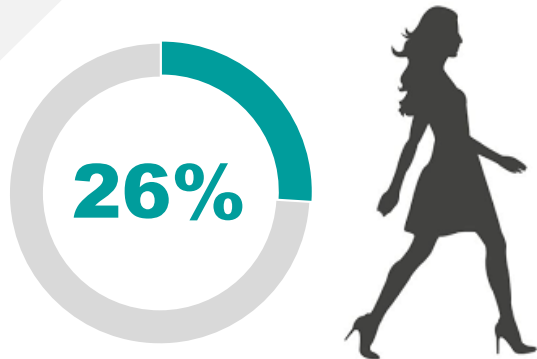


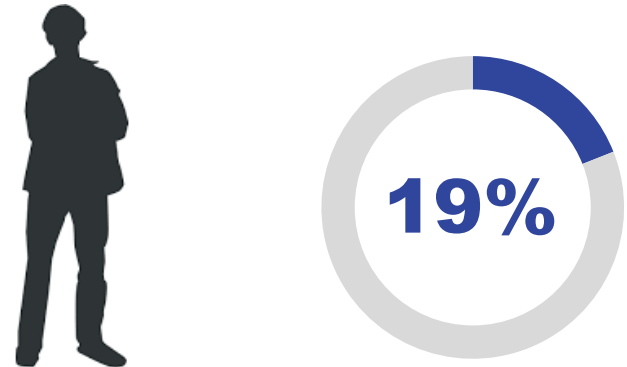
A LOOK INTO THE AFFLUENT CLOSET: FASHION, SHOPPING, & APPAREL



Affluent men and women have different priorities when it comes to deciding how to fill their closets



26% of Affluent HHs Spent \$3,000+ on Women's Apparel & Accessories



19% of Affluent HHs Spent \$3,000+ on Men's Apparel & Accessories

Affluent Women

61% "I get *enjoyment* out of *shopping for clothes*"

58% "*Stylish design* is important when deciding which products to buy"

54% "I'm always looking to add to and *refresh my wardrobe*"



Affluent Men

55% "I look for *superior service* when I shop"

44% "It is important to *shop at stores* that provide high *personalized attention*"

43% "I seek out *products or experiences* that are *truly exclusive*"

Who Are They Wearing?



Affluent Women are **+264%** more likely to own *Coach* apparel than Affluent Men

+193%
MICHAEL KORS

+181%
lululemon

+121%
LOUIS VUITTON

+32%
Calvin Klein



Affluent Men are **+139%** more likely to own *Izod* apparel than Affluent Women

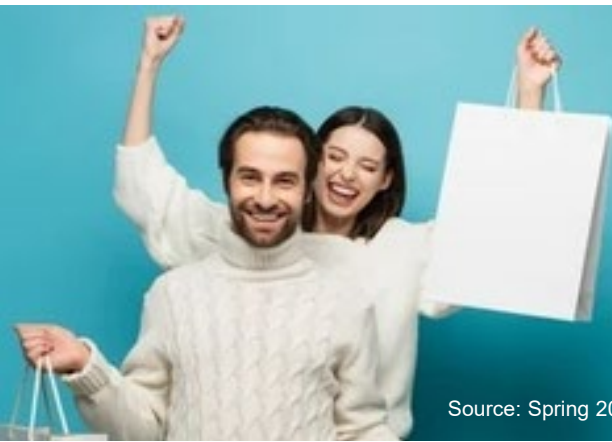
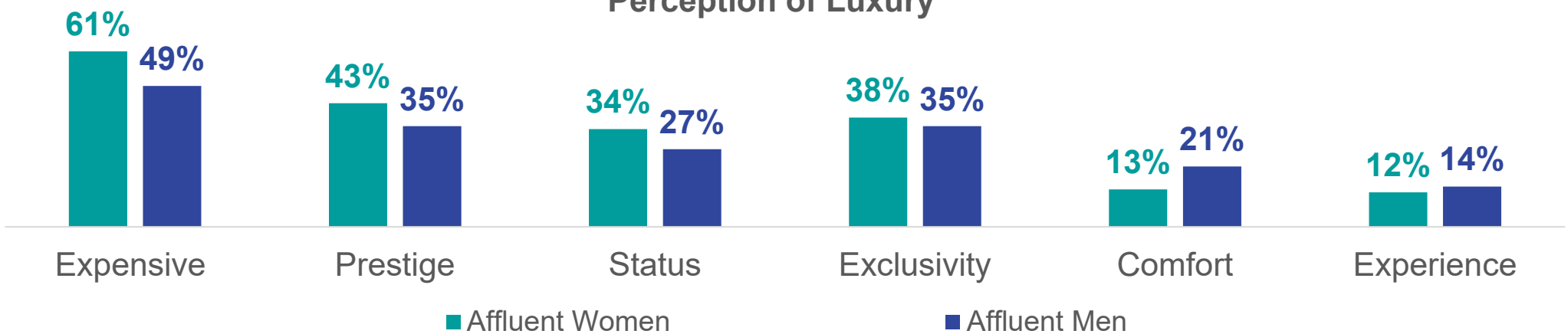
+60%
LACOSTE

+21%
TOMMY HILFINGER

+15%
adidas

+14%
PUMA

Perception of Luxury



Affluent households spend more on women's apparel than they do on men's. Marketers need to differentiate their advertising message when targeting Affluent men and women. Men place value on their shopping experience (service, personalization, comfort) while women seek out the latest trends in fashion. Focus on "*needs*" for men and "*style*" for women.