

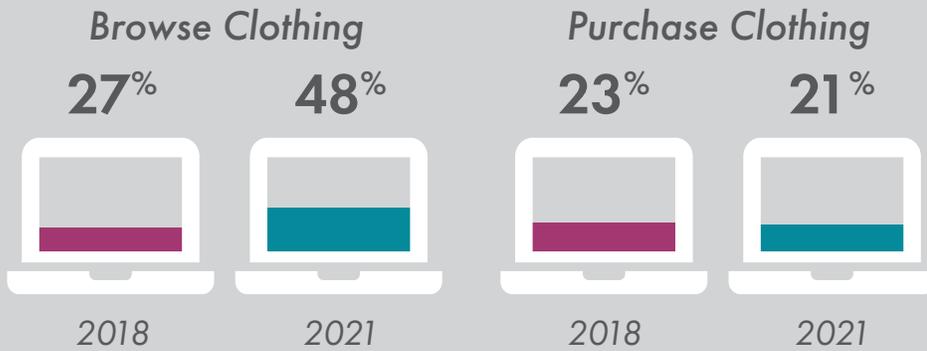
GLOBAL CONSUMER INSIGHTS



GLOBAL LIFESTYLE MONITOR: MEXICO

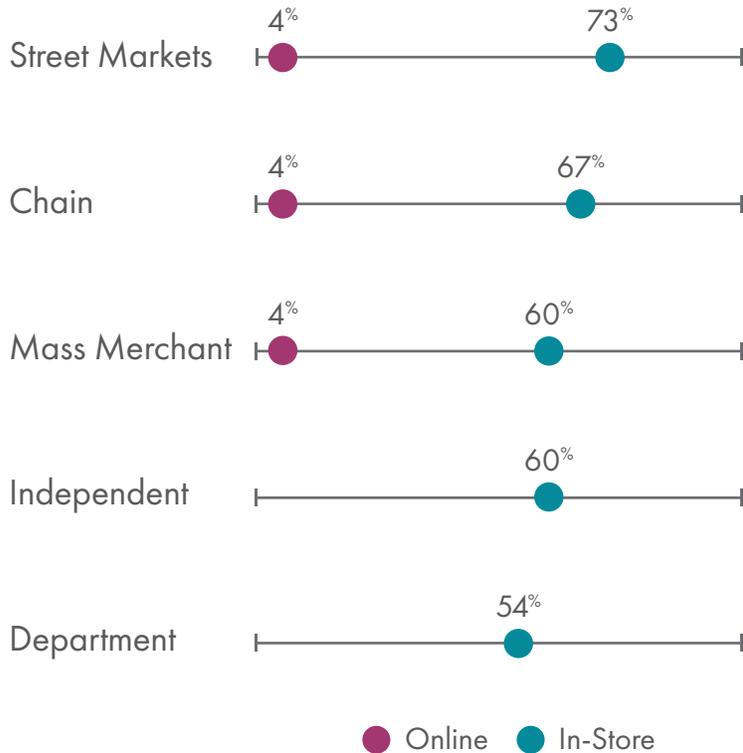
BROWSING FOR CLOTHING ONLINE GROWS

Percent who prefer shopping online to:



50%
Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING



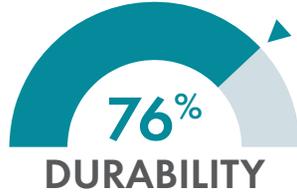
SOURCES FOR CLOTHING IDEAS



GLOBAL LIFESTYLE MONITOR: MEXICO

PRIMARY PURCHASE DRIVERS

Important to clothing purchase:



COTTON CLOTHING BEST DESCRIBED AS



33% usually check fiber content labels before purchasing clothing



PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

