

December 2014

Youth Fashion - UK

“Friends have a greater influence on what young people wear than models in magazines, TV and films or even celebrities, meaning that retailers and brands are in a prime position to capitalise on a growing trend for selfies and turn shoppers into models.”

– **Tamara Sender, Senior Fashion Analyst**

November 2014

Supermarkets: More Than Just Food Retailing - UK

“Aldi and Lidl are wedded to the smaller-store, limited range, largely-own-brand offer. So there is limited scope for them to cater to shopper demand for a wider range or for more branded lines – and so to capture more main-shop customers.”

– **John Mercer, European Retail Analyst**

Childrenswear - UK

“While fashion is not the main priority for parents, almost half of girls aged 7-14 worry about whether their clothes look fashionable. Given that young girls prefer to shop with their parents, as they get older they are likely to exert an influence over where they shop and what clothes ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Clothing Retailing - UK

“As consumers increasingly want more regularly updated clothes, it is becoming more important for retailers to find improved ways of dealing with the challenges of getting clothes to market at an ever quicker pace.”

– **Tamara Sender, Senior Fashion Analyst**