



GLOBAL LIFESTYLE MONITOR: GLOBAL (WITH USA)



SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



80%
Online only store



63%
Department Store (In-Store)



58%
Multi-Channel Retailer (In-Store)

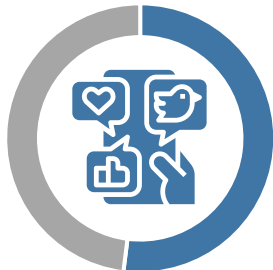


81%
Prefer trying on in-store



76%
Prefer browsing online

Top Sources of Inspiration



52%
Social media
(sites/blogs/vlogs)



52%
People
(family/friends/people on street)



47%
Traditional media
(TV/movies/magazines/celebrities)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



65%
Comfortable



63%
Soft



56%
High Quality



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COTTON PREFERENCE



55%
Are willing to pay more
for natural fibers such
as cotton

Reasons Willing to Pay More



66%
Comfort



61%
Quality

Top Preferred Materials



38%
Cotton



21%
Denim /
Jeanswear



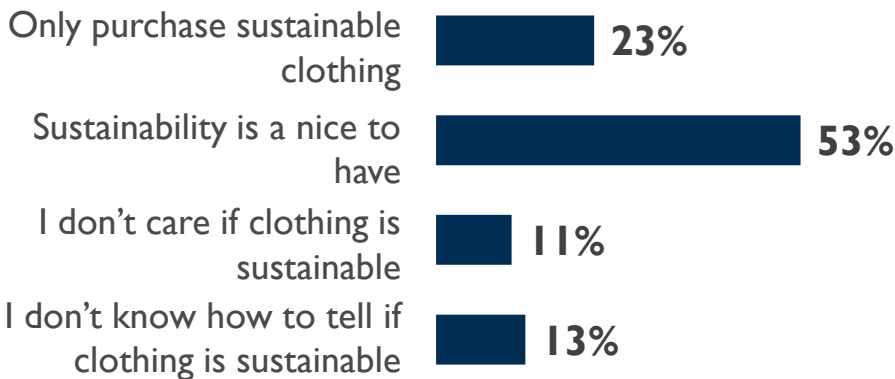
15%
Cotton
blends



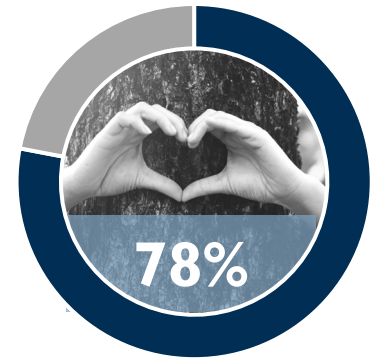
74% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

