



## From Where to Wearer: Unfolding Fashion's Evolution & Future

May 11<sup>th</sup>, 2021 Webinar Takeaways



### What important trends have emerged? Which new or changed consumer behaviors are here to stay?

The NPD Group's Canadian Retail Industry Advisor, **Tamara Szames** shared 12 months of data from 100,000 Canadian consumers during the pandemic period. Her insights help brands plan for the future.

## Our Three Key Takeaways

### 1. We Got a Glimpse

Comparing March 2019 sales to March 2020 gives a **glimmer of positive times ahead**.

- March 2021 sales were **6% higher than March 2019**, led by women's and children's wear
- Categories previously in decline saw movement; T-shirts, jeans, coats, bras, dresses, casual pants were up due to built-up consumer demand. **64% of women plan to purchase new clothing** when lockdown ends
- **Hybrid clothes** blend comfort with innovation. Seeing this in Social Apparel (going out clothes) which suffered during pandemic. Workleisure, athleisure here to stay

### 2. Millennials Giving Way to Gen Z

Consumers **18-34 years old** reported wanting a fresh start... expect **big boost in apparel buying** from this segment.

- Gen Z is the 2<sup>nd</sup> largest online buying segment...**driving one third of growth**. They are starting to influence older segments' trends
- Gen Z is **environmentally and politically active online** (think revenge buying)
- **Sustainability and transparency** is important. Their voice will continue to influence important decisions about where and who makes your apparel

### 3. Impact on Bricks and Mortar Stores

Consumers have been conditioned to online perfection so **in-store aesthetics and service expectations are higher**

- Seeing retailers moving toward **digital checkouts and specific return/exchange lines**
- Higher instore and online service experiences demanded by consumers
- **Online buying will be dominant path** to purchase for those under 45 years of age

**Message:** As vaccinations, socializing & travel opens up, the future looks brighter for retail!



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