

LINGERIE HABITS OF US WOMEN

Rigby & Peller US Poll, July 2016*

THE AMERICAN LINGERIE CLOSET

- 30% of US women surveyed owned a bra that they had been wearing for over 10 years.
- On average, women have three bras that they wear on heavy rotation.
- Almost three quarters of American women polled (74%) had at least one bra they considered an 'old faithful.' □
Those respondents owned three "old faithfuls" on average and had owned their oldest bra for an average of 6 years.
- 1 in 20 American women surveyed (5%) own at least one bra that is over 20 years old.
- The majority of US Women (67%) wear the same bra every day.
- 45% of US women surveyed said they had felt embarrassed to be wearing underwear that was years old and didn't look that attractive.
- Three quarters of US women surveyed (77%) owned at least one bra that made them feel confident.
- 78% said they had at least one bra that they found 100% comfortable.
- However, the American women polled found just over one quarter (27%) of their lingerie wardrobe uncomfortable, on average – with 1 in 5 (21%) saying at least half the items they owned weren't comfy.
- A huge 96% of female US respondents stated that, ideally, they would like to own underwear that both feels amazing and looks really great.
- Yet, a surprising seven tenths of American women surveyed (72%) said they currently had bras that were either comfortable, or looked beautiful, but not both.
- 77% of female American respondents said they choose underwear to fit their lifestyle needs.
- 69% of respondents would welcome expert advice to help build their underwear collection – with pieces that fit well, built their confidence, which they loved.

COMFORT & FIT

- 85% of those polled felt that they were most concerned about fit when choosing a bra.
- 62% of female American respondents said they would feel sexier in a well-fitted bra than in a bra that showed off their assets.
- The vast majority of female US respondents (92%) said they would opt for comfort over fashion at least some of the time when choosing a bra.
- And 8 out of 10 (80%) would rather wear an old grey bra, which felt like a second skin over an expensive new bra that was uncomfortable.
- 82% of US women surveyed said they would prefer the more natural look when it comes to underwear.
- Additionally, 31% of American women polled would avoid bras that encouraged too much cleavage, at least some of the time. 28% and 25% said the same of bras that encouraged too much plunge and uplift, respectively.
- 84% of respondents would opt for underwear that made them look a nice shape and contained them over underwear that showed off their chest.

FASHION TRENDS: CURVE APPEAL

- Despite the fact 21% of American women polled wanted to have a smaller chest, another 21% said they'd like a larger and more prominent chest that draws attention to their breasts as the focal point of their appearance.

- 29% of those surveyed felt that bigger boobs were in fashion, while 20% felt they were out of fashion.
- One third (34%) of female US respondents said they prefer to show ample cleavage.

- 9 out of 10 US women polled said they didn't see anything wrong with wearing lingerie that accentuates their curves.

** Survey conducted on www.onepoll.com in July 2016; Total number of respondents – 2,000 US women aged 18+.*

RIGBY & PELLER US FINDINGS FROM CUSTOMER DATA ACROSS 12 STORES

NATIONWIDE □ The most popular style across all regions is the full cup bra (not padded).

- In the majority of Rigby & Peller stores we found that women prefer a full cup bra with seams, but in New York's Madison Avenue store women prefer full cup seamless bras.
- The most popular bottom style is the bikini brief nationwide, followed by thongs, except in New York's Fifth Avenue where the thong is most popular.
- New York's Madison Avenue has the most petite clients (34D bra size, Medium bottoms).
- 34E is the most popular size in Atlanta, San Diego, and Philadelphia.
- 34F is the most popular size in Chicago and on the Rigby & Peller e-commerce site.
- 32E is the most popular size in Boston, New York's Third Avenue and South Coast Plaza.
- Houston has the largest average size at 36G.
- 32F is the most popular size in Oakbrook, as well as at New York's Fifth Avenue.
- 17% of all sports bras nationwide are sold in Atlanta.
- 18% of all nursing bras nationwide are sold in Atlanta (followed closely by Boston at 17%).
- 26% of all strapless bras nationwide are purchased by New York metro area customers.
- 16% of all shapewear nationwide is purchased at the New York's Madison Avenue store.
- 29% of Rigby & Peller's total sales (in units) is PrimaDonna.
- Rigby & Peller clients' favorite swimwear brand nationwide is PrimaDonna.
- Karla Colletto is the most popular brand in New York's Madison Avenue location.
- One-piece bathing suits do best at New York's Madison Avenue and Third Avenue, Oakbrook and Chicago.
- Balconette bikinis (not padded) do best at Atlanta, Boston, Houston, San Diego, South Coast Plaza, Philadelphia, Tyson's Corner, and New York's Fifth Avenue.

LINGERIE HABITS OF UK WOMEN

Rigby & Peller UK Poll, June 2016**

- Of the women who participated in the poll, the average woman finds only 27% of her lingerie wardrobe to be comfortable.
- 25% of those in the poll don't have a single bra which they find 100% comfortable all of the time.
- Six in 10 women claimed they felt more self-assured in their 'old faithfuls', because newly purchased bras ran the risk of being unsupportive.
- 70% said they would rather wear an old bra that felt like a second skin, than an expensive new one which turned out to be uncomfortable.
- Three in 10 women have been wearing their same two pieces of underwear for over 10 years.
- 5% were reluctant to throw out a bra they had purchased over 20 years ago.

- Nine in 10 women in the survey said they would like to fill their wardrobes with lingerie which both looks and feels amazing, 66% currently find it difficult to tick both boxes.
- 50% want their underwear to fit their lifestyle or wardrobe.
- 81% of ladies say they don't like their chest to be on show, and would rather their underwear made them look a nice shape, and most importantly, contained.
- 62% would welcome expert advice to help build their underwear collection with pieces which fit well, build their confidence and which they also love.

*** Survey conducted in June 2016; Total number of respondents – 2,000 UK women aged 18+.*