

The specific fashion style of a brand is the most important argument for consumers buying particular labels.

Agreement with various statements on the most recent clothing purchase

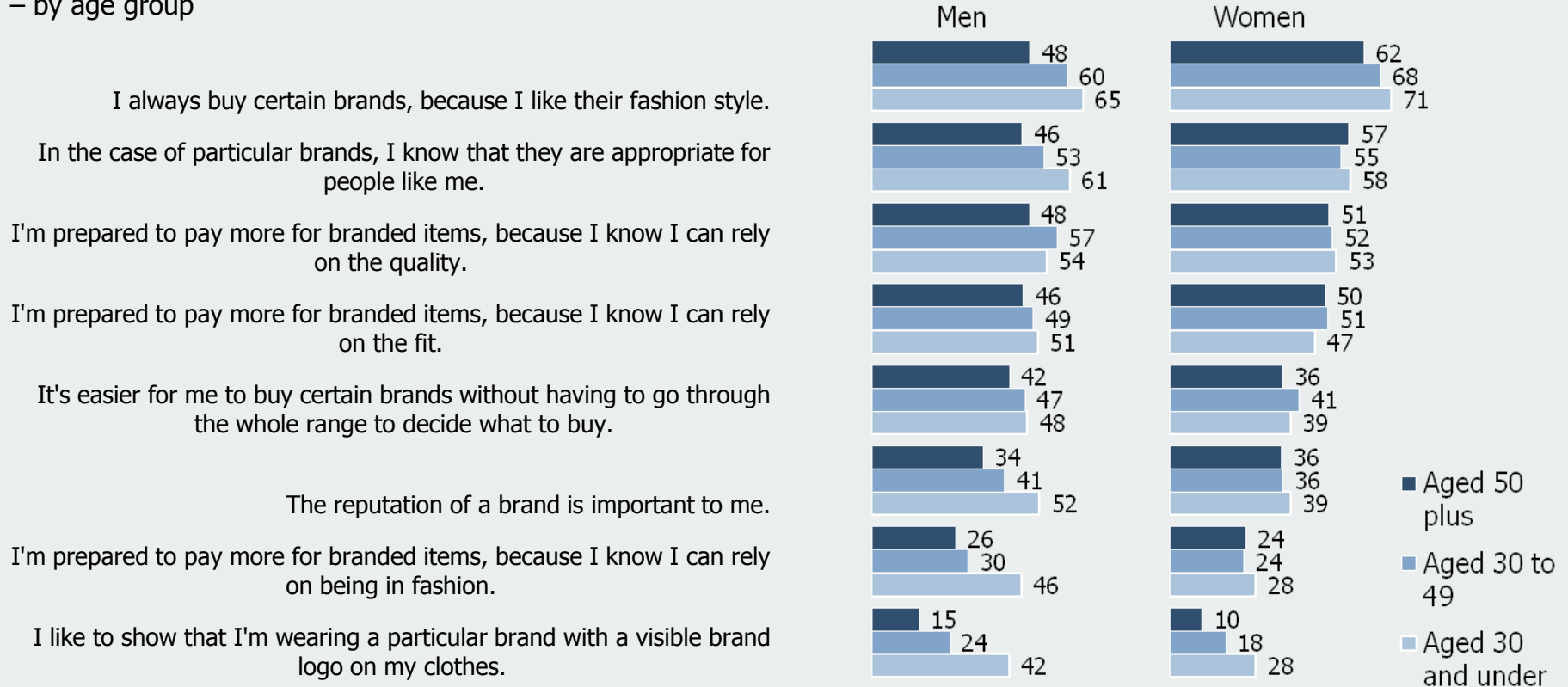
- Multiple choice possible, agreement expressed in % -



More younger men than women prefer to wear a visible brand logo

Agreement with various statements on the most recent clothing purchase
– by age group

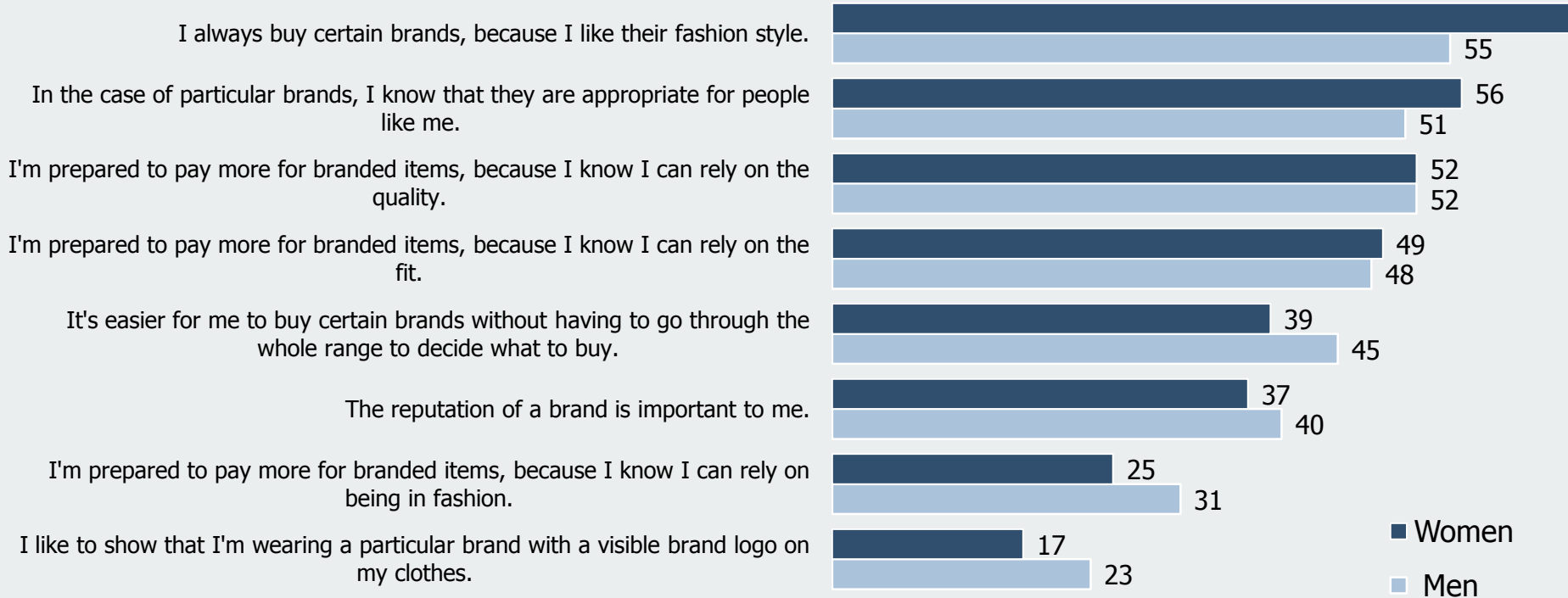
- Multiple choice possible, agreement expressed in % -



Men place a higher value on a brand logo, being confident that they are in fashion and easier shopping than women.

Agreement with various statements on the most recent clothing purchase
– by gender

- Multiple choice possible, agreement expressed in % -

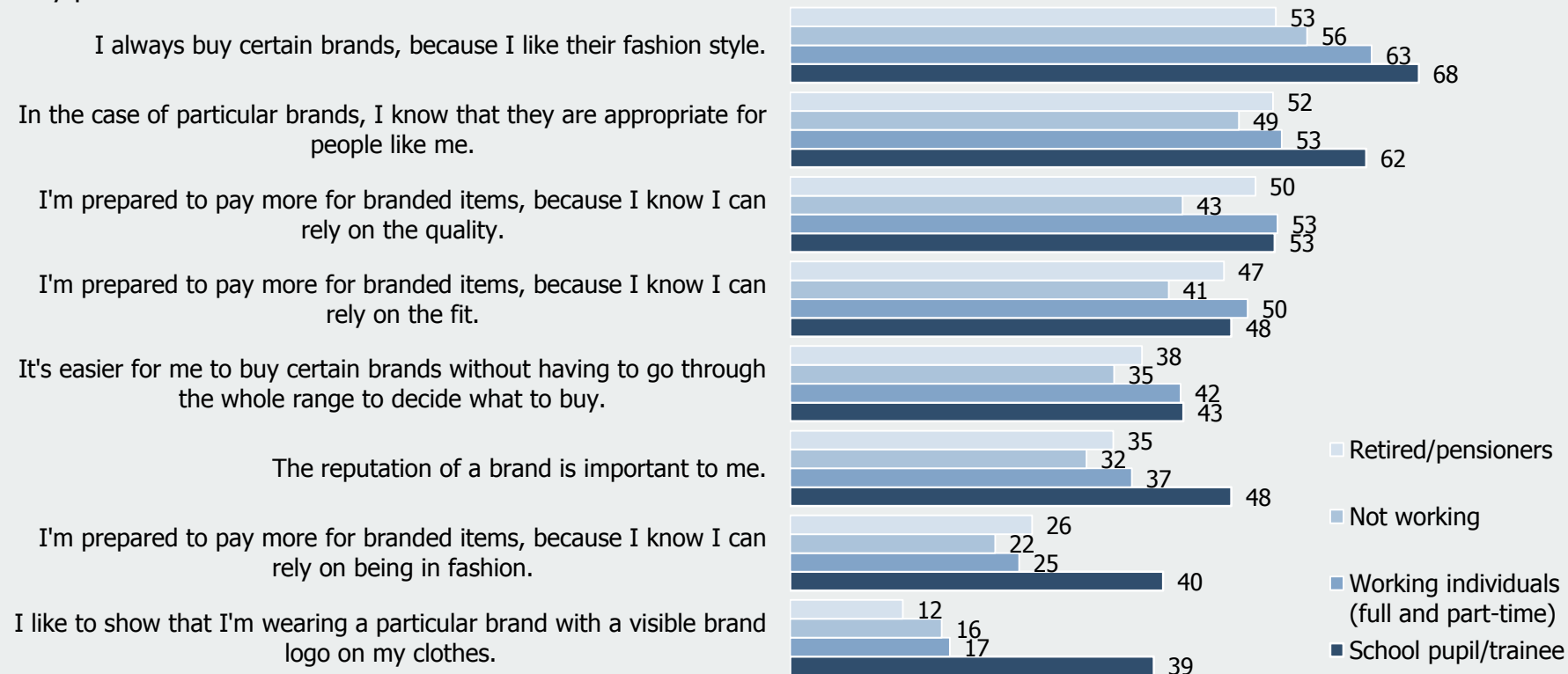


■ Women
■ Men

School pupils and trainees mainly place a high value on logos and confidence that they are in fashion

Agreement with various statements on the most recent clothing purchase
– by profession

- Multiple choice possible, agreement expressed in % -



Even in the former East German states, people are prepared to pay more for branded clothing

Agreement with various statements on the most recent clothing purchase
– by German federal states

- Multiple choice possible, agreement expressed in % -

