

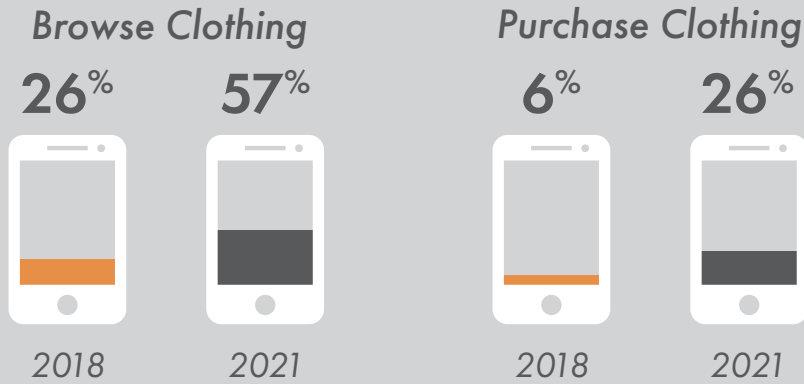
GLOBAL CONSUMER INSIGHTS



GLOBAL LIFESTYLE MONITOR: S.E. ASIA*

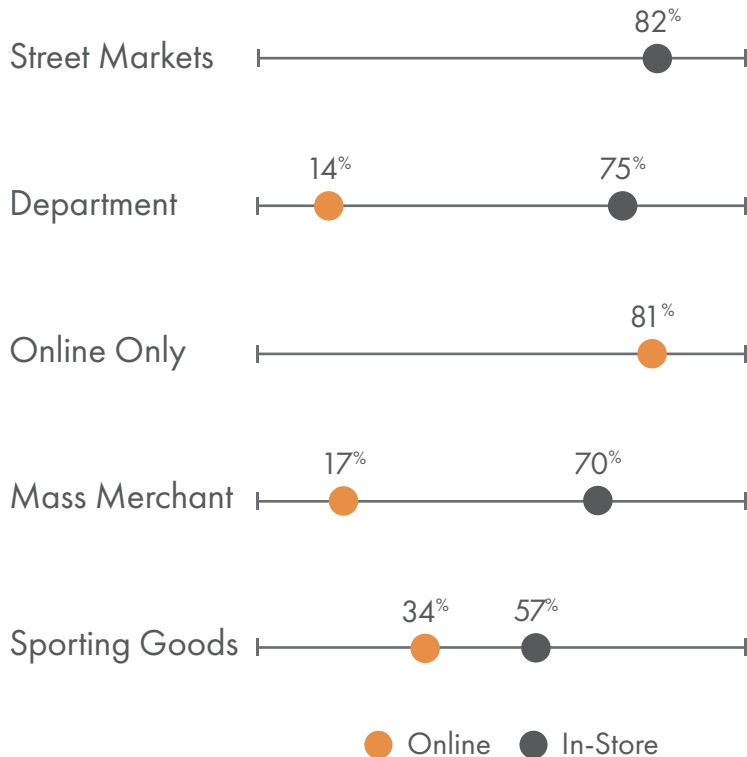
ONLINE SHOPPING GROWTH DRIVEN BY SMARTPHONES

Percent who prefer using a smartphone to:



83%
Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING

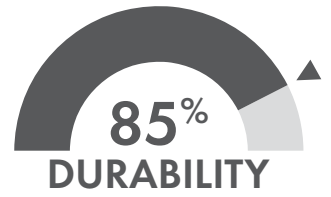
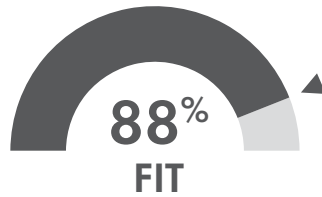


SOURCES FOR CLOTHING IDEAS



PRIMARY PURCHASE DRIVERS

Important to clothing purchase:



COTTON CLOTHING BEST DESCRIBED AS



PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

