

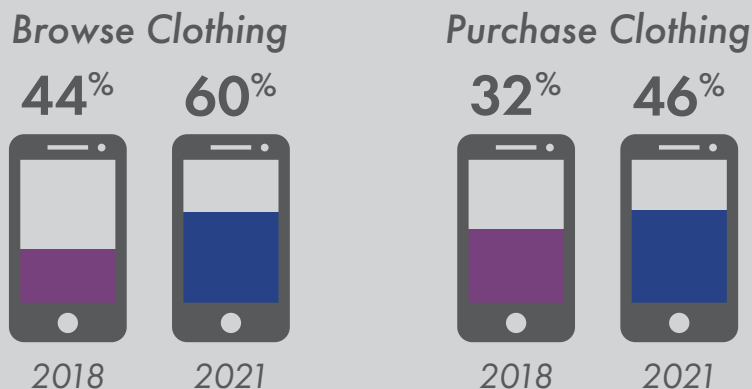
GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: CHINA



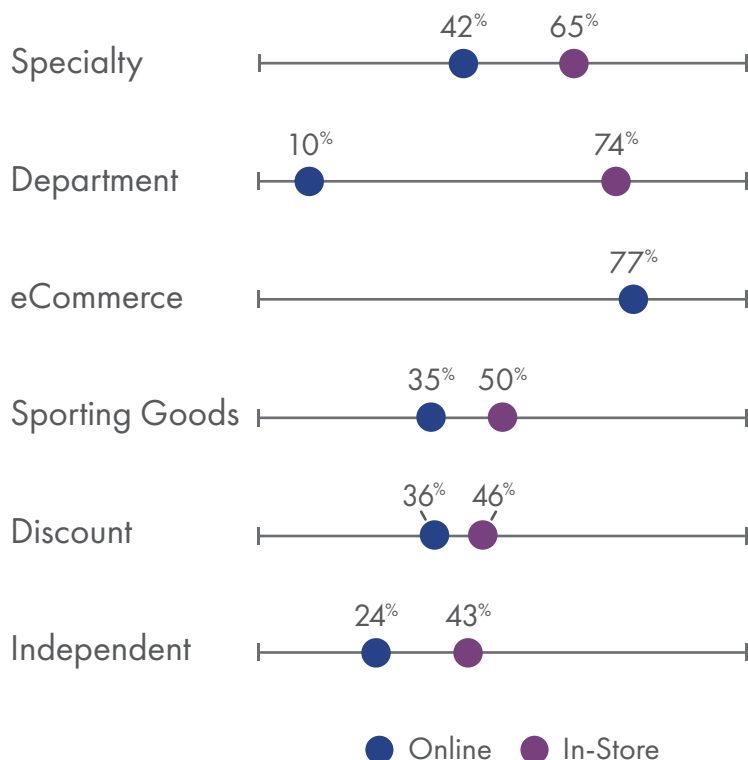
ONLINE SHOPPING SHIFTS TO SMARTPHONES

Percent who prefer using a smartphone to:



95%
Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING

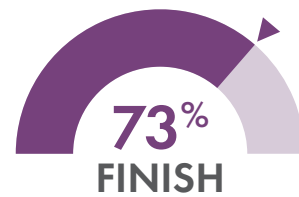
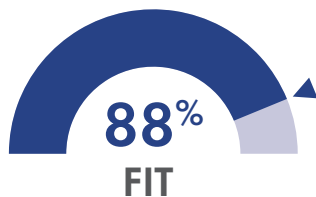


SOURCES FOR CLOTHING IDEAS



GLOBAL LIFESTYLE MONITOR: CHINA

PRIMARY PURCHASE DRIVERS

Important to clothing purchase:

COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE

78%



MOST AUTHENTIC

76%



MOST SUSTAINABLE

67%



83%

usually check fiber
content labels before
purchasing clothing.

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

87%

Antimicrobial



85%

Sweat Hiding
Technology

84%

Durability
Enhancement

84%

Wrinkle
Resistance

83%

Fade
Resistance