Fast Fashion Flies Off The Shelves

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Sales of adultsâ€™ â€œfast fashionâ€• clothing have grown an astonishing 11% in an otherwise subdued retail market.? According to the latest industry figures from FashionTrak, a division of market information specialist TNS, total clothing sales were up just 2% in the latest season, illustrating how impressive the fast fashion growth is.?

Double-digit growth for fast fashion has been sustained across both Menswear and Womenswear over the last two years, far out-performing the clothing and footwear market as a whole.?? The fast fashion market is primarily

driven by the Under 25â€™s, who account for a third of all expenditure in this sector, with 90% of their sales going to the High Street.? Interestingly, fast fashion is increasingly appealing to a more mature market as the Discounters

and Supermarkets broaden the availability of low-cost, high fashion to outlets visited by this age group.

Fiona Bell, business director of TNS FashionTrak, said: â€œAcross the market, one-third of all clothing and footwear is sold at a markdown price.? However,? fast fashion is flying off the shelf at opening prices, reducing the pressure on

retailers to discount in order to shift stock.? Only 19% of fast fashion is being discounted and in fact, prices are now rising in this sector against a backdrop of falling prices elsewhere.â€•

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