

SHOPPING TRENDS



79% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

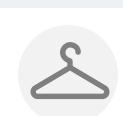




Department Store (In-Store)



74% Peer to Peer Selling

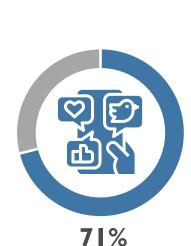




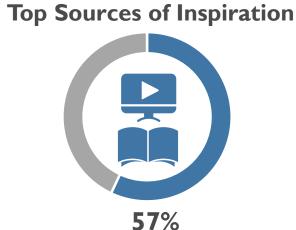


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Prefer browsing online



Social media (sites/blogs/vlogs)



Magazines/Television/ Movies/Celebrities



50% People

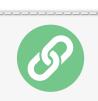
DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort

Quality



Durability



High Comfortable Quality

Reasons Willing to Pay More for Cotton



Cotton is the most...

Soft



© COTTON PREFERENCE



Are willing to pay more >>> for cotton



Top Preferred Materials







15% Cotton blends



Denim / leanswear -





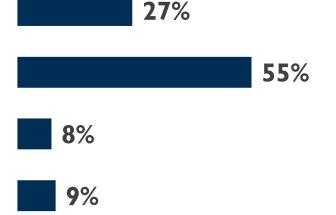
have

SUSTAINABILITY

Sustainability Importance

Only purchase sustainable clothing Sustainability is a nice to

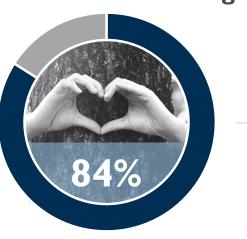
I don't care if clothing is sustainable I don't know how to tell if clothing is sustainable



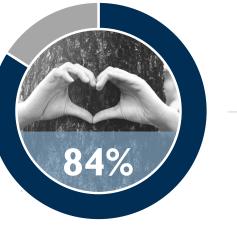


Environmental Change

Concerned about



61% 50% 46% **39%**











Safe for the Environment (% Safe)





39%



TURKEY • VIETNAM • UK • US

72%



Rayon Polyester



Wool

Hemp

CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND •



