

UK



REFASHION YOUR THINKING ABOUT CLOTHES SHOPPING

As the fashion world becomes more inclusive, people are increasingly having more say in how the industry moves forward. Here are three important trends to help marketers understand the new fashion consumer journey.

TAILORED EXPRESSIONS

Fashion shoppers want brands to cater to their individuality



of UK clothes shoppers say that personalisation increases their likelihood of making a purchase [†]



of 18-34-year-old UK fashion shoppers say they prefer a brand that shares their morals and values



of brand-loyal UK fashion shoppers say they always buy the highest quality fashion items

SCREEN STYLE

Mobile devices are empowering fashion shoppers from inspiration to purchase



of UK fashion shoppers say they usually buy fashion items in a physical shop



of UK fashion shoppers say they use their smartphone while shopping in store



of UK fashion shoppers say they hear about new brands and products that they might consider buying through their mobile device