

OVER 60'S FASHION SURVEY

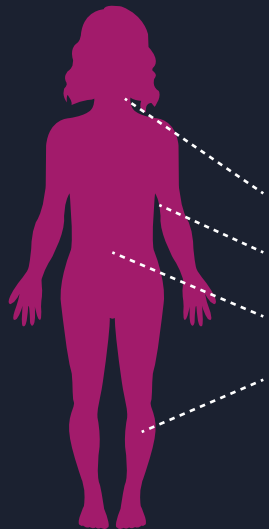
Classic fashion brand www.carrandwestley.co.uk researched 1,015 women over the age of 60 to ascertain their views on how well they are catered for by the UK clothing industry.

82%

FEEL THEIR AGE GROUP IS NEGLECTED BY THE BIG HIGH STREET RETAILERS

82%

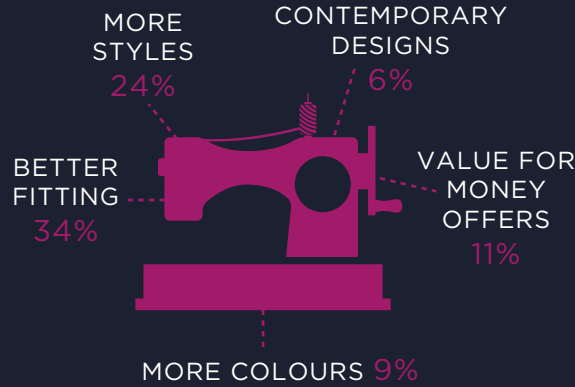
DON'T FEEL THAT RETAILERS PROVIDE ENOUGH CHOICE FOR THEIR AGE GROUP IN TERMS OF CLOTHING OPTIONS



PARTS OF THE BODY WOMEN FEEL MOST SELF-CONSCIOUS ABOUT AS THEY'VE GOTTEN OLDER

NECK 11%
 ARMS 22%
 STOMACH 47%
 LEGS 9%
 OTHER 10%

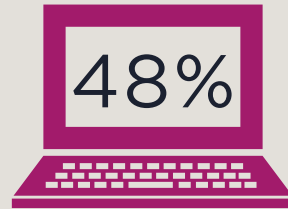
WHAT WOMEN WOULD LIKE TO SEE MORE OF IN CLOTHING OPTIONS FOR THEIR AGE GROUP



I FEEL MORE CONFIDENT 59%

I FEEL LESS CONFIDENT 28%

...SAY WOMEN WHEN IT COMES TO THEIR CONFIDENCE TOWARDS CLOTHING AND THEIR IMAGE AS THEY'VE GOTTEN OLDER



USE THE INTERNET ONCE A MONTH OR MORE TO SHOP FOR CLOTHES

VS.



VISITING SHOPS ON THE HIGH STREET



HABIT 73%
 CLOTHES LOOKING GOOD ON OTHER PEOPLE 12%
 ADVERTISING/MAGAZINES 5%
 FAMILY & FRIEND RECOMMENDATIONS 4%

KEY INFLUENCERS DETERMINING PURCHASE DECISIONS ON CLOTHES

ATTRIBUTES DEEMED MOST IMPORTANT WHEN PURCHASING CLOTHING

- ★ ★ ★ QUALITY 59%
- 👗 EASE OF FIT/FLATTERING 54%
- 🧺 EASY TO WASH 42%
- 👤 CUSTOMER SERVICE 39%
- 💰 VALUE FOR MONEY 32%
- 🧵 FABRIC CONTENT 30%
- 👗 DESIGN 28%
- 🛒 ONLINE SHOPPING SERVICE 24%
- 👠 STYLE 21%
- 👗 ELEGANCE 20%
- 💳 PRICE 20%
- 🌍 COUNTRY OF MANUFACTURE 15%
- 👓 FASHIONABLE 13%
- 🏆 UNIQUENESS OF PRODUCT 9%
- 👜 BRAND 7%
- 👥 ETHICAL 7%

PERCENTAGE OF WOMEN THAT CHOOSE CLOTHING THAT REFLECTS THEIR PERSONALITY OR IMAGE

