Consumer Attitudes Towards Luxury Brands - UK - November 2011

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"Within the dynamic clothing category, the worlds of high-end fashion and fast fashion have never been so intertwined, with the boundaries separating them becoming increasingly hazy. Consumers are broadening their retail scope, and mixing top-end designer pieces with mid-market and value garments. A flurry of designer and high street collaborations has burst onto the retail scene, with shoppers jumping at the rare opportunity to get designer pizzazz at affordable prices."

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- **Who buys luxury brands?**
- **Which features do brands need to be considered 'luxury'?**
- **How is the luxury clothing market performing?**
- **Is the boundary between luxury and mainstream within the clothing market blurring?**
- **What are the main factors boosting the premium clothing market?**
- **How are multiple media channels being used within the luxury clothing market?**

Definition

This report examines consumer attitudes towards luxury and designer brands. We asked consumers to select the criteria that define a luxury brand before asking their views on shopping for luxury brands, motivations for buying luxury brands, in which product categories luxury brands have been purchased, where these have been bought, and their attitudes towards luxury brands.

Because of the difficulty in defining a designer brand/high-end retailer and the different opinions within the trade as to what constitutes a designer label, Mintel does not attempt to define the market in terms of specific brands or retailers, however we do offer an estimate of consumer spend on designer and high-end clothing based on our 2010 analysis (see Mintel's Designer/Upmarket Clothing – UK, March 2010) of TGI data on the proportion of adults who spend more than £250 per year on clothes together with our knowledge of the market and from trade insight.

