

# Summer Fashion (incl Swimwear) - UK - November 2019

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## This report looks at the following areas:

As a result, retailers were quick to start the summer discounting period, a move that had a knock-on effect on profit margins. This can be counteracted with more trans-seasonal pieces, which are a popular choice with customers.

- Does summer shopping encourage wasteful shopping behaviours?
- The importance of inclusivity in summer fashion
- TV shows present sponsorship opportunities for young fashion retailers



“With nearly three quarters of all consumers purchasing fashion items for the summer season, the market presents opportunities for retailers. The category has undoubtedly been buoyed by the growth in the popularity of summer events such as holidays and music festivals, but with the unpredictable weather consumers have been slow to start buying.”

– Chana Baram, Retail Analyst

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- **More people shopped for summer fashion in-store than online**
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