



ICONIC FASHION INNOVATORS OF THE LAST 100 YEARS

Breakfast at Tiffany's star Audrey Hepburn is considered the most iconic fashion innovator of the last 100 years.



BLACK ROLL-NECKS



CROPPED TROUSERS



BALLET PUMPS

TOP 3 FASHION ERAS

ACCORDING TO ADULTS INTERNATIONALLY

#1 1960s



#2 1920s



#3 1980s



TOP 3 FASHION INNOVATIONS

ACCORDING TO ADULTS INTERNATIONALLY



#1 ONLINE SHOPPING & SHOPPING APPS



#2 MAN-MADE FIBRES INCLUDING ELASTANE (LYCRA), NYLON, POLYESTER AND ACRYLIC



#3 DENIM

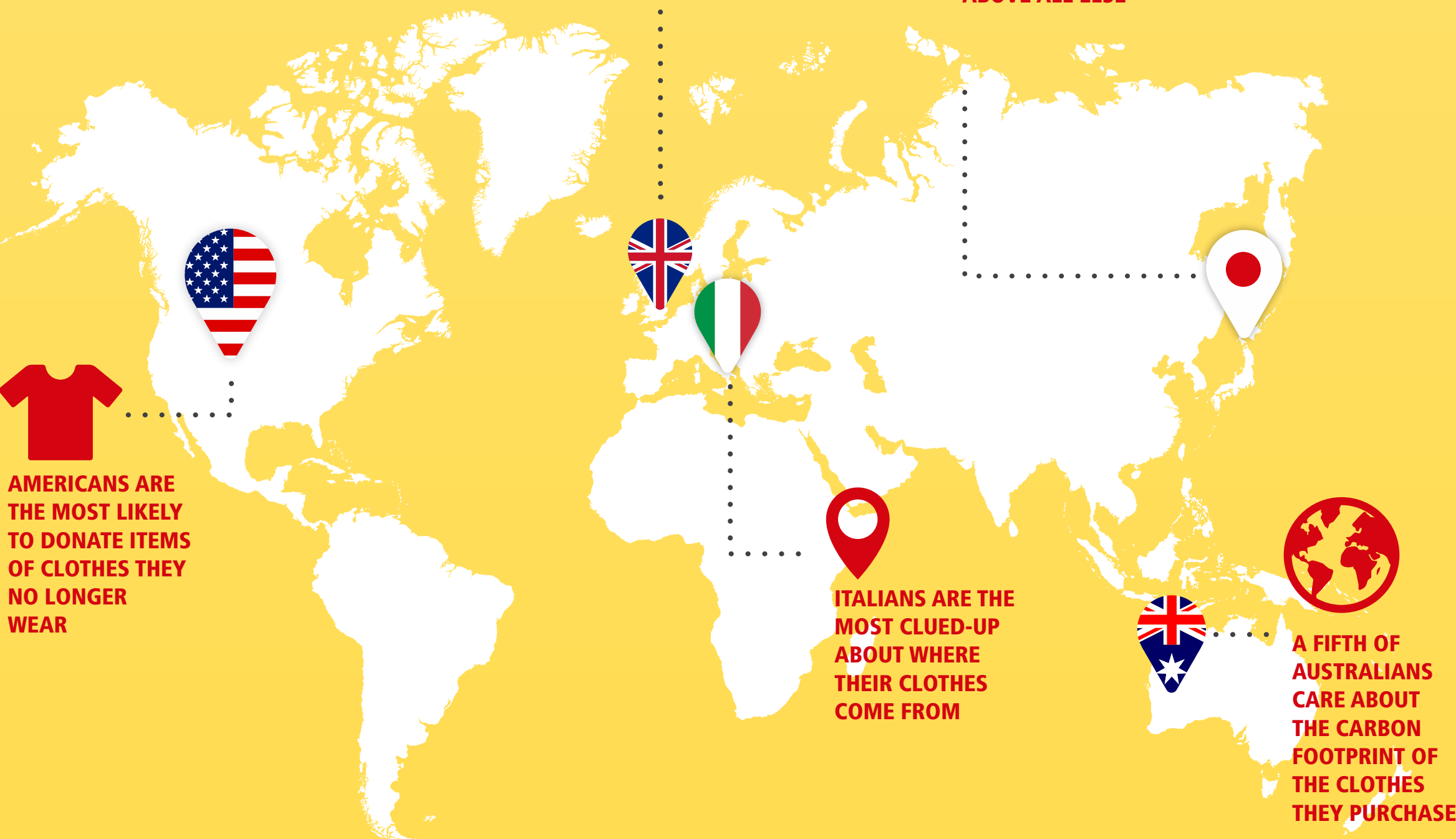
ONLINE FASHION SHOPPING

INTERNATIONAL ECOMMERCE TRENDS



UK SHOPPERS WERE MOST LIKELY TO CONSIDER THE ETHICS OF THE PLACES THEY BUY FROM

THOSE SURVEYED IN JAPAN PRIORITISE THE QUALITY OF THE GARMENT ABOVE ALL ELSE



TOP PRIORITIES WHEN BUYING ONLINE



HALF

OF ONLINE SHOPPERS CITE EASE AND COST OF DELIVERY AS THE PRIMARY DECIDING FACTOR WHEN ORDERING CLOTHING ONLINE



46%

PRICE OF THE GARMENT



37%

QUALITY OF THE GARMENT



37%

EASE AND COST OF RETURNING ITEMS



CONSCIOUS SHOPPERS



19%

care about the bio-degradability of their garments



1 IN 5

shoppers care about a brand's carbon footprint





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AMERICANS ARE THE MOST LIKELY TO DONATE ITEMS OF CLOTHES THEY NO LONGER WEAR



ITALIANS ARE THE MOST CLUED-UP ABOUT WHERE THEIR CLOTHES COME FROM



A FIFTH OF AUSTRALIANS CARE ABOUT THE CARBON FOOTPRINT OF THE CLOTHES THEY PURCHASE



Research conducted by OnePoll in 2018 with a sample of 2,000 UK, 1,000 Italian, 1,000 Australian, 1,000 Japanese and 1,000 US women.

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