

GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: JAPAN



CONSUMERS VALUE ONLINE AND IN-STORE SHOPPING

Percent who prefer shopping online to:

Browse Clothing

64%



Ask Questions

41%



Purchase Clothing

34%



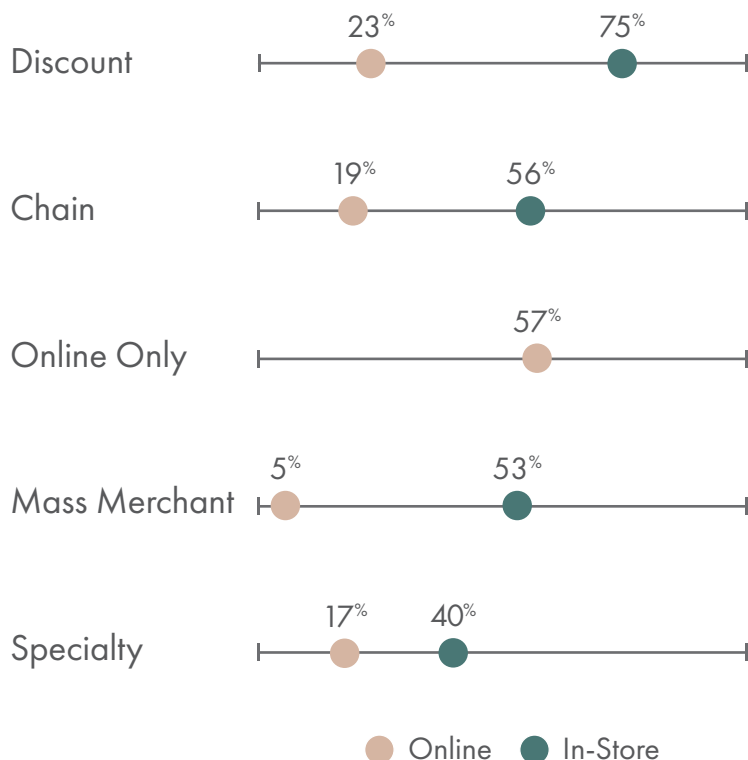
Purchase Same Clothing Again

69%



69%
Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



47% **Retailer Marketing**
In-store displays, Salespeople, Catalogs, Store fliers



36% **Traditional Media**
TV, Magazines, Celebrities



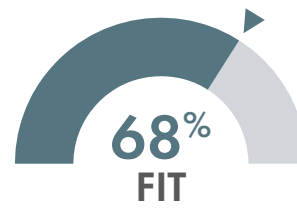
32% **Online**
Brand and retailer websites, Retailer email and apps, Social media, Blogs



32% **Other People**
Friends & colleagues, Family, People you see on the street

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PRIMARY PURCHASE DRIVERS

Important to clothing purchase:

COTTON CLOTHING BEST DESCRIBED AS



MOST SUSTAINABLE

79%



MOST AUTHENTIC

75%



MOST COMFORTABLE

72%



56%

usually check fiber
content labels before
purchasing clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

91%

Wrinkle
Resistance

90%

Temperature
Control

90%

Durability
Enhancement

88%

Odor Resistant/
Antimicrobial