

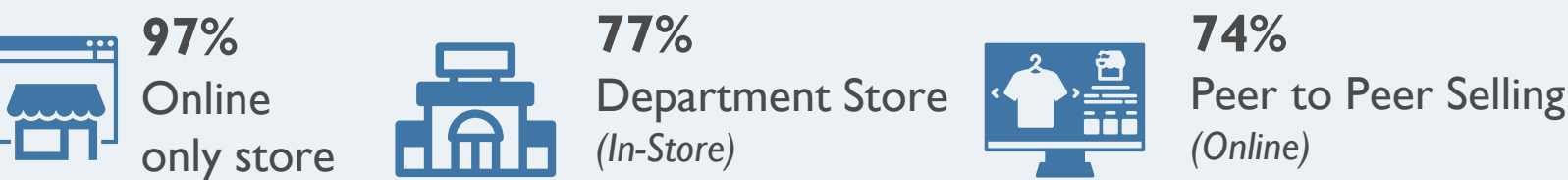


GLOBAL LIFESTYLE MONITOR: INDONESIA

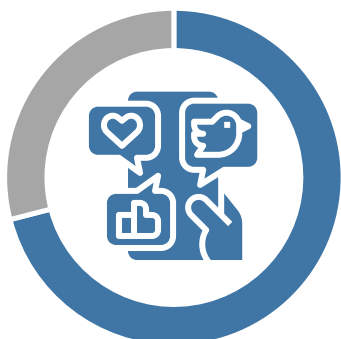
SHOPPING TRENDS



Top Retailers Shopped for Clothing



Top Sources of Inspiration



Social media (sites/blogs/vlogs)



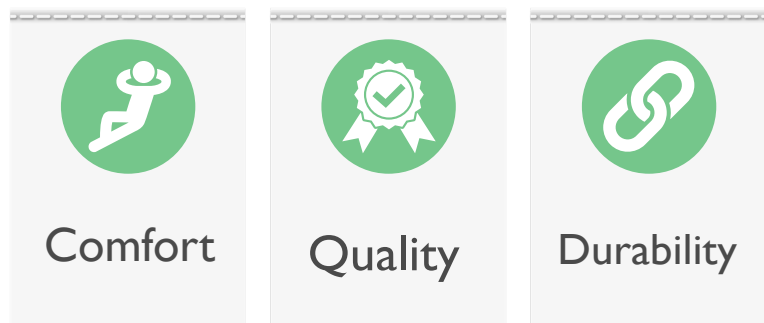
Magazines/Television/ Movies/Celebrities



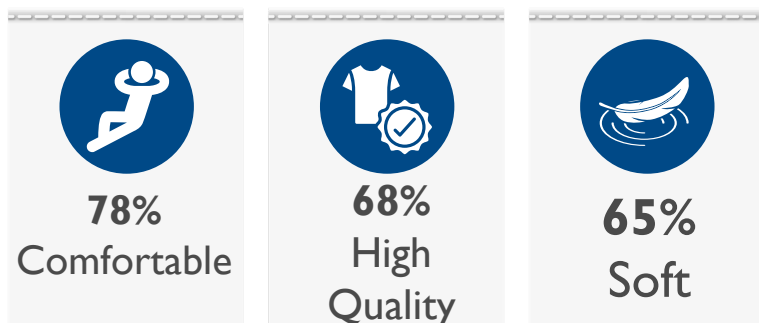
People

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Cotton is the most...

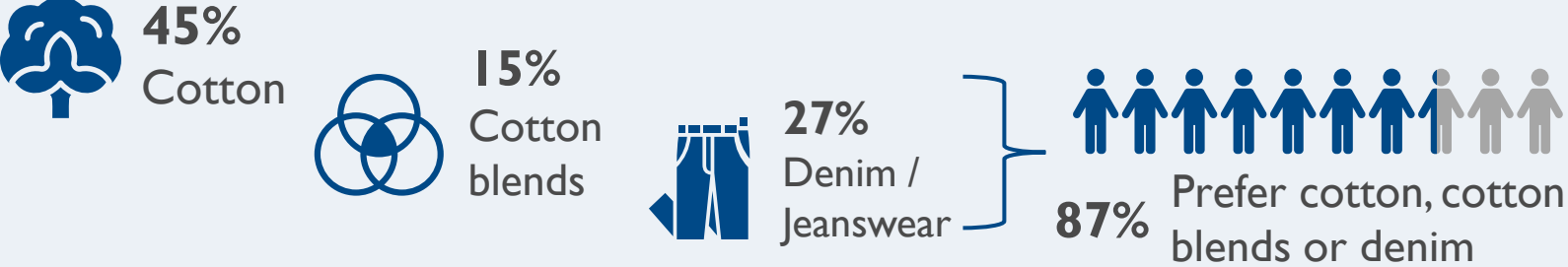


COTTON PREFERENCE

Reasons Willing to Pay More for Cotton

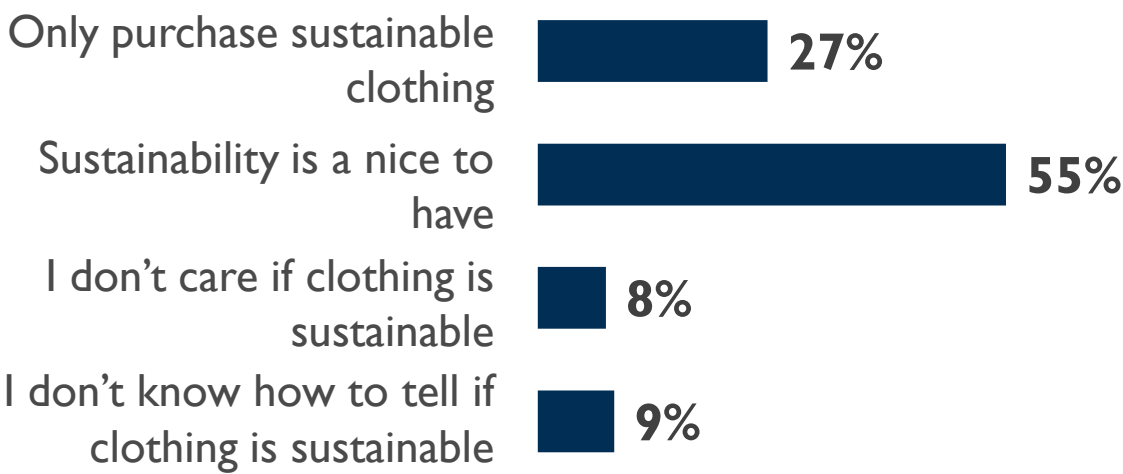


Top Preferred Materials

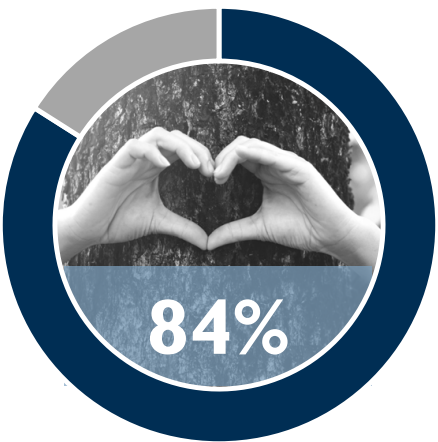


SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

