"I think the whole fashion industry is going to go through never-seen turmoil." ..."the whole thing" is undergoing a revolution.

"And revolutions are bloody”. - Diane von Furstenberg
Millenials today spend an average of $13 less per day than 19- to 35-year-olds in 2008.

**SPENDING GAP**

$13/day

The difference in young adults’ spending costs the U.S. economy at least $949 million each day.

*Comparison of 19- to 35-year-olds (millenials) in 2015 to 19- to 35-year-olds in 2008

**GALLUP**

**Millenials:**
- $1.3 trillion spent
- $1.1 million debt
- 36% live at home

**Boomers:**
- 50% of consumption
- 10% of advertising
- 63% of asset share

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"Internet retailers (led by Amazon) have added $27.8 billion to their apparel revenue since 2005, while dept stores have lost $29.6 billion," analysts at the bank wrote in a note on Thursday. "This share loss appears at risk of accelerating given 1) Amazon's bigger push into fashion, and 2) consumer willingness/acceptance to shop fashion through Amazon."

1“Amazon is Killing Department Stores,” Hayley Peterson, Business Insider, May 12, 2016.
Amazon is consumers' first stop

Where consumers search for products

Amazon
Search engines
Retailer's site

Survata study commissioned by BloomReach, October 6, 2015.
Avg. purchase decision made in **13 seconds**

**90% purchases** happen on **page 1**

**90% of shoppers** use the **default sort** options

**60% use search**

*Anesbury et al 2015*
Gather rapid insights from retail offline...
Gather rapid insights from retail offline...and online
To inform the larger marketplace...

Where we try to influence floor space offline

And Page Rank Online
Speaking of marketplaces...