

Apparel Category: Office Wear (Men's and Women's)

53,057,126 Office Wear Shoppers Profiled
347,207,087 Office Wear Purchases Analyzed

Breakdown by Product Category

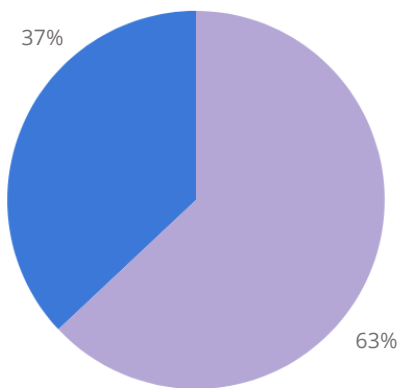
Product Categories	% of Transactions
Men's Pants	11%
Men's Shirts & Polos	11%
Men's Dress Shirts	5%
Men's Suits & Sport Coats	3%
Women's Dresses	14%
Women's Pants	14%
Women's Skirts	13%
Women's Sweaters	14%
Women's Shoes	15%

Breakdown by Product Price Range

Price Range Categories	% of Products
0-\$49	44.33%
\$50-\$99	33.52%
\$100-\$149	11.10%
\$150-\$199	4.48%
\$200+	6.57%

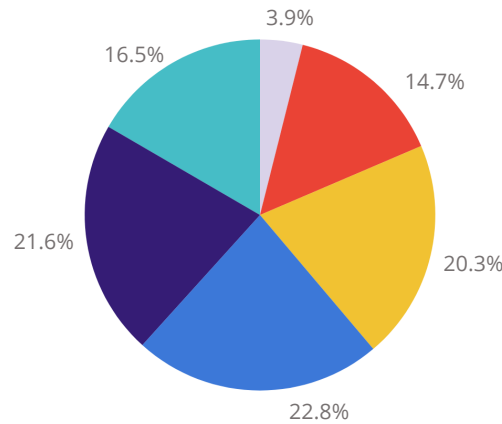
Demographics of Shoppers

Gender



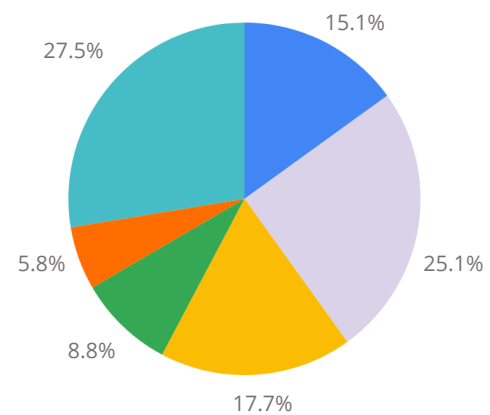
- Female
- Male

Age Distribution



- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

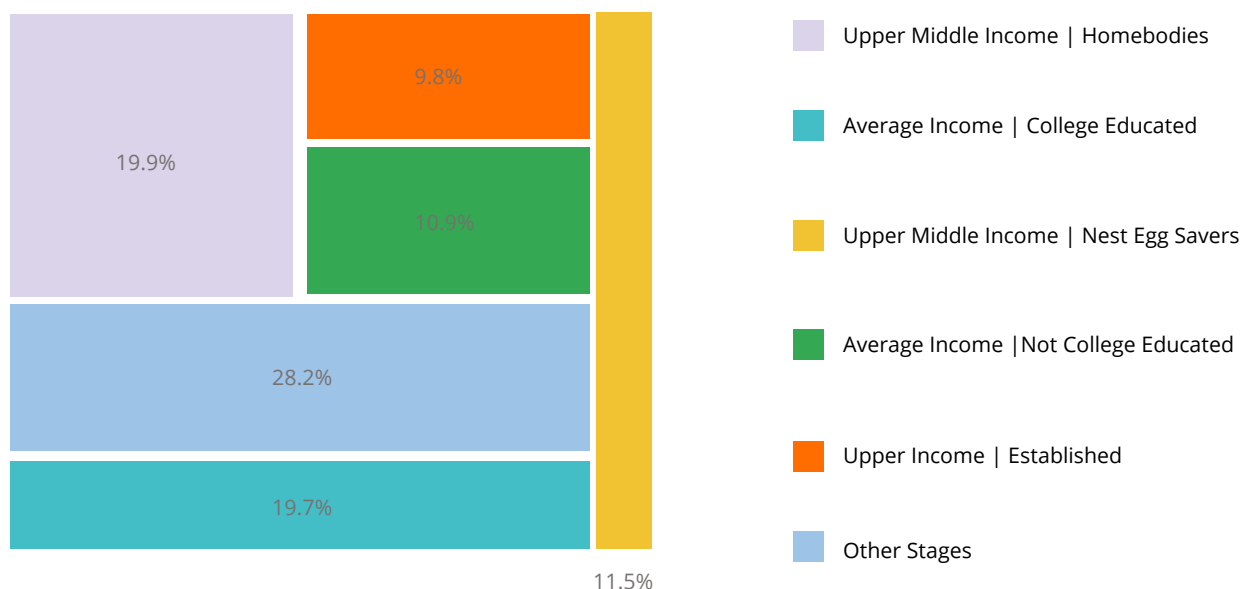
Income Distribution



- \$0-\$50,000
- \$50,000-100,000
- \$100,000-\$150,000
- \$150,000-\$200,000
- \$200,000-\$250,000
- \$250,000+

Apparel Category: Office Wear (Men's and Women's)

Top 5 Life Stages



Representative Brands

TOTAL BRAND COUNT: **1,366**

525 America	BCBGeneration	Christian Dior
7 For All Mankind	BCBGMAXAZRIA	Club Monaco
A Pea In The Pod	Bebe	COACH
Adrianna Papell	Ben Sherman	Cole Haan
Adrienne Vittadini	Betsey Johnson	Dickies
Aerosoles	Bill Blass	Diesel
AG	Billabong	Dior
ALDO	Bottega Veneta	DKNY
Alexander McQueen	Brooks Brothers	Dockers
Anne Klein	Bruno Magli	Donna Karan
Anthropologie	Burberry	Eddie Bauer
Armani	Calvin Klein	Eileen Fisher
ASOS	Carhartt	Element
Badgley Mischka	Caribbean Joe	Elie Tahari
Balenciaga	Champion	Ellen Tracy
Bali	Chloe	Emporio Armani