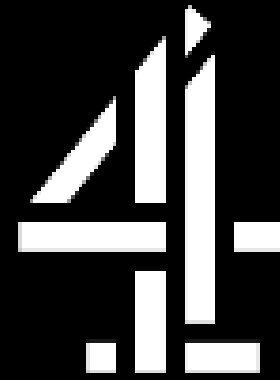


good vibes only



little black book



...of Fashion



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little
black
book

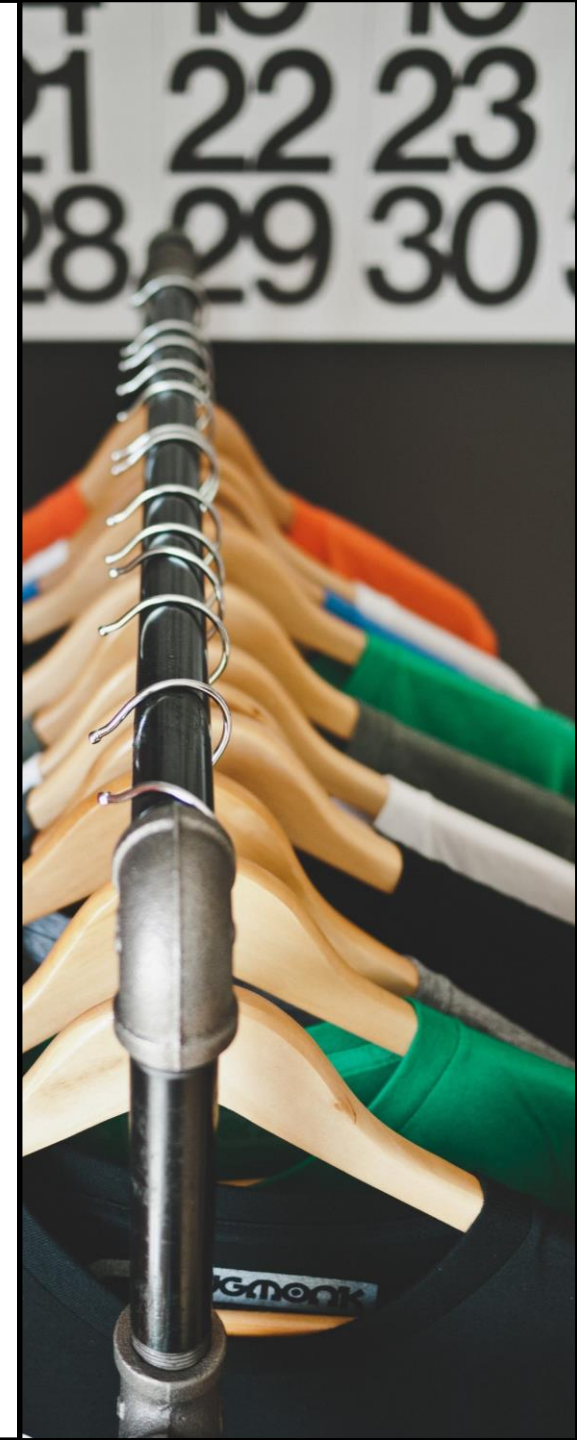




01

Shopping habits

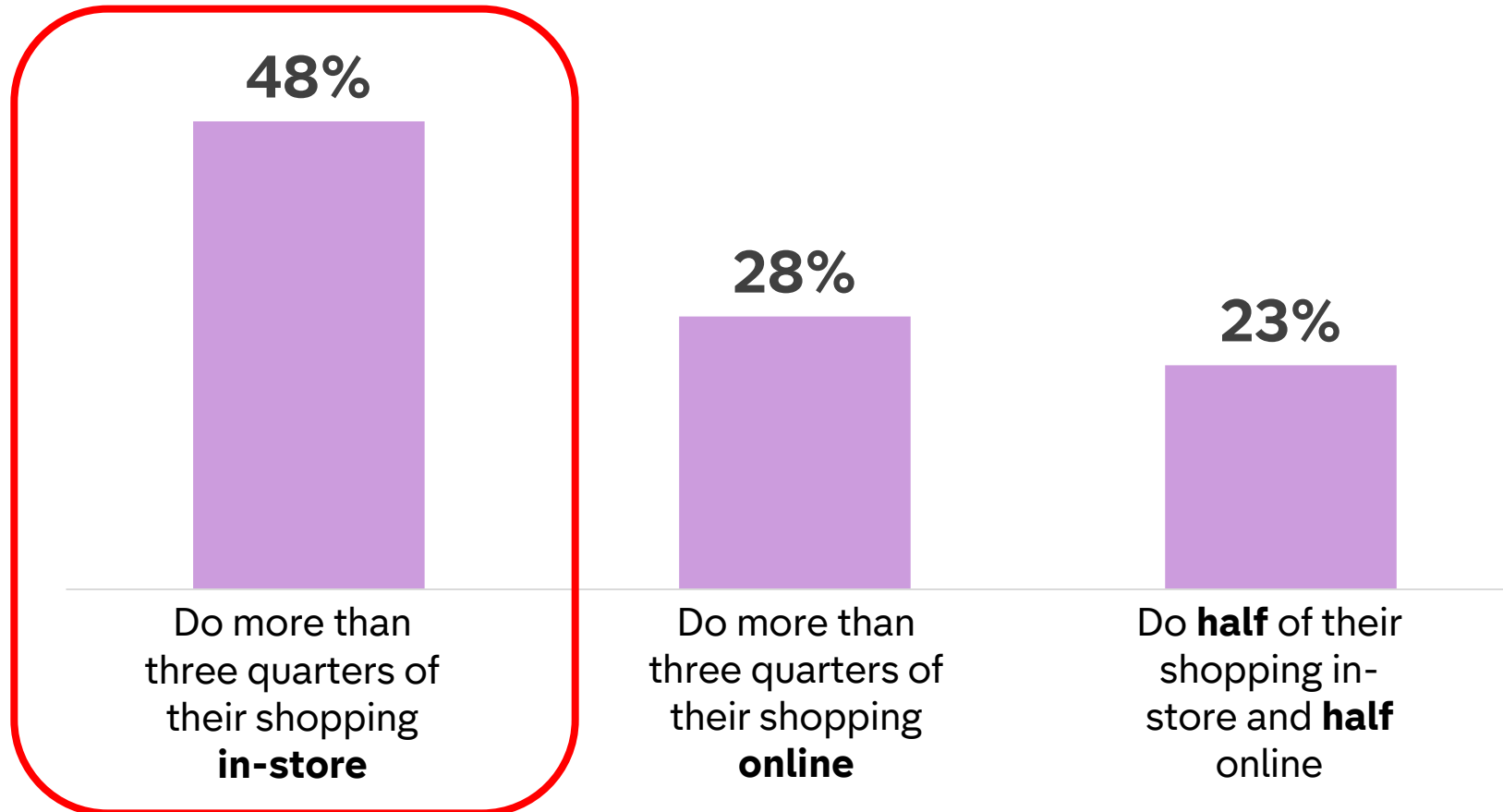
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book



They buy their clothes mostly in-store

Confessions of a shopaholic...

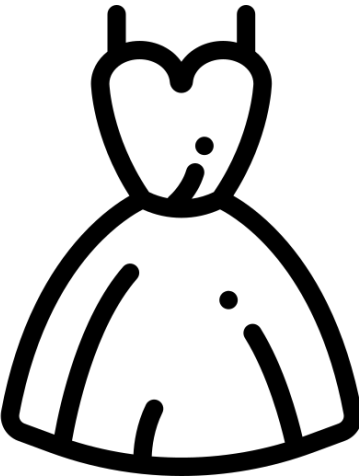
We asked them, roughly how much would you say your fashion shopping is done **online vs. in-store**?



This means they can see, try and buy clothing all at the same time

To what extent do you agree/disagree with the below statements when it comes to fashion shopping?

64%



Like to see/touch fashion items first before purchasing

56%



Like shopping in-store as they don't have to wait for delivery

48%



Enjoy the in-store experience when shopping for fashion

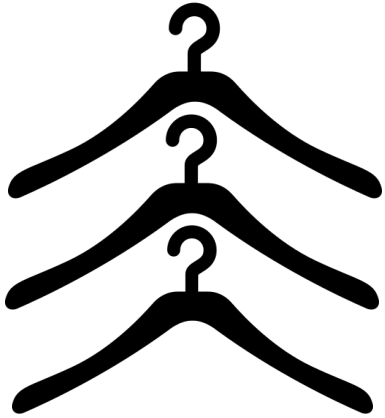


Source: Core4 All 4 registered user survey - Aug 2019. Sample size 356

But there is more choice online

Online shopping still has it's benefits especially for our younger viewers

74%



Enjoy having the variety of choice when shopping online



84% for 16-34s!

72%



Like being able to compare prices when shopping online

65%

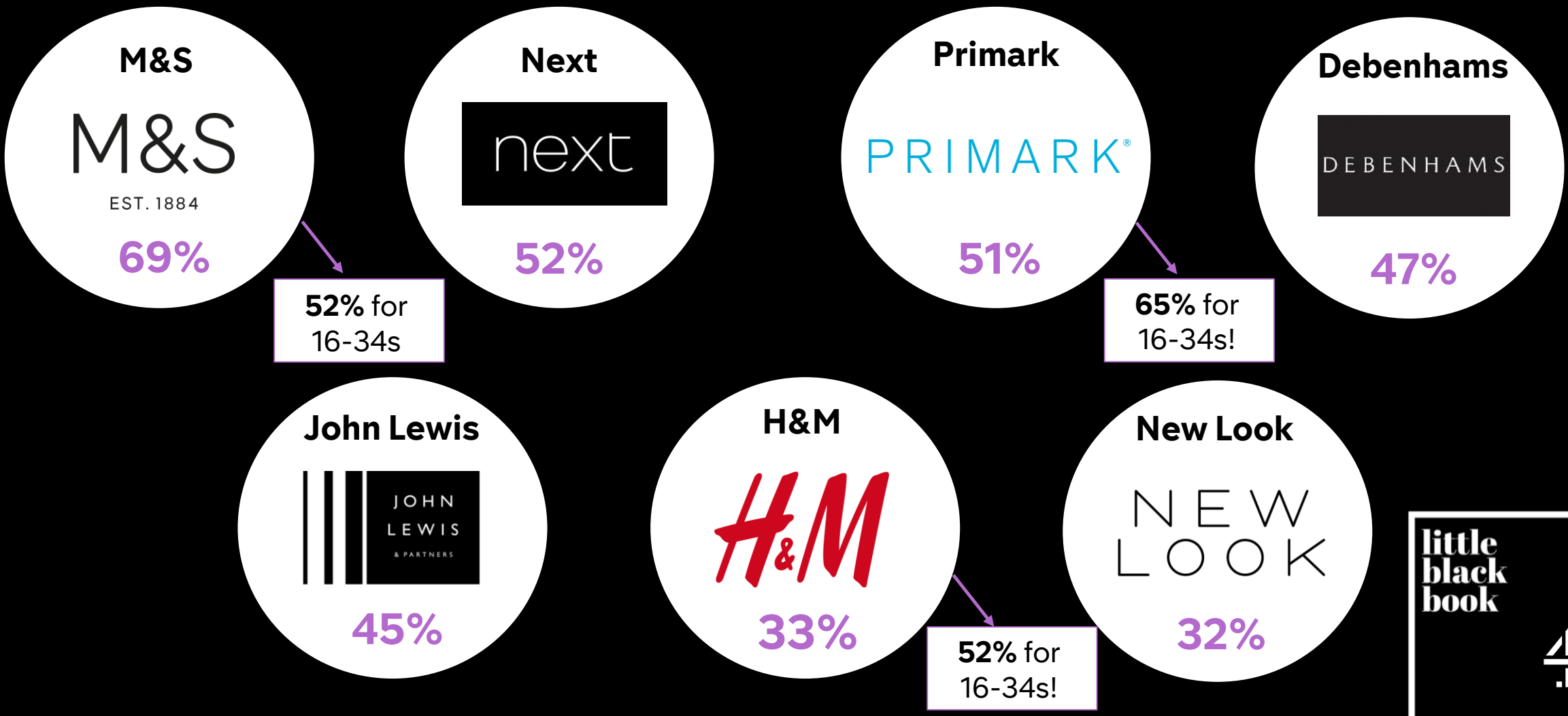


Like shopping online as they can avoid the crowds/queues



7 in 10 buy clothes from M&S

Established retailers and department stores are popular...

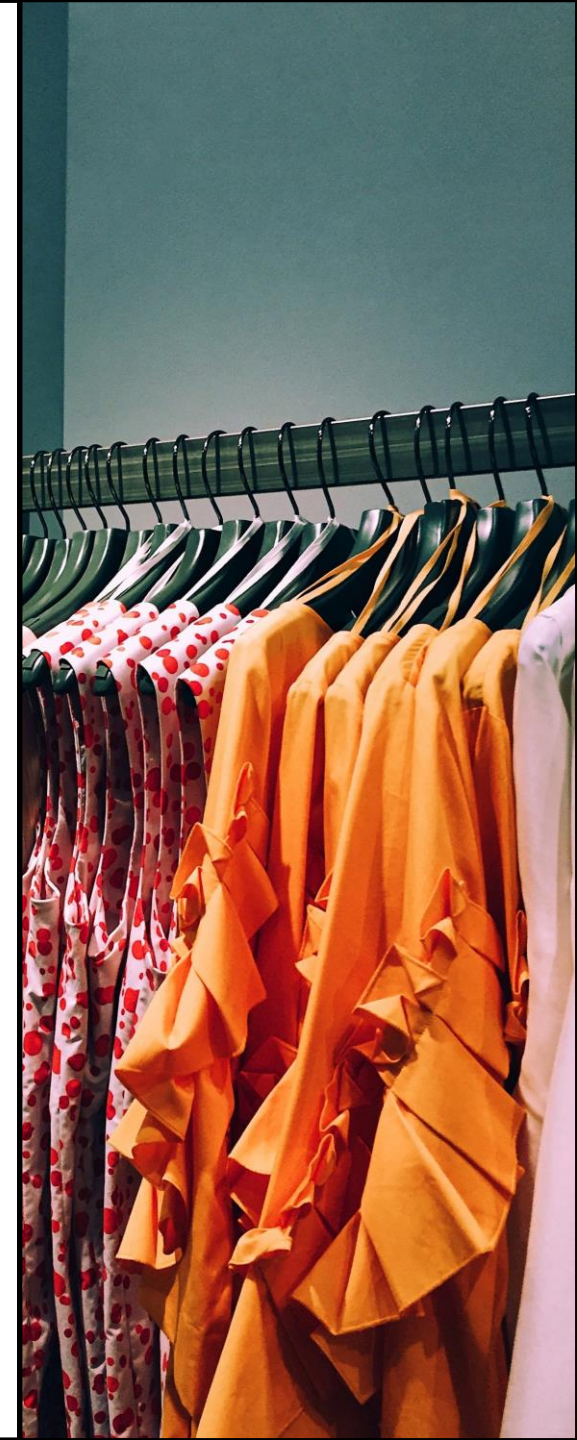
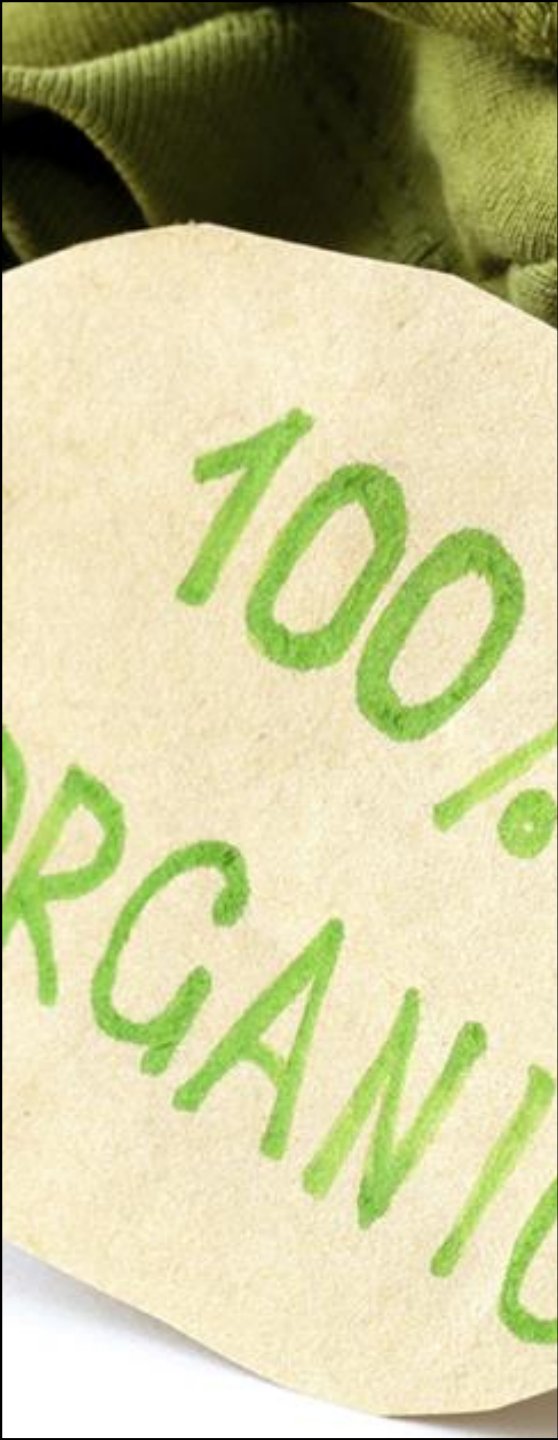


Source: Core4 All 4 registered user survey - Aug 2019. Sample size 356

02

Fashion lures

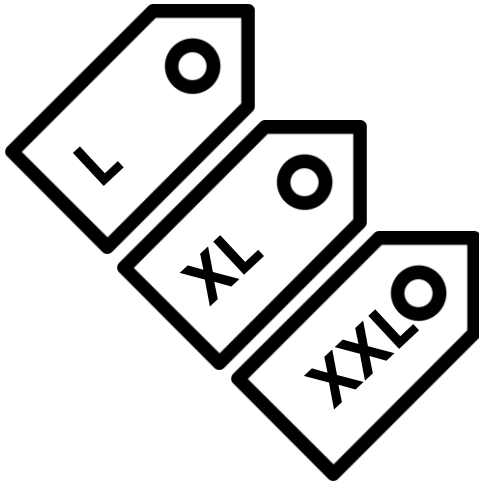
little
black
book



Sizes and sales are what lure them in

Consistency in sizes and cheap prices is key

87%



Wish clothes sizing was more consistent across different shops



88% for 55+

31%



Are more likely to buy fashion items when a sale is on



84% for 16-34s!

little
black
book



They are also an ethical bunch

Style over ethics...think again

44%

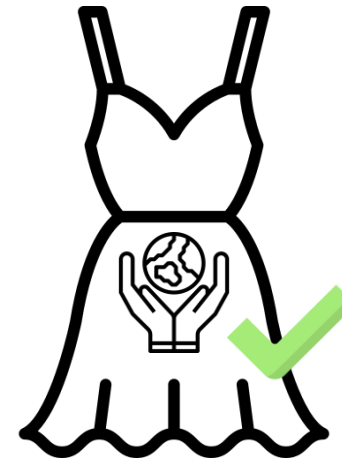


Are more likely to buy from a fashion brand that has good ethics



54% for 16-34s!

Half



Agreed sustainable fashion is important to them



52% for 16-34s!



...and they go to different types of fashion retailers for certain reasons...

Half



Go to **online retailers** for items that are good **value for money**

58%



Go to **major high street/online** stores because they have a **good reputation** and are **trustworthy**

46%



Go to **major brand designer** shops for items that are **good quality**





03

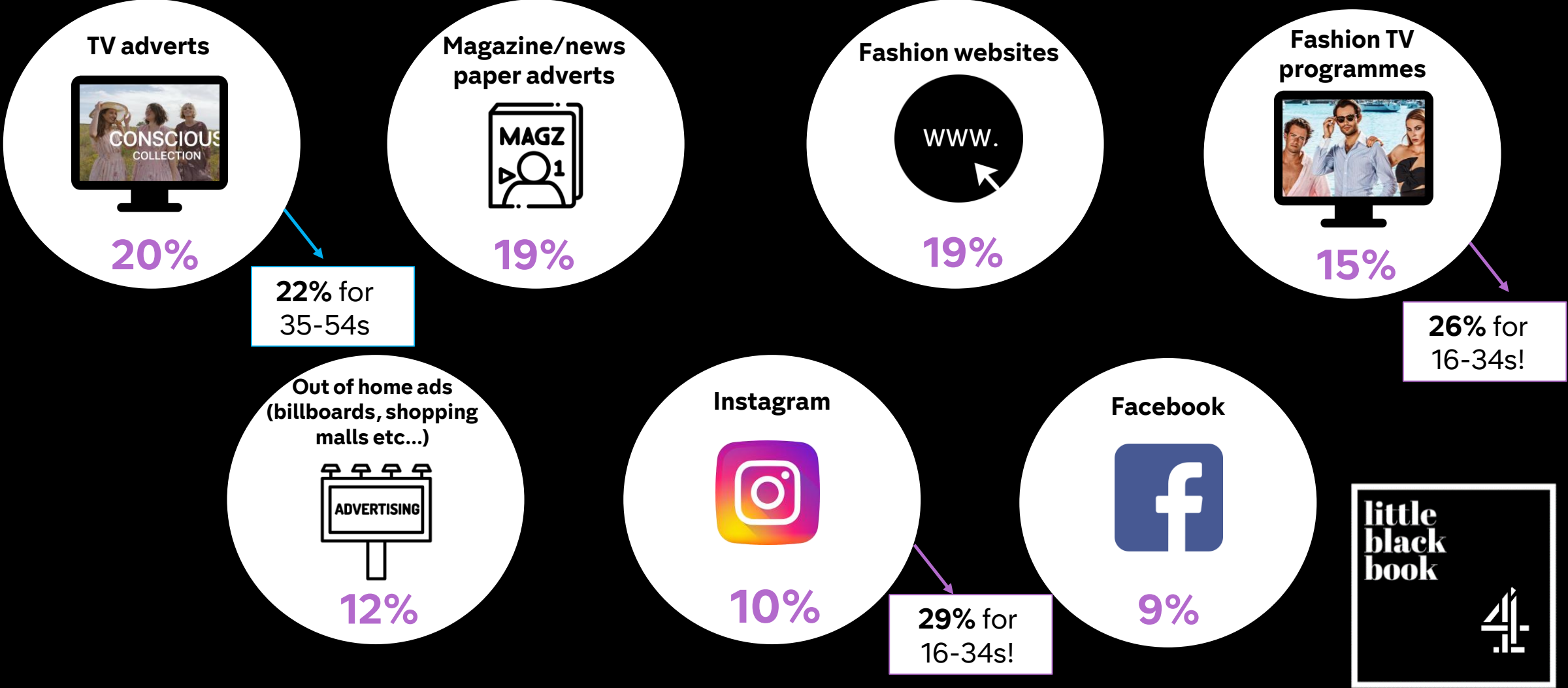
Media & Fashion

little
black
book



TV ads inspire the most when it comes to fashion

Is social media taking over? Not so fast...



Source: Core4 All 4 registered user survey – Aug 2019. Sample size 356



Boohoo was the most recalled fashion TV advertiser

We asked them what fashion ads and programmes have stood out to them recently...

Q. Which fashion TV adverts have you seen recently?

boohoo

PRETTYLITTLETHING.COM

simply be.

JACAMO

MARKS &
SPENCER

next

Q. Which fashion TV shows have you seen recently?

Lorraine

Project Runway

Drag SOS

Dress to Impress

This Morning

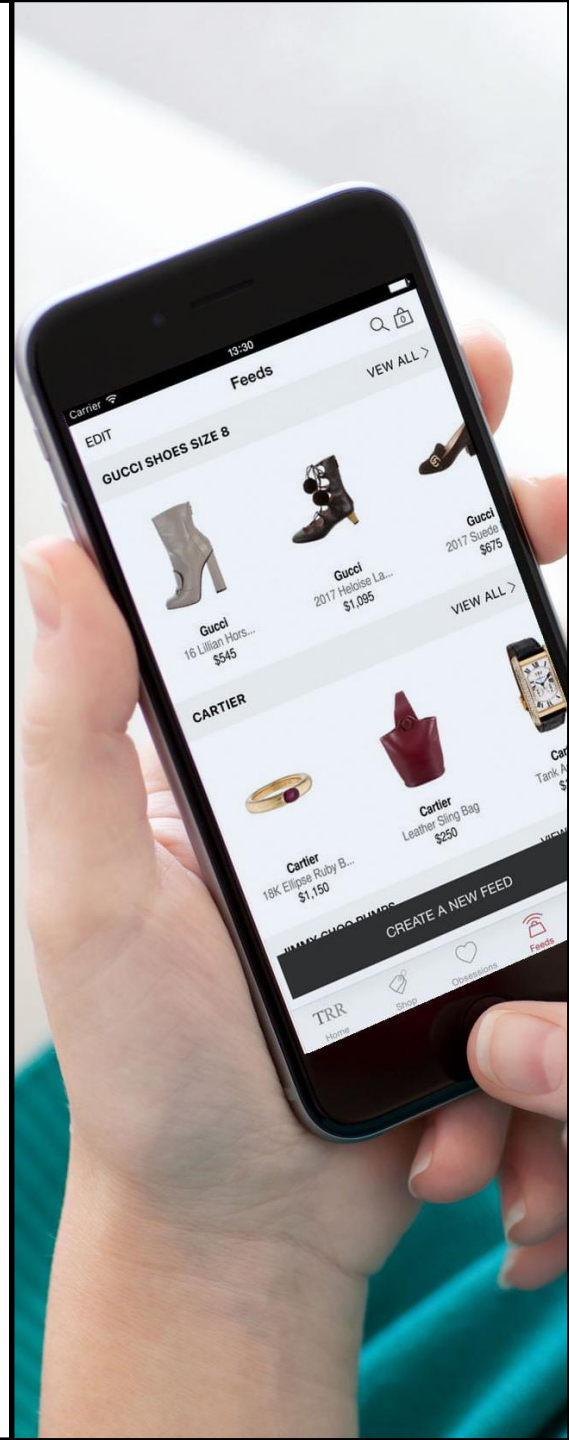
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04

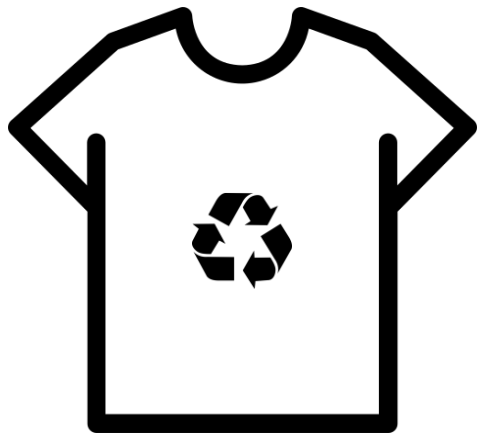
Future Trends



Fashion will become more sustainable and technology will shape the way we shop it!

Q: Which fashion trends do you think are likely to become **popular** in the future?

78%



People will become more concerned with **sustainable fashion**

7 in 10



Celebrities will do more **paid-for advertising** for fashion

69%



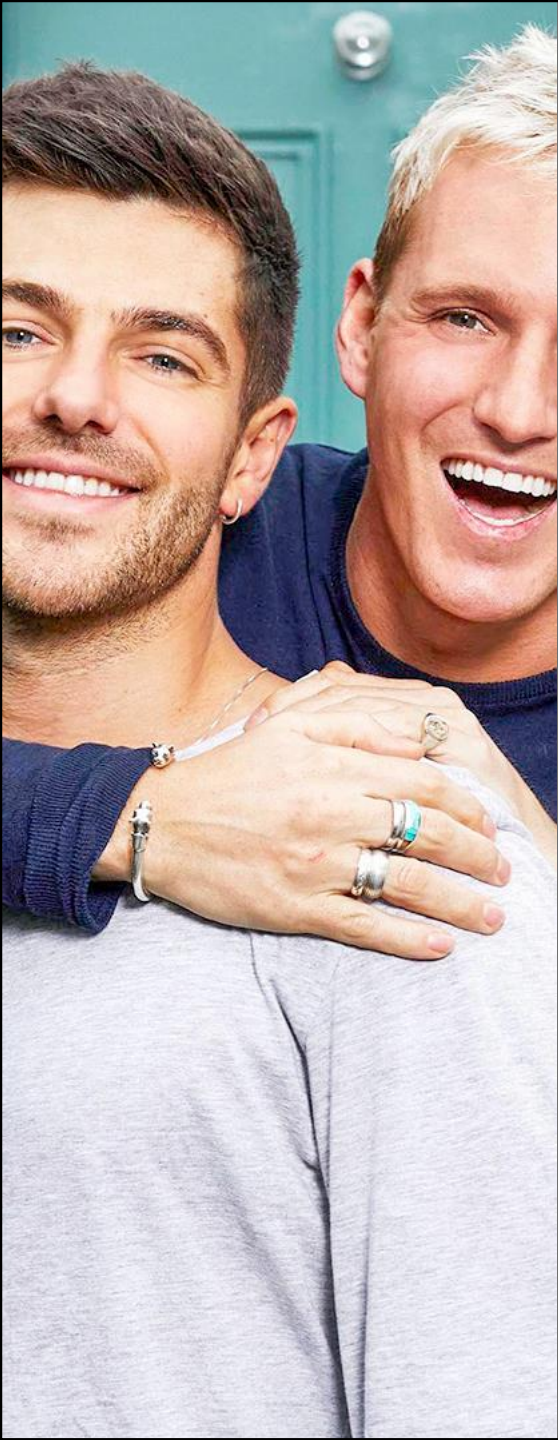
Fashion websites will begin to suggest **outfits tailored** to your shape and size

3 in 5



Buying fashion items through **voice assistant tools** (e.g. Alexa/Google Home)





05



Our channels



Where do they consider shopping?



70%



55%

PRIMARK

51%



Half

Which media source gives them inspiration?

22%



TV

1 in 5



Magazines

18%



Fashion
Web

16%



Fashion TV
programmes

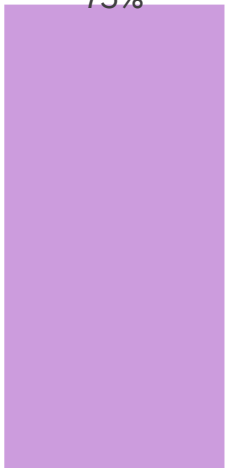
10%



Instagram

When it comes to fashion shopping...

75%



I enjoy having a variety of choice

72%



I like being able to compare prices when shopping online

65%



I like to see/touch fashion items first before purchasing

64%



I like shopping online as I can avoid the crowds/queues

64%



Shopping online saves time

58%



I like shopping in store as I don't have to wait for delivery

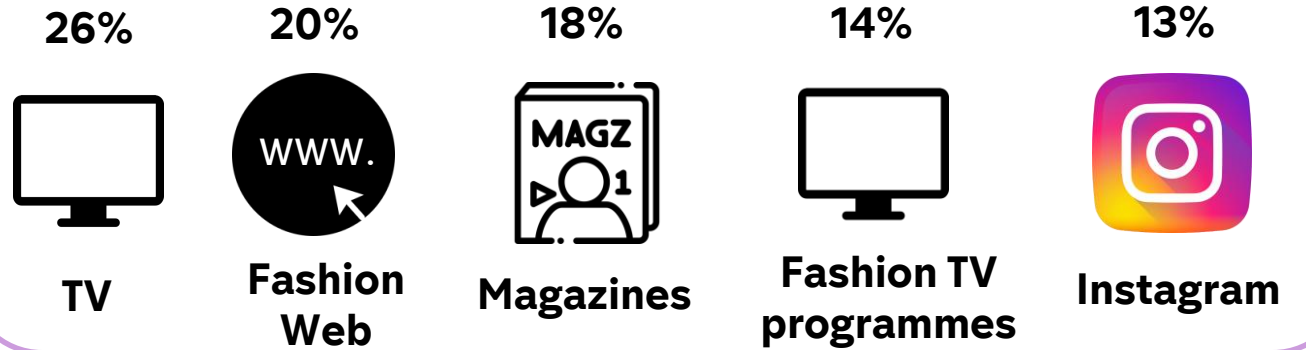
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book



Where do they consider shopping?



Which media source gives them inspiration?



When it comes to fashion shopping...



Where do they consider shopping?

M&S
EST. 1884

67%

next

57%

DEBENHAMS

48%

PRIMARK*

48%

Which media source gives them inspiration?

23%



TV

21%



Fashion
Web

19%



Fashion TV
programmes

13%



Out of
home ads

1 in 10

BuzzFeed

Online articles
& reviews

When it comes to fashion shopping...

74%



I enjoy having a variety of choice

70%



I like being able to compare prices
when shopping online

66%



I like shopping online as I can
avoid the crowds/queues

65%



Shopping online saves time

63%



I like to see/touch fashion items
first before purchasing

53%



I like shopping in store as I don't
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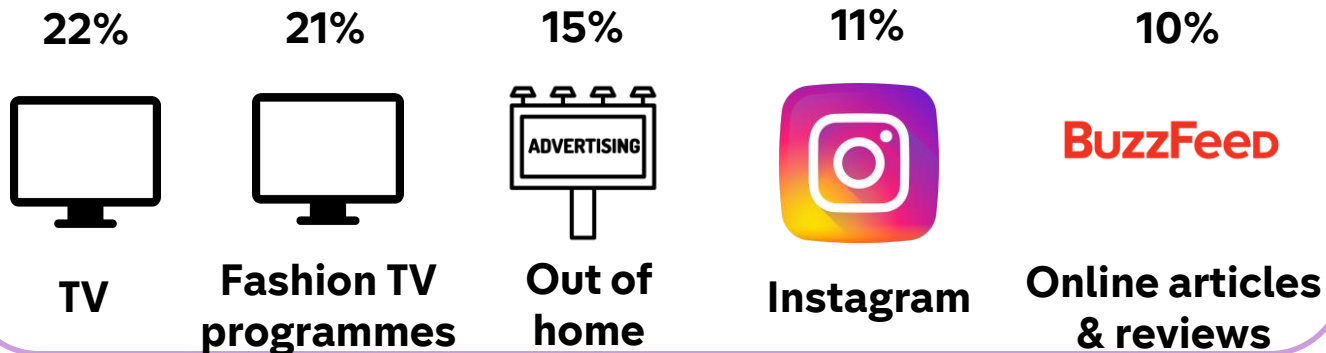
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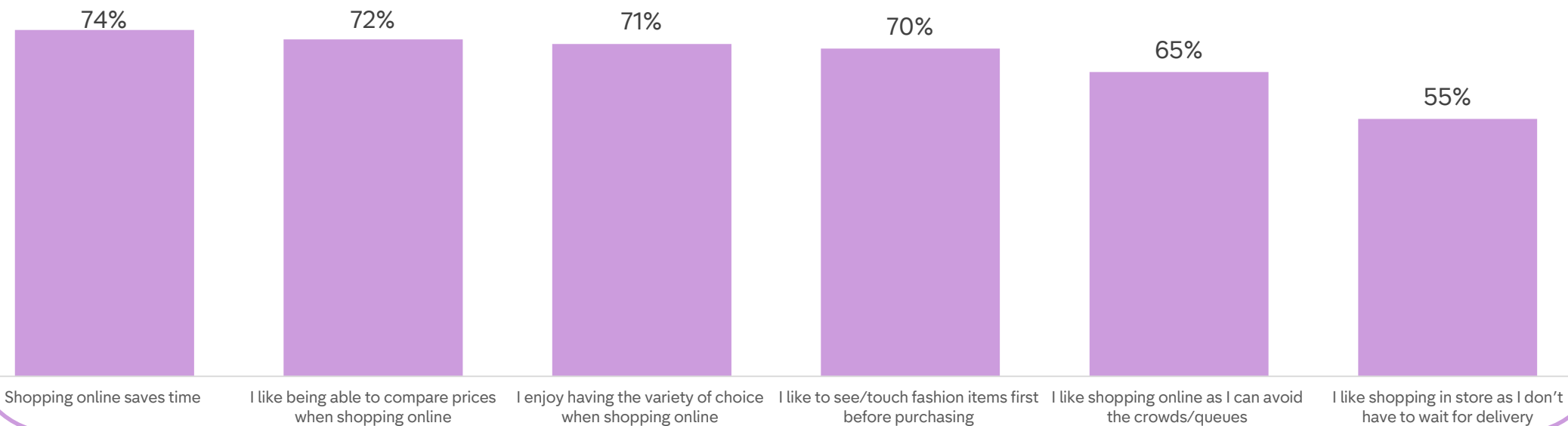
Where do they consider shopping?



Which media source gives them inspiration?



When it comes to fashion shopping...

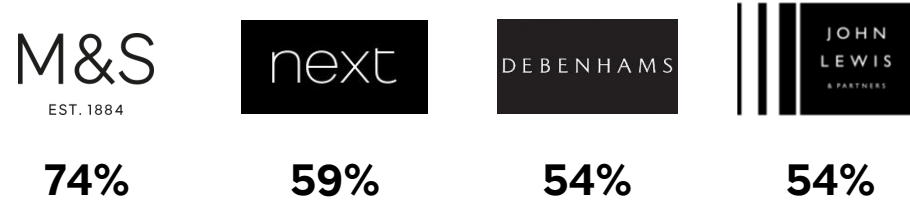


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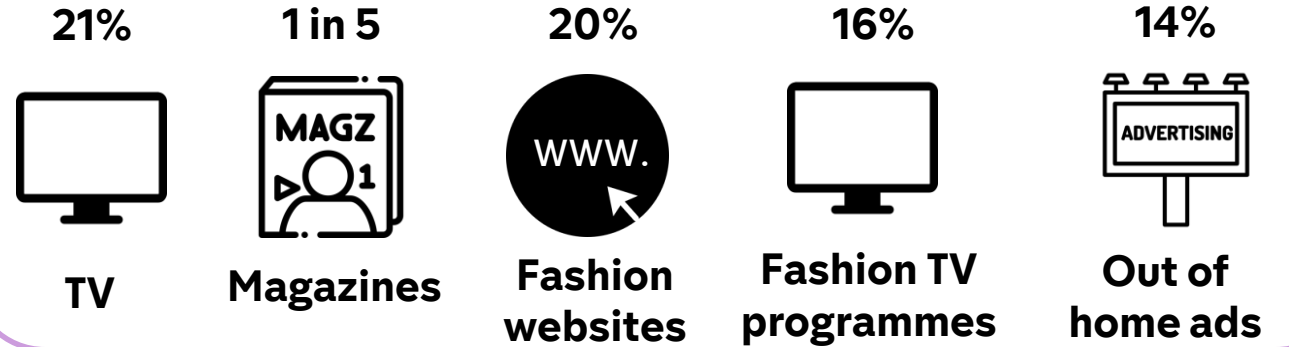


ABC1 Ads

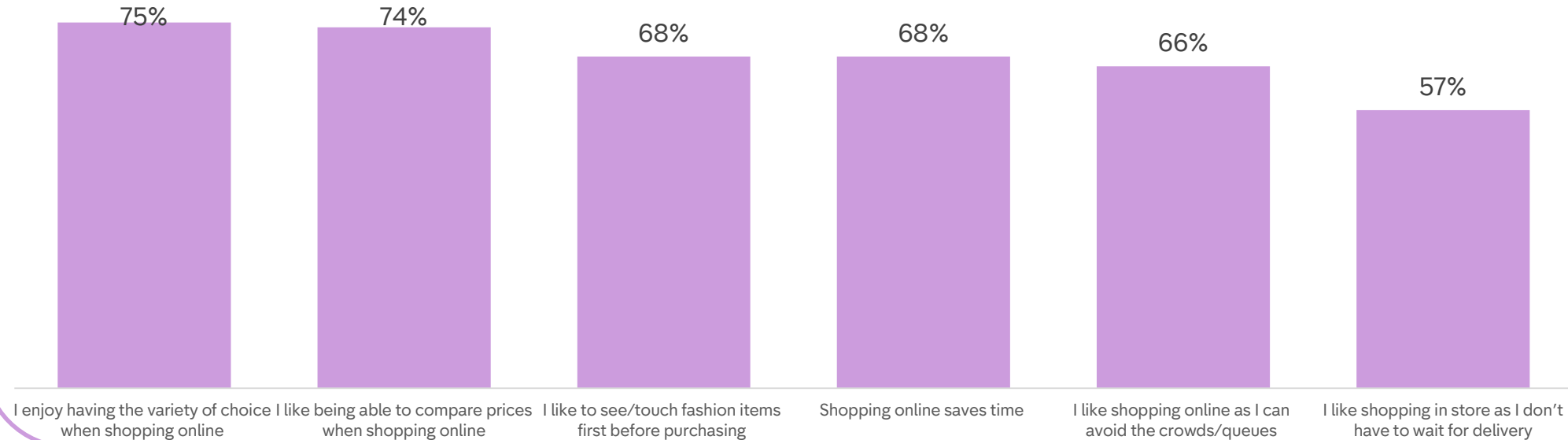
Where do they consider shopping?



Which media source gives them inspiration?



When it comes to fashion shopping...



16-34s

Where do they consider shopping?



Which media source gives them inspiration?



When it comes to fashion shopping...

