

## Fashion for the Over-55s - UK - October 2011

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"As the UK is getting older, the over-55s are becoming an increasingly powerful demographic, hence, understanding their attitudes and responding to their needs will be key to unlocking their sizeable value in the fashion industry. Many over-55s are hungry for more stylish fashion options for their age group. It is no longer commercially acceptable to ignore this growing customer base, which has traditionally been underserved by fashion retailers."

– Emma Clifford, Fashion and Clothing Analyst

"Overall quality and style is important to me, I always dress smartly (I believe) and always wear a jacket with collar and tie when going to any function, restaurant, party, concert etc. I would choose smart affordable clothes with comfort being a secondary but important consideration."

– ABC1 over-55 male

### In this report we answer the key questions:

- How do over-55s feel about the clothes shopping experience?
- How can retailers encourage higher levels of expenditure from older consumers?
- What do over-55s look for when choosing new garments?
- Has there been any improvement to the fashion offering to older consumers?
- Is the way that over-55s dress changing?
- Where do over-55s like to shop and why?

### Definition

This report looks at the over-55 fashion industry in 2011, where over-55s buy their clothes, what attracts them to certain retailers, why they prefer not to shop at others, how frequently they buy new garments and their attitudes towards shopping for clothes and what they wear.

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