GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: S.E. ASIA

ONLINE SHOPPING GROWTH DRIVEN BY SMARTPHONES

Percent who prefer using a smartphone to:







RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



75% Other People Friends & colleagues, Family, People you see on the street



Retailer Marketing In-store displays, Salespeople, Catalogs, Store fliers

65% Online Brand and retailer websites,

Retailer email and apps, Social media, Blogs

59% Traditional Media TV, Magazines, Celebrities







PRIMARY PURCHASE DRIVERS

Important to clothing purchase:



