

Men's Fashion Lifestyles - UK - April 2012

Report Price: £1750 / \$2758 / €2087

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“Less than one in ten (8%) men struggle to find clothing which is both fashionable and flatters their figure, compared with almost three in ten (28%) women. There has been a strong focus within the fashion market on the importance for women to dressing in a way that suits their body shape. There is scope for fashion brands to heighten awareness amongst men about how getting the right fit and selecting clothing which is best suited to their frame can dramatically improve their appearance.”

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- Is menswear getting more attention within the fashion arena?
- How do men's and women's attitudes towards luxury brands differ?
- Are men becoming more interested in fashion?
- How can retailers target older men?
- Will younger men continue to drive growth in the menswear market?
- How is technology affecting the way men shop for clothing?
- How can retailers enhance the retail experience for men?

The menswear market is showing signs of recovery helped by an increase in the average selling price of garments. Although men are less interested than women in following fashion trends, there has been a generational shift in men's attitudes towards clothing and they have become more style-aware. The desire to keep up to date with fashion trends steadily declines as men age while the importance of high-quality clothing in classic styles that can be worn for years rises. Many older men feel ignored within the youth-centric fashion arena and there is an opportunity for retailers to focus more attention on this under-served group.

In the current era of austerity an air of caution prevails and men are reacting by mostly buying clothes on sale (38%), shopping around comparing prices (26%) and buying fewer items on impulse or as a treat (25%). However, a countertrend is also emerging; growing numbers of men are opting to invest in fewer items of superior-quality clothing. This shift in mindset is encouraging premiumisation within the menswear market.

This report looks at the men's fashion market in early 2012, analysing where men buy clothes from, how frequently they go shopping and assessing their attitudes towards shopping for clothes.

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