

Luxury Fashion - US - January 2020

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This report looks at the following areas:

- Consumers are willing to invest in the right items
- Shoppers want reassurance before investment
- Accessible luxury is a must

However, consumers want reassurance before buying, seeking to avoid buyer's remorse and wasted purchases, as well as inauthentic ones. Exclusivity is less appealing and, instead, consumers see value in accessible, approachable luxury, meaning products that are still high quality, but feel less unrealistic and more achievable, even if that doesn't mean owning such items or buying them new. In order to grow and evolve, luxury brands need to fit into consumers' lives, by offering excellent service on and offline, and making luxury fashion realistic through circular purchasing options and flexible payment options.



"Luxury purchases aren't exclusive to affluent consumers, as many see value in investing in their appearance. Consumers can rationalize purchasing high quality, high use items and do so from brands that cater to them, offering better return on their investment."

Alexis DeSalva, Retail & Apparel Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Market overview
- Top takeaways
- Consumers are willing to invest in the right items
- Shoppers want reassurance before investment
- Accessible luxury is a must
- Key trends
- Beyond a brand: consumers want the full experience
- Waste not, want not
- What it means, and what's next

THE MARKET – WHAT YOU NEED TO KNOW

- An evolving landscape creates new opportunities to engage consumers
- Economic concerns could challenge growth

MARKET PERSPECTIVE

- Evolving retail models bring luxury fashion to more consumers

MARKET FACTORS

- Affluent versus average consumers
- Who are the affluent consumers?
Figure 1: High income households by type and age, 2019
- Mutual gender interest in fashion is optimistic for category
Figure 2: Median household income, by type of household, 2017
- Luxury industry could face headwinds with anticipated economic troubles
- Luxury isn't immune to the recession
- Potential for price increases add to the plate

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Legacy brands' efforts to evolve are resonating with consumers
- Nordstrom thrives, Barney's dies
- Brand ethics are under the microscope

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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BRAND PREFERENCES

- **Gucci, Louis, Chanel – oh my!**
Figure 3: Brand Preferences – NET, November 2019
- **Political stance resonates with socially driven shoppers**
- **Evolving the shopping experience for modern consumers**
Figure 4: LV TV YouTube Clip, September 2019
Figure 5: Gucci Instagram post, December 2019
- **Beyond a brand**

WHAT'S WORKING

- **How Nordstrom remains relevant in an ever-changing retail landscape**
- **Delivering value without relying on discounts**
Figure 6: Nordstrom Instagram post, May 2019
- **Creating excitement and experiences**
Figure 7: Nordstrom Instagram post, November 2019

WHAT'S STRUGGLING

- **Tone-deaf marketing impacts brand perception**
- **Barney's: another one bites the dust**

WHAT TO WATCH

- **Socially conscious shoppers demand the same from brands**
Figure 8: Rent The Runway Instagram post, December 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Consumers see value in investing in high-use luxury items**
- **Consumers stick to traditional retailers for quality assurance and credibility**
- **Flexible shopping options make luxury more accessible to all consumers**

ITEMS PURCHASED AND RECIPIENTS

- **Analyst Perspective:**
- **Popularity of streetwear signals shoes and everyday clothing are worth the investment**
Figure 9: Adidas Instagram post, November 2019
- **Financial concerns and limitations restrict category spending**
Figure 10: Items Purchased, November 2019
- **Young, single men spend their money on quality**
Figure 11: Items purchased, by gender and age, November 2019
- **Handbags have universal appeal to women**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 12: Items purchased and item recipients, by gender and age, November 2019

- **Multicultural consumers seek well rounded wardrobes**

Figure 13: Items purchased by race and Hispanic origin, November 2019

RETAILERS SHOPPED

- **Analyst Perspective:**

- **Traditional retailers are most shopped**

Figure 14: Retailers shopped – any clothing retailer (NET), in-store and online, November 2019

- **Amazon is poised to steal luxury share, but faces authenticity issues**

- **Resale market captures three in 10 shoppers**

- **Why are they popular?**

Figure 15: Retailers shopped – resellers, by gender and age, November 2019

- **Multicultural luxury shoppers interested in alternative purchase options**

Figure 16: Retailers shopped, by race and Hispanic origin, November 2019

SHOPPING BEHAVIOR

- **Analyst perspective:**

- **Multi-channel luxury shoppers want to be catered to on and offline**

Figure 17: Shopping Behavior, November 2019

- **Appearance is everything, besides price**

Figure 18: TURF Analysis – Shopping behavior, November 2019

- **Women aren't likely to impulsively buy luxury items**

Figure 19: Shopping behavior, by gender and age, November 2019

- **Visual references guide Black shoppers' purchases**

Figure 20: Shopping behavior, by race, November 2019

MOTIVATIONS TO BUY

- **Analyst perspective:**

- **Discounts unlock new customers**

Figure 21: Motivations to buy, November 2019

- **Women want flexibility in return for investing in luxury**

Figure 22: Motivations to buy, by select demographics – November 2019

- **Sustainable collections spark interest in mission-minded young shoppers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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ATTITUDES TOWARD LUXURY FASHION

- **Analyst perspective:**
- **Luxury fashion concerns: inauthentic and unrealistic**
Figure 23: Attitudes toward luxury fashion – November 2019
- **Combatting counterfeits**
- **Accessible aspiration**
Figure 24: Janet Mandell showroom Instagram post, November 2019
- **Young shoppers are looking to flaunt luxury purchases**
Figure 25: Attitudes toward luxury fashion, by generation and age – November 2019
Figure 26: Gucci Instagram post, November 2019
Figure 27: Gucci Instagram post, October 2019
Figure 28: Chanel Instagram post, October 2019
Figure 29: Louis Vuitton Instagram post, October 2019
Figure 30: Off-White and Nike Instagram post, December 2019
- **Cart consideration is popular among savvy women**
Figure 31: Attitudes toward luxury fashion, by select gender demographics – November 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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