

Women's Fashion Lifestyles - UK - May 2010

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What is this report about?

This report looks at the various lifestyles and how attitudes towards fashion and shopping change. It looks at what matters most to women in the different lifestyles about the way they dress and identifies the best ways to target women in these lifestyles.

What have we found out?

- Despite the gloomy economic background during 2008-09 sales of womenswear have held up strongly as women continue to treat themselves to something new, even if they display a little more of a thrifty attitude to shopping. Womenswear shopping remains a popular pastime and a third of women enjoy shopping and browsing for clothes.
- Between 2005 and 2010, consumer spending on women's outwear grew by 15% to an estimated £19 billion. As the economy recovers, womenswear sales are forecast to grow by 12.5% in the five years to 2015, reaching £21.4bn.
- Heightened price sensitivity because of the recession has reduced experimentation with brands. The recession has also led a third of women to become less impulsive in their clothes buying habits. Almost half (47%) of all women, and over half of 16-24-year-olds (54%), do most of their clothes shopping during sales, illustrating a desire to make savings.
- Major lifestyle changes shape women's attitudes to fashion and shopping. The freest spenders are Fledglings, aged 15-34, unmarried, no kids and living with their parents. This group is the most interested in styles and looking well dressed. But as they move out, things change. Flown the Nest are 15-34-yrs old, not married but do not live with relations. For this group, interest in the latest fashions wanes as the demands on their pocket increase due to establishing independent lives.
- Once women start a family dramatic changes in priorities take place. Families are less motivated by fashion and seek comfort, yet they want to appear well dressed. Only when children leave home, do mothers regain an interest in looking well dressed, although they are much less inclined to want up-to-the-minute fashion.
- Seven in ten women have internet access, so opportunities for web-based browsing and retailing are huge. The web will also be a key medium for consumer communications as women access the internet from home, on the move or at work.

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