A Quarter Of Male Shoppers Lack Fashion Sense

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Whether you enjoy shopping or abhor the mall, the fact remains that adequate clothing is a necessity.

While itâ€™s true that some of us are born with a unique sense of style, others could use some assistance in the fashion departmentâ€”men especially. In fact, according to recent Mintel research, a quarter (25%) of men who have purchased new clothing in the last year would dress more stylishlyâ€”if they knew how.

â€œItâ€™s a commonly held assertion that men donâ€™t like to shop, but our research shows that an impressive amount are interested in fashion,â€• says Ali Lipson, senior retail and apparel analyst at Mintel. â€œEighty-five percent of men whoâ€™ve b shopping recently said they dress primarily for comfort, but if they were better educated about what looks best on them or how to create a distinct look, they would be willing to step out of their clothing comfort zone.â€•

Moreover, 17% of men said the last time they got new clothing it was selected and purchased by someone else and 10% stated that while someone else picked out their latest fashion acquisition, they did the buying. Sixteen percent havenâ€™t purchased or received any new garments in the past year.

â€œIn general weâ€™ve seen that men, especially younger men, are quite comfortable dabbling in things that have traditionally been stereotyped as â€˜women-onlyâ€™, like anti-aging creams,â€• says Alexandra Smith, Mintelâ€™s director of consumer tre fact the beauty industry has responded to this â€˜new maleâ€™ mentality quite aggressively - but it seems that the retail space i yet to catch up.â€•

Mintel research also found that 37% of recent male clothes-shoppers say they are interested in clothes and fashion, while 29% report that they like to keep up with the latest fashion trends. Meanwhile, 21% say they put more emphasis on shoes rather than clothing.

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