

ENGLISH TRANSLATION

1. Fashion has lost some of its influence in the past decades. Clothes have become a way to assert one's identity
2. The way one looks is becoming more and more important at work where one needs to look comfortable and give out an image of efficiency and creativity
3. Men are becoming more and more interested in fashion. The number of men's magazines has increased the past few years and they include several pages on fashion
4. 62% of men ask for their partner's advice on what to wear in the morning and 42% say that they never buy clothes by themselves
5. French people buy clothes when the sales and special offers are on. Consumers also opt for outlet stores
6. Young people like everything that makes them stand out. Clothing accessories, tattoos and piercing are ways for them to assert their identity
7. With almost 6 pairs of shoes per person per year, French people are the biggest buyers of shoes out of all the countries of the European union