

Generational Groups as defined by the Pew Research Center

The Pew Research Center periodically updates the age ranges it uses to define the various generational groups of people. In 2019, the organization officially added the birth years for Gen Z. Since then, other organizations have weighed in on the suggested age ranges for the newest addition, Generation Alpha. Although each member of a generation is unique, their shared experiences contribute to traits they often share.

The Greatest Generation (GI Generation): Born 1901–1927 (97-123)

This generation lived through the Great Depression and then went off to fight in World War II. Notably, they were patriotic, extremely driven, motivated and had a strong work ethic. Most lived modestly, were frugal consumers, savers, committed, loyal, and took personal responsibility. Due to the events of this generation, raising a family put a premium on traits like earning your way and hard work.

The Silent Generation: Born 1928–1945 (79-96)

The silent generation lived through WWII and the Great Depression (1929-1939) which helped to shape their attitudes toward the workplace. Members of this group still employed do it for mental stimulation, public interaction or sometimes extra spending money. Their work attitude is valuable to any team because of their traditional values such as hard work, which promotes productivity, quality work, loyalty, and less turnover. During this era, kids were expected to earn their way through life using a strong work ethic.

Baby Boomer Generation: Born 1946–1964 (60-78)

Boomers have a strong and focused work ethic who often define themselves by their professional accomplishments. Goal oriented, experienced, resourceful, competitive, self-assured, and value relationships.

Boomers are so named after their parents came home from WWII, and the American population exploded. There were about 132 million people in the US in 1940, the last full year before the country entered the war. A small surge in births from 1942 to 1945 boosted the population to about 140 million. Over the next 19 years from 1946 to 1964, nearly 76 million babies were born, an increase of than 50% over the 1945 population.

In the U.S., the years of the baby boom overlapped with a lull in new immigration. The Immigration Act of 1924 limited the number of immigrants from other countries, constraints that were not removed until the Immigration and Nationality Act of 1965. This combination of surging births among U.S. residents and reduced immigration meant that the baby boom generation included an unusually low percentage of immigrants at the outset and was less racially and ethnically diverse than generations that followed. Interestingly, the baby boom generation became more diverse over time as immigrants allowed to enter the U.S. after the 1965 law continued to swell the generation's ranks for decades after the boom in births ended.

Generation X: Born 1965–1980 (44-59)

Gen xers lead, technologically adept, independent, direct and open to feedback, entrepreneurial, pragmatic. So often dismissed as the slacker generation, Generation X lived through the AIDS epidemic, MTV culture, and a shifting cultural landscape that would give rise to LGBTQ+ rights.

Generation X were famously the first to use helicopter parenting styles. Unlike their Boomer parents, who famously let their kids stay outside until the streetlights came on, Generation X parents have a tendency to be far more involved with their children's social and educational development.

Millennial Generation or Gen Y: Born 1981–1996 (28-43)

Generation Y is tech savvy, craves attention, innovators. They require flexibility in their jobs, transparency, purpose and collaboration. High salaries are not their main motivator and they won't hesitate to switch jobs if they feel they are not in the right place. They need to be stimulated and remain motivated by their job. Gen Y switch jobs more often than other generations, either for another position or a horizontal move that allows them to discover new professional fields.

They are the largest generation in the workplace and can have a drastic influence on their personal and work environment. They enjoy teamwork more than working by themselves. They prefer to connect with others and build friendships.

Millennials lived through 9/11 and remember when Amazon only sold books, and are also the first generation to know a childhood both with and without the internet, which now plays a significant role in their personal lives. Curiosity and constant learning are common traits of this generation. While Boomers may accuse Millennials of being self-centered and entitled due to their excessive use of

technology, this generation has proven to actually be incredibly community-oriented and environmentally conscious, which are traits that are being picked up by their children in the next generation.

When it comes to parenting, millennials are more likely than prior generations to allow their children to freely express who they are. Some millennial parents, who were 'helicoptered over' in their youth, are taking on a freer approach to parenting, allowing their children to explore and create without constant structure or supervision.

Generation Z or iGen: Born 1997–2012 (14-29)

Gen Z is competitive and likes to win, embraces change, more racially and ethnically diverse, independent, safety conscious, rule followers, high value on family time, eco-friendly, health conscious, short attention spans-they need to be engaged in the first 8 seconds, known to be quick thinkers and quick decision makers.

While still young and not old enough to have made their mark as a generation, Generation Z kids are the first to be born into a world where they know nothing else besides being constantly connected to one another, albeit through phones, screens, and tablets so the world is very small to them. They've grown in an economical force that's hard to ignore.

Gen Z and Millennials are the most digitally active generations with the influence of social platforms like Pinterest, TikTok, Instagram and they don't want to be seen wearing the same outfits. They are interested in sustainability and stand out for wanting others to like or notice what they're wearing and fashion brands are finding new ways to exploit this.

Generation Alpha: Born After 2010-2025 (14 and not born yet!)

Climate advocates, socially aware, well-travelled at a young age, passionate about mental health, raised by health conscious parents, growing up faster, outspoken and willing to voice their concerns. Proficient with technology, gaming, sports and music.

Generation Alpha is the first generation of kids who will never know a time when social media didn't exist, and they are far more tech-savvy than any generation previously, which is a powerful tool that can change humanity in positive ways.

It may be too soon to peg the Alphas based on how little we know about them so far. However, there are a few things we understand: They're some of the first generation born around the COVID-19 pandemic, they're more diverse than any other generation, and they're more likely to be in a single-parent household.

Like the generations that came before them, every passing year will shape the cultural perception of who they are. In the meantime, parents get the pride and honor to help guide them to making the best choices possible.

Interesting research:

1. Ages 18-34 have the highest average percentage of second hand clothes in their wardrobe at 22%.
2. Gen Z (14-29) gaining momentum in the circular economy.
3. 14% of US consumers subscribe to clothing/accessories and cosmetic services. Up 16% from pre-pandemic.
4. 53% of shoppers who buy sustainable products think it's important to use recycled materials. Growing trend is to "Put people and the planet first."
5. Social media puts brands under a spotlight and those who lag behind need to adapt or risk falling behind.
6. H & M – more companies taking steps in sustainable fashion.
 - a. Conscious Choice Products Explained:
 - b. We feel you. It can be super tricky to know if you're making environmentally-friendly shopping choices. But we want to make it easier! So, our aim is for all our products to be made from recycled or other sustainably sourced materials by 2030. This actually already applies to 80% of the materials that we use.

We also have Conscious Choice pieces created with a little extra consideration for the planet. Each Conscious Choice product contains at least 50% of more sustainable materials — like organic cotton or recycled polyester — but many contain a lot more than that. The only exception is recycled cotton where we accept a level of at least 20%. The quality of recycled cotton makes it tricky to include a higher amount. But we're hoping to change that! With new technological solutions and innovations, we're continually working to make our range even more sustainable. Conscious choice can be found across all our departments, all year round. Just look for the green hangtag!