

## Designer Fashion - UK - November 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Designer fashion brands need to increasingly look at ways of attracting a new younger demographic of Millennials who aspire to buy their brands, without losing the exclusivity that is part of the appeal of owning a designer label.”

– Tamara Sender, Senior Fashion Analyst

### This report looks at the following areas:

- What is driving sales of designer fashion?
- How is online changing the designer fashion market?
- What can designer fashion brands do to encourage purchasing?

Young people aged under 35 dominate purchasing of designer fashion, but the shift to younger consumers has created new challenges for designer brands.

Treat buying stands out as the main reason for buying designer fashion, particularly among women, while men are drawn to the high quality of designer fashion pieces.

Michael Kors stands out as one of the brands with the highest levels of recommendation and proportion of excellent responses, while Alexander McQueen is most closely associated with being cutting-edge.

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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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### Data Sources and Abbreviations

Data sources

Abbreviations

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