



CAMERON ROSS
— FORMAL HIRE —

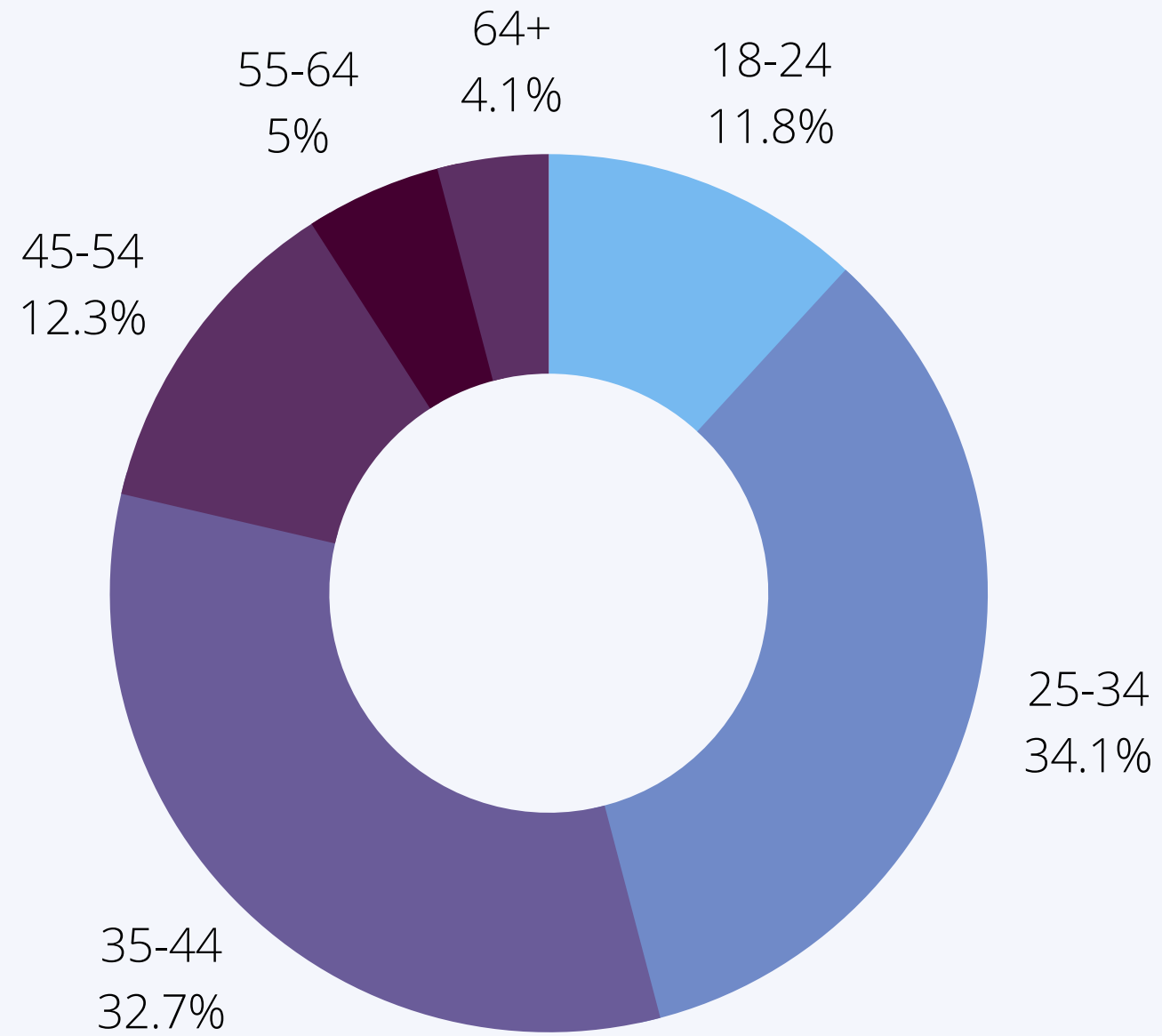
UK Market Research

Outline

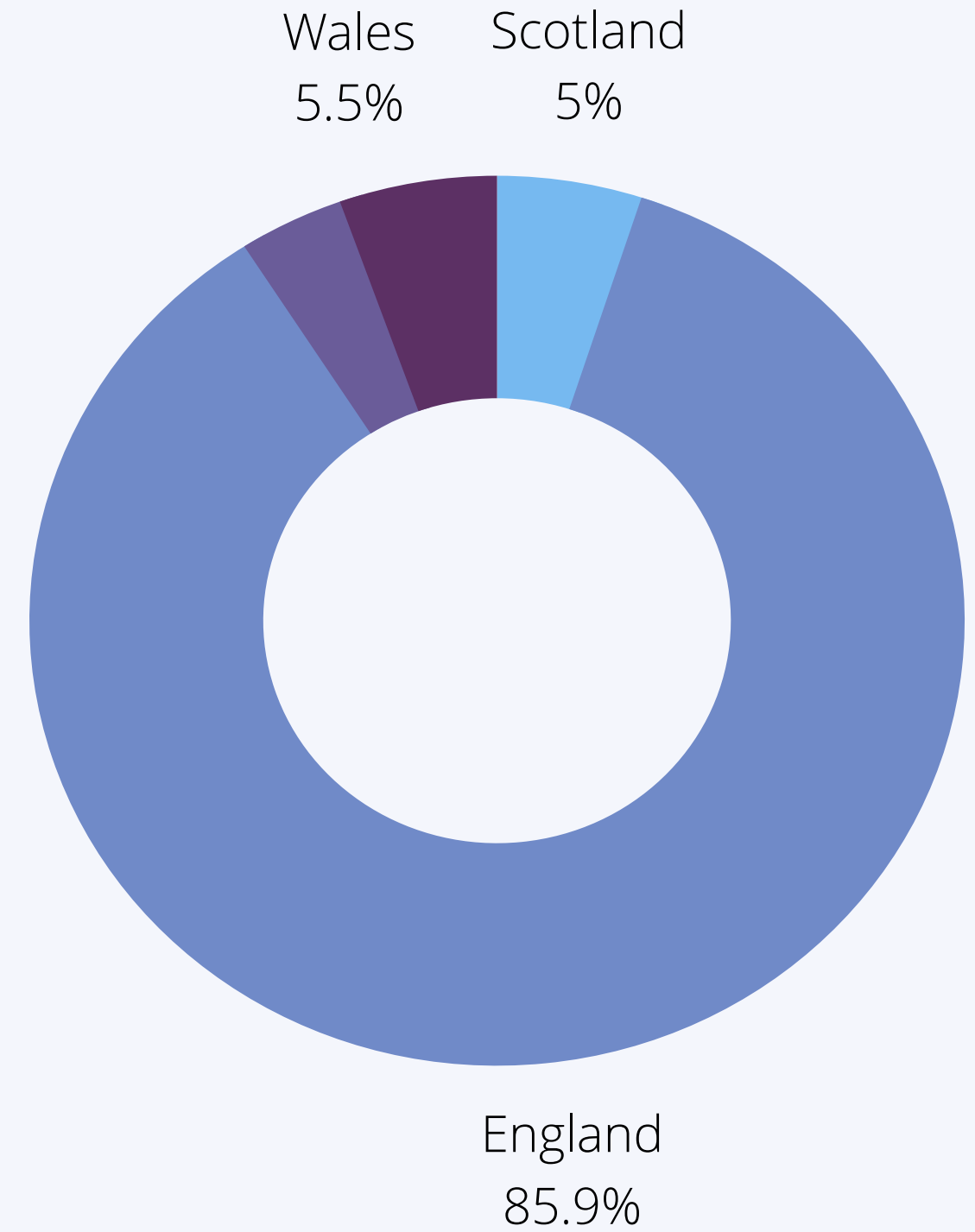
- Participant demographic
- Market awareness and preference
- What would prevent people from renting?
- Consumer behaviour
- Consumer behaviour: online or in store
- Measurements and decision making
- Branding
- What events would you rent a 2-piece suit for?
- Value added services
- Price point
- Priorities
- Preferred style
- Sustainability
- Wedding specific questions
- Weddings: Influential factors in decision making
- Preferred duration of rental

Participant demographic

Age

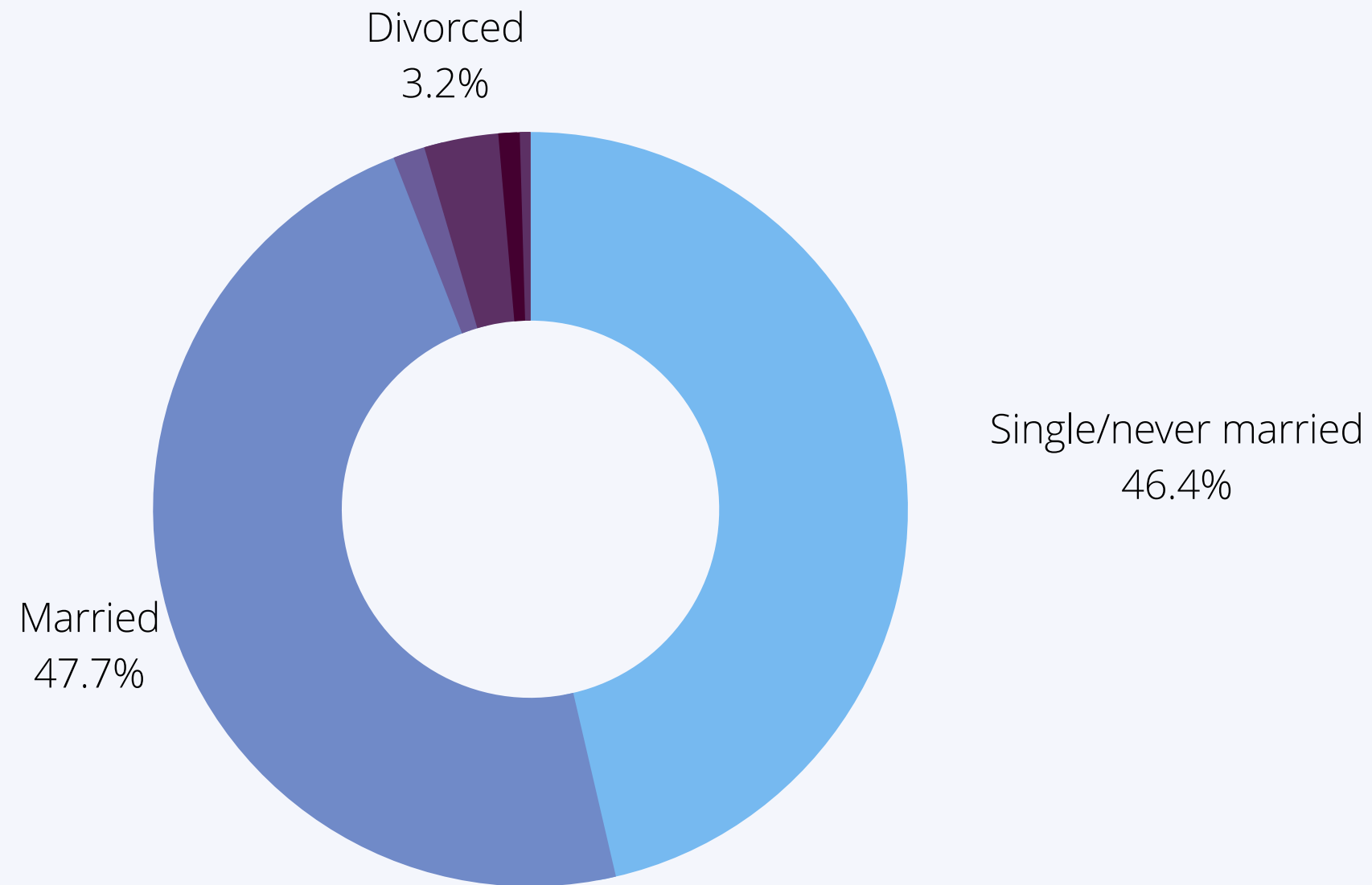


Location

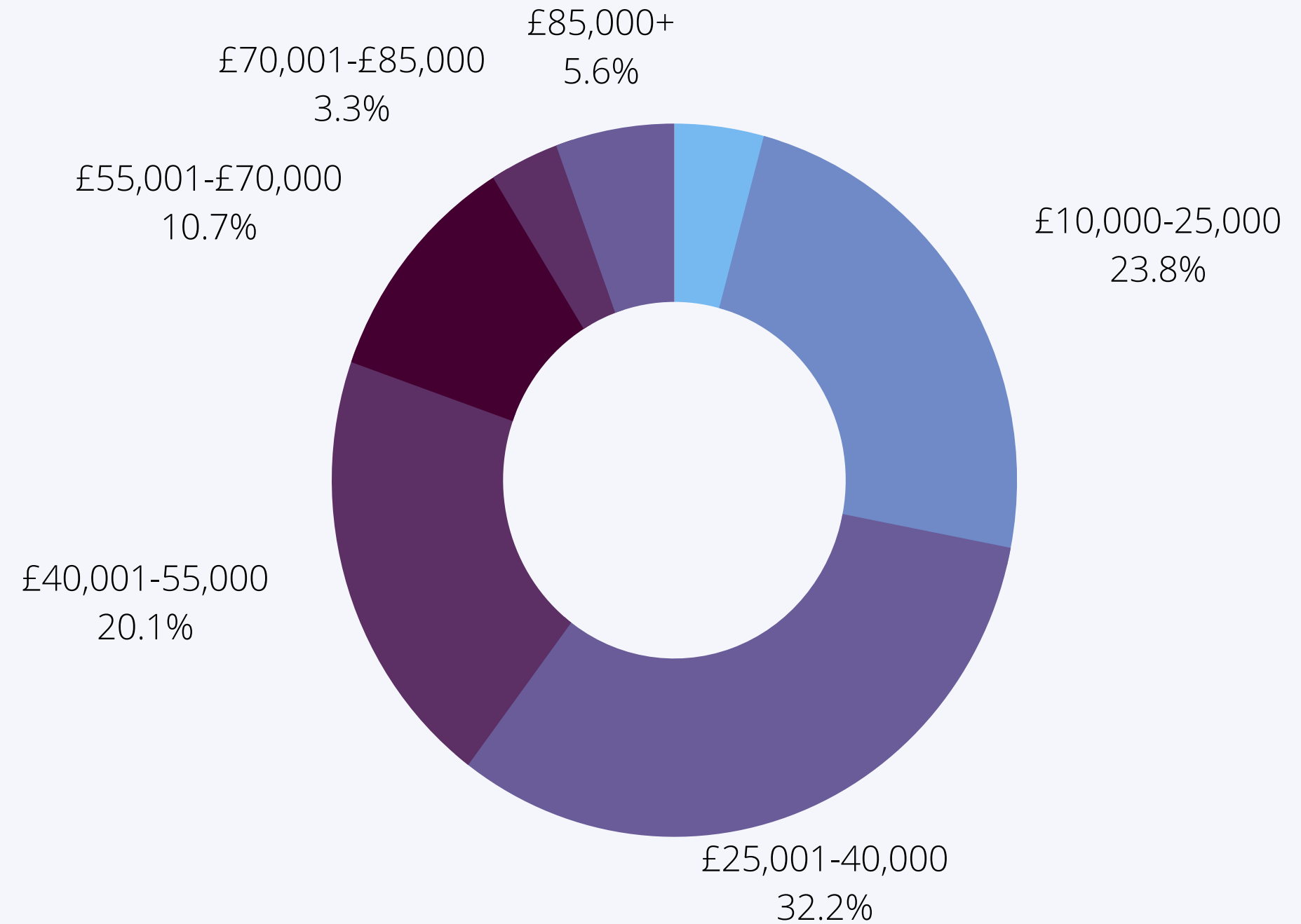


Participant demographic (2)

Marital status



Annual income



Market Awareness & Preference

- 89%** of respondents are aware of the option to rent formal wear in the UK.
- 74%** of respondents have rented formal wear in the past.
- 39%** of respondents would prefer to rent a formal wear outfit.
- 49%** of respondents were most inclined to rent a suit.

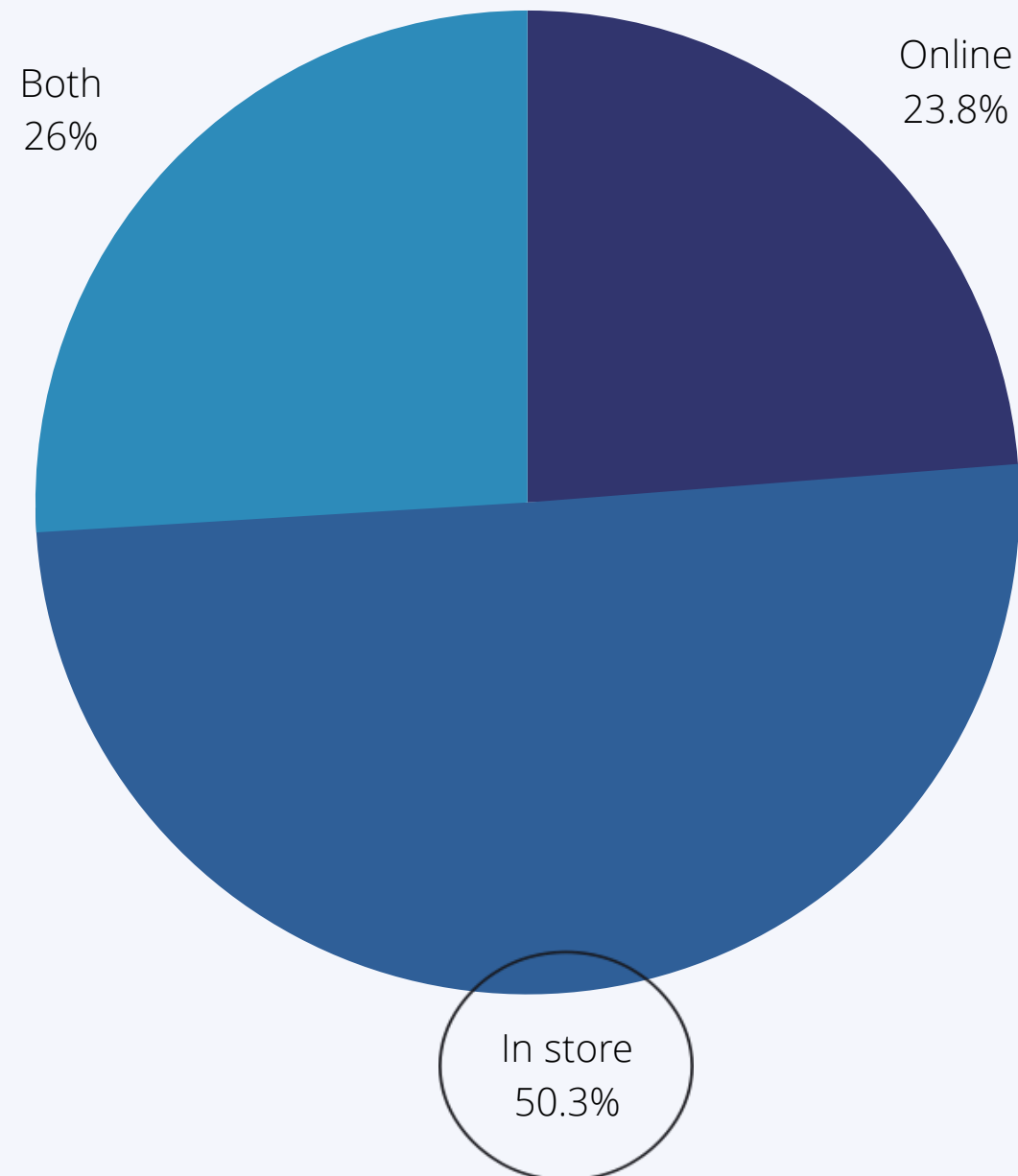
What would prevent people from renting?

Top 5 reasons:

1. Uncertainty about cleanliness
2. Sizing concerns
3. Unsure about quality
4. Not cost-effective
5. Having to return the item

Consumer behaviour: online or in store?

50% of respondents would prefer to shop for formal wear in store.



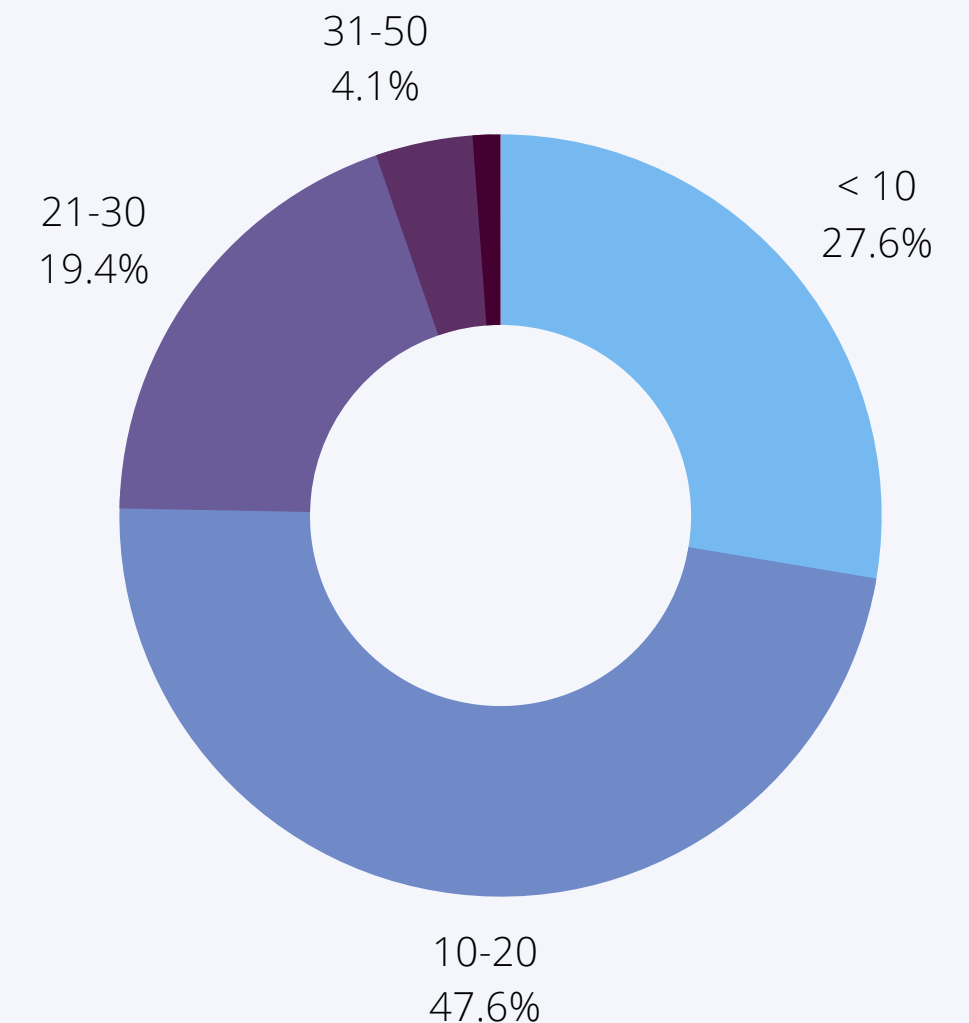
Of those who would shop online...

What would prevent them from shopping in store?

- Covid,
- Crowds
- Distance

Of those who would shop in store...

Most people are willing to travel 10-20 miles to visit the store.

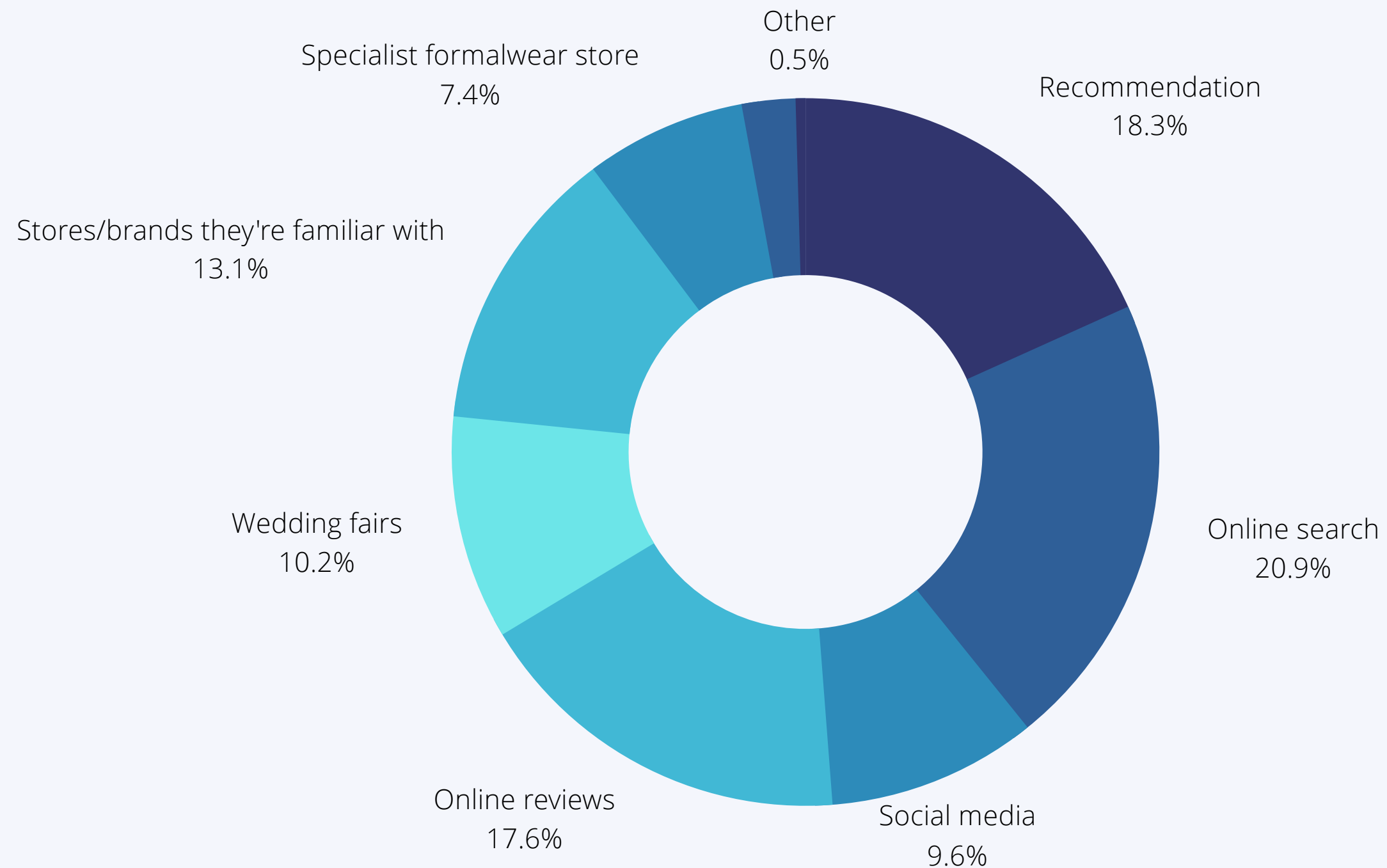


Measurements & decision making

Measurements

92% of respondents would be willing to provide their own measurements if guidance was provided online.

How would you decide on a store or brand?



Branding...

Would you prefer your suit to be branded?

No - this wouldn't influence my decision
31.7%

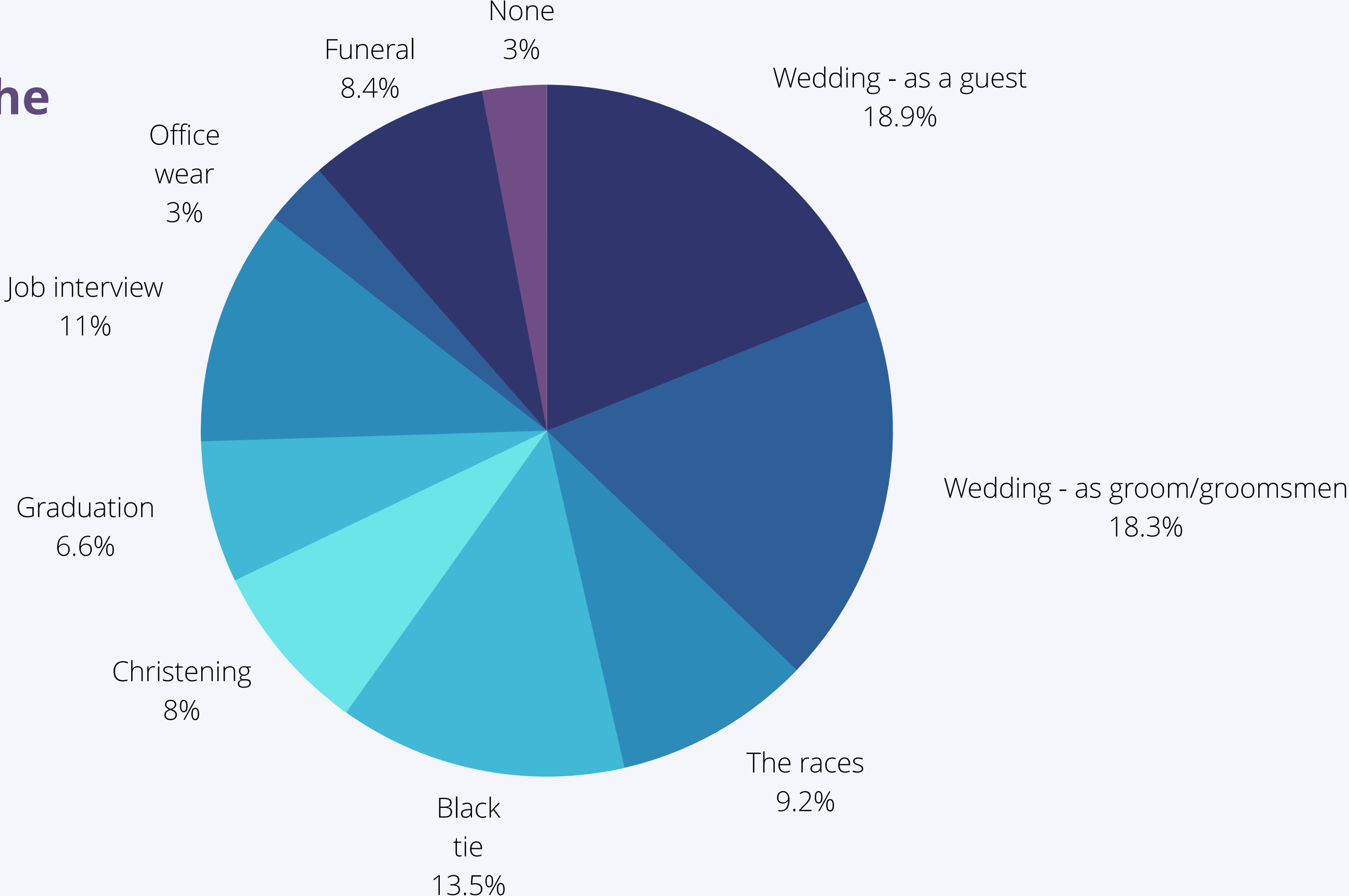


Yes - definitely
35.8%

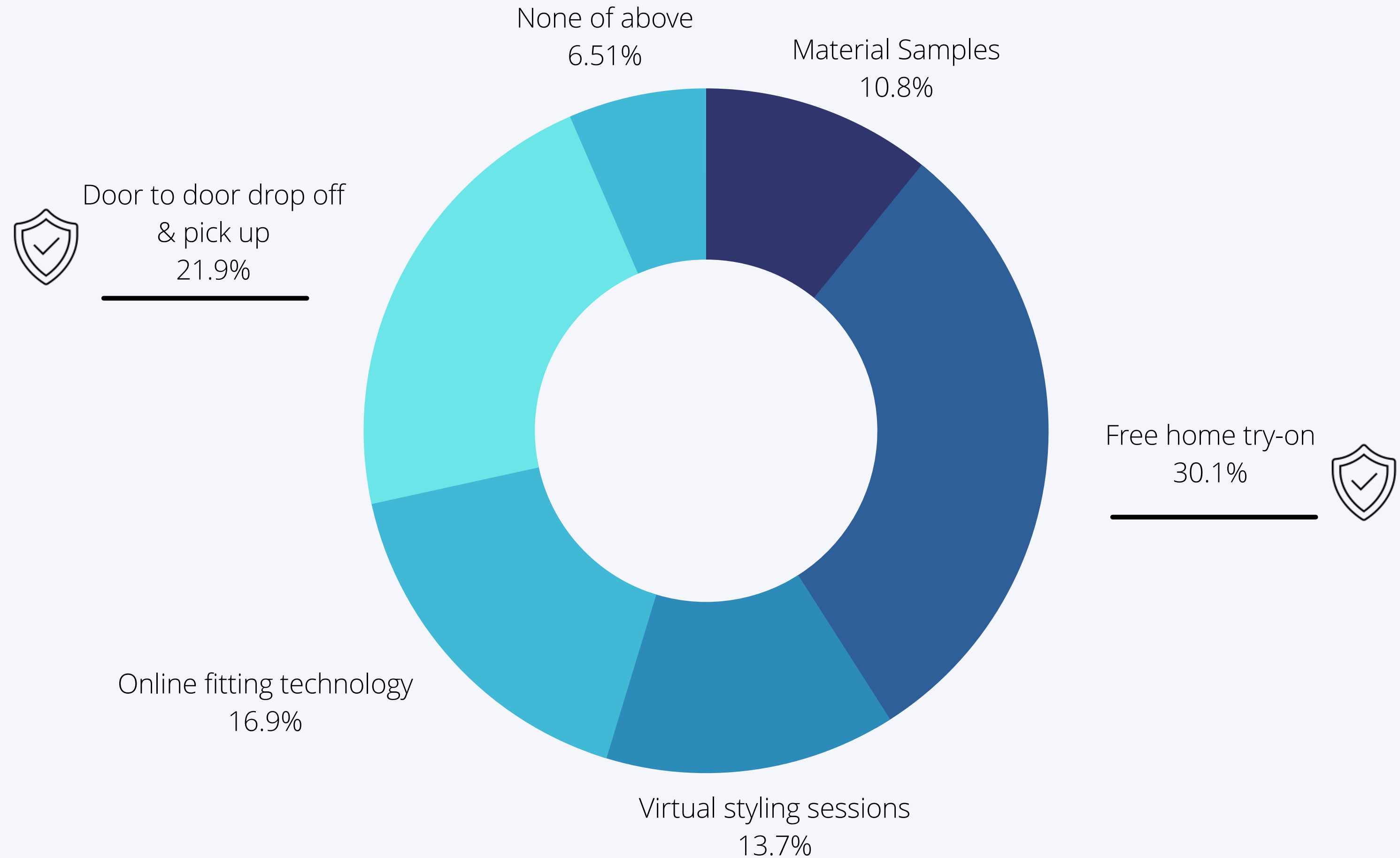
Yes - but not a dealbreaker
32.6%

What events would you rent a 2-piece suit for?

Weddings and black-tie events continue to be the most popular reason to rent formal wear.

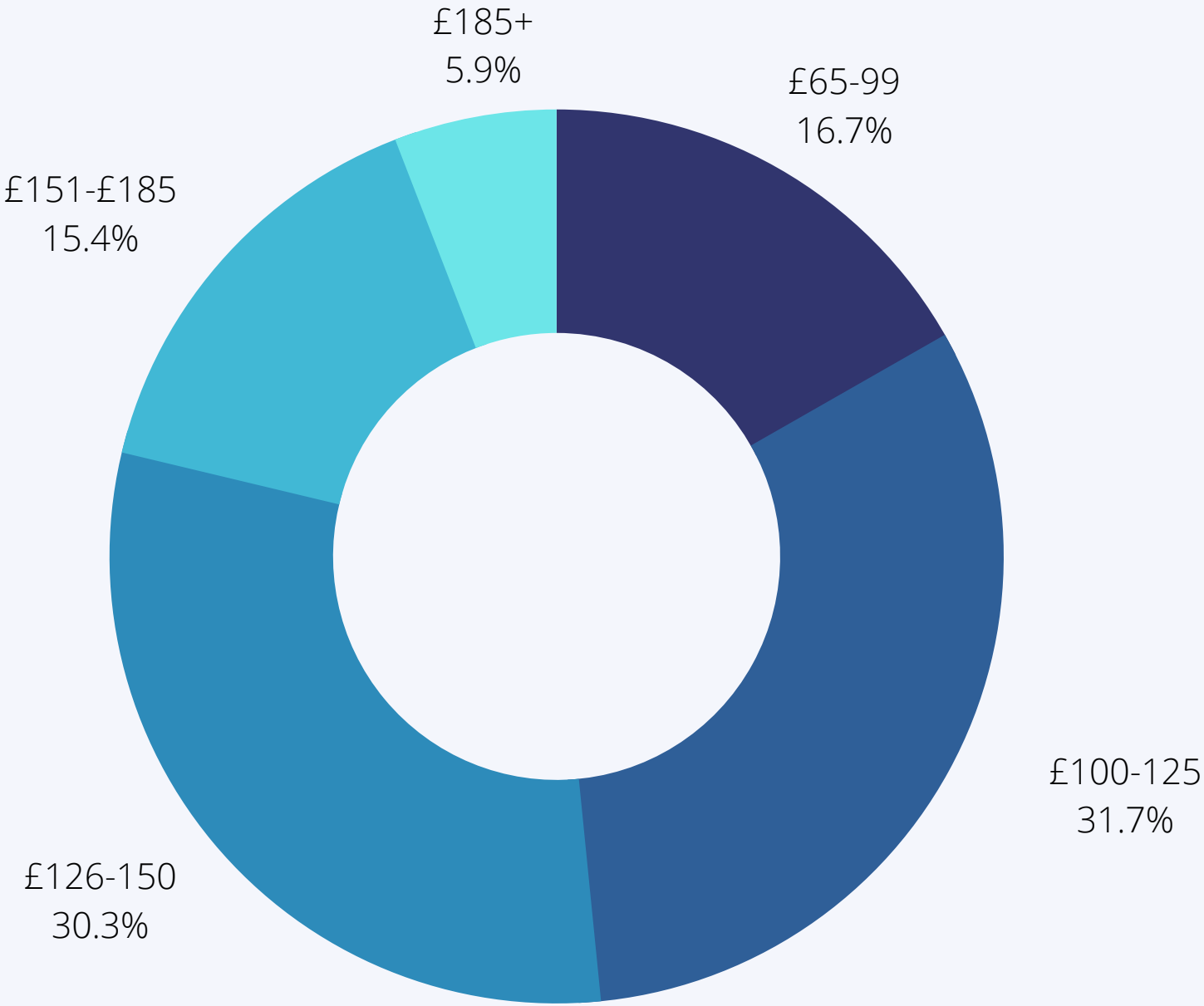


Value-added services



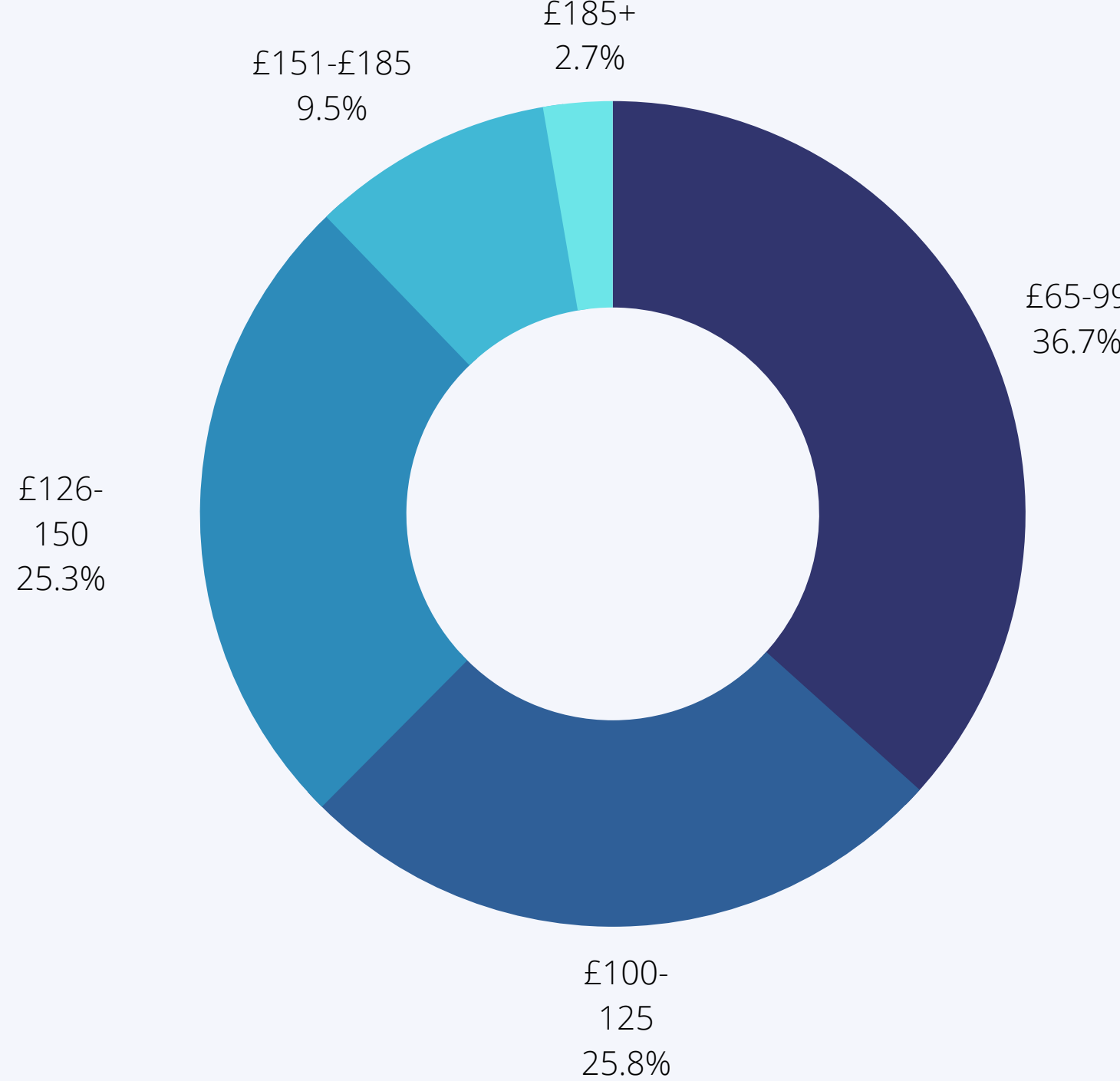
Price point

To buy...



Of those who are willing to spend £185+, most ranged between £200-400

To rent...



Priorities (top 7)

To buy...

1. Fit and sizing
2. Price
3. Style and colour
4. Material & durability
5. Customer service
6. Accessible store
7. Wide range of sizes

To rent...

1. Price
2. Fit & sizing
3. Style & colour
4. Material & durability
5. Wide range of sizes
6. Accessible store
7. Customer service

Preferred style of suit

Market research suggests that the most popular suit styles are Plain Slim Fit suits with full length trouser.

Fabric

Plain	44%
Checked	22.62%
Herringbone	16.29%
Tweed	11.76%
Stripe	4.98%

Trouser length

Full length	87%
Ankle length	13%

Trouser fit

Slim fit	43.89%
Standard	30.32%
Skinny fit	25.79%

Fabric choice by age

Preferred fabric varied slightly by age group, however Plain and Checked remained at the top.

Age 18-24

Plain	42.3%
Checked	30.8%
Herringbone	11.5%
Tweed	11.5%
Striped	3.8%

Age 25-34

Checked	37.3%
Plain	24%
Herringbone	17.3%
Tweed	16%
Striped	5.3%

Age 35-44

Plain	50.7%
Herringbone	21.9%
Checked	15.1%
Tweed	12.3%
Striped	0%

Sustainability

60% of consumers are reportedly seeking sustainable alternatives and considering their values in their buying behaviour...

Materials

Would a suit made from **eco-materials** be your preferred choice?

Yes	54.3%
Don't mind	27.6%
No	18.1%

Tree-planting

If a brand **planted a tree** for every rented outfit, would this encourage you to shop there?

Yes	52.49%
Don't mind	30.32%
No	17.19%

Eco-deliveries

Would **eco-delivery options** encourage you to shop with a brand that offers this?

Yes	70.14%
No	29.86%

Weddings: Influential factors in decision making

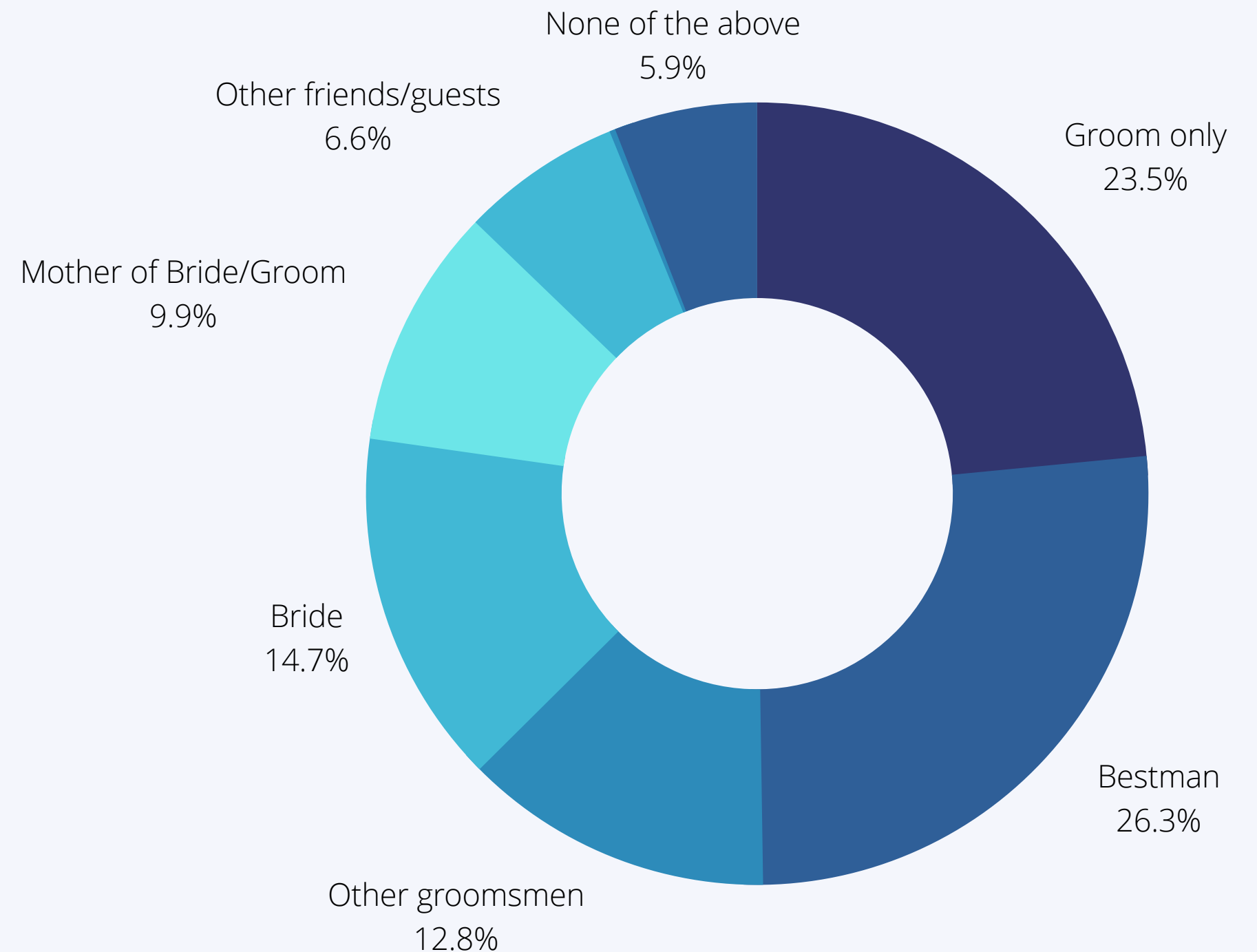
When deciding on groomsmen formal wear...

- **67.4%** would consider accessibility / location close to groomsmen
- **60.6%** would consider availability of children's sizes
- **84.7%** would consider the other groomsmen's preference on style/colour

Wedding guests...

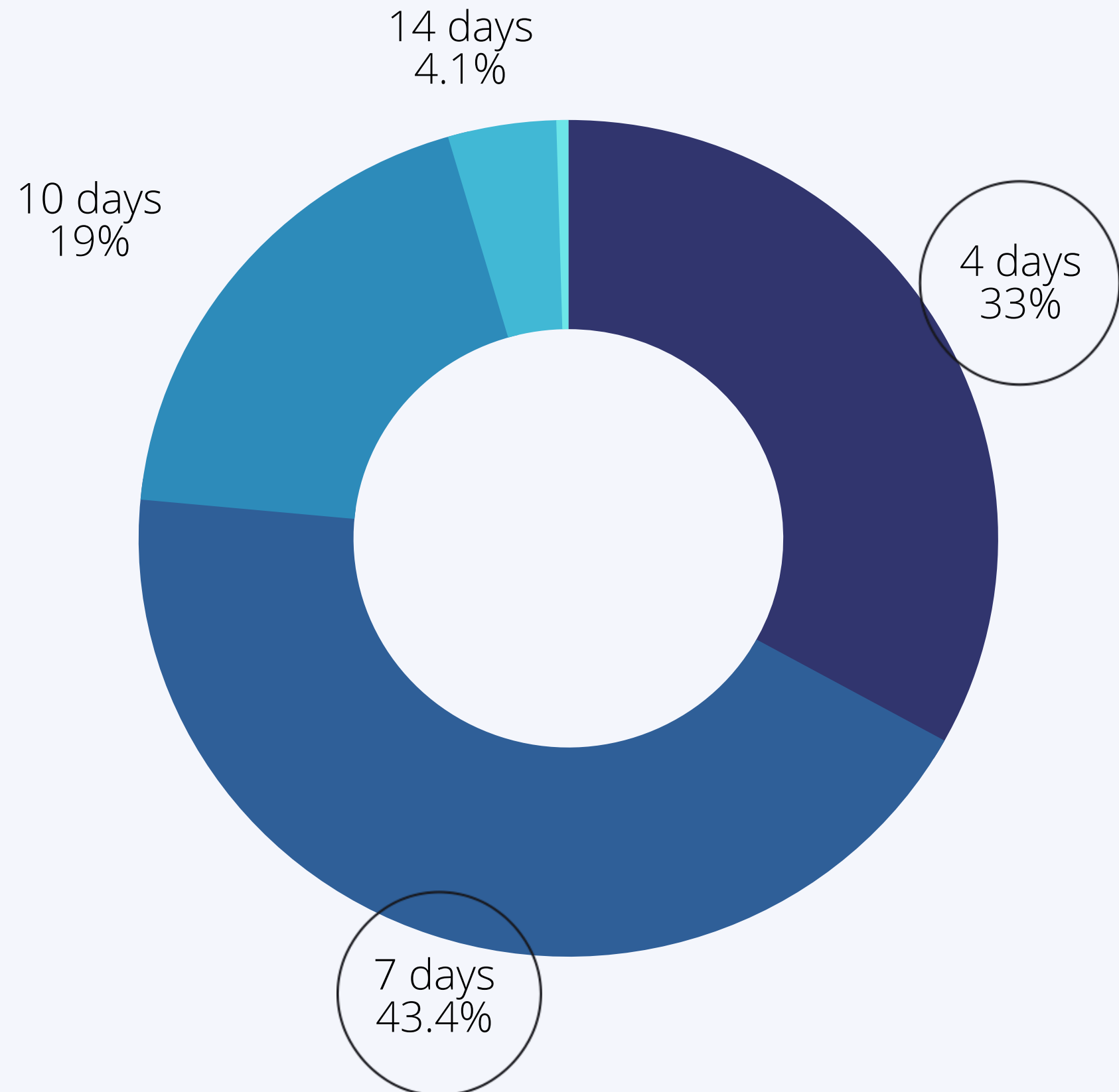
- **80%** of respondents would consider renting their outfit as a wedding guest.

Who would influence your decision?



Duration of rental

The majority would like to receive their rental formal wear outfit 4-7 days before the event.





CAMERON ROSS
— FORMAL HIRE —

Thank you