

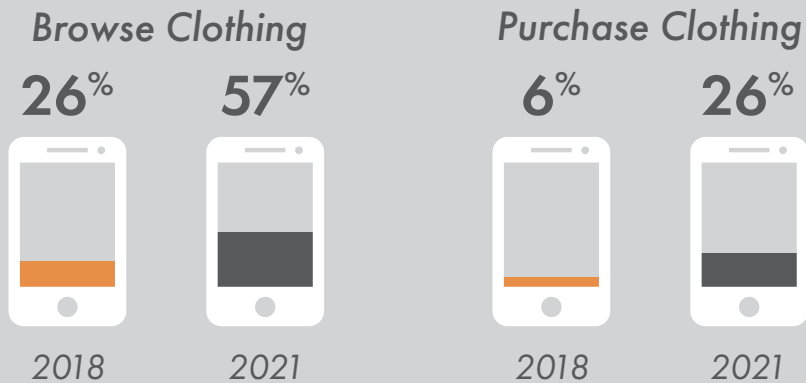
GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: S.E. ASIA*



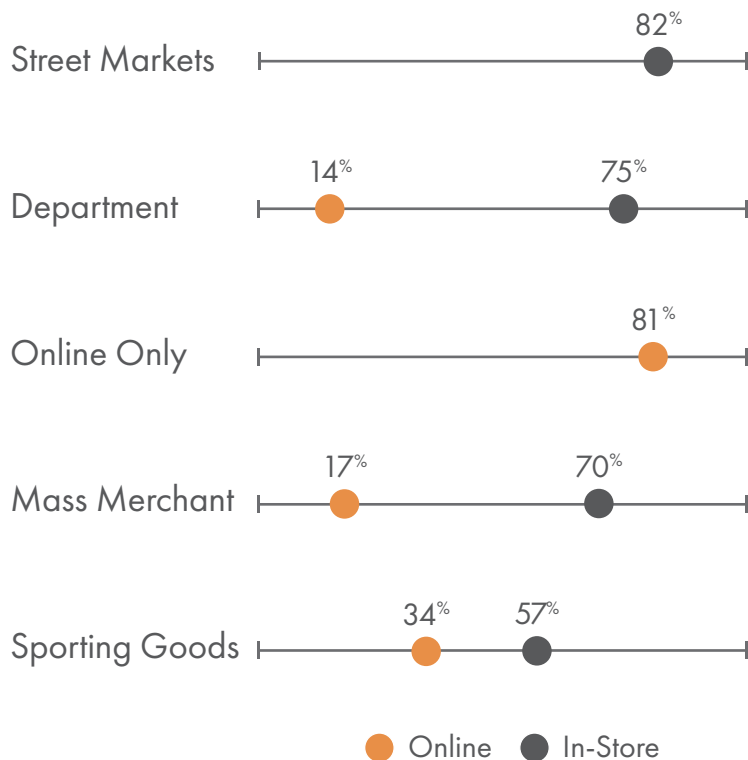
ONLINE SHOPPING GROWTH DRIVEN BY SMARTPHONES

Percent who prefer using a smartphone to:



83%
Shop for clothing online

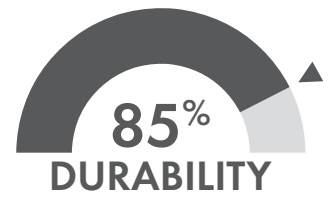
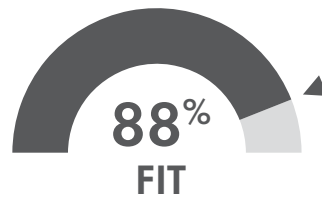
RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



PRIMARY PURCHASE DRIVERS

Important to clothing purchase:

COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE

72%



MOST AUTHENTIC

68%



MOST SUSTAINABLE

62%



44%

usually check fiber
content labels before
purchasing clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

91%

Antimicrobial



90%

Fade
Resistance

90%

Durability
Enhancement

88%

Temperature
Control