

## Teen Fashion - US - May 2016

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"Many teen retailers have struggled (or failed) to keep up with today's teens' dynamic fashion preferences and digital prowess. Teens, however, are still invested in fashion despite competition for their money from other categories, namely electronics, and particularly tech devices."  
- Diana Smith, Senior Research Analyst - Retail & Apparel

### This report looks at the following areas:

- Teens are fickle
- Teens' sense of style is self-defined and often fluid
- Teens are digital natives

Retailers interested in garnering a share of the teen fashion market need to become digital leaders and social media experts as well as find ways to be nimble with merchandise assortments. Teens find their own sense of style, but they do look to retailers and brands for guidance. While they might not be loyal in the true sense of the word, they will develop affinities for brands that effectively demonstrate an understanding of – and respect for – who they are as individuals. Fair warning though: They migrate fast and are difficult to lure back once they have moved on. Retailers should be emulating others in the market that has managed to figure out how to keep in-store and online traffic and sales flowing at a steady pace.

This report explores attitudes and behaviors regarding fashion, style and clothes/accessories shopping among teens, defined as those aged 12-17. It covers where they buy their clothes, what motivates them to buy clothes, who or what influences what they wear, and their use of social media and other technology for interacting with fashion brands and retailers.

The report also includes boys' and girls' footwear and accessories defined as jewelry, scarves, hats, gloves, handbags, hair accessories, etc. Underwear, sleepwear, and swimwear are **excluded** from the scope of this report.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Teens are fickle

Figure 1: Favorite brands, February 2016

Teens' sense of style is self-defined and often fluid

Figure 2: Sense of style, by gender, February 2016

Teens are digital natives

Figure 3: Attitudes and behaviors regarding online life— Any agree, October 2014-December 2015

The opportunities

Create reasons for teens to shop

Figure 4: Reasons for clothes shopping, February 2016

Consider the importance of advertising and celebrity influence

Figure 5: Influencers, by gender, February 2016

Offer personalized, high-touch experiences

Figure 6: Interest in retail innovations, February 2016

What it means

### The Market – What You Need to Know

Teen population continues to diversify

Obesity lingers as a major issue facing today's youth

Teens have significant spending power

Teens are digital natives

### Market Factors

Teen share shrinking

Figure 7: Teen population, by gender, 2011-21

A diverse portrait

Figure 8: Teen population, by race and hispanic origin, 2011-21

More than one third of teens are overweight or obese

One in three teens live in single-parent homes

Figure 9: Household relationship and living arrangements of teens, 2013

Teens have money

Figure 10: What teens spend their money on, by gender, April 2013-June 2014

Vying for their attention

Teens have grown up online; interested in technology over apparel

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Mall traffic is waning

### Key Players – What You Need to Know

Teen fashion segment on the whole is struggling  
Fast fashion and athleisurewear fit teens' budgets and style preferences  
Once a customer, always a customer?  
Teens want stores to match their tech savviness

### What's Working?

Nike dominates  
Figure 11: Correspondence analysis – Favorite brands, by gender, February 2016  
Fast fashion retailers and those selling activewear outperforming others  
Fitness/athleisurewear  
Fast fashion  
Specialty stores

### What's Struggling?

Many retailers becoming irrelevant as teens focus more on experiences instead of apparel  
On the whole, accessories are down  
Figure 12: Accessories bought in last 12 months, October 2010-December 2015

### What's Next?

Technology advancements bring an element of fun to the shopping experience  
Virtual reality technology (VR)  
3-D printing  
Figure 13: MakerBot Replicator desktop 3D Printer and Iris Van Herpen top made of 3-D printed material featured at National Retail Federation's Big Show, New York City, January 2016  
Smart dressing rooms and magic mirrors  
Never too young to learn about fashion

### The Consumer – What You Need to Know

Most teens describe their style as casual and simple  
Stocking up for school is primary reason for clothing purchases  
Desire for the sensorial drives in-store shopping  
Celebrities – particularly social media starlets – have huge appeal  
Teens want to create their own looks and seek brands that enable this

### Sense of Style

Most teens are laid back about fashion  
Figure 14: Sense of style, February 2016  
Figure 15: Self-descriptions about style, October 2014-December 2015  
Both boys and girls claim to be on trend  
Figure 16: Sense of style, by gender, February 2016  
Figure 17: Opinions toward style – Any agree, by gender, October 2014-December 2015

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Figure 18: Sense of style, by favorite brands, February 2016

Teens' surroundings can impact their views toward style

Figure 19: Sense of style, by census region and area, February 2016

## Reasons for Clothes Shopping

In with the new, out with the old

Figure 20: Reasons for clothes shopping, February 2016

One in five teens see apparel as a reward

Figure 21: Select reasons for clothes shopping, by gender and age, February 2016

Teens feel pressured to look good

Figure 22: Reasons for clothes shopping, by reasons for using beauty or personal care products, February 2016

## Method of Shopping

Teens prefer in-store shopping for sensorial experiences

Figure 23: Method of shopping, February 2016

Hispanics more likely to shop online

Figure 24: Method of shopping, by select demographics, February 2016

Mobile devices are a lifeline

Figure 25: Attitudes toward cell phone/smartphone – Any agree, October 2014-December 2015

Figure 26: Attitudes and behaviors regarding online life – Any agree, October 2014-December 2015

## Influencers

Teens are paying attention to the ads

Figure 27: Influencers, February 2016

Teens want to laugh, hear new music, and see their favorite celebs in ads

Figure 28: Teens' commercial preferences, by age, February 2016

Celebrity influencers should not be ignored

Figure 29: Influencers, by interest in spokespeople for beauty or personal care products, February 2016

Figure 30: Favored celebrities among iGeneration, February 2016

Social media is an enabler for creating, sharing, and bonding with friends

Instagram is a powerhouse

YouTube boasts relatability

Figure 31: Bethany Mota's YouTube channel, April 2016

Figure 32: Aspyr Ovord's YouTube channel, Fashion section, April 2016

Figure 33: Meg DeAngelis' YouTube channel, April 2016

Snapchat is hugely popular

Figure 34: Visits social media websites daily, by gender, February 2016

Fashion brands use teens to reach other teens

## Interest in Retail Innovations

Experiences over possessions; FOMO can elevate intrigue

Figure 35: Interest in retail innovations about experience, February 2016

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### Experiences "for me"

Figure 36: Interest in retail innovations about personalization, February 2016

### Boys want simplicity and guidance; girls want VIP treatment

Figure 37: Interest in retail innovations, by gender and age, February 2016

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

Methodology for correspondence analysis

Abbreviations and terms

Abbreviations

Terms

## Appendix – Market

Figure 38: Percentage of overweight or obese teens 12-19, by gender, age, and race and Hispanic origin, 2011-12

Figure 39: Source of teen income, January-December 2014

Figure 40: Labor-force status of people aged 16 to 19, annual averages, 2005-15

Figure 41: Attitudes toward finance – Any agree, by gender and age, April 2013-June 2014

Figure 42: Who pays for clothing, by gender and age, October 2014-December 2015

Figure 43: Top 15 activities done on weekdays, by age and gender, January-December 2014

## Appendix – Consumer

Figure 44: Girls' items bought in last 12 months, October 2014-December 2015

Figure 45: Guys' items bought in last 12 months, October 2014-December 2015

Figure 46: Accessories bought in last 12 months, October 2010- December 2015

Figure 47: Stores shopped in last three months, by gender, October 2014-December 2015

Figure 48: Footwear brands purchased in last 12 months, by gender, October 2014-December 2015

Figure 49: Who teens go clothes shopping with, by gender, October 2014-December 2015

Figure 50: Decision making regarding clothing choices, by gender, October 2014-December 2015

Figure 51: Attitudes toward social sharing websites, October 2014-December 2015

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