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## **British Men first to unleash summer wardrobe**

- **58% of British men make a distinction between summer and winter wardrobe**
- **A quarter of men (24%) are wearing summer clothes before the end of April**

As summer approaches, it's British men rather than women, that are already ahead of the game when it comes to getting out their summer clothes. New research commissioned by COTTON USA, reveals that not only does an amazing 58% of the male population make a distinction between their summer and winter wardrobes, a quarter of them (24%) are wearing their summer clothes by the end of April, as opposed to only 2 in 10 women.

The old adage 'Ne'er cast a clout till May be out' \* still seems to hold true for women, with a third (32%) saying they do not get out their summer wardrobe until after the first week of May.

Cotton comes top as the fabric of choice for men, as nearly 3 in 5 (56%) find it the least irritating fabric for their skin, as opposed to nylon (2%) and polyester and wool (both 4%),

Dr Sarah Wakelin, consultant Dermatologist at a Central London Teaching Hospital, comments: "Skin irritations often worsen during summer due to the heat and humidity.

Most people with sensitive skin will feel better in clothes made of pure cotton as it allows the skin to breathe easily.”

Nearly three fifths (56%) of the British population have been unable to wear an item of clothing because the fabric was uncomfortable. Furthermore, although a third of parents (33%) say their child has had the same problem, when it comes to buying an item of clothing, less than 1 in 3 people always look at the label to check exactly what it is made of.

Steph Thiers-Ratcliffe, International Marketing Manager, COTTON USA concludes:

“Cotton is extraordinarily important in our daily lives and this latest research shows how beneficial it is for people in terms of comfort next to their skin. Cotton clothing ranges from denim jeans and shirts through to underwear, T-shirts, sweatshirts, shorts, dresses and children's wear, so is suitable for every occasion, whatever the time of year.”

#### **About the research**

The research was carried out by YouGov Plc. Total sample size was 2107 adults. Fieldwork was undertaken between 27th - 30th March 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).