MARKET VIEW

A COTTON CLOTHING CAROL

This holiday season, clothing retailers can heed the warnings of ghosts of purchases past to influence the present and the future...

THE PAST: 2012

HAUNTED BY CLOTHING PURCHASES PAST



Customer reviews of clothing purchases will impact what gets sold and what items stay on clothing racks and in inventories this holiday season...

encounter voices from the past... **CUSTOMER REVIEW**

PRODUCT: WOMEN'S DENIM JEANS

FIBER CONTENT: 72% Cotton, 27% Polyester, 1% Spandex

"...The tag used to say 98% cotton and used to retain its shape to the body. Now the tag says only 72% cotton and once they stretch the least little bit they do not bounce back to conform to your body....not to mention the new blend they are using for the denim is very itchy. Mine are going back to the store...Very disappointed." ~Mass Store Customer, posted December 2012





about holiday gifts they plan to buy this year compared to last year.

say they plan on doing more research online

THE PRESENT: 2013 CONSUMERS SEEK CLOTHING GIFTS







Clothing



Will Buy Toys



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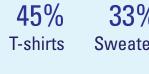
Electronics

The most popular

clothing gifts continue to be COTTON **WARDROBE**









8 out of 10 **CONSUMERS PREFER COTTON-RICH APPAREL**

OF CONSUMERS SAY CLOTHING REVIEWS ARE INFLUENTIAL IN THEIR DECISION **TO PURCHASE CLOTHING**

FIBER CONTENT: 100% Cotton "I ordered this tee as a winter casual tee. It's nice and

thick cotton material which can be layered up with lot

of other things in winter. I order bright green color and I love it. Planning on getting more colors later." ~Chain Store Customer, posted January 2013



More than 7 out of 10

consumers say they would

if reviews claimed an item:

refrain from buying clothing,

Consumer experiences after they wear

and care for clothing purchased during

this holiday season will influence other customers and their willingness to buy clothing items in the future...

1) Fell apart 2) Held odor 3) Pilled 4) Shrank after laundering

- revealed that synthetic clothing tends to have more major performance issues than apparel

made with natural fibers like cotton.

An analysis of customer reviews

Help Your Present and Future Customers' Clothing Purchase Experiences Be Merry Ones...

CUSTOMER REVIEW PRODUCT: MEN'S NON-DENIM PANTS **FIBER CONTENT: 100% POLYESTER** "After only a month of wearing these pants (2x a week at most) they became pilly and

could look like this...

way home from work...very embarrassing. Do NOT buy these pants!!!" ~Chain Store Customer, posted January 2013

SOME SYNTHETIC APPAREL IS MORE PRONE TO HAVE SNAGGING ISSUES AND RETAIN ODOR.



Encourage your customers to follow best care laundering practices: • Use high-performance detergents that contain cellulose enzymes,

washing, inside-out washing, etc.), Do not over-dry clothing in the dryer; hang dry when possible.

• Follow washing instructions (e.g., proper temperature, hand

- minimizing issues with cotton clothing. Choose 100% cotton fabric or high-content cotton fabric
- Take advantage of the intelligence gained from analysis of over 260,000 consumer reviews of apparel purchases and get recommendations for resolving clothing textiles issues...

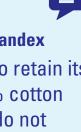
www.CottonOrNothing.com/fails

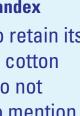


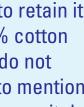


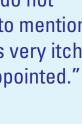


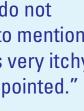


















Will Buy Gift Cards*







Sleepwear **CUSTOMER REVIEW** PRODUCT: WOMEN'S KNIT TOP





