men’s fashion did not develop at the same pace as womenswear, men have, within the respective social context, constantly altered their role as a fashion consumer. In particular over the last few years, menswear has speeded up at a remarkable level and with it, the most recent male fashion customer, the so-called Yummy made his entrance in the fashion world.

Coined by the global banking and finance organization HSBC, the term “Yummy” is an acronym for “young urban male” and points to the most recent fashion phenomenon in the male clothing industry. Above all, the Yummy can be described as a young, wealthy and fashion-interested customer with a very demanding and independent fashion attitude. In fact, he shops whenever and most importantly wherever he wants, following his preferences only. As stated in the research report, these preferences include a garment’s quality and durability, a brand’s focus on innovation and trend-awareness, their online accessibility, but also their ability to promote iconic brand items as well as offering a brand’s customer relationship and service that is honest and respectful.

Based on these main trademarks, the following five style profiles best depict the various facets of the Yummy’s fashion attitude. Additional style visualization for each profile description provides fashion retailers with an even better understanding of this new male fashion customer.
Meet the Yummy and the Yummy and the Yummy...
THE YUMMY IN
-A STATUS SHOW OFF-
_style profile_

Being a wealthy customer, the Yummy is willing to spend his money on clothes of higher segmented brands, like Burberry. In fact, owning that one iconic brand piece not only proves his fashion knowledge but also gives him the chance to show off without risking to look like the rich fashion kid with no taste. Furthermore, he enjoys the outstanding customer service he is being offered in his favourite luxury stores. Likes: his Burberry coat, a glass of champagne in the changing room, perfectly tailored suits

“A man in a suit will always be considered well dressed”
THE YUMMY IN
SPORTSLOVER
_style profile_

Grooming is ranked very high on the Yummy’s priority list. Showing off a well-defined body emphasized through his clothes is just as important to him as looking healthy and fit. In particular the current trend of fashionable sportswear has caught his attention and made him a big fan of whatever fashion-inspired collection his favourite sportswear brands come up with; long before others followed. Besides, the effortless look just really works if you feel comfortable in your clothes.

Likes: the current sportswear trend, comfortable clothes, designer collaborations with Nike, a well-groomed look

“I want sneakers that are comfy and fashionable”
_style profile_

The Yummy is a true “know-it-all” when it comes to craftsmanship and tailoring, but also a fashion brand’s social and environmental awareness. Besides, he is well informed about the topic of sustainability in fashion and therefore values brands that consider this issue in their products. In his belief, a sustainable approach contributes to a garment’s durability and quality, two characteristics he highly appreciates. Additionally to that, he loves brands that allow him to alter his clothing or even choose bespoke.

Likes: his 3-years-old boots that look authentic and cool, his Boss Orange woolen sweater, raw denim

“Men value craftsmanship and quality”
THE YUMMY IN
-THE SECRET FASHION CONNOISSEUR-
_ style profile _

When it comes to his style, the Yummy knows exactly what he wants and is not willing to compromise. Therefore, a lot of his shopping happens online, which allows him to take his time when comparing products in terms of size, design attributes and price. His peculiar eye for styling allows him to carefully select all various items that contribute to his “je ne sais quoi” and nonchalant look. He loves to surprise with combinations of old school classics and upcoming non-commercial fashion labels.

Likes: discovering upcoming menswear designers, clothing with details, his Vans, his Dior Homme sunglasses

“Nothing fashion-related can ever be timeless, yet, I like a good pair of old skool Vans”
THE YUMMY IN
-TRENDHUNTER-
_ style profile _

The Yummy is a firm believer in fashion trends and follows them on menswear blogs, fashion magazines or social media. Being a regular first row guest at his favourite menswear shows, from J W Anderson to Walter van Beirendonck, allows him to have a closet full of designer samples that he likes to combine with basics to still keep the effortless look. Furthermore, he likes brands that focus on innovation and trends.

Likes: goodie bags, sample sales, menswear blogs, flamboyant outfit details

“\textit{I am every fashion show’s first row}”
Special thanks to

Model
Mike Wijdenbosch
Location
panta rhei jouw school Amstelveen
Clothing
Daniel Arosemena
SPRMRKT
Joris Noll