



Press Release: 20<sup>th</sup> May 2010

## CELEBRITIES MAKE WAY FOR MANNEQUINS FOR FASHION SHOPPING INSPIRATION

### Over half of UK consumers look to store displays for clothing and fashion ideas

Celebrities no longer hold sway with UK shoppers when it comes to fashion and clothing choices, according to the latest research from Cotton Council International published today.

Over half of UK consumers (54%) are influenced by store displays when it comes to deciding what clothes to buy, with surprisingly only 16% looking to celebrities for fashion inspiration. With over 50% of people saying they still buy clothes on impulse, this represents a great opportunity in store.

Other sources of clothing ideas include family members (25%), friends and colleagues (36%), people they see in the street (23%), magazines (32%) and the Internet (21%). And, it's the merchandising displays in chain store shop windows that are drawing in the British public, with nearly two thirds (63%), saying this type of outlet is where they would shop most.

This year's findings also show that natural fibres are growing in popularity in Britain, with almost 4 in 10 people thinking that better quality clothes are made from 100% natural fibres.

Quality is still the value that holds best with consumers when buying clothing – nearly 9 out of 10 (89%) feel it is the most important consideration when they are shopping on the high street. And out of all fabrics, cotton is the most preferred by UK shoppers, with not one person saying they would avoid cotton when making a purchasing decision.

Not surprisingly, given the current economic climate, off-price stores are also growing in popularity with nearly half the population (47%) now shopping in this type of store, an increase of nearly five percent since 2008.

Cotton Council International's biennial research – The Global Lifestyle Monitor Survey (GLM) - investigates a wide range of lifestyle issues related to clothing, shopping and textiles among UK residents.

Brand identity is also emerging as a key purchase factor in 2010 with over 40% of people pre-planning which brand they are going to buy before they part with their hard earned money. This contrasts sharply with 2008 when only a third of British consumers (33%) were so concerned.

Steph Thiers-Ratcliffe, International Marketing Manager, Cotton Council International comments: "The GLM results show that quality counts more than ever for UK consumers. Our COTTON USA 'Naturally' Mark is a symbol of purity, strength, comfort and quality and helps shoppers to identify premium cotton items that are made to last."

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### **Notes to Editors**

About the research

The research was carried out by Synovate an independent research company. Fieldwork in the United Kingdom was conducted from 16<sup>th</sup> to 29<sup>th</sup> March 2010. 552 respondents in total were surveyed face-to-face. All respondents fell within the 15-54 age range. The answers were analysed to give the results stated above.

About COTTON USA

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear and t-shirts at Bodas, on cotton towels, bedlinen and trousers at Marks and Spencer, and on cotton towels at Christy and House of Fraser. More information on COTTON USA and the benefits of U.S. cotton can be found at [www.discovercottonusa.com](http://www.discovercottonusa.com).

About CCI

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong, Seoul and Shanghai, in addition to a global network of representatives.

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