

# 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

**68%**   
of UK clothes shoppers say that personalisation increases their likelihood of making a purchase <sup>†</sup>

**52%**   
of 18-34-year-old UK fashion shoppers say they prefer a brand that shares their morals and values

**68%**   
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

**64%**   
of UK fashion shoppers say they usually buy fashion items in a physical shop

**59%**   
of UK fashion shoppers say they use their smartphone while shopping in store

**40%**   
of UK fashion shoppers say they hear about new brands and products that they might consider buying through their mobile device

# REAL THREADS

People seek authentic connections from fashion communities

**69%** 

of UK fashion shoppers say they are open to brand activity in an online community created by a person

**55%** 

of UK fashion shoppers\* say they've purchased a fashion item after seeing an influencer promote it on social media

\*who follow fashion influencers

**33%** 

of UK fashion shoppers say that user reviews are influential when deciding what new products to buy



## WHERE DOES FACEBOOK FIT IN?

**70%**

of UK fashion shoppers who use Instagram at least once a week say they utilise the platform for fashion-related activity\*

\*such as following or liking fashion brands, engaging with their friends' fashion posts and asking their friends for fashion recommendations

**55%**

of 18-34-year-old UK fashion shoppers say that Facebook platforms\* are a source of fashion inspiration

\*Facebook, Instagram, Messenger and WhatsApp

## MARKETER TAKEAWAYS

### Make fashion discoveries individual

In a market where everything is available anywhere, at any time, brands can create a more seamless, personal experience by providing shoppers with tailored, relevant communications in line with their interests.

### Create a seamless omni-channel experience

Whether it's seeking style inspiration from an influencer or comparing products in store, fashion shoppers are looking for a smoother omni-channel experience. Mobile devices are key to bridging the gap between shoppers' online and in-store brand experience.

### Be a part of peer-led social conversations

With people turning to their immediate communities and networks for inspiration and advice, brands have the opportunity to be part of conversations within authentic, consumer-driven communities.