

Youth Fashion - UK - December 2012

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"The youth fashion market is a crowded space with lots of retailers competing for the spend of consumers aged 15-24. As young people are continuing to exercise a certain amount of caution when spending, retailers need to make sure they are delivering on both value and the latest fashions, combined with creative designs, in order to give them the competitive edge over other retailers. The successful retailers have upped their game during the recession and are providing credible and affordable catwalk interpretations, fresh designs and innovation."

– Tamara Sender, Senior Clothing Analyst

In this report we answer the key questions:

- What is the difference between the spending habits of teenagers and those in their early twenties?
- Where do under-25s shop?
- How is multichannel affecting the way 15-24s shop?
- Is clothing still a high priority for under-25s?
- To what extent do promotions appeal to under-25s?

Clothing remains a high priority for 15-24-year-olds and almost one in five young women spend most of their extra money on buying new clothes. Fashion plays a big role in their lives, particularly for the youngest in this age group, with 15-17s most inclined to shop at stores that lead fashion trends and to spend a bit extra to keep up with the latest trends.

Despite this, the tough economic environment has had an impact on the way they shop, with over a quarter of 15-24s buying clothes less frequently than they did 12 months ago. High rates of youth unemployment inevitably have an impact on this age groups spending power. Young people have become accustomed to using different money saving tactics in order to be able to keep buying new outfits, such as mostly buying when garments are on sale and shopping in less expensive stores.

Young people love shopping and over half of 15-24s prefer buying clothes in-store rather than online as they enjoy the experience. Approximately two fifths of under-25s, nevertheless, have bought clothes online in the last 12 months and almost three in ten agree that purchasing online is more convenient. A multichannel approach is key to appealing to this age group and young fashion retailers are increasingly focusing on creating a seamless overall retail experience that fuses an exciting and desirable in-store retail environment with a well-functioning online site, thereby allowing customers to purchase clothing in a range of ways.

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