‘THE BIG SQUEEZE’ IS A MAIL METRO MEDIA RESEARCH SERIES THAT TRACKS THE ONGOING IMPACT THAT THE COST OF LIVING CRISIS IS HAVING ON CONSUMERS’ FINANCES AND BEHAVIOURS ACROSS A BROAD RANGE OF CATEGORIES.

EACH WEEK WE ASK OUR MATTERS COMMUNITY MEMBERS ABOUT THEIR BEHAVIOURS IN ONE CATEGORY TO ASCERTAIN IF AND HOW IT HAS BEEN IMPACTED BY THE COST OF LIVING CRISIS.

OUR AIM IS TO OFFER USEFUL INSIGHTS AND PRACTICAL GUIDANCE ON HOW BRANDS CAN NAVIGATE THIS DIFFICULT AND TUMULTUOUS PERIOD.

THIS WEEK WE’RE FOCUSING ON HIGH-STREET FASHION. WE WANTED TO FIND OUT HOW THE RISE IN THE COST OF LIVING IMPACTS CONSUMER ATTITUDES AND BEHAVIOURS IN THE CATEGORY.
Within this research we asked about shopping habits, how they have changed and important factors when purchasing clothes. We also asked readers about their perceptions of fashion retailers in relation to the cost-of-living crisis.

**APPROACH:**
12 mins online survey, respondents recruited through Matters Community

**FIELDWORK DATES:**
16th December 2022 – 22nd December 2022

**SAMPLE:**
636 participants

Weighted to be representative of the Mail Metro Media weekly audience by gender and age
KEY FINDINGS
CHANGING BEHAVIOURS:

• 1 in 2 claim to have spent less on clothes in the last 12 months.

• 1 in 2 are paying closer attention to offers and sales; this is more significant among adults aged 55+ (57%).

• Over 1 in 3 are seeking out discount codes and online offers.

• Over 1 in 5 are increasingly shopping at more affordable fashion retailers; this increases to 1 in 3 among 18-34s and females.

CURRENT BEHAVIOURS AND ATTITUDES:

• Fashion is important to our readers – 1 in 2 say it is important that they look well dressed and 44% really enjoy shopping for clothes.

• Fashion / Style (54%) is an important criteria in purchasing clothes – however criteria such as durability (88%) and inclusivity (52%) are also important to readers.

• In-store shopping is still important for half of consumers - Females and under 35s are most likely to shop online, men and over 55s most likely to shop in-store.

KEY FINDINGS SUMMARY 1
5 Key High-Street Fashion Trends

1. Seeking deals and spreading payments: 1 in 3 are seeking discount codes/offers more than previously and the same proportion say finance options play an important part in their purchase decisions.

2. Focus on quality: 2 in 3 consumers say that rising prices have made them more aware of the importance of sustainable fashion. Durability is the #2 most important factor when purchasing clothes.

3. Making the most of current wardrobe: 1 in 2 are increasingly re-wearing outfits instead of buying new clothes. This is resulting in more readers upcycling their clothes—especially females and C2DEs.

4. Inclusive fashion: Inclusion is an increasing priority for many. Females struggle to find clothes that flatter their body shape, Gen Z value representation of their identity in advertising, whilst older audiences believe fashion brands mainly focus on young people.

5. Second-hand: Saving and selling: 2 in 3 think buying second-hand fashion items is a sensible way to save money, while 1 in 5 are resorting to selling clothes they no longer want—especially 35-54s and females.
**KEY FINDINGS**

**SUMMARY 3**

**HIGH-STREET FASHION RETAILERS REVIEW**

- **Value for money:** F&F and George rank highly on value as they offer Clubcard points, quality items for low prices and keep up with trends.

- **Behaves sustainably:** M&S, H&M and Next rank high for sustainability credentials as they spread awareness of their sustainable initiatives and use sustainable / recycled materials in their clothes.

- **Wear well and comfort:** M&S, F&F and Tu rank highly on durability and comfort as they have continuously provided good quality, long-lasting and affordable clothing.

**NEWSBRANDS, MAIL METRO MEDIA AND HIGH-STREET FASHION**

- 1 in 2 rely on newsbrands to keep well informed about fashion.

- 2 in 5 readers notice and enjoy fashion advertising in our titles.

- 1 in 3 have previously bought clothing they have seen in newsbrands.

- +47% average increase in consideration on our fashion partnerships.
CURRENT BEHAVIOURS AND ATTITUDES
FASHION IS OF GREAT IMPORTANCE TO READERS

It can boost confidence, provide enjoyment and spark conversations.

52% “It is very important to me to look well dressed”
44% “I really enjoy shopping for clothes”
42% “People often compliment me on my clothes”
**DURABILITY AND INCLUSIVITY ARE JUST AS IMPORTANT AS STYLE WHEN PURCHASING CLOTHES**

Q - Please indicate how important or unimportant each of the following criteria is when purchasing clothes.

**NET = Any Important**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfort</td>
<td>93%</td>
</tr>
<tr>
<td>Availability</td>
<td>87%</td>
</tr>
<tr>
<td>Ease of care</td>
<td>83%</td>
</tr>
<tr>
<td>Fashion / Style</td>
<td>54%</td>
</tr>
<tr>
<td>The manufacturer’s brand</td>
<td>52%</td>
</tr>
<tr>
<td>Cheap</td>
<td>50%</td>
</tr>
<tr>
<td>Reviews</td>
<td>47%</td>
</tr>
<tr>
<td>Durability</td>
<td>88%</td>
</tr>
<tr>
<td>Material</td>
<td>83%</td>
</tr>
<tr>
<td>Sales promotions (e.g. 50% off)</td>
<td>75%</td>
</tr>
<tr>
<td>Green credentials</td>
<td>52%</td>
</tr>
<tr>
<td>Retailer promotes the variety of people’s body shapes and identities in a positive way</td>
<td>42%</td>
</tr>
<tr>
<td>Payment terms offered (e.g. splitting payment / interest-free)</td>
<td>33%</td>
</tr>
<tr>
<td>Friends / Family recommendation</td>
<td>38%</td>
</tr>
<tr>
<td>Advertising</td>
<td>28%</td>
</tr>
<tr>
<td>Social media influencers</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: High Street Fashion x Big Squeeze 2022
Base: Bought clothes in last 12 months (588)
IN-STORE SHOPPING STILL IMPORTANT FOR HALF OF CONSUMERS

Females and under 35s are most likely to shop online, men and over 55s most likely to shop in-store.

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### Methods of shopping for clothes

<table>
<thead>
<tr>
<th>Method of Shopping</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I mainly just shop online</td>
<td>36%</td>
<td>37%</td>
<td>37%</td>
<td>31%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>I mainly shop online for items after seeing the item in-store</td>
<td>20%</td>
<td>15%</td>
<td>4%</td>
<td>13%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>I mainly shop in-store after browsing items online</td>
<td>21%</td>
<td>16%</td>
<td>13%</td>
<td>17%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>I mainly shop in-store</td>
<td>19%</td>
<td>28%</td>
<td>39%</td>
<td>35%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)
CONSUMER SPENDING IS ON THE INCREASE AFTER THE PANDEMIC

Consumers have ditched the sportswear and are starting to embrace more formal clothing.

Consumer Spending on womenswear and menswear 2018-2023 (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Menswear (£m)</th>
<th>Womenswear (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>15,223</td>
<td>28,900</td>
</tr>
<tr>
<td>2019</td>
<td>15,399</td>
<td>30,600</td>
</tr>
<tr>
<td>2020</td>
<td>13,100</td>
<td>26,800</td>
</tr>
<tr>
<td>2021 (est)</td>
<td>14,700</td>
<td>30,080</td>
</tr>
<tr>
<td>2022 (fore)</td>
<td>15,482</td>
<td>31,567</td>
</tr>
<tr>
<td>2023 (fore)</td>
<td>15,928</td>
<td>32,161</td>
</tr>
</tbody>
</table>

Items bought in the last 12 months
Base: Women

- **Sportswear**
  - 2021: 27%
  - 2022: 20%

- **Dresses**
  - 2021: 24%
  - 2022: 32%

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)
Mintel: Womenswear 2022
CHANGING BEHAVIOURS
SOME ARE PAYING CLOSER ATTENTION TO OFFERS OR SEEKING OUT DISCOUNT CODES, WHILE OTHERS ARE SHOPPING AT MORE AFFORDABLE CLOTHING STORES

Q - Thinking about how your clothing shopping habits which if any of the following apply to you?

- "I am paying close attention to offers and sales" 48%
  - 18-34: 30%  35-54: 50%  55+: 57%  Male: 44%  Female: 51%

- "I always seek out discount codes on online orders" 34%
  - 18-34: 35%  35-54: 43%  55+: 25%  Male: 30%  Female: 37%

- "I am increasingly shopping at more affordable fashion retailers" 28%
  - 18-34: 34%  35-54: 30%  55+: 23%  Male: 24%  Female: 32%

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)

↑ = Significant at 95%
1 IN 2 CLAIM TO BE SPENDING LESS ON CLOTHES

18-34s are significantly more likely to have spent more on clothes in the last 12 months.

Q - Thinking about your clothing shopping habits, how, if at all, have your habits changed in the last 12 months?

<table>
<thead>
<tr>
<th>Spend on Clothing</th>
<th>Spending more</th>
<th>No changes</th>
<th>Spending less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9%</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>18-34</td>
<td>18%</td>
<td>32%</td>
<td>45%</td>
</tr>
<tr>
<td>35-54</td>
<td>7%</td>
<td>41%</td>
<td>48%</td>
</tr>
<tr>
<td>55+</td>
<td>5%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Male</td>
<td>8%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Female</td>
<td>9%</td>
<td>35%</td>
<td>53%</td>
</tr>
<tr>
<td>ABC1</td>
<td>10%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>C2DE</td>
<td>7%</td>
<td>32%</td>
<td>55%</td>
</tr>
</tbody>
</table>

**NET CHANGE (MORE-LESS)**

-38%  
-27%  
-41%  
-42%  
-31%  
-44%  
-32%  
-49%

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)

- I am spending more overall on clothes than I did 12 months ago
- My shopping habits have not changed
- I am spending less overall on clothes than I did 12 months ago
5 KEY FASHION TRENDS
SEEKING DEALS AND SPREADING PAYMENTS

1 in 3 are actively seeking out discount codes and looking for deals. Under 35s increasingly value payment terms when purchasing clothes, can retailers educate older consumers on their role?

Q - Thinking about how your clothing shopping habits, which if any of the following apply to you?

Q - Please indicate how important or unimportant each of the following criteria is when purchasing clothes.

<table>
<thead>
<tr>
<th>Clothing Shopping Habits</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I always seek out discount codes on online orders&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30%</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>Female</td>
<td>37%</td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)

<table>
<thead>
<tr>
<th>Important Factor When Purchasing Clothes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Terms Offered (E.G. Split Payment / Interest-free)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>34%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Female</td>
<td>31%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)
2 FOCUS ON QUALITY
Rising prices have highlighted the importance of sustainable fashion. ‘Durability’ and ‘material’ represent two of the top four most important factors when choosing clothes.

UK consumers say that rising prices have made them more aware of the importance of sustainable fashion.

Q - Please indicate how important or unimportant each of the following criteria is when purchasing clothes.

Q - Please tell us about your favourite item of clothing you have purchased over the last 12 months? Why is it your favourite? Where did you buy it? How does it make you feel?

Important purchasing factors
When choosing clothes

- COMFORT: 93%
- DURABILITY: 88%
- AVAILABILITY: 87%
- MATERIAL: 83%

Describing favourite item of clothing:

“I have a lovely cotton shirt. It’s a winter weight & very comfortable. It washes well & irons like new.”

“Cosy knitted jumper perfect for the cold winter season, soft material that stays soft after many washes. Makes me feel cosy and comfortable and is perfect to put with various outfit combinations for different occasions.”

“A lilac coloured cashmere jumper from Marks and Spencer. I love the colour and it feels very luxurious.”

Source: High Street Fashion x Big Squeeze 2022
Base: Bought clothes in last 12 months (588)
Google Trends – 2022, Mintel – Fashion & Sustainability 2022
MAKING THE MOST OF CURRENT WARDROBE

1 in 2 are re-wearing outfits instead of buying new clothing to help control their spending or be more sustainable. 1 in 4 are upcycling their clothing, which is more popular among females and C2DEs.

Q. Thinking about how your clothing shopping habits which if any of the following apply to you?
Q. You said that you have not purchased any clothes in the last 12 months, why is this?

49%

“I am increasingly re-wearing outfits instead of buying new clothes”

18-34: 46% 35-54: 42% 55+: 56%

“Struggling to make money, can’t afford the clothing for me and my children as I need to highly support that I can make money on a daily basis.” – Age 18-34

“Because I have to watch my pennies & make it stretch as much as I can. I’m also trying to wear them for as long as I can before buying new clothes for environmental & sustainable reasons.” – Age 35-54

“Too expensive. I have plenty of clothing in my wardrobe.” – Age 55+

1 in 4 of those who have not purchased any clothes are more likely to be to upcycle / repair clothing

↑ = Significant at 95%

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)
INCLUSIVE FASHION

Inclusion is an increasing concern across many audiences when it comes to clothing. Females struggle to find clothes that flatter their body shape. Gen Z value representation of their identity in advertising whilst older audiences believe fashion brands mainly focus on young people.

**BODY SHAPE**

Issues when shopping for fashion:

- “Finding clothes that flatter my body shape”

23% 50%

**IDENTITY**

“I am more likely to buy from a fashion retailer that represents my identity in its advertising”

- Gen Z: 37%
- Younger Millennials: 28%
- Older Millennials: 28%
- Gen X: 29%
- Baby Boomers: 23%

**AGE**

“Fashion brands mainly focus on young people”

Net = Agree

67%

Gen Z: 64%
Millennials: 61%
Gen X: 69%
Boomers: 72%
SECOND-HAND: SAVING AND SELLING

2 in 3 believe buying second-hand clothing is a good way to save money and 1 in 4 are buying more second-hand items. 1 in 4 are selling clothes they no longer want, especially 35-54s and females.

Q - Please state your level of agreement or disagreement with each of the following statements.
Q - Thinking about how your clothing shopping habits which if any of the following apply to you?
Q - Imagine you decided you no longer wanted to wear an item of clothing. The item is in good condition. What are you likely to do?

“I think buying second-hand fashion items is a sensible way to save money”
NET = Any Agree
Male: 59%  Female: 68%
ABC1: 61%  C2DE: 70%

“I am buying more second-hand items (e.g. charity shop, eBay, Vinted)”
Male: 17%  Female: 27%
ABC1: 21%  C2DE: 25%

Saving

Selling

Sell clothing they no longer want to wear

18-34: 32%  35-54: 35%  55+: 11%
Male: 21%  Female: 28%

↑ = Significant at 95%

Source: High Street Fashion x Big Squeeze
Base: Bought clothes in last 12 months (588)
BRAND OVERVIEW
F&F AND GEORGE RANK HIGHEST FOR ‘VALUE FOR MONEY’

F&F are on top as readers love the Clubcard points system, while George offers quality items for lower prices. Supermarket clothing have scored well due to the convenience, quality and value.

![Brand Scores Graph]

Q - Which, if any, of the following statements do you think applies to [BRAND]?
Q - What is it about [BRAND] that you like?

“OFFERS VALUE FOR MONEY”
Top 10 Retailers
Average Score = 27%

- **F&F**: 60%
- **George**: 53%
- **Primark**: 47%
- **Tu**: 47%
- **Matalan**: 43%
- **H&M**: 39%
- **Amazon Fashion**: 37%
- **TK Maxx**: 36%
- **M&S**: 36%
- **eBay Fashion**: 32%

- **F&F**
  - “I can use my Clubcard points on them so that I can ‘afford’ to buy new things.” - Female 35-54
- **George**
  - “Cheap and good quality for price.” - Female 18-34
  - “Value, quality and convenience.” - Male, 35-54
- **Primark**
  - “They sell more upmarket kind of clothes but for not too much of an expensive price.” - Female 18-34
- **Tu**
  - “Quality clothes, affordable prices and always a new trend.” - Female, 55+
- **Matalan**
  - “They offer good quality for the price.” - Female, 55+

Source: High Street Fashion x Big Squeeze
Base: Likelihood to Purchase From Brand (588)
M&S, F&F AND TU SCORE HIGH FOR QUALITY

M&S scored significantly higher than any other brand for quality of the products.

Q - Which, if any, of the following statements do you think applies to [BRAND]?
Q - What is it about [BRAND] that you like?

“MAKES CLOTHES THAT ARE COMFORTABLE / WEAR WELL / EASY TO CARE FOR”

Top 10 Retailers
Average Score = 20%

RANK

M&S
EST. 1884

F&F

Tu

H&M

next

George

Matalan

TK Maxx

River Island

Topshop

Topman

50%
40%
39%
37%
35%
33%
24%
21%
21%
21%

“There is a degree of continuity of finish and quality of product.”
- Male 55+

“Good quality clothing that is very reasonable price and long lasting.”
- Female 35-54

“Good quality clothing in a variety of styles and sizes. I can always find something I like there.”
- Female 55+

“Good quality clothing - it’s well cut, fits well and lasts long.”
- Female 35-54

“It offers cheap clothing that is still good quality.”
- Female 55+

Source: High Street Fashion x Big Squeeze
Base: Likelihood to Purchase From Brand (588)

Average score from 24 brands
M&S, H&M AND NEXT RANK HIGHEST FOR SUSTAINABILITY

M&S are on top for sustainability as readers are aware of their efforts and lack of synthetic materials in the clothing. Awareness of sustainable initiatives and material of clothing are top themes in this space.

Q - Which, if any, of the following statements do you think applies to [BRAND]?
Q - What is it about [BRAND] that you like?

**“BEHAVES SUSTAINABLY”**
Top 10 Retailers
Average Score = 11%

**RANK**

- **M&S**
  - 27%
  - “Their combination of price and quality plus their sustainability efforts and customer service are good.”
  - – Male 55+

- **H&M**
  - 22%

- **next**
  - 20%

- **F&F**
  - 15%

- **Tu**
  - 14%

- **PRIMARK**
  - 14%

- **TOPSHOP**
  - 12%

- **TOPMAN**
  - 11%

- **RIVER ISLAND**
  - 10%

- **George**
  - 10%

- **ZARA**
  - 10%

**Source:** High Street Fashion x Big Squeeze
Base: Likelihood to Purchase From Brand (588)
WHY MAIL METRO MEDIA?
NEWSPRANLDS INFORM READERS ON FASHION, PROMPT PURCHASE AND HELP IMPROVE PERCEPTIONS

Advertisers are trusting our titles to deliver key messaging and our partnerships deliver results.

Q - Which, if any, of the following media sources keep you well informed about fashion / high street fashion?

Q - Please state your level of agreement or disagreement with each of the following statements:

Consumers go to newsbrands to keep well informed about fashion

Our readers notice and enjoy fashion advertising in our titles

Advertisers are trusting our titles to deliver vital messaging

1 in 3 Mail Metro Media readers

Our partnerships deliver results

agree that reading articles on fashion in newsbrands helps them stay up-to-date

have previously bought clothing they have seen in newsbrands

+47%

average increase in consideration on our fashion partnership

Source: Charities Matters Community Survey

Base: 542 Respondents
USE MAIL METRO MEDIA AND WATCH YOUR FASHION CAMPAIGNS TAKE OFF...

<table>
<thead>
<tr>
<th>POWER OF MAIL METRO MEDIA</th>
<th>REACHING ALL AUDIENCES</th>
<th>TARGETABLE DATA SEGMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>70%</strong> of all clothing purchases last year were bought by our readers (£19.0bn)</td>
<td><strong>14.2M</strong> of our readers really enjoy shopping for clothes (65% reach)</td>
<td>Audience targeting increases recall, consideration and purchase intent</td>
</tr>
<tr>
<td><strong>130M</strong> article views on fashion content across our digital websites last year</td>
<td><strong>8.3M</strong> enjoy reading about clothes and fashion on newsbrands (71% reach)</td>
<td><strong>WOMEN’S FASHION</strong></td>
</tr>
<tr>
<td><strong>DRIVING SALES</strong></td>
<td><strong>8.1M</strong> like to keep up with the latest fashion styles (64% reach)</td>
<td><strong>FASHIONISTAS</strong></td>
</tr>
<tr>
<td><strong>NATIVE FORMATS</strong></td>
<td></td>
<td><strong>SUSTAINABLE FASHION</strong></td>
</tr>
<tr>
<td><strong>#1 FOR PURCHASE INTENT</strong></td>
<td></td>
<td><strong>MALE FASHION LOVERS</strong></td>
</tr>
</tbody>
</table>

Source: TGI December 2022, Google Analytics Feb 2022-Dec 2022, Centre for Attention 2021
Each week our Fashion Forward page highlights the latest must-have clothes and accessories, covering a spectrum of price points and stockists.

Sunday Supplement

1.2M Women reached per month, more than any other woman’s fashion mag

Readers spend +21% more money on clothes than the average adult

Mail Online

Femail Fashion Finder Survey 2022

From fashion to food, beauty to babies, the Femail channel has everything its affluent and engaged audience need. Plus the Femail Fashion Finder helps readers buy whatever their favourite celebrities are wearing...

35% 65%

8.4M reach per month

Mail Online

TV & Showbiz

The ultimate channel for a celebrity gossip fix, this offers ever-changing, up to the minute, picture-rich coverage that ensures readers come back again and again and again.

37% 63%

10.4M reach per month

Over 1 in 2 Femail readers think it is important to look well dressed

Femail Fashion Finder users agree the service offers something they can’t get elsewhere

Over 2 in 5 really enjoy shopping for clothes

Over 1 in 3 think they have a really good sense of style

Source: TGI December 2022, PAMCo 3 2022. Femail Fashion Finder Survey 2022
IMPLICATIONS FOR ADVERTISERS
IMPLICATIONS FOR ADVERTISERS

THEMES THAT MATTER

SEEKING DEALS AND SPREADING PAYMENTS
1 in 2 readers are paying closer attention to offers and sales, and 1 in 3 value payment terms when purchasing clothes.

SECOND-HAND SAVERS AND SELLERS
2 in 3 think buying second-hand items is a sensible way to save money, while 1 in 5 are resorting to selling clothes they no longer want.

MORE IMPORTANCE ON QUALITY
2 in 3 UK consumers say that rising prices have increased the importance of sustainable fashion. Durability is important to 88% of readers.

INCLUSION OF BODY SHAPE AND IDENTITIES
1 in 2 say that promoting a variety of body shapes and identities in a positive way is an important factor in purchasing clothes.

MAKING THE MOST OF CURRENT WARDROBE
1 in 2 are increasingly re-wearing outfits instead of buying new clothes. 1 in 4 are also up-cycling their clothes.

POWER OF NEWSBRANDS
1 in 3 have bought clothes they have seen in a newsbrand ad campaign.

INCENTIVISE WITH EXCLUSIVE OFFERS
Many are spending less on clothes and paying more attention to offers and sales. Consider incentivising consumers with a membership system that builds up to unlock offers and discounts.

SHOW YOUR SUSTAINABILITY STORY
There are growing concerns about the sustainability of fashion. Ensure you practice what you preach. Consider a trading service for clothes to be recycled / upcycled and offer incentives for the trade (discounts, vouchers etc.).

HIGHLIGHT QUALITY OF MATERIALS
Many factor in durability and material of clothing when choosing clothes and are wearing clothes for longer. Highlight that quality matters and that buying quality items is both a better personal investment and better for the planet.

DIVERSITY AND INCLUSION
Many struggle to find clothes that fit their body shape and would like to see more representation of their age or identity from brands. Showcase how your range cover all body shape, ages and identities.

USE NEWSBRANDS
Many rely on newsbrands to stay informed on fashion with many noticing fashion advertising in our titles. Matching our fashion loving audience with our attention grabbing innovative ad formats can deliver results on key campaign metrics.