

Designer Fashion - UK - December 2019

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“The designer fashion market is experiencing major changes as the sector embraces the shift towards shopping more online and the higher visibility from social media. As Millennials drive sales of luxury fashion, they are putting pressure on designer brands to be more ethical, inclusive and diverse.”

– **Tamara Sender Ceron, Senior Fashion Analyst**

This report looks at the following areas:

They are also changing the way these brands promote themselves and where they advertise, with a bigger focus on content that embraces entertainment and authenticity.

- **What are the main changes happening in designer fashion?**
- **What are the opportunities for driving sales of designer fashion?**
- **How can the luxury sector tap into demand for experiential retailing?**

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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

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Overseas visits and spend drop
Figure 1: Total spend by overseas residents in the UK, 2008-19

Companies and brands

Luxury brands focus on own-branded websites

Growing interest in second-hand luxury fashion

Louis Vuitton spends the most on ad campaigns

The consumer

Luxury streetwear drives demand
Figure 2: What designer fashion items consumers have bought in the last 3 years, August 2019

Gifting key purchase driver
Figure 3: Who designer fashion items were bought for in the last 3 years, August 2019

Department stores first choice for designer fashion
Figure 4: Where designer fashion items were bought in the last 3 years, August 2019

Over-45s want designer fashion that keeps its value
Figure 5: Designer fashion purchasing behaviour, August 2019

Demand for better quality
Figure 6: Attitudes towards designer fashion purchasing, August 2019

Millennials want more ethical designer fashion
Figure 7: Issues related to designer fashion purchasing, August 2019

Appealing to those who can't afford luxury
Figure 8: Reasons for not buying designer fashion, August 2019

What we think

Issues and Insights

What are the main changes happening in designer fashion?

The facts

The implications

What are the opportunities for driving sales of designer fashion?

The facts

The implications

How can the luxury sector tap into demand for experiential retailing?

The facts

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The implications

The Market – What You Need to Know

- Wealthy individuals in the UK decline
- Changes in the population structure
- Overseas visits drop
- Average spend per visit is highest for Middle Eastern countries

Market Drivers

- Real wage growth and inflation remain healthy
Figure 9: Real wage growth – Average weekly earnings vs inflation, 2016-19
- Future consumer confidence begins to wane
Figure 10: Consumer financial confidence, January 2017-September 2019
- Wealthy individuals in the UK decline
Figure 11: Number of HNWIs in the UK, 2008-18
- Changes in the population structure
Figure 12: Trends in the age structure of the UK population, 2019-29
Figure 13: Breakdown of trends in the age structure of the UK population, 2019-29
- Value of Sterling remains low
Figure 14: Selected international currency exchange rates, annual averages, 2003-19
Figure 15: Sterling exchange rate versus selected currencies, annual averages, 2014-19
- Total overseas visits drop
Figure 16: Total overseas residents' visits to the UK, 2010-19*
- Downturn in spend by tourists to the UK
Figure 17: Total spend by overseas residents when visiting the UK, 2008-19
- Average spend per visit declines
Figure 18: Average spend per visit to the UK, 2010-18
- US overtakes France as top visiting country in 2018
Figure 19: Top 20 markets, by volume of visits to the UK, 2018
- Americans are top spenders when visiting the UK
Figure 20: Top 20 countries, by total amount spent when visiting the UK, 2018
- Average spend per visit is highest for Middle Eastern countries
Figure 21: Top 20 countries, by average amount spent per visit in the UK, 2018

Companies and Brands – What You Need to Know

- Luxury brands focus on own-branded websites
- Luxury department stores invest in technology
- Luxury brands target young with social media
- A year of collaborations
- Growing interest in second-hand luxury fashion
- Louis Vuitton spends most on ad campaigns

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Focus on digital campaigns

Online

Online gains share of total fashion spend

Multi-brand pureplays

Farfetch

Yoox Net-a-Porter

MatchesFashion

Luxury brands focus on own-branded sites

Luxury department stores

Online retailers' competitive strategies

Boosting customer experience

International expansion

Social media

Launch Activity and Innovation

Collaborations

Acne Studios and Mulberry reveal 'Friendship' collection

Figure 22: Mulberry X Acne Studio 'Friendship' collection, 2019

Victoria Beckham X Reebok Spring 2019 collection

Fendi X Nicki Minaj in a futuristic collaboration

Inclusivity

Ralph Lauren PRIDE polo

Fenty becomes first LVMH brand headed by woman of colour

H&M collaborates with Italian couturier Giambattista Valli

Figure 23: H&M X Giambattista Valli, 2019

In-store experiences

Burberry launches its first video game

Flannels opens first London flagship

Figure 24: Flannels Oxford Street store, 2019

Selfridges new menswear floor

Figure 25: Selfridges skate bows on its menswear floor, 2019

Harrods new menswear department

Second-hand luxury fashion

Selfridges launches second-hand clothing concession

Figure 26: Vestiaire Collective at Selfridges, 2019

Farfetch teams up with second-hand clothing platform Thrift+

Figure 27: Farfetch X Thrift+ service, 2019

Ralph Lauren and Depop

Sustainable fashion

Stella McCartney collaborations

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Prada's Re-Nylon bags

Figure 28: Prada's Re-Nylon bags, 2019

Ralph Lauren's Earth Polo

Max Mara upcycles eco padding for coats

Pop-ups

Fenty to open first UK pop-up at Selfridges

Balmain pop-up at Selfridges

Figure 29: Balmain pop-up at Selfridges, 2019

Harrods and NSPCC designer charity pop-up

Figure 30: Fashion Re-Told at Harrods, 2019

Dior opens Harrods pop-up

Advertising and Marketing Activity

Advertising spenders

Figure 31: Recorded above-the-line, online display and direct mail advertising expenditure on fashion by selected leading designers, 2014-19

Press remains the biggest media channel although slowing

Figure 32: Recorded above-the-line, online display and direct mail advertising expenditure on fashion, by media type, 2014-19

Key campaigns in 2019

Inclusivity

A cinematic approach

A natural backdrop

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Luxury streetwear drives demand

Rising demand for designer bags and jewellery

Gifting key purchase driver

Rise in online purchases

Department stores first choice for designer fashion

Over-45s want designer fashion that keeps its value

Demand for better quality

Millennials want more ethical designer fashion

Luxury brands look to be more diverse

Appealing to those who can't afford luxury

What They Buy

Luxury streetwear drives demand

Figure 33: What designer fashion items consumers have bought in the last 3 years, August 2019

Trend for designer trainers

Rise in purchasing of designer jewellery

Handbags are a growth area

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Figure 34: What designer fashion items consumers have bought in the last 3 years, August 2017 and August 2019

Focus on menswear

Figure 35: What designer fashion items consumers have bought in the last 3 years, by gender, August 2019

Young are keenest designer shoppers

Figure 36: Profile of consumers who have purchased any designer fashion item in the last three years, by gender, age and household income, August 2019

Millennials buy most items

Figure 37: Repertoire of designer fashion items consumers have bought in the last 3 years, August 2019

Who They Buy For

Gifting key purchase driver

Figure 38: Who designer fashion items were bought for in the last 3 years, August 2019

Women treat themselves to designer fashion

Figure 39: Who designer fashion items were bought for in the last 3 years, by gender, August 2019

Rise in designer childrenswear buying

How and Where They Shop

Rise in online purchases

Figure 40: How designer fashion items were bought in the last 3 years, August 2019

Department stores first choice for designer fashion

Figure 41: Where designer fashion items were bought in the last 3 years, August 2019

25% of under-25s buy pre-loved designer fashion

Figure 42: Consumers who have bought designer fashion items second-hand in the last 3 years, by age and gender, August 2019

Men aged 16-44 shop at designer outlets

Figure 43: Where designer fashion items were bought in the last 3 years, by age, August 2019

Figure 44: Where designer fashion items were bought online in the last 3 years, by age, August 2019

Older Millennials shop around

Figure 45: Repertoire of where designer fashion items were bought in the last 3 years, August 2019

Designer Fashion Shopping Behaviours

Designer fashion that will keep its value is key

Figure 46: Designer fashion purchasing behaviour, August 2019

Good reviews encourage purchasing

Figure 47: Consumers who are most likely to buy designer fashion that has good reviews, by age, August 2019

Social media is an important part of the buyer journey

Figure 48: Consumers who are most likely to buy designer fashion that they have seen on social media, by age, August 2019

Males want designer fashion that looks different and exclusive

Figure 49: Consumers who are most likely to buy designer fashion that only has a limited amount of pieces available, by age and gender, August 2019

Attitudes towards Designer Fashion

Demand for better quality

Figure 50: Attitudes towards designer fashion purchasing, August 2019

Consumers care how brands act

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Figure 51: Attitudes towards designer fashion purchasing, by gender, August 2019

Appealing to new customers

Issues Related to Designer Fashion

Millennials want more ethical designer fashion

Figure 52: Issues related to designer fashion purchasing, August 2019

Demand for luxury brands to be more diverse

Affluent believe in-store experience better than online

Figure 53: Agreement with statement 'You get a better experience when buying designer fashion items in-store than online', by socio-economic group, August 2019

Millennials want plus-sized designer fashion

Figure 54: Designer Fashion – CHAID – Tree output, September 2019

Figure 55: Designer Fashion – CHAID – Table output, September 2019

Methodology

Reasons for Not Buying Designer Fashion

Appealing to those who can't afford luxury

Figure 56: Reasons for not buying designer fashion, August 2019

Preferring an experience over fashion

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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