

# THIRD WAVE

# 59

MEET THE HOTTEST  
DEMOGRAPHIC:  
**WOMEN OVER 40**

**FASHION TECH  
STARTUPS TO KNOW NOW**

*Startup Smackdown:*

## MEET POSHMARK

**WHAT'S SO  
FASHIONABLE  
ABOUT DATA?**

+

**WHO YOU SHOULD KNOW,  
PODCAST SUGGESTIONS  
& MUCH MORE**

*Changing  
The World Of  
Wearables*

**HOW ONE 60-YEAR  
OLD COMPANY IS  
SHAPING THE FUTURE**

F A S H I O N   I S   T E C H N O L O G Y   I S   I D E A S





# Meet 1010 Park Place

*The Go-To Fashion Site for Women Over 40*

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WRITTEN BY **BRENDA COFFEE**, FOUNDER & CEO



## SPONSORED CONTENT

### *1010Parkplace.com Produces Original Content and Branded Advertorial Content— Along with Curated Shopping – For Women Over 40.*

We're the wealthiest, best-educated demographic in history. We spend more money than the 20 to 30-somethings put together, and yet, we're the most underserved. That makes no sense!

Brands and advertisers grasp the deep pockets of women over 40, but they don't understand them or know how to reach them. As a result, women over 40 haven't left fashion and beauty. Fashion and beauty's left them.

In addition to being over 40, I'm an entrepreneur who spotted a need. A couple of years ago, Yahoo and Digitas invited me to Internet Week to present a study they did about women over 45. The audience was an invitation only, Fortune 100 group. They didn't have a clue how to reach us, but they knew when it comes to spending, we're the whales. Afterward, I went back to my hotel and had an 'Ah-ha!' moment—and wrote the business plan for 1010ParkPlace.

Women over 40 are hungry for products and services from companies that recognize our unique needs and wants. For starters, most of us, except Madonna, no longer want to look like Nasty Gal—but stylish clothes can be hard to find. Because advertisers and fashion designers have always used young, thin women to sell products, they've developed tunnel vision and, with few exceptions, don't think about us when they design.

We want conversations about topics relevant to our stage of life. For the most part, we're past the mommy blogs, and we're not interested in Bohemian headbands. Until recently, if you wanted to talk to women of a certain age, AARP was the gold standard—but we're not joining AARP. The American Association of Retired People? Seriously?

That's our parents and grandparents. We're not retiring to the porch, and there's still a lot of sex, drugs and rock 'n'



PHOTO BY  
JENNIFER DENTON

roll. Marijuana's been replaced by wine and Viagra, and whether it's One Direction or the Rolling Stones, we're in the audience.

1010ParkPlace is busting stereotypes left and right about this demographic. We profile smart, accomplished, gutsy, tech savvy women who, for the most part, have worked hard to get where they are—or they've overcome substance abuse, bad marriages or gone back to college. Yes, they're also fashionable, but that's part of what makes them aspirational. They're the very definition of reinvention.

**"WE'RE NOT RETIRING TO THE PORCH, AND THERE'S  
STILL A LOT OF SEX, DRUGS AND ROCK 'N' ROLL."**

In order to build a brand, your audience has to identify and bond with your product. Our product is the place where women over 40 can read about other women and be inspired, find great content and shop. I'm interested in women as role models and how we've survived what life's put in our path. My mother used to say, "You don't have to tell everything you know," but I think I'm compelled to. I've survived more than you can imagine, and I'm transparent about all of it.

We have big plans for 1010ParkPlace! I'm raising our next round of funding so we can produce more content and do more marketing. We have some exciting partnerships in place with Lancome, Neiman's and The Julien Farel Group, plus several world class brands are joining us in a unique popup store. Our demographic's going to love them!

I had a prospective investor ask me if women over 40 knew how to use a computer? Ha! Seventy-six percent of women from 45 to 105 are online. Whether it's a new computer, a vacation, stock for our investment portfolio, or a pair of shoes, it's easier for us to find what we want online. Another investor said he wanted sexy deals, and there was "nothing sexy about women over 40. We're the new customer majority and more powerful than Gloria Steinem ever imagined. I think that's pretty damn sexy!" ■ **-Brenda Coffee, Founder & CEO**



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MAJORITY AND MORE  
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STEINEM EVER IMAGINED.  
I THINK THAT’S PRETTY  
DAMN SEXY!”



## *What You Need to Know About* **WOMEN OVER 40**

- WOMEN OVER 40 **BUY 65% OF NEW CARS AND 53% OF USED CARS**
- 76% OF WOMEN OVER 40 ARE ONLINE & **75% VISIT SOCIAL MEDIA SITES AT LEAST ONCE A WEEK**
- WOMEN OVER 40 **SPEND MORE MONEY ONLINE THAN WOMEN 35-TO-46**
- **TWO-THIRDS PURCHASE APPAREL ONLINE**
- WOMEN OVER 40 ARE THE **FASTEST-GROWING SEGMENT ON SOCIAL MEDIA**
- WOMEN OVER 40 **INFLUENCE 66% OF ALL OVER 45 COMPUTER PURCHASES**
- **WOMEN OVER 40 SEARCH ONLINE FOR EVERYTHING**



LAUREN  
EZERSKY



TERI AGINS

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