Womenswear - UK - May 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"While women continue to prioritise buying new clothes over other areas of spend, with the womenswear market rising, sales slowed compared with the previous year due to high levels of discounting."
- Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the womenswear market performed and what is the forecast for the sector?
- How can retailers cater to older women?
- How can retailers use technology to improve the shopping experience?

While females aged 16-24 remain the most active clothes buyers, an ageing female population who are increasingly buying more clothes online will mean that older women will exert more influence on the market in the coming years. Retailers will need to focus even more on fit and ensuring that their clothing collections flatter and fit more mature and larger sizes and body shapes.

In order to stay ahead of the game, retailers will need to experiment more with the latest technology such as smart fitting rooms and e-sizing technology to improve the shopping experience.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

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