

Press Release
11/11/11

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

Christmas Crush Saturday – 2.40pm on December 10 will be UK's busiest shopping day and time in 2011



Clothes Show Live reveals that this Christmas we'll be spending *less* money on friends and family BUT will be spending *more* money on presents for ourselves!

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 the UK's busiest shopping day in 2011 will be **December 10**, with the peak shopping time being **2.40pm**

The results also revealed that female shoppers will visit **14 shops** looking for Christmas gifts, while men will visit just **6 shops** looking for gifts

Over 3000 people were surveyed on their Christmas shopping habits to coincide with the UK's biggest fashion and beauty event, **Clothes Show Live in association with Suzuki, 2-7 December, NEC, Birmingham** with other results revealing that the majority of women in the UK begin their Christmas shopping nearly three months in advance of December 25 (79 days), while the majority of men begin their Christmas shopping just 15 days ahead of Christmas.

The survey also found that while the **majority of Christmas shopping will take place on December 10**, more shoppers than ever are planning on leaving their Christmas shopping to the last minute, with **over a quarter (26%)** of those surveyed leaving their Christmas shopping until the **week commencing 18 December** in the hopes of bagging a bargain.

The results revealed:

- Over half (59%) of UK shoppers will carry out the majority of their Christmas shopping on December 10, other results revealed:
 - Over a quarter (26%) of people will carry out the majority of their shopping on the week commencing December 18
 - One in ten people (10%) will leave their Christmas shopping until Christmas Eve
- Nine in ten people (91%) planned on leaving their Christmas shopping until later this year than they did in 2010 in the hopes of 'bagging a bargain'
- The majority of people expect, and are planning, to spend less this year on Christmas presents than they did in 2010. With the results showing:
 - The average spend will be £352 per person, in comparison to £381 last year

- Londoners will spend the highest amount with an average spend per person of £382 while people living in Sheffield will spend on average £254
- Despite the average spend on presents for friends and family going down, people actually plan to increase the amount of money they spend on their-selves this year by 30% as this value increases from £50 in 2010 to £65 in 2011
- People will spend an average of £95 on their partner; £77 on friends; £115 on family members and £65 on presents for themselves
- On average, female shoppers will visit 14 shops looking for Christmas gifts, while men will visit just 6 shops
- Women begin shopping for presents, on average, 79 days ahead of Christmas Day while men begin their search just 15 days in advance of Christmas
- The gifts that top women wish list are clothes, perfume and jewellery, while most men would like to receive an electrical gadget such as an ipad2

Maryam Hamizadeh, Show Producer for Clothes Show Live in association with Suzuki, commented: *'It's interesting to discover that the majority of UK consumers will be spending less money on Christmas presents for friends and family but will be spending more on presents for themselves this year. With the constant news of doom and gloom in the economy it's not surprising people want to bring a little more cheer to their lives and give themselves a Christmas treat.'*

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 clothesshowlive.com

Editor's Notes

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.

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.

Contacts

For further information / Use of pictures / Interviews

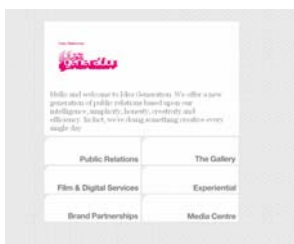
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To accredit for this year's show apply online at www.clothesshowlive.com/forms/press-registration

Ends

Websites



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