

Youth Fashion - UK - December 2016

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“Growth in the market is slowing as young women spend less on clothes. Outperforming the market have been the fashion pureplays. Social media plays an important role in fashion purchasing, and without a physical store presence, the pureplays have been highly innovative in building up a social dialogue with young shoppers, while offering the value for money that they seek.”

– Alice Goody, Retail Analyst

This report looks at the following areas:

This report discusses the following key topics:

- Engaging the young male shopper
- Which retailers are winning in the youth fashion sector?
- How content co-creation can drive social media interaction
- The case for embracing shoppable social media

Growth in the youth fashion market is slowing, as the youth population is in decline, and young women, who are the biggest clothes buyers, spend less on fashion.

Capturing the spending of young men presents an opportunity, as they are increasingly taking an interest in fashion and their appearance.

Social media plays an important role in the fashion buying process and the way that consumers engage with brands. As young people look to others their age for inspiration, the power is shifting towards street style and social media influencers in determining the fashion trends.

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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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Primark the most popular place for buying fashion

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