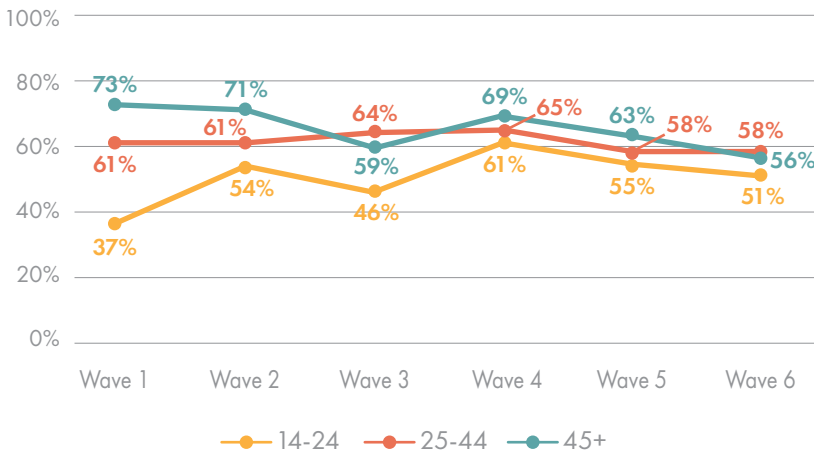




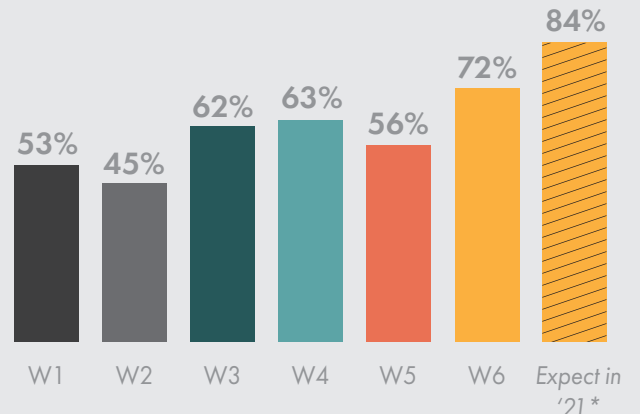
COVID-19 & CONSUMER CONCERNS IN THE U.S.

THINGS TO KNOW ABOUT...

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



Consumers Expect to Spend More % spending more on clothing since the start of the pandemic



*Percentage of consumers expecting to spend more in 2021.

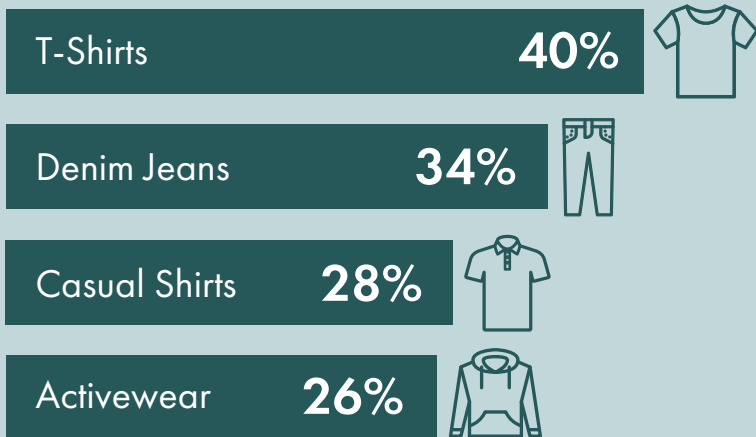


53% feel safe resuming normal, pre-pandemic activities.

87% have purchased or plan to purchase clothing to resume normal activities.



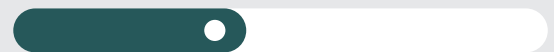
Consumers plan to purchase casual clothing in anticipation:



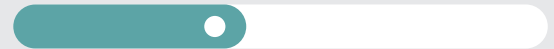
70% say pandemic experience will change the way they shop in the future:

Shop for half or more of clothing online:

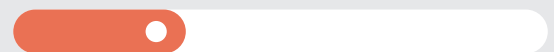
Before the pandemic:	After the pandemic:
27%	45%



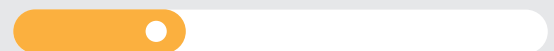
45% will be more purposeful, only buying what they will use



45% will take better advantage of sales



34% will look for different styles of brands



34% will buy higher quality clothing