

Slovakia

When it comes to clothing and footwear Slovaks are most particular about the brand of their shoes

Most people in Slovakia consider that brands are able to deliver a certain status which may be acquired by purchasing the right branded product. The number of consumers who are “into” branded fashion is growing amongst both men and women. However, when it comes to fashion, Slovaks are most particular about the brand of their shoes. When asked to choose three items of clothing, footwear and accessories where they put the most emphasis on branded products, shoes were the clear-cut leader. Other items from the brand-importance chart include sportswear, jeans and sunglasses. These are some of the findings from the most recent online survey conducted on a sample comprising 528 people aged 15 to 50.

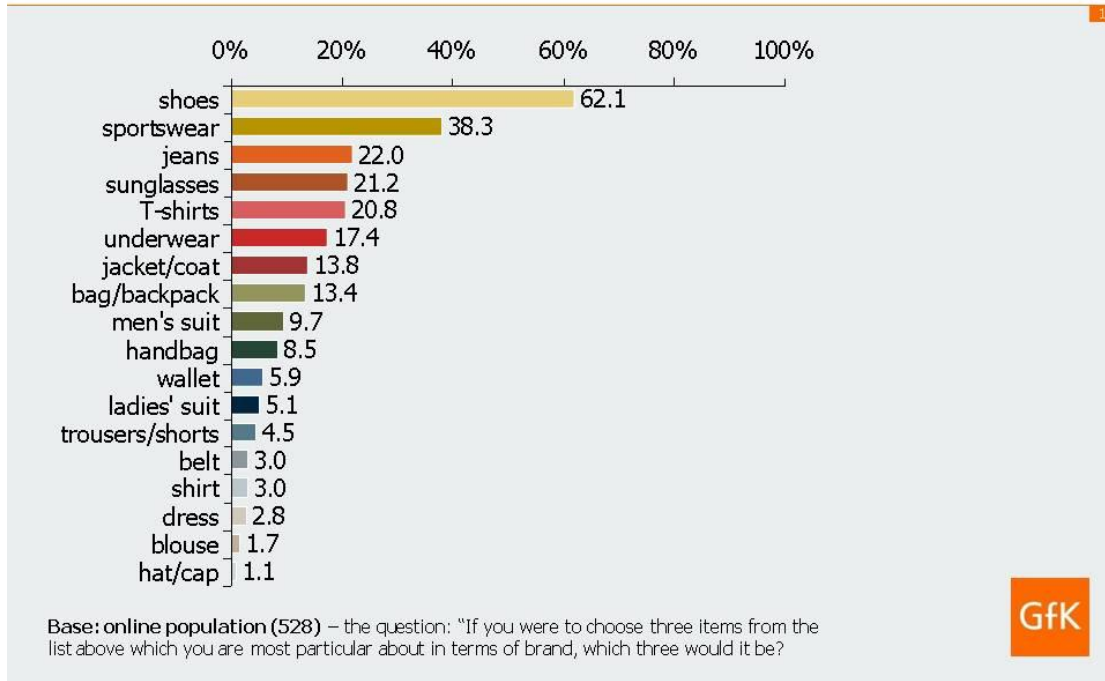
People in Slovakia keep close track of trends in fashion. As many as 62 percent of the Slovak population would identify shoes as being the top item within the category “clothing and accessories” that they are very particular about in the context of branded origin with men and women being equally sensitive about their footwear. Sportswear came second with 38 percent and here men seem to dominate slightly compared to the ladies. The third item with branded prominence is jeans with 22 percent – and, besides the brand itself, the actual cut of the jeans is also of great importance to Slovak consumers.

Preferences for brands in relation to individual clothing and accessory items vary depending on sex, a quite natural phenomenon due to the differences in clothing worn by men and women. For example, amongst women underwear came as high as third, after footwear and sportswear, with as many as 23% of Slovak ladies being quite particular about the brand, pushing jeans and sunglasses into lower places behind this clothing segment. Just under 17 percent of Slovak women prefer branded products for their T-shirts whilst 16 percent look for branded handbags. Approximately one in ten Slovak women also like to wear brand name ladies’ suits but the survey shows that Slovak women are less sensitive about brands when it comes to dresses, blouses, and trousers.

Men put T-shirts in third place (26 %) while sunglasses came fourth (23 %). The brand of jeans is important to 20 percent and the brand of suit to 17 percent of Slovak men. For roughly 8 percent of Slovak males, the brand of trousers or shorts plays an important role whilst one in twenty cares about the brand of belt or shirt he wears.

It must be of interest that, besides footwear and sportswear, jackets and coats received the same evaluation from both men and women – in this category, brand is important for 14 percent in each case. Another category with a relatively favourable preference for branded goods is that of bags and backpacks at 13 percent and wallets at 6 percent.

Preference for brands when it comes to fashion and personal look

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