



Trend Bites

A taste of what's going on out there for the consumer to experience.

How are fashionistas coping with the current economy? *[Issue 18; September, 2009]*

Over the last six months, women have felt the impact of the economy and tightened their belts when it comes to fashion. They have coped in a number of different ways.

Wearing the latest style is less common. Almost two out of every five women say they are wearing previous years' styles more than they did six months ago.

One way to feel more trendy is with accessories. About 1/5 of women are saying that they are now using accessories more to make a previous year's style trendier.

Some women are also biting the bullet and wearing hand-me-down clothing. About 1/5 of consumers are wearing hand-me-downs more than they were six months ago.

Additionally, even though gas prices are not as high as in the past, 1/5 of women are saying they visit local clothing stores to save gas more so than they did six months ago.

Not surprisingly, the worse a woman views the economy, the worse their current economic situation and the lower their income, the more likely they are to scrimp on fashion.