



GLOBAL LIFESTYLE MONITOR: ITALY



SHOPPING TRENDS



44%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



84%
Online only store



69%
Multi-Channel Retailers (In-Store)



68%
Sporting Goods Store (In-Store)



75%
Prefer trying on in-store



78%
Prefer browsing online

Top Sources of Inspiration



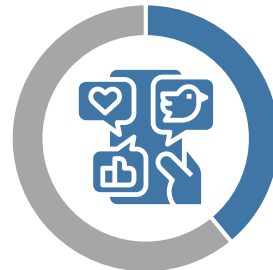
42%
In-Store
(displays/salespeople)



40%
Traditional media
(TV/movies/magazines/celebrities)



40%
People
(family/friends/people on street)



39%
Social media
(social media sites/blogs/vlogs)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



67%
Authentic



65%
Comfortable



65%
High Quality



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COTTON PREFERENCE



49%
Are willing to pay more
for cotton >>>>

Reasons Willing to Pay More for Cotton



56%
Quality



45%
Comfort

Top Preferred Materials



49%
Cotton



21%
Denim /
Jeanswear



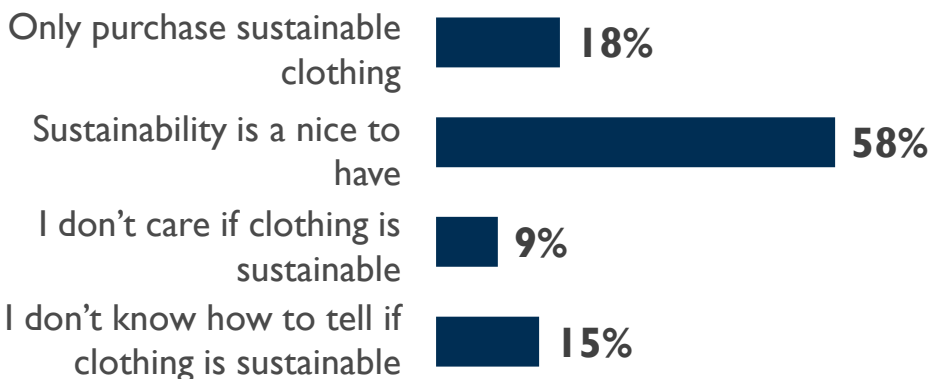
15%
Cotton
blends



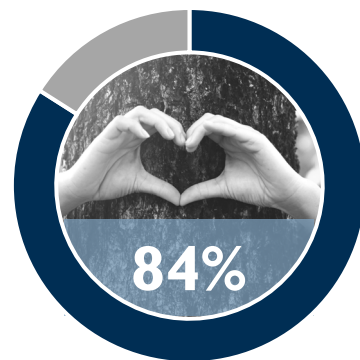
85% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

