

# GEN Z DESIGN & STYLE



Do you know what your newest customers want?

Thousands of Gen Z renters share their  
design and style choices

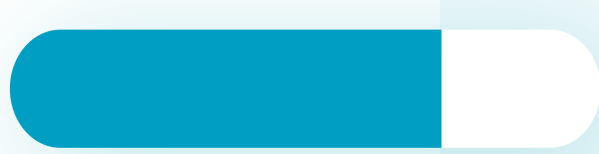
## This or that?

We surveyed more than **10,000** Gen Z renters.  
Here's what they said:



**73%**

PREFER SOFT &  
CALM COLORS



**27%**

PREFER BRIGHT &  
VIBRANT COLORS

**68%**

PREFER PROPERTY  
PHOTOS

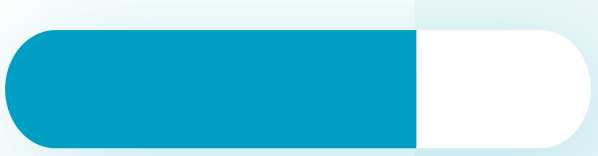


**32%**

PREFER LIFESTYLE  
PHOTOS

**70%**

PREFER CLEAN,  
CLASSIC LINES



**30%**

PREFER PATTERNS &  
TEXTURES

**88%**

PREFER A WEBSITE  
THAT LOADS FAST



**12%**

PREFER A WEBSITE  
WITH A LOT OF MOTION  
& ANIMATION



## Designing for Gen Z



### BE CREATIVE

This generation is less likely to go for formal branding. Show and tell your story in a way that feels fresh and real.



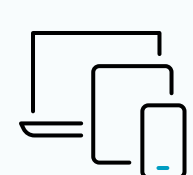
### BE HONEST

Gen Z wants fast, helpful content that satisfies their need for instant information. Fun is ok, excessive marketing fluff is not.



### BE ENGAGING

Invite your customers to take the next step by giving them multiple ways to interact with you through your website.



### BE EVERYWHERE

Gen Zers uses a wide variety of platforms and devices, often simultaneously. Make sure your designs are flexible and adaptable.

**REACH**

by RentCafe®

DIGITAL MARKETING AGENCY