



little black book



...of Fashion





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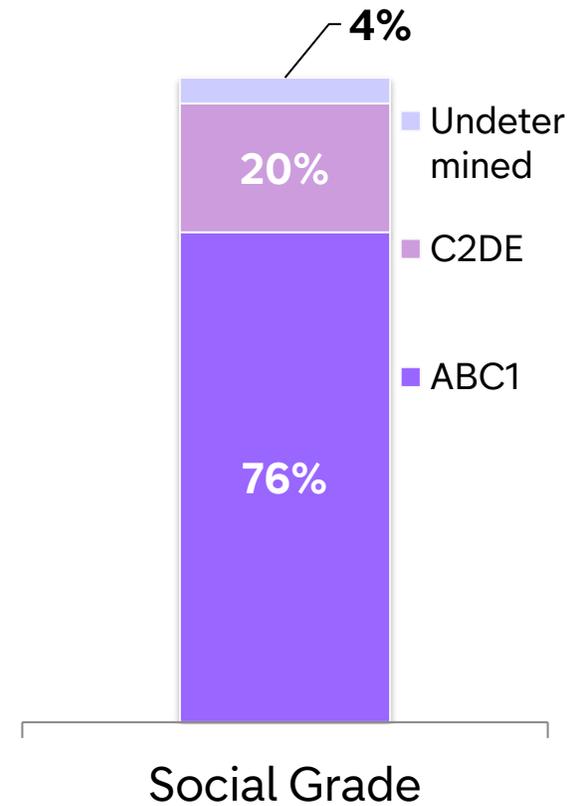
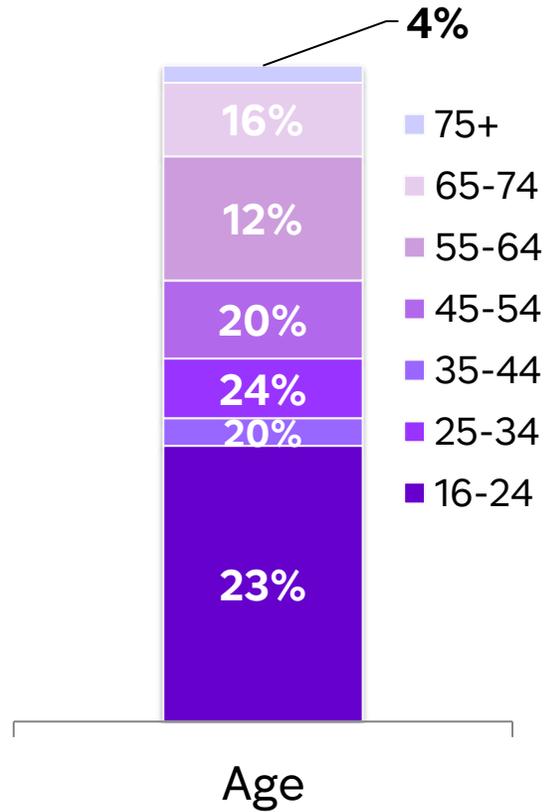
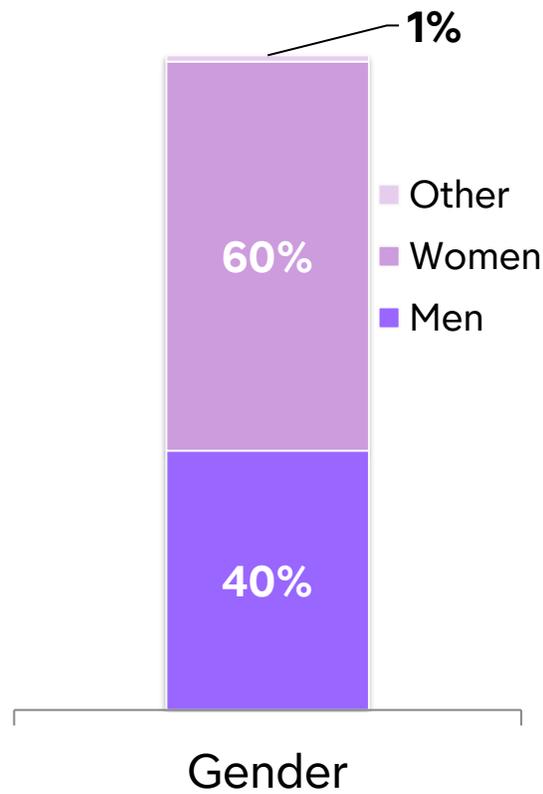
Methodology – what we did!

We sent a survey to our **Core4** community, which is made up of a subset of our All 4 registered viewers and **4Youth**, our community of 16-24s. In total **we collected 591 responses.**

Respondents were asked questions about their fashion **purchasing habits**, the influence of social media and TV on their decisions and **how they value sustainability** within the fashion industry.



Methodology – what we did!

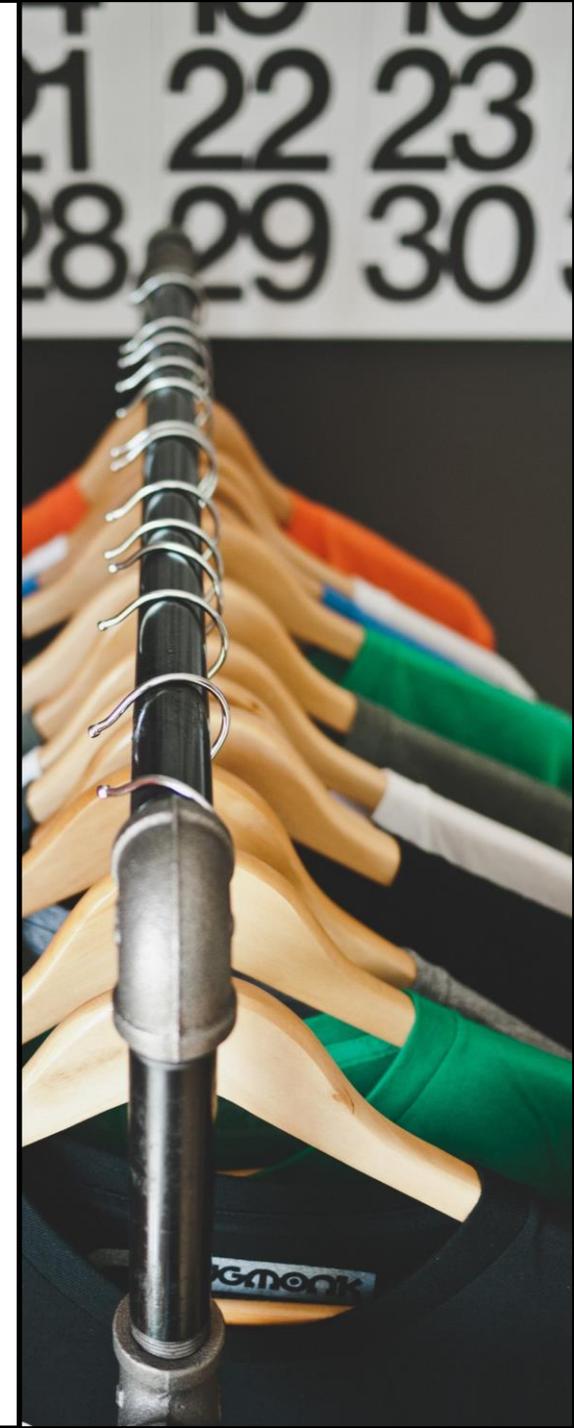




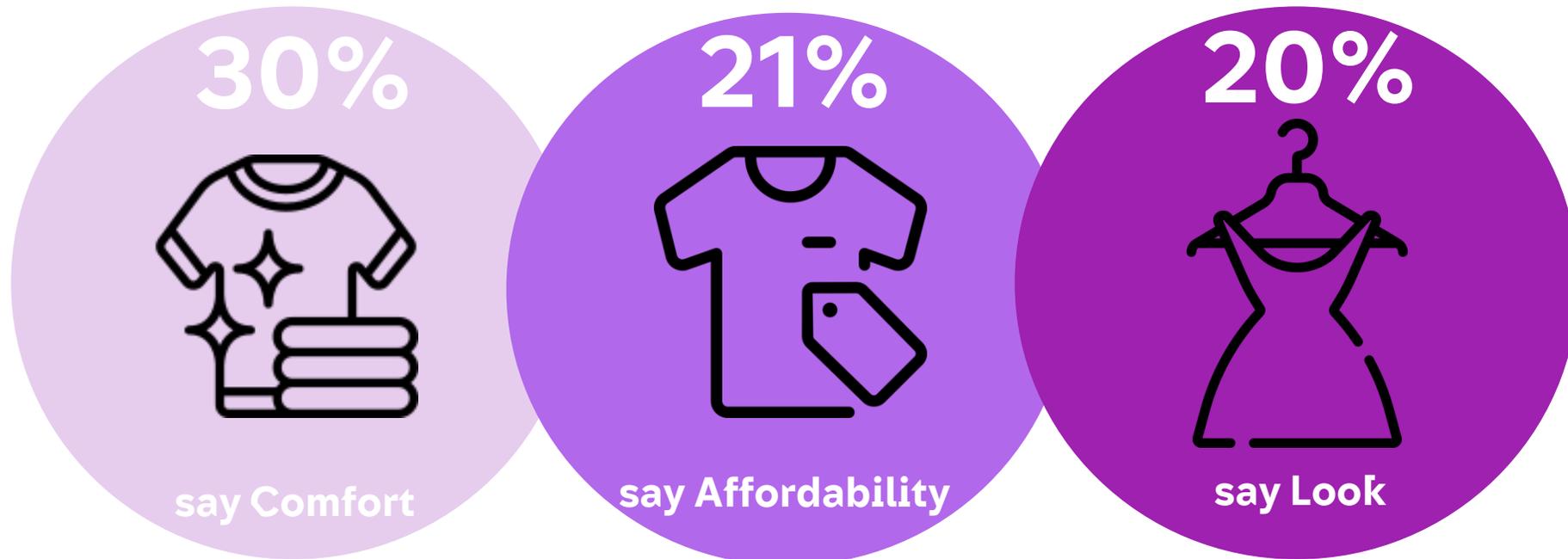
01

Fashion Purchase Habits

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Comfort is most important when buying fashion items, followed by affordability and look



Major High Street shops is the most common place people shop for fashion items



60% of 16-34s shop at Major High Street Stores

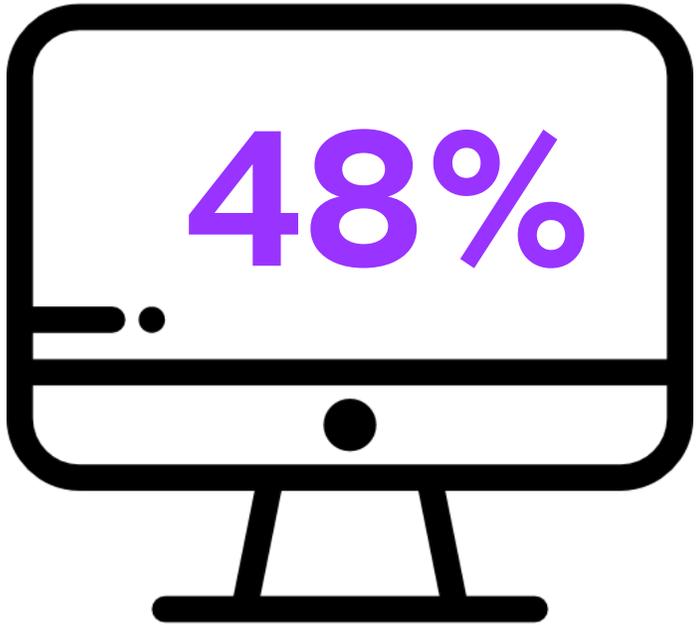
42% of 16-34s shop at Major Online Stores, with nearly 70% saying they do so for convenience and ease

38% of 16-34s shop at Budget High Street Stores showing they are price conscious



Source: Core4 & 4Youth All 4 registered user survey – Jan 2022. Sample size 591. Q: Where do you buy most of your fashion items from? This includes both online and in-store.

Almost half buy their clothes online whilst the other half buy their clothes in store



56% of 16-24s in our survey buy their clothes online

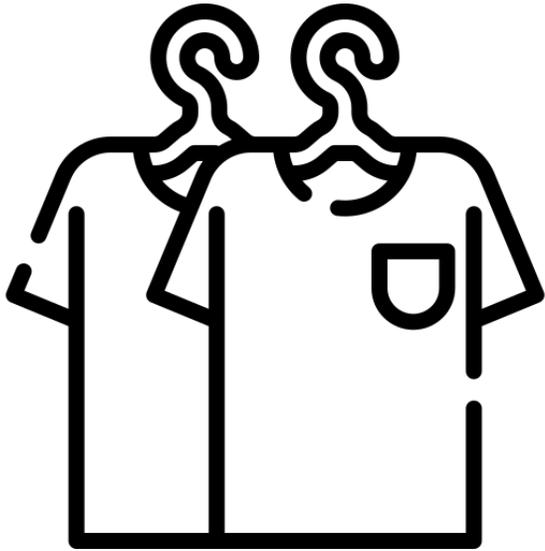


Of the **25-34s** in our survey, **50%** shop for clothes in store



Source: Core4 & 4Youth All 4 registered user survey – Jan 2022. Sample size 591. Q: If you had to pick, where does most of your fashion shopping take place?

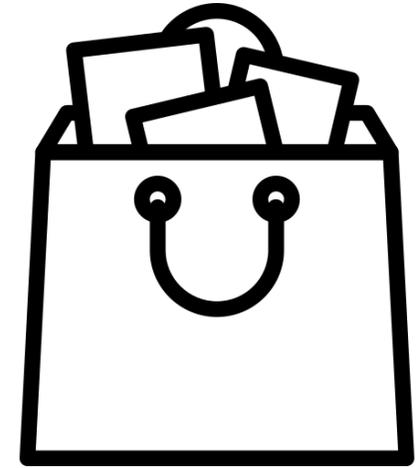
For those who shop instore most, they do so because they like to try on the fashion item first



66% like to try on the item first



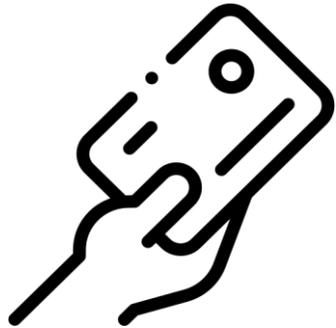
49% are concerned that the products look different than how they appear online



42% enjoy the experience of shopping in person

Nearly a quarter of respondents pay with PayPal, whilst nearly 70% use Credit or Debit Card

63%



Buy their clothes using a Debit/ Credit Card



58% for 16-24s!

45%



Spend between £11-£50 a month on clothes



88% for 16-34s!

19% of Adults spend between £101-£200 per month on fashion items

22% pay for fashion items using PayPal

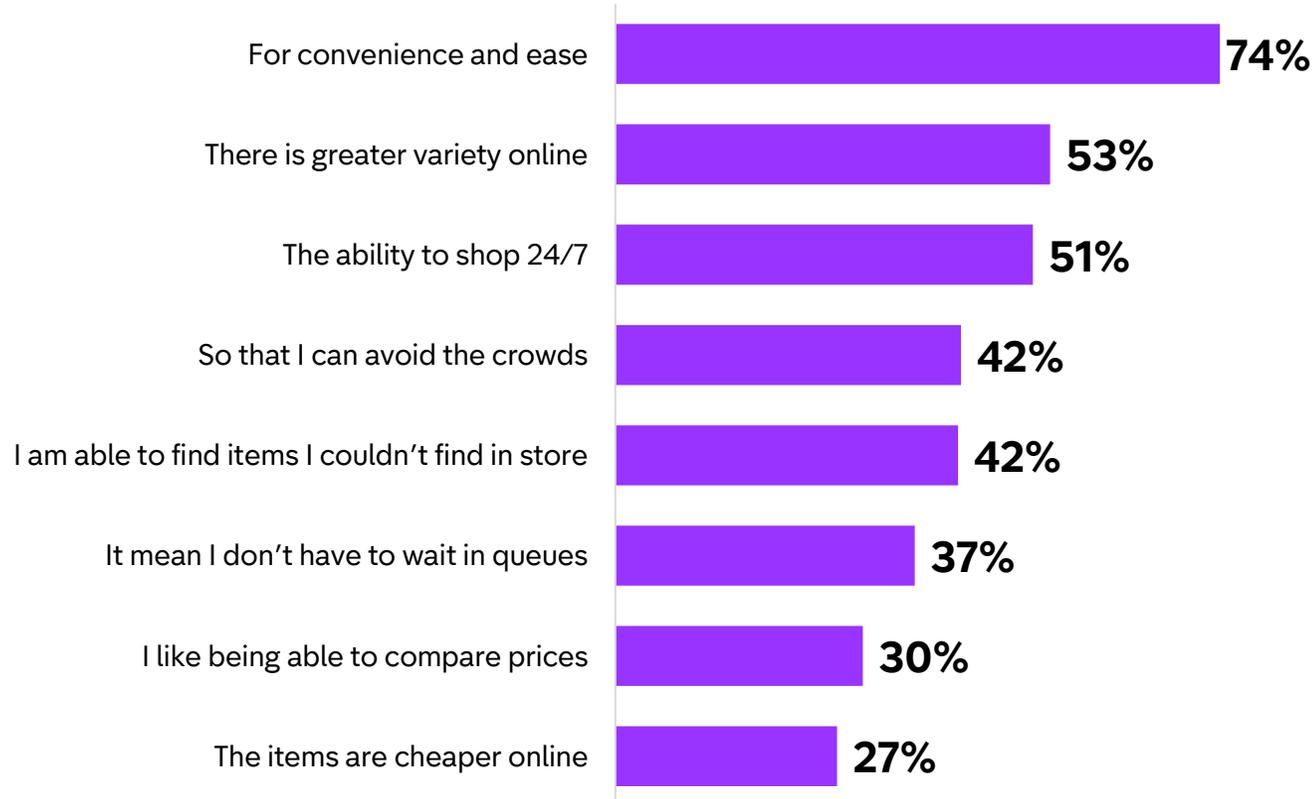


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For those who prefer to shop online, they do so for convenience and ease

Why is it that you do most of your fashion shopping online?



£ **16-24s** like to shop online to find the best deals!

56% said they shop online because they like to compare prices (vs. 30% of all adults)

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M&S were the highest scoring brand against our criteria

This brand and it's products are... Good value, ethically made, on trend, comfortable, durable, practical, good quality, trusted, none of these, not heard of them



Is the most trusted brand by adults (50%)



George by ASDA is best value for fashion items



Is the most ethical brand to 16-24s

51% for 16-24s!

25% for 16-34s!



Is the most trusted brand for 16-24s

57% of adults think John Lewis has the best quality items



were the most 'on trend' brands for 16-24s





02

Sustainability & Future trends

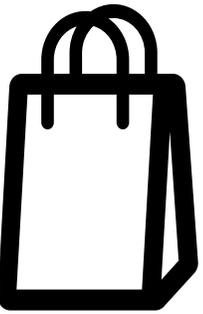
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55% of respondents said they are concerned about the environmental and ethical impacts of the fashion industry

Shopping sustainably and ethically is important to respondents as they are willing to pay more for sustainable fashion:

55%



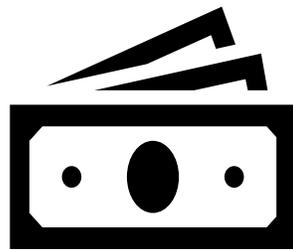
Sustainable fashion is important to me

51%



If a fashion brand has good ethics, I'm more likely to buy it

45%



I would be willing to pay more for sustainable fashion items

44%



I will always try and shop sustainably when buying clothes

The Future is Green!

58% of respondents think that they will shop more sustainably in the future

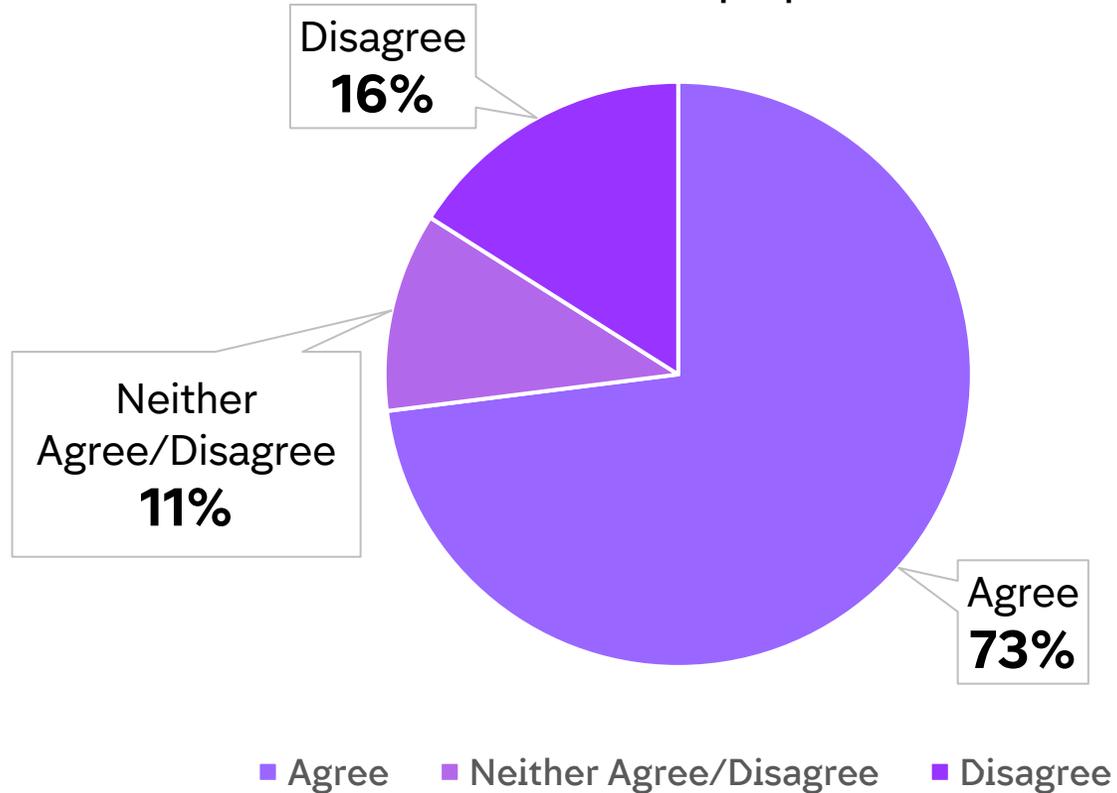
However, they need educating as 73% agree "I find it hard to know how sustainable a brand is"



Source: Core 4 & 4Youth All 4 registered user survey – Jan 2022. Sample size 591 Q:Thinking about fashion in general to what extent do you agree/disagree with the following statements?

Almost ¾'s of 16-24 yr olds would consider hiring fashion items in order to be more sustainable

"I would hire clothing/fashion accessories for environmental purposes"



There is growing interest in hiring rather than buying:



61% agree "I would hire clothing/fashion accessories for occasion wear e.g. a wedding"

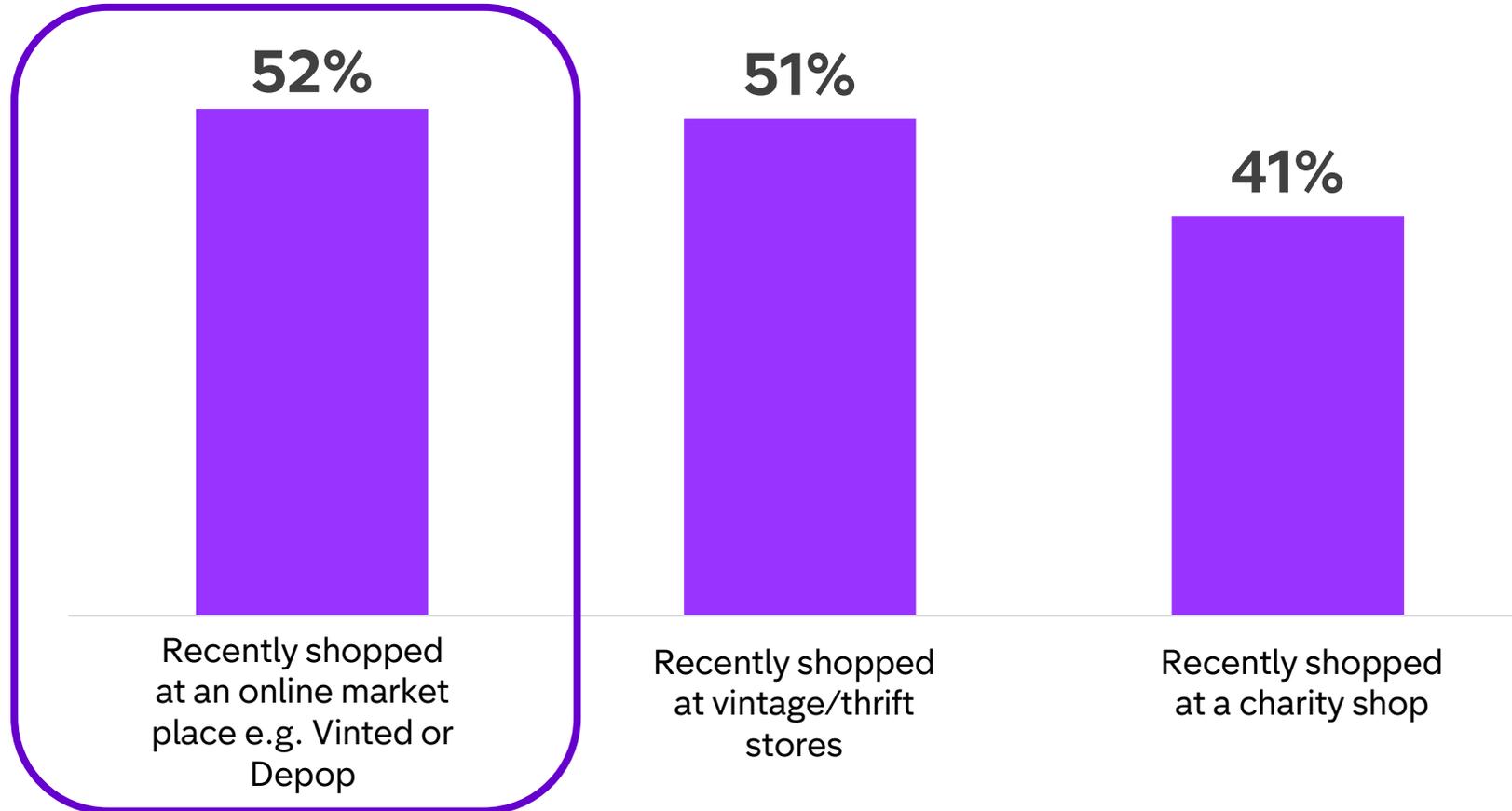


27% agree "I would like to see more high street brands offering clothing/fashion accessory hire"

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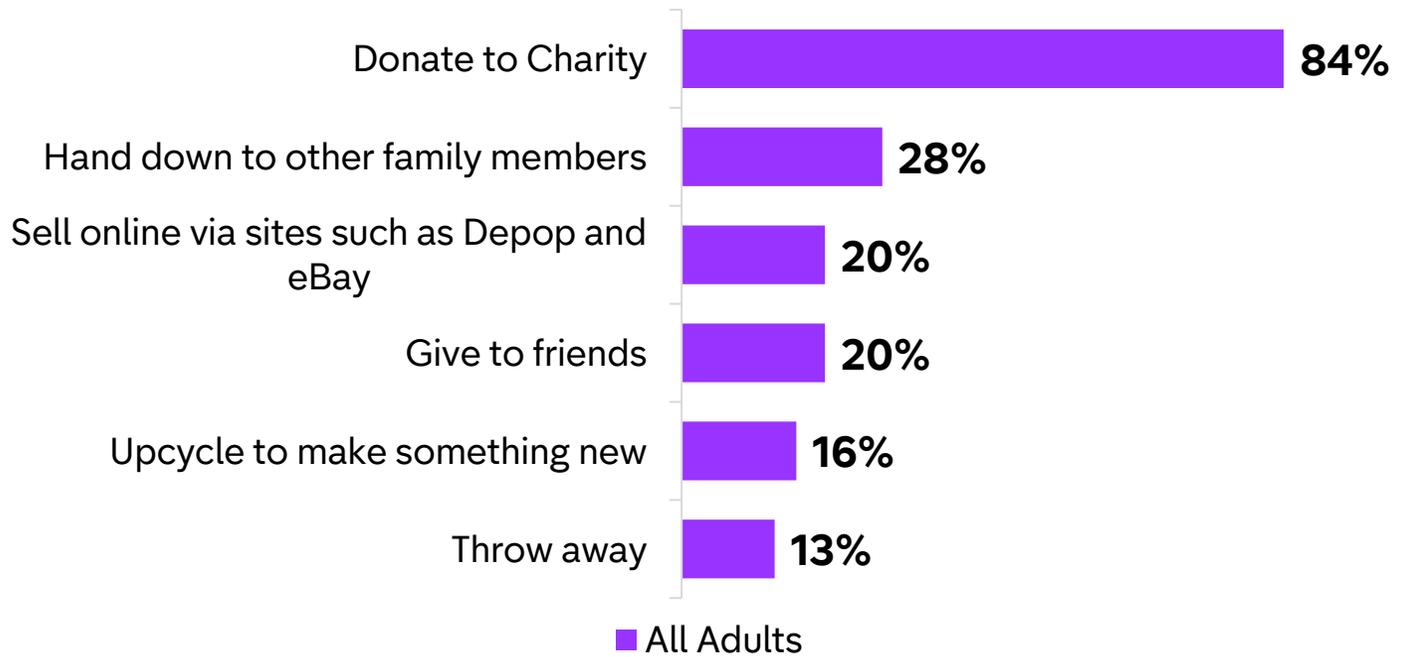


There is a rise in second hand shopping from 16-24s where sustainable consumption has become more encouraged



68% of 16-24 year olds say they donate their unwanted clothes to charity

How do you dispose of your unwanted clothes?



The most commonly mentioned method of disposing unwanted clothes from our respondents was **donating to charity.**

55% of 16-24 year olds dispose of their unwanted clothes by handing them down to other family members.

In general, respondents tend to dispose of unwanted clothes in a sustainable way with only **13% of respondents saying they just throw them away.**



43% of 16-24s would sell their old clothes online via second hand clothing market places



Source: Core4 & 4Youth All 4 registered user survey – Jan 2022. Sample size 591 Q: How do you dispose of your unwanted clothes?

When shopping for new clothes... It's ethical shopping for the win!

55%



Buy better quality brands that last longer



68% for 16-34s!

50%



Shopped or considered shopping at charity shops



48% for 16-34s!



Respondents prioritise quality and sustainability

THIS

OR

THAT

59%

41%



Buy a £30 jumper from a sustainable brand

Buy a £10 jumper from a fast fashion brand

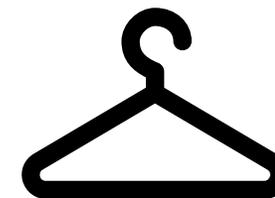
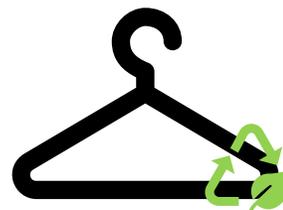
THIS

OR

THAT

72%

28%



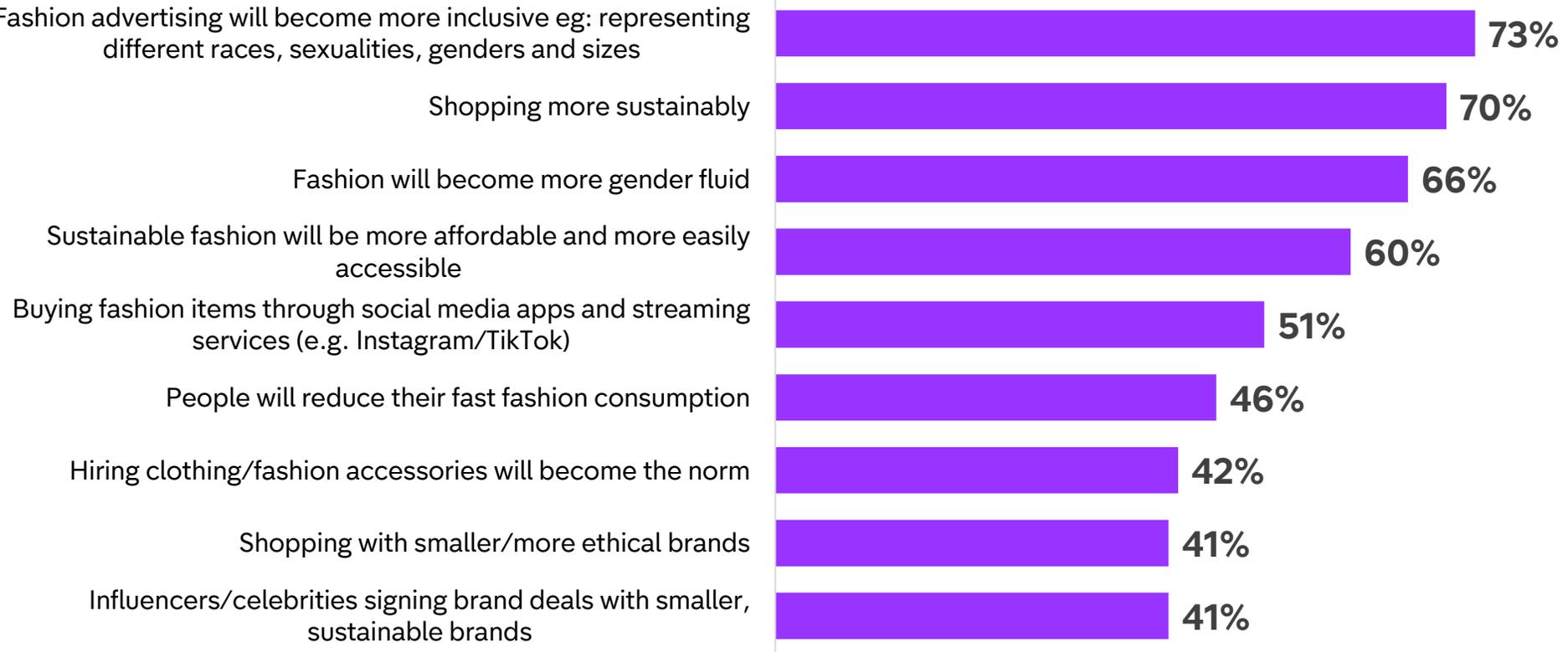
Add limited key/core pieces to wardrobe throughout the year

Regularly add new pieces to wardrobe throughout the year



Respondents expect fashion advertising to become more inclusive and clothing to be gender fluid

To what extent do you think these fashion trends are likely to become popular in the future?



73% of respondents expect fashion advertising to become more inclusive

70% of respondents expect shopping sustainably to become more popular in the future

■ Likely to agree

Source: Core4 All 4 & 4Youth registered user survey – Jan 2022. Sample size 591 Q: To what extent do you think these fashion trends are likely to become popular in the future?

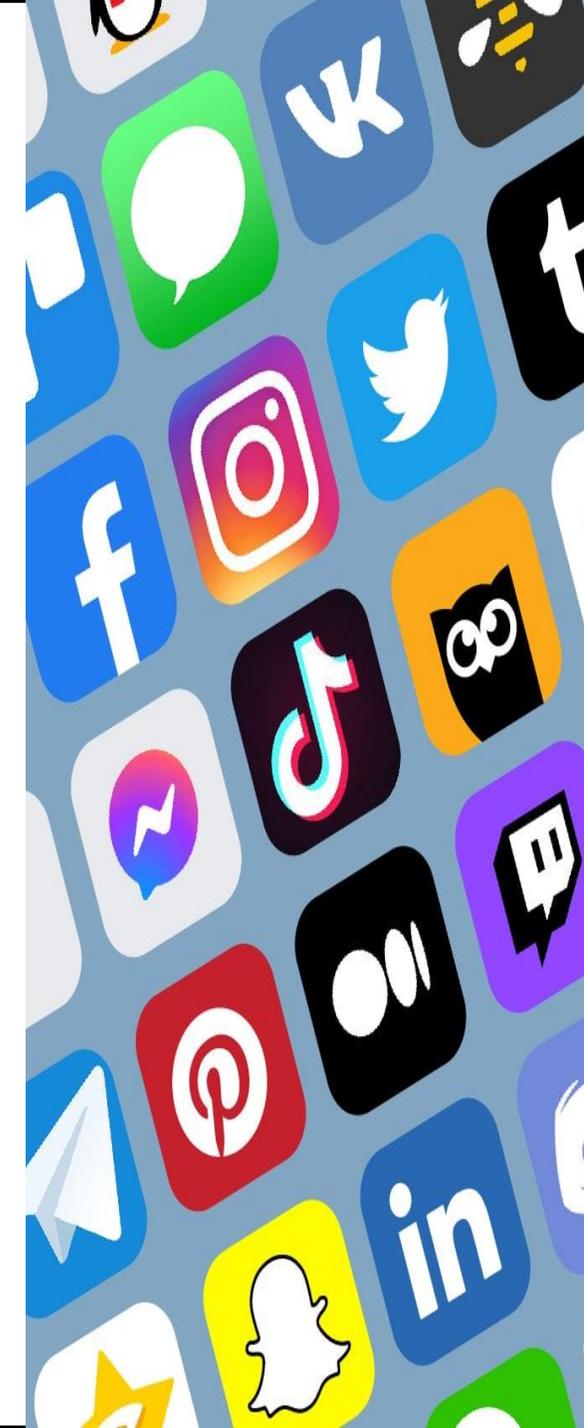




03

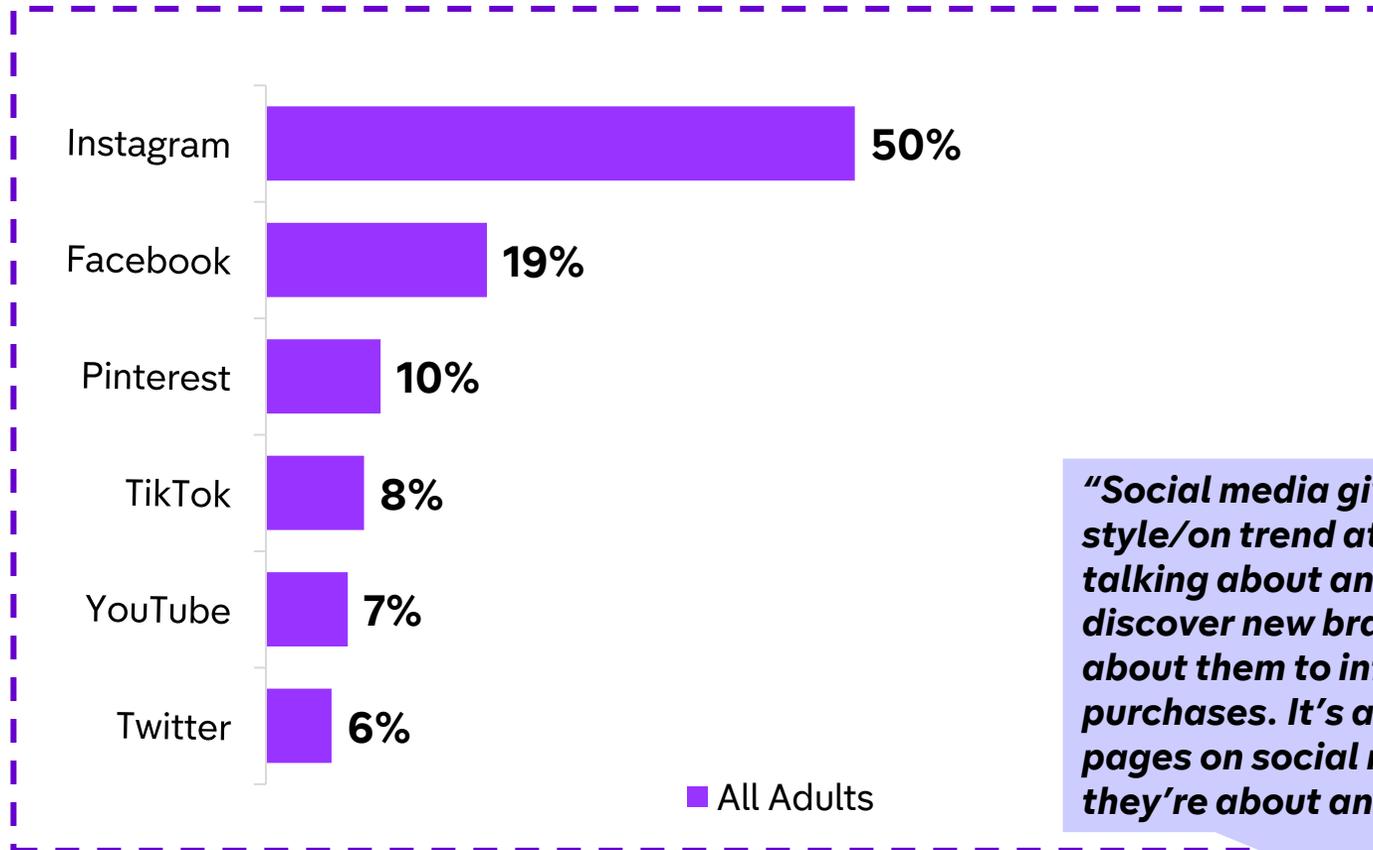
Social Media & Fashion

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59% of 16-24s say they use Instagram as their main source of fashion inspiration

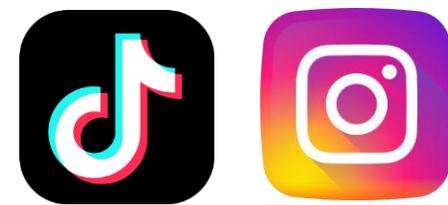
Which social media platform do you get the most fashion inspiration from?



"Social media gives me a sense of what is in style/on trend at the moment and what people are talking about and wearing. It's also a great way to discover new brands and see what people think about them to inform myself before making any purchases. It's also really fun to browse brand pages on social media, as you have a feel of what they're about and the clothes on offer."



Social media inspires respondents to try out new styles and trends



Are TikTok & Instagram the new 'It' platforms for fashion inspo?

TikTok has had some viral videos about good trousers for petite girls - very laid back and honest which persuaded me to check them out. Instagram I have seen some clothes that I already wear be styled well and that has made me want to buy the extra pieces.

Instagram often inspires me to try new things if I see things I'd like to wear styled in a way that I like then, I'm more likely to buy them because I know what I'd wear them with

Instagram has definitely inspired me to buy clothing items, with particular users putting together outfits I found cool. After seeing a particular influencer in a T-shirt I really liked, I waited for ages for it to come back into stock and bought it straight away.

I like watching videos where people upcycle their old clothes into new outfits

I enjoy Instagram as it gives me an insight into how different people wear different items of clothing, which may be different to what I might do myself. This gives me a constant source of inspiration and fuels my creativity when choosing what to wear.

Usually when I see someone wearing clothes or a style I like it will influence what type of clothes I might buy next time I go shopping.

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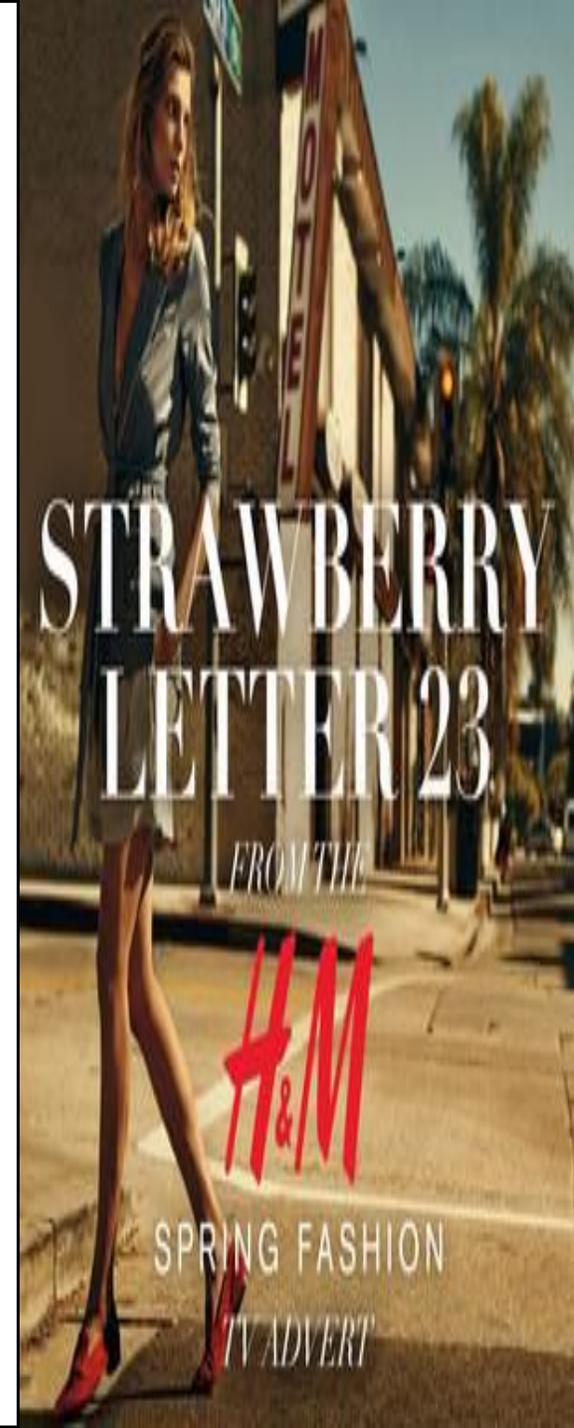




04

TV Adverts & Fashion

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Respondents take fashion inspiration from TV adverts and programmes

36%



Say "I notice the clothes people wear on TV"

47% for 16-24s!

28%



rated TV programmes as an important source

51% for 16-24s!

1 in 5



rated TV advertisements as an important source of fashion inspiration

1 in 4 for 16-24s!

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M&S was the most recalled fashion TV advertiser

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

MARKS &
SPENCER

PRETTYLITTLETHING.COM

ASOS

simply be.

Vinted

boohoo

adidas

Q. Which fashion TV shows have you seen recently?

The Great British
Sewing Bee

Project Runway

Emily in Paris

Queer Eye

This Morning

"Marks & Spencer's clothes advertisements are usually entertaining and interesting and show a good variety of clothes for all ages/sizes"

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05

Our Channels

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Channel 4

PURCHASING HABITS

48%



Mostly buy online

52%



Mostly buy instore

SOURCES OF INSPIRATION

30%



Facebook

38%



Instagram

SUSTAINABILITY

54%

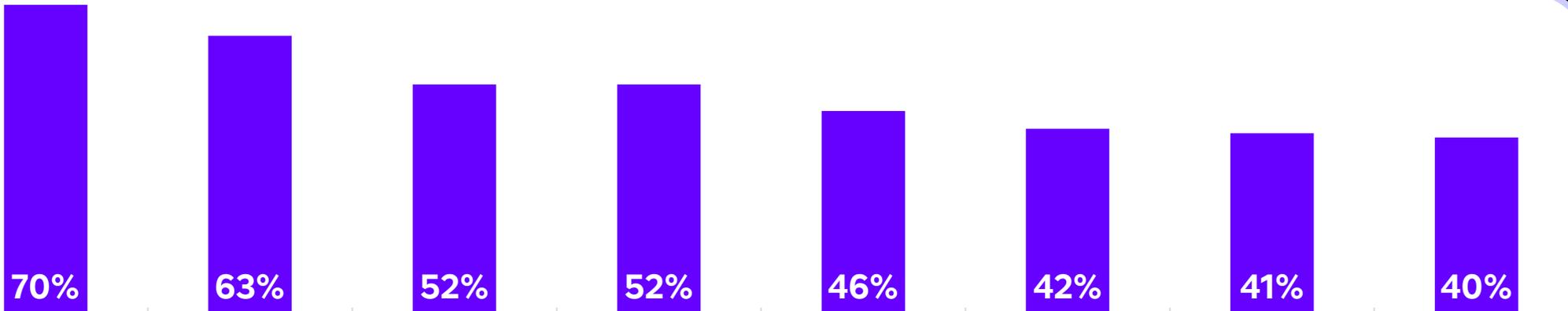


Are environmentally & ethically conscious

56%



Will look to shop more sustainably





PURCHASING HABITS

48%



Mostly buy online

52%



Mostly buy instore

SOURCES OF INSPIRATION

28%



Facebook

45%



Instagram

SUSTAINABILITY

49%



Are environmentally & ethically conscious

51%



Will look to shop more sustainably



I find it hard to know how sustainable a brand is



I think sustainable brands tend to be more expensive



I buy from brands that have a range of different sized models



If a fashion brand has good ethics, I'm more likely to buy it



I don't give much consideration to how sustainable my fashion purchases are



Sustainable fashion is important to me



I will always try and shop sustainably when buying clothes



I would be willing to pay more for sustainable fashion items

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PURCHASING HABITS

48%



Mostly buy online

52%



Mostly buy instore

SOURCES OF INSPIRATION

36%



Facebook

41%



Instagram

SUSTAINABILITY

53%



Are environmentally & ethically conscious

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I will always try and shop sustainably



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PURCHASING HABITS

52%



Mostly buy
online

48%



Mostly buy
instore

SOURCES OF INSPIRATION

40%



Facebook

40%



Instagram

SUSTAINABILITY

54%



Are
environmentally &
ethically conscious

51%



Will look to shop
more sustainably



I find it hard to know
how sustainable a
brand is



I think sustainable
brands tend to be
more expensive



I buy from brands
that have a range of
different sized
models



If a fashion brand
has good ethics, I'm
more likely to buy it



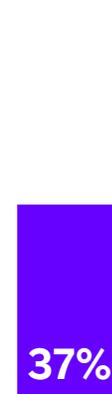
Sustainable fashion
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I will always try and
shop sustainably
when buying clothes



I don't give much
consideration to
how sustainable my
fashion purchases
are

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ABC1 Adults

PURCHASING HABITS

49%



Mostly buy
online

51%



Mostly buy
instore

SOURCES OF INSPIRATION

19%



Facebook

51%



Instagram

SUSTAINABILITY

55%



Are
environmentally &
ethically conscious

60%



Will look to shop
more sustainably

75%

I find it hard to know
how sustainable a
brand is

65%

I think sustainable
brands tend to be
more expensive

58%

If a fashion brand
has good ethics, I'm
more likely to buy it

54%

I buy from brands
that have a range of
different sized
models

53%

Sustainable fashion
is important to me

52%

I would be willing to
pay more for
sustainable fashion
items

44%

I will always try and
shop sustainably
when buying clothes

40%

I don't give much
consideration to
how sustainable my
fashion purchases
are

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