

Fall Trends and the Holiday Season: Waiting for the Sales October 14, 2010

This year, smart shoppers are waiting for fall sales to snag must-have items for their seasonal wardrobes.

Results from a new Shop It To Me Fall Trends and Holiday Season survey of shoppers show that 63% have bought a few items, but are waiting for sales to purchase the rest, while 25% are completely waiting it out. The pressure is on for retailers -- if an item is marked down under 30%-off, only 23% of shoppers considered it to be a "good deal". And, according to a recent [WSJ article](#), consumers can expect very competitive pricing from retailers this holiday season, good news for the majority of shoppers who are patiently hanging on.

As for spending habits, 60% of shoppers will be spending about the same amount on others this year as compared to last year, but 25% seem to still be feeling the economic pinch: they plan to spend less this year on others than last. And, even more true for shopping on self: 35% plan to spend less this year than last on purchases for themselves.

Where will people be shopping this year? Nearly 70% said they'll be shopping both online and in stores with more than half (58%) doing the online shopping at work!

While consumers want to take advantage of sales, most (56%) consider themselves over inundated with e-mails and alerts from retailers. Charlie Graham, Founder & CEO of [Shop It To Me](#) said, "Internet shoppers are receiving more e-commerce emails than ever before (some getting 30-50 emails a day), and quite frankly, it is overwhelming! Shop It To Me was created as a way to help shoppers alleviate this pain-point, yet still be able to take advantage of the abundant sales most relevant to them. We deliver just the brands and sizes you personally are looking for, so you don't have to sign up for every email on the planet."

The survey also revealed which trends are most popular this season among the ladies. The top three coveted styles are menswear-inspired items (35%) followed by leggings (34%) and military looks (32%). As for fall footwear, ankle booties were the clear winner (38%), with ballerina flats taking second place (20%).

Complete survey results are below:

Have you bought many new items for fall or are you waiting for October/November sales to make purchases:

- 63% I've bought a few things, but am waiting for fall sales for the rest
- 25% I'm waiting it out. Fall sales are when I shop for the season.
- 12% I've bought most of my fall wardrobe already

With the holiday season approaching, do you anticipate spending more, less or about the same ON OTHERS this year compared to the past?

- 60% About the same
- 26% Less
- 15% More

How about on YOURSELF?

- 50% About the same
- 35% Less
- 15% More

Do you plan to do most of your holiday shopping

- 70% Combination of online & in stores
- 18% Online
- 12% In stores

Do you plan to shop online while at work this holiday season?

- 58% Yes
- 42% No

Which of the following best describes the # of emails you receive from retailers?

- 56% Too many emails – I am over-inundated!
- 43% Just about right
- 1% Too few – I hardly get any

What do you consider to be a “good” clothing discount?

- 2% 20%-off
- 21% 30%-off
- 42% 40% off
- 23% 50% off
- 13% 60% off or more

At what time of day do you typically shop online?

- 7% Wee hours of the morning (4am-9am)
- 61% Throughout the day
- 13% On lunch break
- 33% After-work hours
- 14% Night-owl (10pm-4am)

What trends are you most interested in buying right now (women only)

- 35% Menswear-inspired
- 34% Leggings
- 32% Military
- 30% Animal prints
- 21% Faux-fur/shearling
- 17% None

What is your favorite shoe/boot trend for Fall (women only)?

- 38% Ankle boots/booties
- 20% Ballerina flats
- 18% Over-the-knee boots
- 14% Lady-like heels
- 6% Sky-high wedges
- 5% Menswear oxfords

On which of the following would you be most likely to splurge this Fall/Holiday?

- 25% "It" bag
- 25% None of these – I'm not splurging this year
- 15% Over-the-knee boots
- 13% Camel coat
- 8% Lady-like shoes
- 7% Statement necklace
- 7% Military jacket

Methodology:

Shop It To Me (www.shopittome.com), the free online personal shopper, surveyed a sample of shoppers about their fall/holiday spending habits, and received over 350 responses between October 8-12, 2010.