



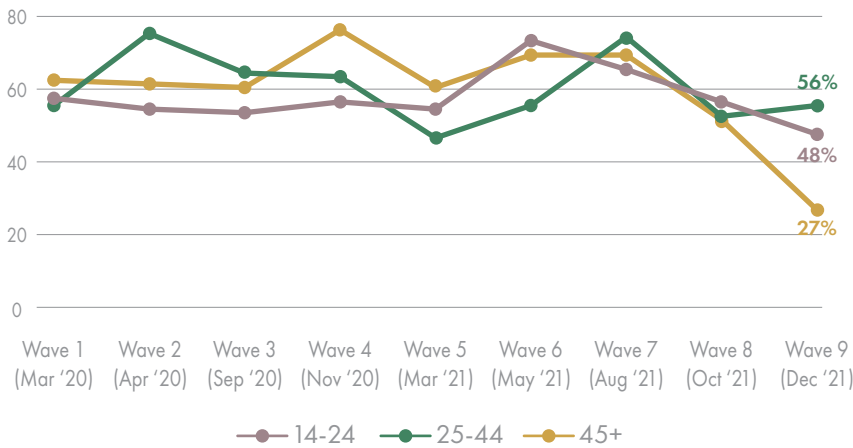
COVID-19 & CONSUMER CONCERNS IN CHINA

WAVE NINE

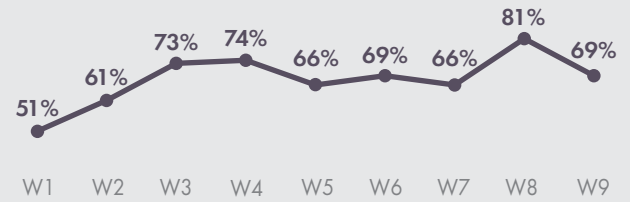
THINGS TO KNOW ABOUT...

PANDEMIC FATIGUE IS SETTING IN: ARE WE THERE YET?

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



Consumers Spending Drops % spending less or the same on clothing since the start of the pandemic



Comfort Remains a Priority

96%

say wearing comfortable clothing helps them feel better right now



84%

say they are restless to be out among people again

Percent of consumers who currently do the following:



Most Worn in Nov.

Plan to Purchase



Dress Pants, Shirts or Blazers

33%

50%



T-shirts & Denim Jeans

40%

46%



Activewear & Athleisure

69%

43%



Loungewear (Sweats, Leggings)

45%

40%



Casual Tops & Bottoms

39%

39%