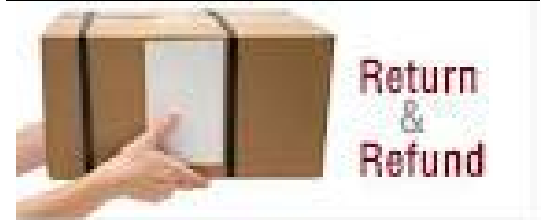


Press Release  
18/11/11

**CLOTHES  
SHOW  
LIVE**  
IN ASSOCIATION WITH SUZUKI  
2-7 DECEMBER 2011  
NEC BIRMINGHAM

## Shopping online, *quick and easy?* Not anymore according to new research



Clothes Show Live reveals that shoppers spend over 17 days a year shopping online, with a third of items purchased being returned

Clothes Show Live in association with Suzuki, Birmingham NEC, 2-7 December 2011

In a comprehensive survey of the nation's shopping habits, **Clothes Show Live** discovers that *offline* shopping is in fact *quicker, easier and more enjoyable* than *online* shopping

It takes women **22 hours** (*more than six times as long*) to find one purchase **online**, in comparison to an average of **3.6 hours** per item **offline**

In a stance to support the declining high street **Clothes Show Live in association with Suzuki** is today's launching a campaign to '**Keep Shopping Live**' and is asking shoppers across the UK to take to the streets to support high streets across the UK.

**Over 3000** people were surveyed on their shopping habits by UK's biggest fashion and beauty event, **Clothes Show Live in association with Suzuki (2-7 December, NEC, Birmingham)** to coincide with their campaign. Results revealed that the **majority of women voted shopping with friends as the most enjoyable way to spend their free time, while 1 in 50 men also voted shopping as their most enjoyable leisure activity.**

The results revealed:

- **Eight out of ten women (82%)** women found that they preferred shopping offline to shopping online. However, nearly as many men (79%) found that they preferred shopping online to shopping offline.
- Women spend **22 hours a month** shopping **online**, and **18 hours a month** shopping offline equating to women spending **17 days a year** going shopping online and **14 days a year** shopping offline, with a combined total of **31 days** spent shopping
- **Female shoppers** purchase, on average, **five items of shoes or clothing each month**, with one of those items being purchased online
  - **Male shoppers** purchase, on average, **two items of shoes or clothing each month**, with one of those items being purchased online
- The above stats reveal that **it takes women 22 hours to shop for one item of clothing or shoes online**, while it takes **just 3.6 hours** to when shopping offline

- Shoppers **return over a third** (35%) of items purchased **online**
  - Shoppers **return over a fifth** (21%) of items bought **offline**
  - Two in every ten people have never returned an item of clothing or shoes when purchased in a shop
- The **number one reason goods were returned when purchased online** was because the **item didn't look as good as the image online** (59%), followed by:
  - The item didn't fit (21%)
  - Didn't like the material that was used (12%)
  - The item came after the date the item was needed for (6%)
  - Other (2%)
- The **number one reason goods were returned when purchased offline** was because of a **change of mind** (38%), followed by:
  - Not trying the item on in the shop and not liking how they looked when the item was tried on (37%)
  - Partners didn't like the item (14%)
  - The item was bought for an occasion but didn't wear it in the end (8%)
  - Other (3%)
- The majority of women (48%) said that their **most enjoyable way to spend their free time was to go shopping**, followed by:
  - Watching TV/ a film (18%)
  - Listening to music or going to a music gig/festival (8%)
  - Watching or playing sports/going to the gym (7%)
  - Going for drinks (6%)
  - Going for a meal (5%)
  - Reading (4%)
  - Other (7%)
- The **most enjoyable leisure activity for men** was **going for drinks** (35%) followed by:
  - Watching or playing sports/going to the gym (27%)
  - Going for a meal (22%)
  - Listening to music or going to a music gig/festival (8%)
  - Going shopping (2%)
  - Other (6%)
- Going **shopping with friends** was revealed to have a **number of benefits including**:
  - Having a lasting positive effect on mood
  - Helped to cheer them up if they felt down
  - Enabled them to spend quality time with friends

**Maryam Hamizadeh**, Show Producer for Clothes Show Live in association with Suzuki, commented: *'Shopping online may seem like a quick and easy option but our research shows that it is no where near as enjoyable as a visit to the shops, and in fact takes nearly four times as long to find an item of clothing.'*

*'Shopping is best enjoyed, not from the comfort of a sofa or desk, but when out there in the real world in a shop or store. We're dedicated to supporting offline shopping in order to stop the decline of the high street. Let's support local businesses by keeping shopping live,' Maryam added.*

**Clothes Show Live in association with Suzuki takes place at NEC Birmingham from 2-7 December. Tickets are on sale now and can be purchased from the box office on 0844 581 1256 or online at [clotheshowlive.com](http://clotheshowlive.com)**

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## Editor's Notes

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### Clothes Show Live

Clothes Show Live *in association with Suzuki* is the UK's largest fashion and beauty event featuring over 500 leading fashion and beauty brands to shop from, a 6500-seat Suzuki Fashion Theatre and countless celebrity appearances over six days – it's the ultimate girls day out! Whether shoppers are looking for a brand new winter wardrobe, presents for friends, to spot celebrities or watch a fast paced catwalk show, Clothes Show Live is the number one destination.

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### Suzuki

Suzuki make cars that are built for the way we live today, from compact city cars that won't cost the earth to run to real 4x4's that perform as well on road as they do off road, they have something to suit everyone.

Suzuki have been around for over 100 years and never stop thinking about the future, in recent years developing the award winning Swift, along with the Alto and Splash, cars with some of the lowest CO2 emissions in their class. With their fun and stylish vehicles there is an obvious link into the world of fashion.

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# Contacts

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For further information / Use of pictures / Interviews

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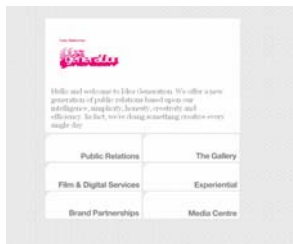
To accredit for this year's show apply online at [www.clotheshowlive.com/forms/press-registration](http://www.clotheshowlive.com/forms/press-registration)

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# Ends

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## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

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- Online Press Office
- Client list
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[www.clothesshowlive.com](http://www.clothesshowlive.com)

For:

- Online Press Office
- Exhibitor information
- Latest news on Clothes Show Live



[www.suzuki.co.uk](http://www.suzuki.co.uk)

For:

- Latest news and information
- Client details
- Company contact detail



[www.clothesshow.com](http://www.clothesshow.com)

For:

- Latest news and information
- All Clothes Show news
- Company contact detail