

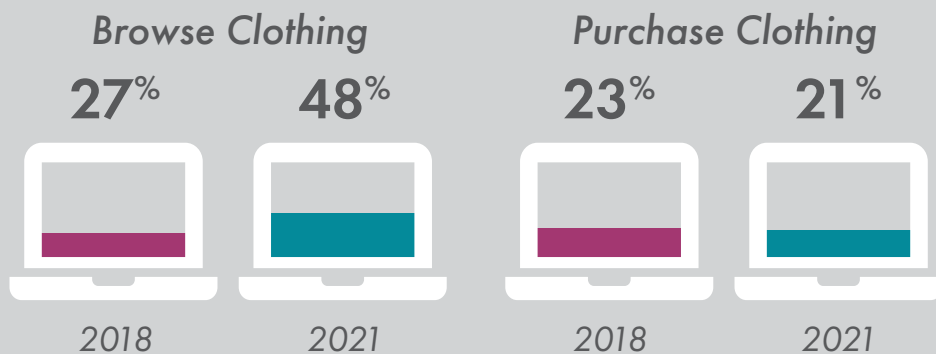
GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: MEXICO



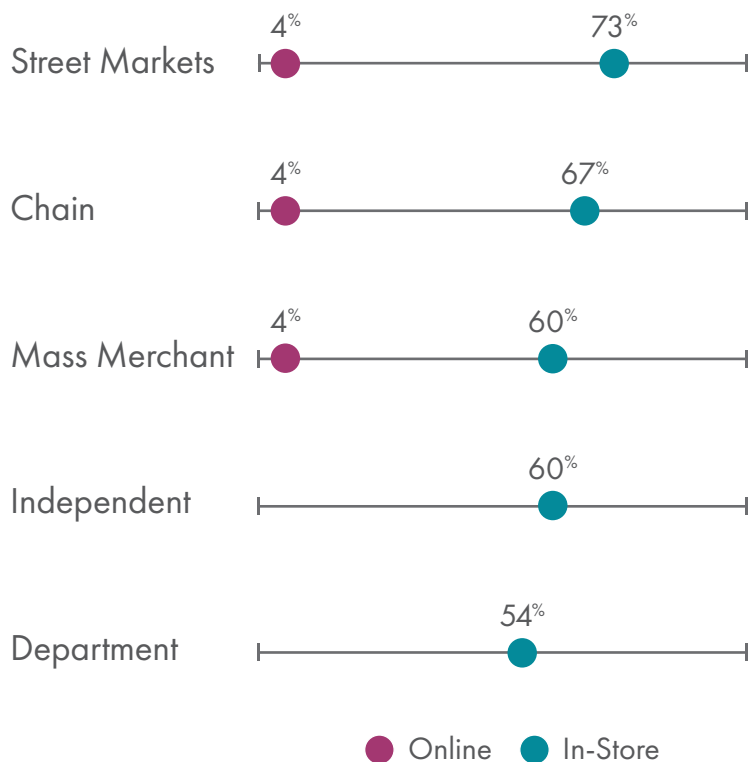
BROWSING FOR CLOTHING ONLINE GROWS

Percent who prefer shopping online to:



50%
Shop for
clothing online

RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



80% **Retailer Marketing**
In-store displays, Salespeople, Catalogs, Store fliers



58% **Online**
Brand and retailer websites, Retailer email and apps, Social media, Blogs

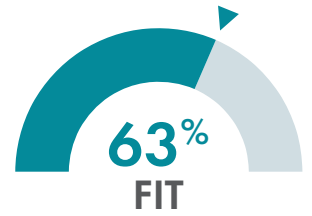
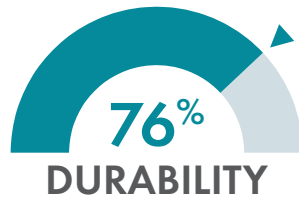
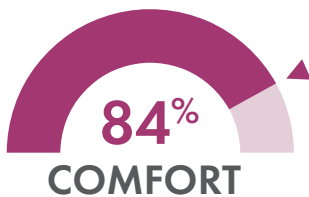


51% **Other People**
Friends & colleagues, Family, People you see on the street



47% **Traditional Media**
TV, Magazines, Celebrities

PRIMARY PURCHASE DRIVERS

Important to clothing purchase:

COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE

84%



MOST SUSTAINABLE

74%



LASTS THE LONGEST

72%

33%

usually check fiber
content labels before
purchasing clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

72%

Fade
Resistance

70%

Antimicrobial



68%

Temperature
Control

65%

Durability
Enhancement