

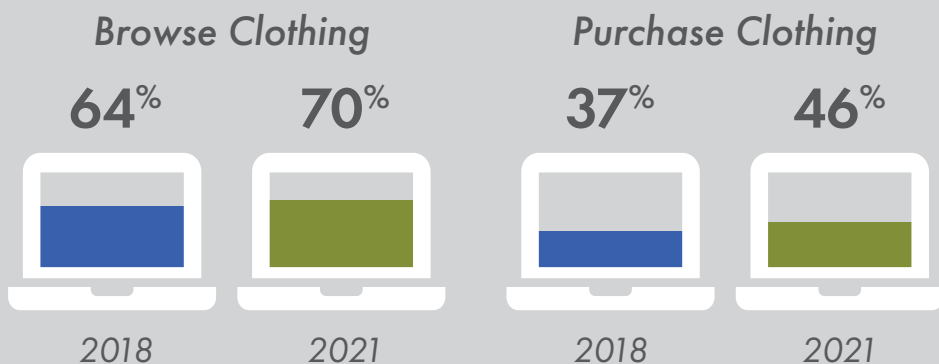
GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: EUROPE (U.K., GERMANY, ITALY)



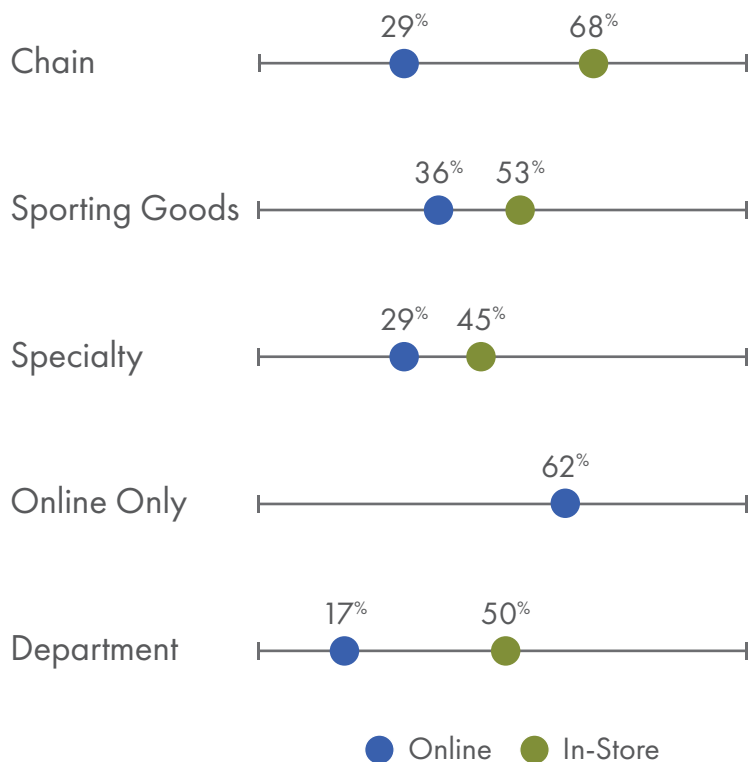
PREFERENCE FOR ONLINE SHOPPING GROWS

Percent who prefer online shopping to:



82%
Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING

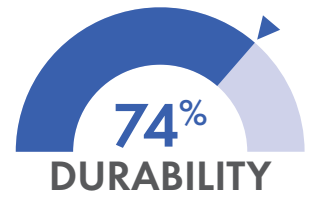
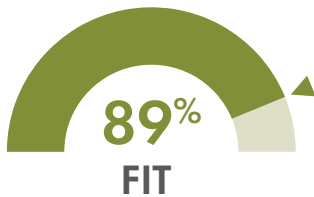


SOURCES FOR CLOTHING IDEAS



PRIMARY PURCHASE DRIVERS

Important to clothing purchase:



COTTON CLOTHING BEST DESCRIBED AS



MOST AUTHENTIC

82%



MOST SUSTAINABLE

79%



MOST COMFORTABLE

76%



60%

usually check fiber
content labels before
purchasing clothing



PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:



61%

Temperature
Control



59%

Fade
Resistance



58%

Durability
Enhancement



56%

Moisture
Management