



# GD USA

GRAPHIC DESIGN USA

## LOOKOUT

Ideas and Trends on the Horizon for Creative Professionals

### MARKETING TO MEN

The health and personal-care consciousness of men is rising quickly, according to designer Kenneth Hirst. Brands that once primarily catered to a man's shaving needs are now introducing offerings in skincare. Aging baby boomer men are more aware of how they look and feel than men of previous generations, and are purchasing products traditionally marketed to women, like anti-wrinkle and rejuvenating creams. Fragrance, fashion and medical specialists are jumping on the bandwagon. Hirst is a trendspotter whose recent credits include fragrance bottles for J.Lo, Celine and Hilary Duff.



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