

Fashion Accessories - UK - January 2018

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“While women aged 16-24 are the main fashion accessories buyers, they show little brand loyalty meaning that retailers and brands need to do more to compete for their spend. Given that fashion trends drive purchasing among young women, retailers and brands need to focus more on appealing to them with trend-led, frequently updated accessories.”

– Tamara Sender Ceron, Senior Fashion Analyst

This report looks at the following areas:

- What categories have performed the best?
- Which retailers and brands stand out in the sector?
- What are the opportunities for driving sales?

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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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Millennial women like to accessorize bags

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