

Seasonal Summer Fashion - UK - December 2015

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“As three quarters of Britons only purchase new clothing for a holiday or festival that they will be able to wear again, there is demand for retailers to offer more adaptable summer collections that are less seasonally defined and can be worn away from the beach and in the UK even with the unpredictable summer weather.”
– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How can retailers drive holiday wear purchases?
- What types of retailers stand out for occasionwear?
- What opportunities are there for driving sales of clothes for weddings or other special occasions in the summer?

The report examines purchasing of fashion items including clothing, footwear and accessories for key summer events such as holidays, festivals and special occasions. The unpredictable summer weather in the UK in 2015 has impacted the market and retailers are having to look closely at ways of responding to this and driving purchasing.

Young women remain the main buyers of clothes and footwear for summer holidays, despite men aged 16-24 being the main summer holidaymakers. Young males are twice as likely as women to not have purchased anything new for their trip and, while there has been a growing focus on men's swimwear and beachwear, with new brands entering the market, there is still further growth potential for the young male holiday wear market.

The festival clothing market is driven by young people, even though slightly older consumers aged 25-34 are as likely as their younger counterparts to have gone to a festival in 2015. This highlights the potential for retailers to also design wearable festival fashion aimed at this demographic.

Occasionwear specialists are struggling to compete in a market where over half of consumers shop at their usual clothing retailers when buying fashion items for a special summer event such as weddings, parties and the proms.

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