GLOBAL LIFESTYLE MONITOR: THE UNITED KINGDOM

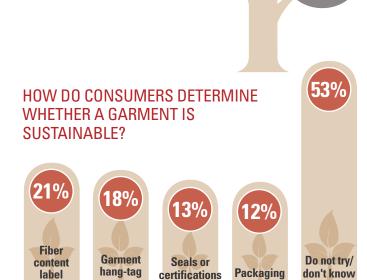
CONSUMERS ON SUSTAINABILITY AND APPAREL

IMPORTANCE OF SUSTAINABILITY IN APPAREL PURCHASES

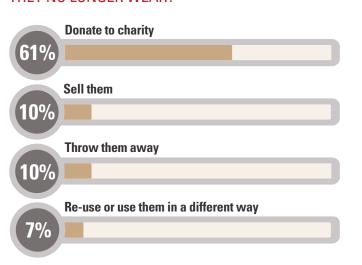
While sustainability is not a primary purchase driver among British consumers, they expect clothing to be made using sustainable practices and with natural fibers like cotton.

WHO DO BRITISH **CONSUMERS HOLD** ACCOUNTABLE FOR **NON-SUSTAINABLE** APPAREL?

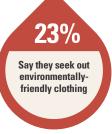




HOW DO CONSUMERS DISPOSE OF GARMENTS THEY NO LONGER WEAR?







MARKETING TERMS THAT ARE VERY OR SOMEWHAT LIKELY TO INFLUENCE CONSUMER APPAREL PURCHASE DECISIONS

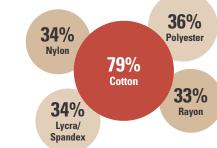
Like their German and Italian counterparts, British consumers say that 100% cotton is the marketing term that is more likely to influence their clothing purchase decisions when compared to other sustainability terms.

51%	100% cotton
46%	Natural
40%	Fair trade
40%	Ethically-sourced
40%	Made locally
40%	Made in the USA
39%	Sustainable
38%	Environmentally-friendly

CONSUMER RANKINGS OF FIBERS AS SAFE FOR THE ENVIRONMENT

34%

% of British responding "yes"





For more information about making a commitment to responsible global cotton production practices, visit www.cottonleads.org

Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor Survey, a biennial consumer research study. In the 2014 survey, approximately 10,000 consumers (i.e., 1,000 consumers in 10 countries) were surveyed. External Source: Euromonitor International

SUPPLY CHAIN

CONSUMER APPAREL MARKETS

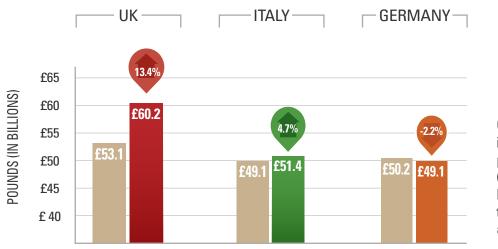


GLOBAL LIFESTYLE MONITOR: THE UNITED KINGDOM

Price-conscious British consumers say that they are paying more money and getting less value from their clothing. Understanding apparel shoppers' price, quality, and sustainability expectations is essential for brands and retailers to enhance sales and remain competitive.



APPAREL SPENDING IN EUROPE: 2013 VS. PROJECTED SPENDING IN 2020



2013

2020

Consumer apparel spending in the United Kingdom is projected to grow by 13.4% (60.2 billion in 2020, up from 53.1 billion in 2013) and is estimated to outpace growth in both Italy and Germany in 2020.

KEY TRENDS AMONG BRITISH CONSUMERS



UK consumers continue to become more priceconscious shoppers by shopping at lower priced channels, shopping on sale, planning purchases, and shopping less often.



Experiences with performance issues like wear and tear, pilling, and stretch recovery may be why most consumers are bothered by fiber substitution away from cotton.



Quality is a primary driver for apparel purchases, but most UK shoppers say they are paying more and getting less value from their clothing.



UK shoppers look to fiber content labels to determine whether a garment is sustainable and they continue to see cotton as the safest fiber for the environment.



GLOBAL LIFESTYLE MONITOR: THE UNITED KINGDOM

CONSUMER APPAREL SHOPPING ATTITUDES AND HABITS

Over half of UK consumers' continue to say that they love or enjoy clothes shopping.

Like their German and Italian counterparts, British consumers report that their shopping frequency and impulse purchases of clothing have declined, while their tendency to shop for clothing on sale has increased.

WHAT RETAIL CHANNELS ARE SHOPPED

THE MOST FOR CLOTHING IN THE UK?

British consumers shopping at specialty stores has declined significantly within the

shopping has surged.

CHAIN STORES

OFF-PRICE STORES

WAREHOUSE CLUBS

DEPARTMENT STORES

SPECIALTY STORES

INTERNET

past decade, at the same time that Internet

Like their German and Italian counterparts,

British consumers rank chain stores as the

top place they shop most for clothing.

Love or enjoy clothes shopping

Shop for clothing once per month or more often

Shop for clothing on sale

Buy clothing on impulse

2014

30%

16%

14%

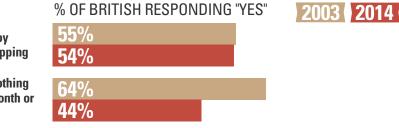
12%

12%

6%

5%

24%

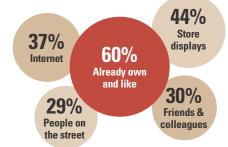


90%

40%

WHAT ARE CONSUMERS' TOP SOURCES OF **IDEAS FOR NEW CLOTHES?**

TOP 5 SOURCES IN THE UK



WHERE ARE THE TOP PLACES CONSUMERS START SHOPPING ONLINE FOR CLOTHING?

TOP 5 PLACES IN THE UK



SATISFYING CONSUMER QUALITY EXPECTATIONS

IMPORTANCE OF QUALITY

Over 9 out of 10 British consumers indicate that clothing quality strongly impacts their decision to purchase.



Quality is

important in

clothing

purchases



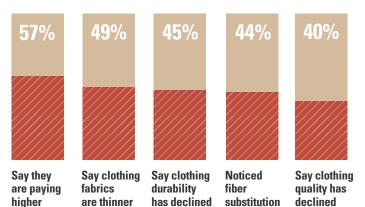


Expect to wear new clothing purchases longer than before

Willing to pay more for better quality clothes

CONSUMER ASSESSMENT OF CLOTHING OFFERED AT RETAIL

Noted declines in British consumers' clothes shopping frequency and impulse purchasing may be due to a gap between shopper quality expectations and experiences with clothing purchases.



COTTON MEETS CONSUMERS' EXPECTATIONS

The vast majority of UK shoppers (85%) describe cotton as good quality.



Say that cotton and cotton blends are their favorite fibers.

REACTION TO FIBER SUBSTITUTION

Consumers have taken notice that other fibers have been substituted for cotton in clothing and half of UK consumers say they are willing to pay more to keep cotton in their clothing.



Bothered by fiber substitution away from cotton



Willing to pay more to keep cotton in their clothing

CUSTOMER REVIEW OF WOMEN'S DENIM JEANS



PRICE: £22.50 FIBER CONTENT: 60% Cotton, 38% Polyester 2% Spandex

"Bought this online as I had bought some previous that I liked. But this last pair I bought were awful were on me for 2 hours and went all baggy round knees. I took them back to shop I would not be given refund as I had worn them, but I could not wear them again as they look awful and are very, very poor quality."

~ UK Department Store Custome

WHAT ARE THE TOP ISSUES CONSUMERS ARE EXPERIENCING WITH THEIR CLOTHING PURCHASES?



clothing

prices

Wear and tear



away from

cotton

Pilling



58% Stretch recovery



Shrinking



Fading

