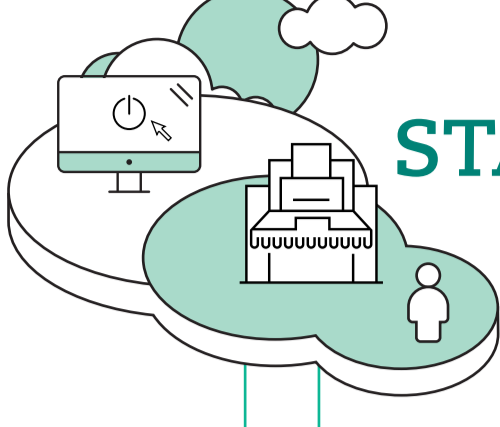


**UNDERSTANDING THE APPAREL SHOPPER JOURNEY**  
 A DEEP DIVE INTO HOW CONSUMERS ARE SHOPPING FOR APPAREL IN AN OMNICHANNEL WORLD



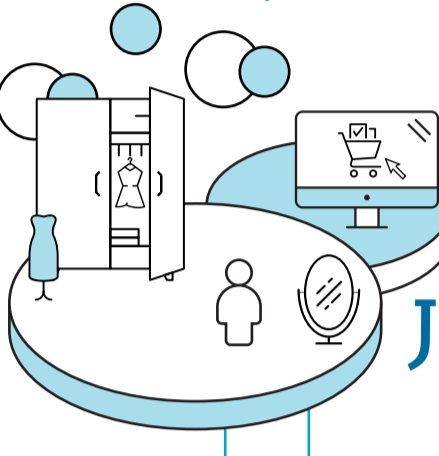
**START**

**73%** OF SHOPPING JOURNEYS BEGIN WITH SHOPPERS LOOKING FOR A SPECIFIC ITEM OR VISITING A MULTI-BRAND STORE OR SITE

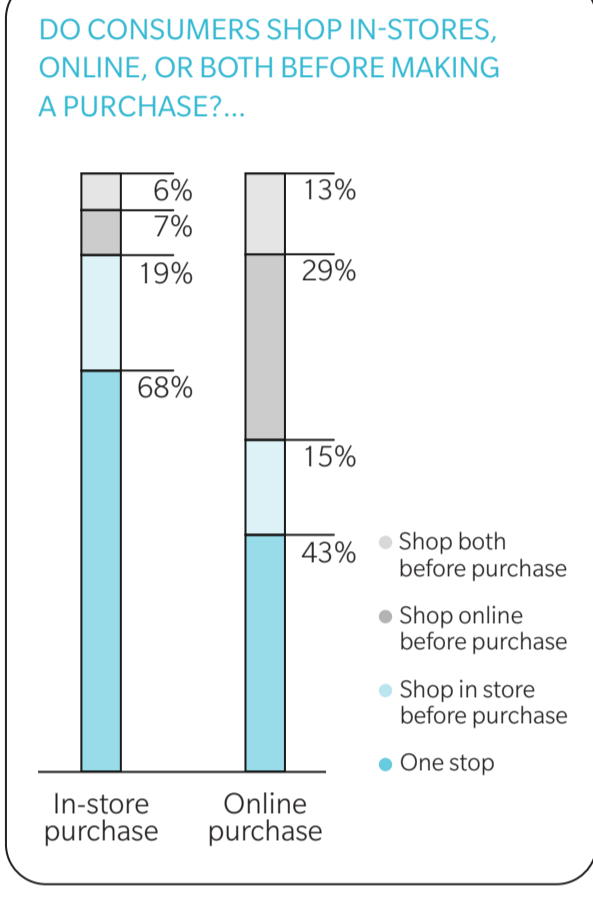
**27%** WHILE ONLY 27% START WITH A CONSUMER LOOKING FOR A SPECIFIC BRAND

Journeys that begin with a consumer searching for a specific brand are more likely to end in a purchase at brand-owned stores or websites, where spend is **86% higher** vs. other retail shopping formats

**KEY QUESTION**  
 Given most journeys don't start by looking for a specific brand, how do you improve your brand's value proposition while also operating in a store centric, item specific world?



**JOURNEY**



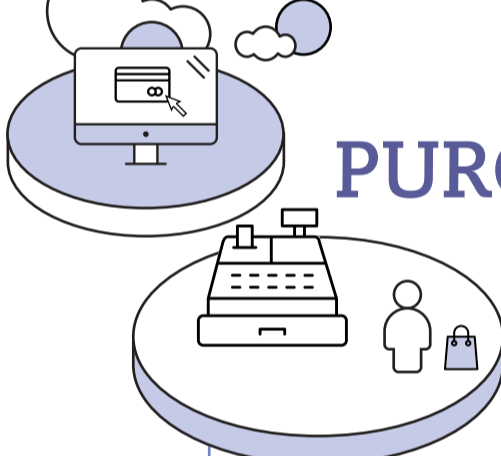
**MOST JOURNEYS ARE VERY SHORT...**

**#STOP** **68%** Of journeys were one-stop purchases

**TIME** **64%** Took less than an hour

**1/4** When people decided not to make a purchase in a store, almost a quarter of the time this was due to not having the **right size or color** in store

**KEY QUESTION**  
 How can you increase your conversion rate given consumers' short shopping journeys? What are your customers' transaction triggers?

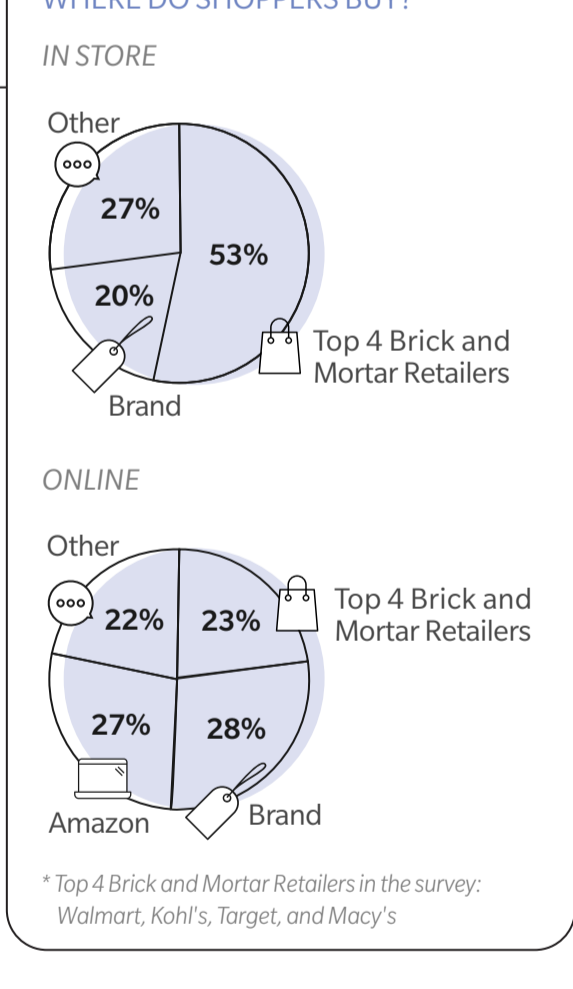


**PURCHASE**

**IS ONLINE RETAIL REALLY AS BIG AS THE HYPE?**

**75%** DESPITE ALL THE BUZZ, OVER 75% OF BRANDED APPAREL PURCHASES ARE STILL MADE IN STORES TODAY

BUT ONLINE IS CRITICALLY IMPORTANT – WHEN PEOPLE SHOP ONLINE, THEIR BASKETS SIZE (BOTH NUMBER OF ITEMS AND AMOUNT OF SPEND) ARE **BIGGER**



**KEY QUESTION**  
 Is your business well prepared to meet shoppers where they are going for their journeys now and in the future?



**POST-PURCHASE**

**DESPITE THE FAST FASHION CRAZE, CONSUMERS DON'T ALWAYS SEEK NEWNESS**

**89%** OF CUSTOMERS WANT TO **REPURCHASE THE SAME OR SIMILAR ITEM** IN THE FUTURE

**WHEN CUSTOMERS LOOK TO REPURCHASE, THEY ARE**

**35%** MORE LIKELY TO GO TO A **BRAND STORE OR WEBSITE** WHEN LOOKING TO REPURCHASE AN ITEM

**KEY QUESTION**  
 How can brands capitalize on consumers' desires for repeat purchases and their propensity to do so by engaging directly with the brand store or site?