

Men's and Women's Workwear - US - July 2013

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“Casual wear is not only acceptable, but has become the norm in many workplaces, resulting in decreased demand for traditional business attire. Retailers need to rethink the definition of workwear in order to encourage sales in this category.”

– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- What can encourage consumers to buy workwear?
- Where do people buy work clothing?
- Do consumers wear the same clothing for work and non-work?

The market for traditional men's and women's workwear is challenged by shifts in the workplace, including remote employees, casualization of offices, and lower enforcement of dress codes. As such, employed persons have more freedom when it comes to dressing for work, and less of a demand for formal and traditional business attire.

This report focuses the men's and women's workwear market and offers trends, profiles of major retailers in the U.S. market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Do consumers wear the same clothing for work and non-work?

The issues

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J. Crew

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Lands' End

New York & Company

The Limited

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Nordstrom

Kohl's

JCPenney

Sears

Market threats and opportunities for department stores

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Walmart

Target

Kmart

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TJX Companies – T.J. Maxx and Marshalls

Market threats and opportunities for discount stores

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