

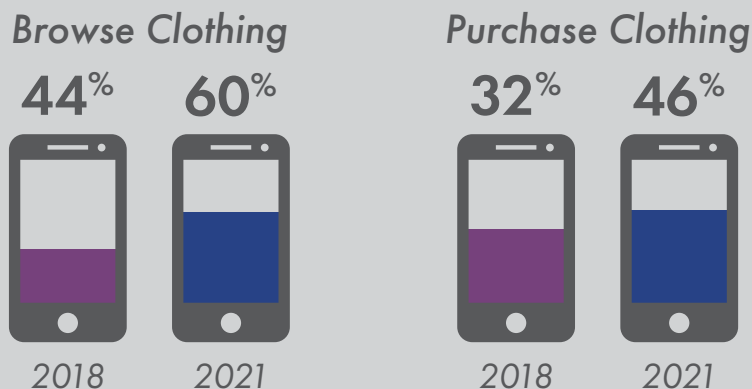
# GLOBAL CONSUMER INSIGHTS

## GLOBAL LIFESTYLE MONITOR: CHINA



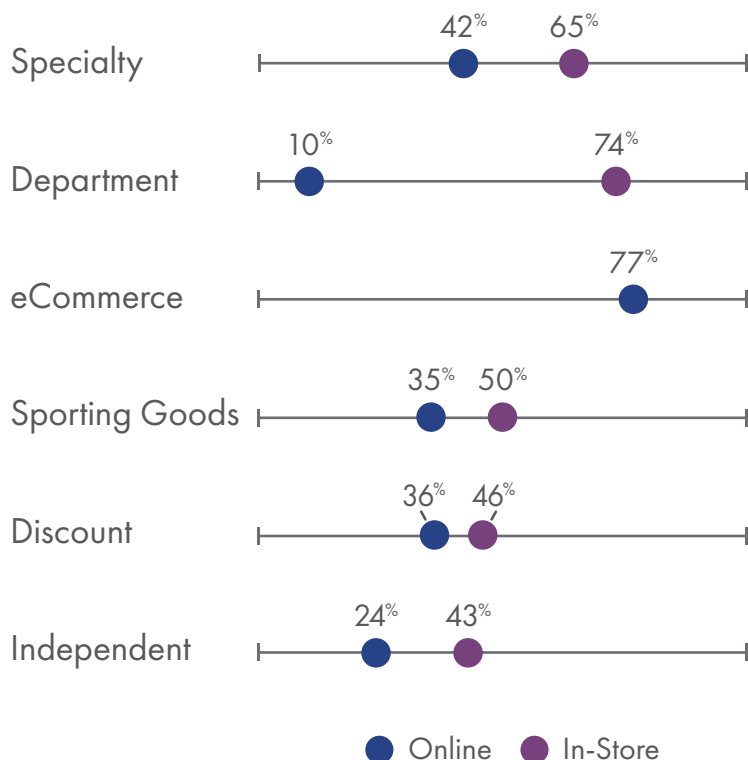
### ONLINE SHOPPING SHIFTS TO SMARTPHONES

Percent who prefer using a smartphone to:



**95%**  
Shop for clothing online

### RETAIL STORES SHOPPED FOR CLOTHING



### SOURCES FOR CLOTHING IDEAS



**67%** **Other People**  
Friends & colleagues, Family, People you see on the street



**55%** **Traditional Media**  
TV, Magazines, Celebrities



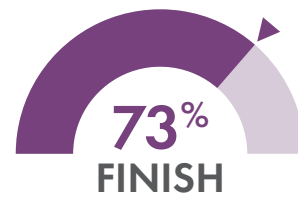
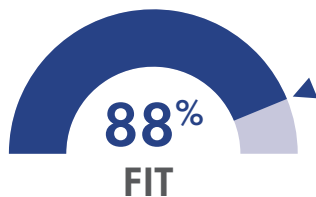
**46%** **Retailer Marketing**  
In-store displays, Salespeople, Catalogs, Store fliers



**32%** **Online**  
Brand and retailer websites, Retailer email and apps, Social media, Blogs

## GLOBAL LIFESTYLE MONITOR: CHINA

## PRIMARY PURCHASE DRIVERS

*Important to clothing purchase:*

## COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE

78%



MOST AUTHENTIC

76%



MOST SUSTAINABLE

67%



83%

usually check fiber  
content labels before  
purchasing clothing.

## PERFORMANCE APPAREL

*Likely to Pay More for Everyday Clothing With:*

87%

Antimicrobial



85%

Sweat Hiding  
Technology

84%

Durability  
Enhancement

84%

Wrinkle  
Resistance

83%

Fade  
Resistance