

STATISTICS ON THE AVERAGE AMERICAN WOMAN

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The average age of American female shopper is 33.3 years old. Her height is 5 feet 3 inches tall. Her weight is 138 pounds. Her dress size is 12. Her average income before taxes, full-time female worker over 15, is \$17,504. Estimated percentage of clothing budget spent on clothes for work: 75%

- * Women are fed up with paying high prices for styles that go "Poof" after one season. The result is a serious slump for the women's clothing industry.
- * Women are learning to say no to a design style if they don't like what they see.
- * Prices seem to be getting higher while quality seems to get lower. No one wants to spend \$300 on a dress that falls apart after one season, or is fashion dated the next year.
- * A manufacturer has to convince a woman that she wants their clothes, most customers have a closet full of clothes, a lot of the business in clothing markets is emotional.
- * Some people blame the slump on changing hemlines, the mini, the calf, the knee, hemlines go up and down without reason.
- * 70% of women's apparel sales are working women. On the average, they spend about 3/4 of the clothing budget on business outfits.
- * Trends are a mark of adolescence. The working woman wears classic styled clothing. They don't wear outrageous styles.
- * 50% of working women consider above the knee length skirts and pants inappropriate for the work place.
- * To stretch wardrobe dollars women are mixing and matching to make old clothes seem new. Adding accessories, jackets or sweaters to update tired wardrobes.
- * 91% of women polled said they would never spend more than \$100 on an everyday dress.
- * 96% of women polled said they bought at least some clothes at a discount, on sale and many said they have come to rely on discount stores. T.J. Maxx is one of the favorite outlet chains that is growing quickly.
- * Liz Claiborne has been conducting focus groups all over the country to listen to what their customers want. These are Liz fashion specialists who are in stores and will train sales people in the Liz Claiborne line, and in reporting back to the company what women like and dislike about their clothing. Anything from, "the waistline was too tight" on this item, or "the blue was more flattering in this style, to "the price is just too high."
- * Women aren't tired of fashion, they're tired of BAD fashion that is not practical or flattering to the average figure.