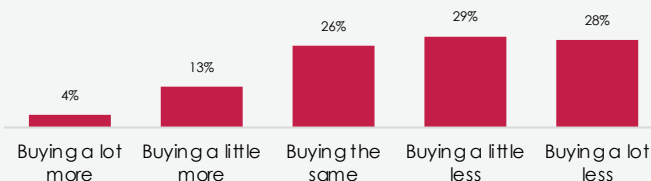


Style & Personal Care

In **January 2021**, our online community shared their thoughts with us on all things related to fashion, style and personal care, including their grooming and skincare habits. As the pandemic continues to affect all aspects of life, we uncovered how it has also changed how we shop for clothes, attitudes towards individual style and new habits and trends fuelling by spending more time at home. Here's a snapshot of what our Urbanites told us...

Pandemic Effect: Spending More or Less?

57% are spending less on clothes whilst almost **1in5** say they are spending a more on clothes, shoes and accessories



Online Clothes Shopping Attitudes

30%

Much prefer to shop for clothes in-store but won't do without so are shopping online

26%

Always shop for clothes online and make use of free return policies whilst **16%** forget, or never, return unwanted items

32%

Will return to doing most of their clothes shopping in physical stores once its safe to do so

Clothes Shopping Sources



High Street

Usually shop: **60%**
Currently shop: **17%**



Online clothing exclusive (e.g. ASOS)

Usually shop: **24%**
Currently shop: **35%**



Clothing brand website

Usually shop: **39%**
Currently shop: **49%**



Supermarket

Usually shop: **22%**
Currently shop: **18%**

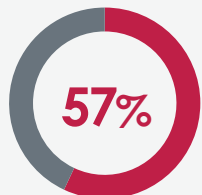
No Room to Groom!

17%

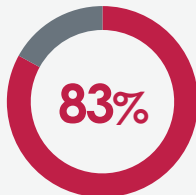
Have let nature take its course with grooming in general, whilst 1in10 have given up waxing / shaving!



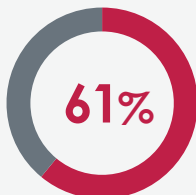
Pandemic Trends: Hot or Not?



Think activewear (not worn for sports or exercise) is a **HOT** pandemic trend!



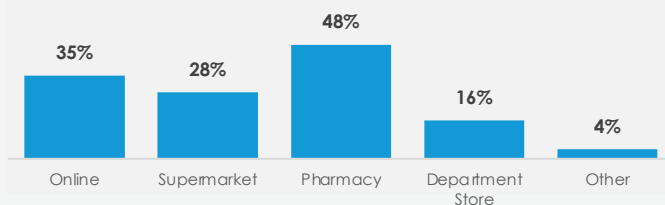
Think coats bought for outdoor dining and socialising are **HOT!**



Think isolation beards are **NOT** a good trend emerging as a result of the pandemic!

Skincare Purchasing Preferences

With **29%** sticking to their skincare routine despite working from home, here's the top places for buying skincare products...



DRESSED TO DINE... EH... IN!

23%

Have made an effort or dressed up for dinner or an evening at home.

GLAMMED UP FOR GROCERIES

17%

Have paid special attention to their eye make-up when going grocery shopping

SMOOTH OPERATORS

4%

Have shaved / waxed other areas of their body for the first time... and like it!

For more insights and opinions visit:

workshopplay.ie/opinions