

Consumer Trend Research: Sleepwear, Loungewear and Intimates

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Abstract

The Trend Tracking and Forecasting class of Fall 2011 completed a project with the objective of researching consumer preferences for women's sleepwear, loungewear, and intimate apparel. The project targeted consumers who are female, 18 to 23 years old, attend college, and either live at home with parents, in a college dormitory, or some sort of independent housing off campus.

The project required researching trends, evaluating stores and products, and surveying consumers. The class was divided into teams responsible for studying current, near, and distant fashion trends in the sleepwear, loungewear, and intimates merchandise categories, conducting a competitive analysis to evaluate current retailers and product offerings in this market environment, and researching how the targeted demographic likes to purchase and use these garments. Our findings were presented to professionals from Target with the intent to pass along information that could give the company a competitive advantage in the retail industry.

Keywords: sleepwear, loungewear, intimate apparel, trends, competitive analysis, consumer research

As defined by Brannon (2010), fashion forecasting is “the process of anticipating future developments by watching for signals of change in current situations and events, and applying forecasting frameworks to predict possible outcomes” (p. 404). Fashion forecasting is used to predict the attitudes and behaviors of consumers because satisfying their needs is the sole purpose of the apparel and retail industry. When the consumer is satisfied, a profit can be made. Fashion forecasting is a challenging process because it must be completed well in advance in order to influence the industry. Predictions must be passed along to fiber companies, yarn producers, fabric weavers and knitters, apparel designers and manufacturers, and finally retailers in order for consumers to see the products they desire put on the market. Analyzing fashion trends, consumers, cultures, and businesses is a requirement of fashion forecasting that is used to determine how an industry is performing in the eyes of the consumer. Throughout this project, these items were analyzed to draw conclusions about the market for sleepwear, loungewear, and intimate apparel, as well the preferences of a demographic that is female, 18 to 23 years old, attends college, and either lives at home with parents, in a dormitory, or some sort of independent housing off campus. The results can be used by industry professionals to make predictions and formulate a business plan that will best satisfy consumer needs.

Students of the Trend Tracking and Forecasting class of Fall 2011 were divided into teams responsible for researching fashion trends in the merchandise categories of loungewear, sleepwear, and intimates, conducting a competitive analysis of stores that sell this type of merchandise, and researching how consumers prefer to wear and purchase these items. This research project defines each category as follows: sleepwear is sets sold together, including pants, shorts, long-sleeved shirts, short-sleeved shirts, and tanks, as well as one-pieces and separates of all fabric materials, excluding lingerie. Loungewear is apparel such as yoga wear, sweatpants, leggings, and sweatshirts that are worn for comfort during daily activities, but not particularly designed to be worn to bed. Lastly, the category of intimates includes bras and underwear of all styles and materials.

Trend Analysis

A consumer trend is defined by Trend Central (2010) as “a novel manifestation of something that has unlocked or serviced an existing (and hardly ever changing) consumer need, desire, want, or value” (para. 5). Trends are influenced by social, cultural, historic, and economic issues that impact how consumers spend their money (Brannon, 2010). The life of a trend varies in length, but all begin as innovations that evolve over time and eventually saturate the market, therefore becoming obsolete. Fashion trends must be constantly monitored because they follow a pendulum that shifts from one extreme to the other, keeping in tune with the “zeitgeist,” or the spirit of the times. Ultimately, trends are tracked to identify a theme in society that can be used to make predictions about the future. The trend research teams on this project were responsible for scanning the media and drawing conclusions about the sleepwear, loungewear, and intimate apparel trends of the current season, as well as making predictions about the upcoming Spring 2012 trends and the near future Fall 2012 trends.

Macro Trends across the Industry

While compiling trend research for sleepwear, loungewear, and intimate apparel, connections were made and several macro trends

that apply to all of these merchandise categories were identified. “Technology takeover,” the first of these macro trends, refers to the popularity of incorporating technology into apparel to give clothing futuristic designs and features. Society is also seeing apparel products being improved with “eco-friendly” materials. A “health and wellness” macro trend is influencing the comfort and convenience of sleepwear, loungewear, and intimates to make items more compatible with an “on the go” lifestyle. “Ambiguous style” is another macro trend that is changing the design of women’s apparel to incorporate oversized designs and androgynous looks that are inspired by menswear. Lastly, the macro trend of “personalization” satisfies a consumer’s need for expressing their individuality through the clothes they wear.

Fall 2011 Trends

The fashions for sleepwear, loungewear, and intimates in Fall 2011 were analyzed to generate a trend report for the season, which featured a color palette of warm tones, such as reds, maroons, and oranges, inspired by the 1970s (www.fashionsnoops.com). A trend for sleepwear in Fall 2011 was garments with touches of lace, and another being a wide variety of patterns such as animal prints and plaids (“Trend Report,” 2011). The main loungewear trends of the season were impacted by the “health and wellness” macro trend. John Taylor (n.d.) of inc.com reported that “Americans spent \$5.7 billion on yoga products, equipment, and clothing in 2008, 87 percent more than they did in 2004” (p. 7), a trend that has influenced the increasing popularity of yoga apparel in loungewear. Equally important, the “ambiguous style” macro trend has blurred gender lines with feminine fabrics but masculine silhouettes. Fall 2011 intimate apparel trends featured bras with deep v-neck cuts, multi-way straps, and excessive padding. Designs once again included lots of lace and prints, but sequins, sheer fabrics, and bows were also popular.

Spring 2012 Trends

The media and other forecasting groups were used to make predictions about the upcoming trends that will be seen in spring of 2012. Prominent colors for this season will encompass both

ends of the spectrum with vibrant bright hues of yellows, pinks, and greens, but also soft pastels, neutrals, and white (www.fashionsnoops.com). Apparel designs are predicted to shift toward more vintage silhouettes and aesthetics that form looks inspired by the 1920s (Dykes, 2011). Futuristic prints such as oversized florals and geometric shapes are also likely to appear and refresh classic patterns (Gustashaw & Cernek, n.d.). Another trend will be color blocking with geometric patterns ("Spring 2012," 2011). Anticipated loungewear trends include a concept called "dressing down up," which will give garments a sophisticated look without taking away from comfort properties. Furthermore, celebrity fashion stylist Rachel Zoe has been seen wearing a white robe on her television show, *The Rachel Zoe Project*. Therefore, robes are predicted to become more popular with a revival of the 1940s' house coat ("Glamorous," 2008). This prediction is based upon the "trickle-down" theory, which contends that when consumers see celebrities or other fashion elites using a product, they will try to imitate the look (Brannon, 2010). Intimate apparel trends for Spring 2012 will include increased padding in sports bras and more coverage in everyday bra designs. Intimates are also predicted to feature more ruffles, color blocking, and neutral tones for versatility.

Fall 2012 Trends

The trend research teams also looked ahead to Fall of 2012 to predict sleepwear, loungewear, and intimate apparel trends in the distant future. The bright colors that will be seen in the spring are predicted to become muter for fall, giving them a rich autumn quality (www.fashionsnoops.com). Color blocking will continue to be a prominent fashion trend in the category of sleepwear. Furthermore, society will see sleepwear designs that are more simplistic and timeless. David Wolfe, a creative director for the Doneger Group, contends that, "we're not too far off from fashion transforming to a more minimal, simple state due to oversaturation of product" (Little, 2011, para. 16). Simplicity and femininity will also be common themes in the loungewear trends of Fall 2012 with looks that include lace, draping, and floral prints. Intimate apparel

offerings are predicted to be very detailed yet more conservative than previous seasons with styles inspired by the 1940s that will give more coverage than low-cut styles. These are the predicted trends that will impact products offered in the market for sleepwear, loungewear, and intimate apparel in the present and near future.

Competitive Analysis

In order to stay ahead of competitors in the retail industry, a company must create and maintain a competitive advantage, which occurs when consumers favor one brand over the others. The first step in creating this advantage is observing what competitors are doing, and more specifically, focusing on what products they are selling, how they are being sold, and what services they are providing to their customers. Answering these questions involves conducting a competitive analysis which, according to Brannon (2010), is “using public sources to develop a detailed and accurate view of the market environment” (p. 349). Information can be gathered by reading expert publications, monitoring the media, or physically visiting stores to make observations and interview employees and customers.

Procedure

The competitive analysis teams were responsible for completing a shopping activity that required visiting retailers who sell or specialize in sleepwear, loungewear, and intimate apparel and evaluating their store ambiance, customer service, dressing rooms, product placement, visual merchandising, brands sold, price points, product assortment, and quality of merchandise. The objective was to find those retailers who are doing the best job of merchandising sleepwear, loungewear, and intimate apparel. The retailers analyzed were Target, Kohl's, JCPenney, Walmart, Frederick's of Hollywood, Nordstrom, Aerie, Victoria's Secret, and Macy's. The following criteria was established by the competitive analysis teams and used to give the stores a rating of poor, below average, average, above average, or excellent in each of the categories:

- *Ambiance:* Pleasant lighting, colors, and decorations that appeal to the senses and complement the merchandise.

- *Customer Service:* Helpful, accessible associates that are willing to start a dressing room, help customers find merchandise, and answer questions with exceptional product knowledge.
- *Dressing Rooms:* A spacious area with comfortable seating, flattering lighting, and a décor that matches the selling floor.
- *Product Placement:* Sections of merchandise in easy-to-find places that are organized well. The layout of the store should be efficient and logical to customers.
- *Visual Merchandising:* Eye-catching displays with mannequins and fixtures that effectively showcase the store’s merchandise and represent their brand image accurately.
- *Brands Sold:* Having a representation of private-label brands that are only found at that particular retailer versus carrying mostly national brands that can be found anywhere.
- *Price Points:* Pricing that matches the quality of the merchandise offered and is acceptable to the retailer’s target market.
- *Product Assortment:* A vast selection of merchandise with a wide variety of all different types of sleepwear, loungewear, and intimate apparel. Within each of these categories, there are multiple color, style, print, and fabric options.
- *Quality:* Durable construction and materials appropriate for the end use of the products and trims that add to their aesthetic value.

Results

Table 1: Sleepwear Competitive Analysis Results

Sleepwear Competitive Analysis Results						
	Service	Visual Merchandising	Product Placement	Assortment	Quality	Pricing
Target	Below Average	Average	Above Average	Average	Average	\$13 – 35
Kohl’s	Average	Average	Above Average	Average	Average	\$10 – 58
JCPenney	Average	Average	Above Average	Average	Average	\$15 – 46
Walmart	Below Average	Below Average	Poor	Below Average	Poor	\$8.50 – 25
Frederick’s	Average	Poor	Poor	Poor	Below Average	\$29 – 50
Nordstrom	Average	Above Average	Above Average	Excellent	Excellent	\$28 – 198
Aerie	Excellent	Excellent	Average	Below Average	Above Average	\$15.50 – 30
Victoria’s Secret	Excellent	Excellent	Excellent	Above Average	Excellent	\$16.50 – 128
Macy’s	Average	Above Average	Above Average	Above Average	Above Average	\$12 – 69

Table 2: Loungewear Competitive Analysis Results

Loungewear Competitive Analysis Results						
	Dressing Rooms	Visual Merchandising	Product Placement	Assortment	Quality	Pricing
Target	Average	Above Average	Above Average	Above Average	Above Average	\$8 – 25
Kohl's	Average	Above Average	Above Average	Average	Excellent	\$15 – 50
JCPenney	Average	Average	Above Average	Average	Average	\$10 – 60
Walmart	Poor	Average	Average	Average	Average	\$5 – 20
Frederick's	Average	Above Average	Average	Poor	Below Average	\$16 – 56
Nordstrom	Above Average	Above Average	Average	Below Average	Average	\$11 – 200
Aerie	Excellent	Excellent	Above Average	Average	Above Average	\$15 – 40
Victoria's Secret	Excellent	Excellent	Above Average	Above Average	Above Average	\$20 – 60
Macy's	Average	Below Average	Average	Below Average	Average	\$5 – 30

Table 3: Intimates Competitive Analysis Results

Intimates Competitive Analysis Results						
	Ambiance	Visual Merchandising	Product Placement	Assortment	Quality	Bra Pricing/ Panty Pricing
Target	Average	Below Average	Average	Average	Above Average	\$13 – 17 / \$5 – 7
Kohl's	Average	Below Average	Average	Average	Above Average	\$10 – 30 / \$16 – 45
JCPenney	Average	Below Average	Average	Average	Above Average	\$6 – 44 / \$7.50 – 15
Walmart	Below Average	Below Average	Average	Average	Below Average	\$5 – 8 / \$6 – 8
Frederick's	Average	Average	Above Average	Excellent	Excellent	\$18 – 60 / \$4 – 50
Nordstrom	Above Average	Excellent	Excellent	Average	Excellent	\$20 – 150 / \$16 – 50
Aerie	Excellent	Excellent	Excellent	Excellent	Excellent	\$6 – 30 / \$5 – 12.50
Victoria's Secret	Excellent	Excellent	Excellent	Excellent	Excellent	\$39 – 98 / \$9.50 – 18.50
Macy's	Above Average	Above Average	Excellent	Excellent	Excellent	\$10 – 88 / \$7.50 – 27

Victoria's Secret was the retailer who scored the highest in the competitive analysis, meaning that their stores and products best matched the characteristics of a top retailer in the sleepwear, loungewear, and intimates market. The remaining stores were ranked from highest to lowest as follows: Aerie, Nordstrom, Macy's, Kohl's, Target, JCPenney, Frederick's of Hollywood, and Walmart.

Consumer Research

Consumer research is another vital tool that is used in the process of fashion forecasting. Retailers exist for the sole purpose of appealing to consumers in a way that satisfies their needs; therefore, forecasting should begin with the consumer in order to understand how they are responding to what the retail industry is offering (Brannon, 2010). More importantly, the consumer may have preferences that retailers could adapt to in order to increase satisfaction and maintain their competitive advantage. According to Brannon (2010), consumer research is one of the best ways to follow these ever-shifting preferences. Consumer research can be divided into two categories: qualitative research, which involves observing consumer behavior first hand; or quantitative research, which involves surveying consumers to gain an understanding of a certain demographic as a whole. In order to reach a higher number of consumers, our project focused on gathering quantitative research through an online survey for results that represented an accurate portion of the market.

Procedure

Members of the consumer research teams were required to complete the University of Wisconsin-Stout's Institutional Review Board (IRB) web-based training to become familiar with the rules that regulate research on human subjects. These rules state that research questions must be beneficial to society and harmless to respondents (Institutional Review Board, 2006). In addition, researchers must be respectful of the respondents' answers and their right to make their own decisions freely. Lastly, if any risk is involved in answering the questions, it should not be more hazardous to one respondent over the others. Respondents of surveys are also required to be at least 18 years old.

Each team developed a set of questions regarding the purchasing and consumption patterns of a demographic that is female, 18 to 23 years old, attends college, and either lives at home with parents, in a college dormitory, or a form of independent housing off campus. The questions were compiled into one survey which was approved by the IRB, then published through the online survey tool Qualtrics. The research team gathered a convenience sample by sharing a link to the survey with others through e-mail and Facebook, which brought together 466 responses

used to gain an understanding of the sleepwear, loungewear, and intimate apparel preferences of the target market. The majority of the respondents were 20 to 21 years old. Eighty-seven percent had an education level of college undergraduate, while 10% were college graduates, and the remaining 3% had not attended college at all. The responses of those who were not currently enrolled in college were still analyzed because these individuals matched the age requirement of the targeted demographic.

Sleepwear Responses

The responses from the survey questions presented both predictable and surprising results at the same time. Respondents were first asked to rank the importance of certain attributes of their sleepwear such as comfort, price, color, style, fit, and trendiness. The most important attribute was comfort, which 88% said was very important. The second most important attribute was fit, which 62.5% said was also very important. The attribute that was considered least important was the trendiness of the sleepwear, which a total of 87% claimed was somewhat important to not important at all.

When asked which retailer they usually purchase their sleepwear from, the respondents chose among the same nine retailers evaluated in the competitive analysis. Out of Target, Kohl's, JCPenney, Walmart, Frederick's of Hollywood, Nordstrom, Aerie, Victoria's Secret, and Macy's, the greatest number of respondents chose Target as their favorite place to purchase sleepwear. "Other" was also given as an option and turned out to be the second most popular response, while Victoria's Secret was the third most popular choice. This was surprising considering that Victoria's Secret specializes in sleepwear, loungewear, and intimate apparel and that they scored considerably high in the competitive analysis. See Figure 1.

The survey also included questions regarding the frequency with which the respondents had purchased sleepwear items within the last three months. Responses showed that over 30% had purchased no sleepwear items at all, while 45% stated they had purchased only one item. See Figure 2.

The next set of questions was asked to determine how and why sleepwear items are purchased. Close to 80% of respondents indicated that when they do make an investment in sleepwear, they tend to purchase the items individually rather than in sets. As a result of purchasing sleepwear individually over time, consumers are likely to

gather a collection of items that do not match, which was another issue respondents were asked to address. Over 60% indicated that wearing sleepwear items that match is not important to them at all. See Figure 3.

Figure 1

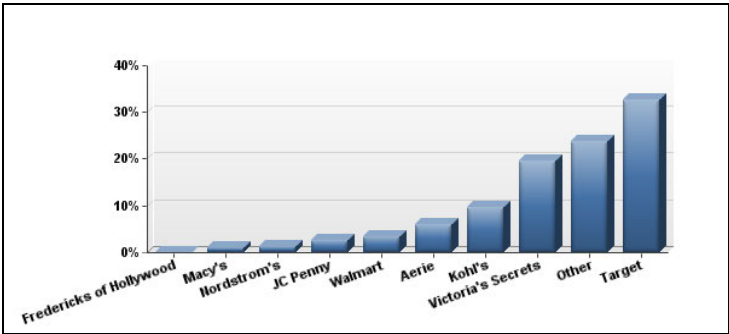


Figure 1. From which retailer do you most commonly purchase your sleepwear?

Figure 2

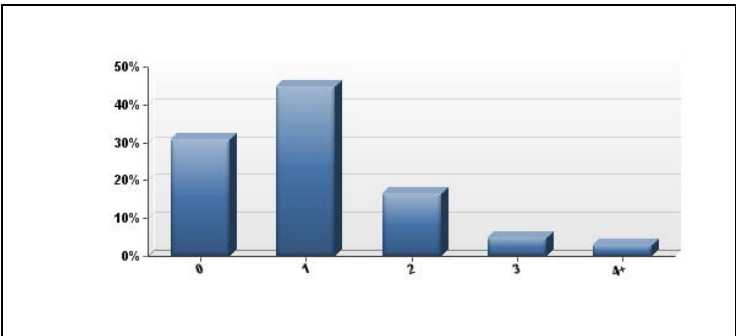


Figure 2. In the last 3 months, how many sleepwear items have you purchased?

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respondents were asked to address. Over 60% indicated that wearing sleepwear items that match is not important to them at all. See Figure 3.

When asked to describe the silhouette respondents prefer to purchase when buying sleepwear, short sleeves and tank tops were the preferred style for tops; shorts were the preferred style for bottoms, suggesting that consumers want sleepwear that will be cool and airy, and thus the less fabric, the better. See Figures 4 and 5. When given choice of cotton, silk, or rayon, 87% of respondents said they prefer to purchase sleepwear that is made of cotton. Cotton is light, breathable, and comfortable, which is a valued characteristic that continues to reoccur in our data.

Figure 3

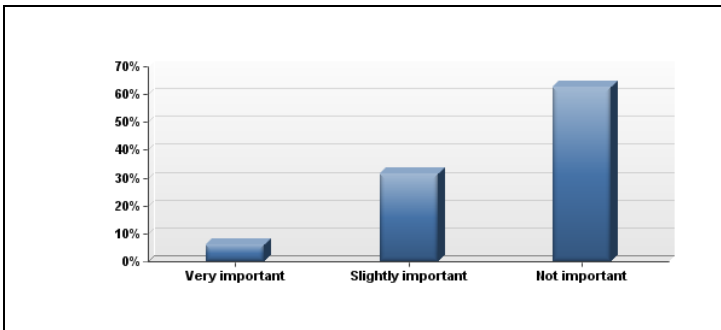


Figure 3. How important is it to you that your sleepwear matches?

Figure 4

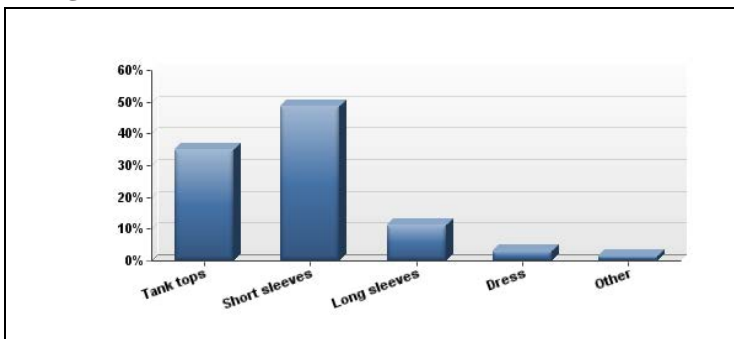
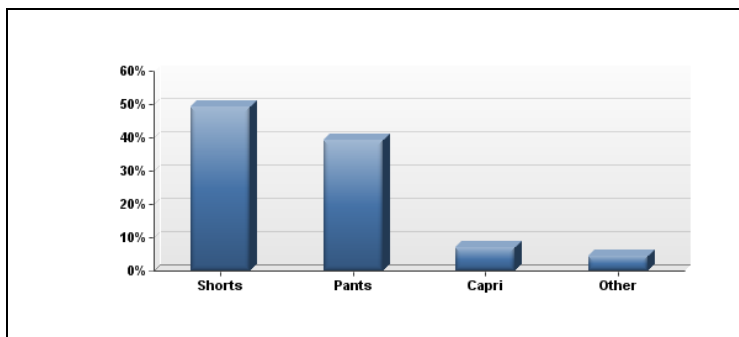


Figure 4. When purchasing sleepwear tops, which silhouette do you prefer?

Figure 5**Figure 5.** When purchasing sleepwear bottoms, which silhouette do you prefer?

Color and pattern preferences were the last aspects of sleepwear that were analyzed. Most respondents chose bright colored tops over neutral colored tops. When choosing between solid or patterned tops, more indicated that they strongly prefer solid colors over patterns or prints. Neutral colored sleepwear bottoms were preferred more than bottoms with bright colors, and solid colors were once again preferred over patterns, suggesting that these colors are bought so they will match more tops.

Loungewear Responses

Next, respondents were asked questions regarding their loungewear preferences, beginning with ranking the same attributes, comfort, price, color, style, fit, and trendiness, as not important, somewhat important, or very important. Once again, the respondents named comfort as the most important feature of the loungewear that they buy. The survey also asked how many times the respondents had purchased a loungewear item over the last three months. Close to 60% indicated that they had purchased at least one item within the past three months, proving that consumers from this target market are purchasing loungewear more often than sleepwear. These results also suggest that loungewear is being worn more often than sleepwear; some even wear it as their street clothes or pajamas. In fact, the majority of respondents admitted that they are somewhat likely to very likely to wear their loungewear outside of the home, and over 40% indicated they are very likely to wear their loungewear to bed as sleepwear.

See Figures 6 and 7. The likelihood of wearing loungewear as sleepwear could also explain why sleepwear is not being purchased as often. Consumers are purchasing loungewear instead of sleepwear because it is versatile and comfortable enough to be worn to bed; therefore they could be trying to save money by purchasing one category over the other.

Respondents were asked which retailer they purchase the most loungewear from, and once again, Target was the top answer chosen by 28% of the respondents, with Victoria's Secret falling closely behind. See Figure 8

Figure 6

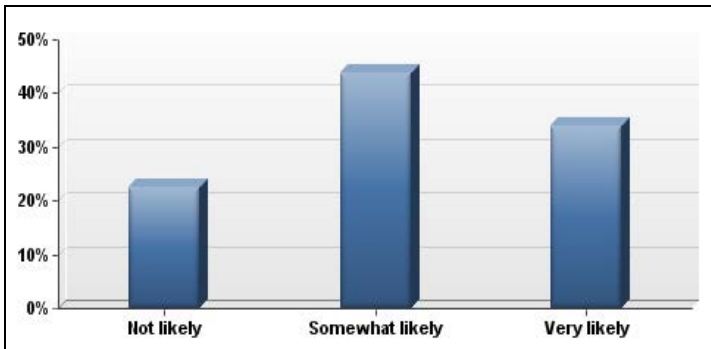


Figure 6. How likely are you to wear your loungewear apparel outside of the home?

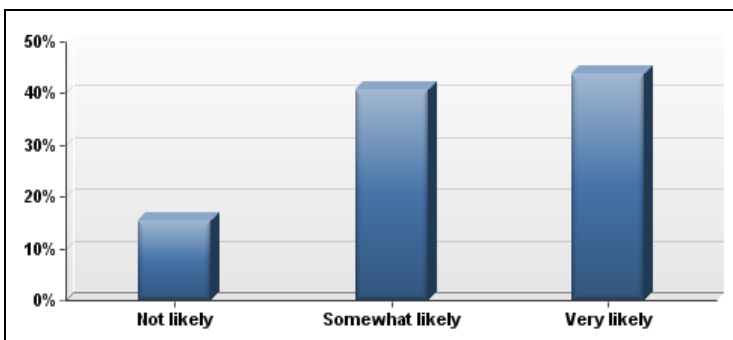


Figure 7. How likely are you to wear your loungewear apparel to bed?

When asked what style respondents prefer to buy when purchasing their loungewear, 51% said that yoga pants are their most preferred form of loungewear bottoms, and 42% chose a pullover hoodie as their most preferred style of loungewear tops. See Figures 9 and 10. Given the choice of solid, patterned, neutral, or brightly colored loungewear, the majority of respondents said they most prefer to purchase solid colored loungewear tops and bottoms. Patterned tops and bottoms was the category which most consumers preferred not to purchase at all.

Figure 8

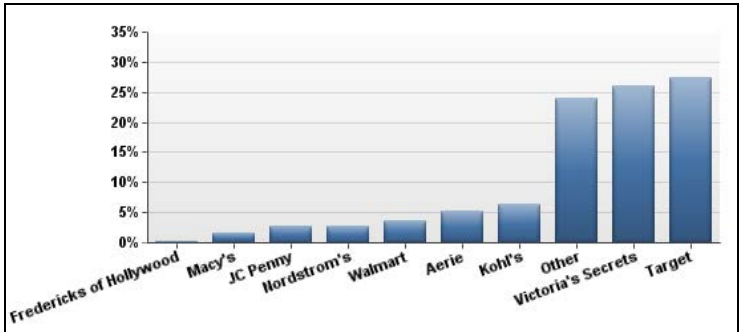


Figure 8. From what retailer do you most commonly purchase your loungewear?

Figure 9

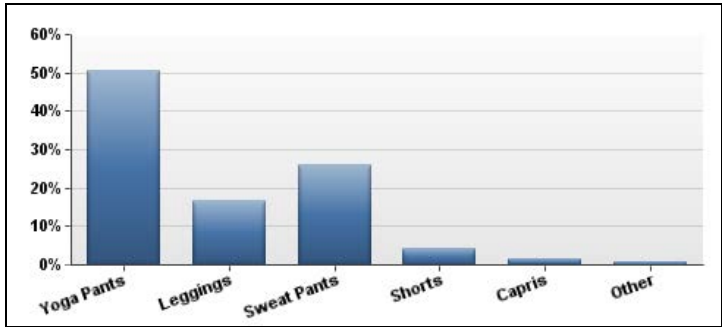
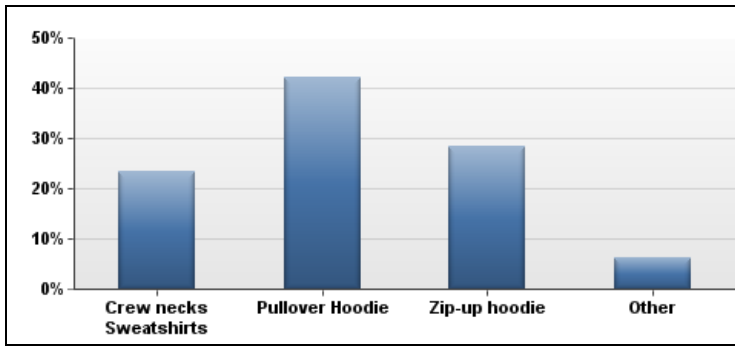


Figure 9. When purchasing lounge wear bottoms, which silhouette do you prefer most?

Figure 10**Figure 10.** When purchasing loungewear tops, which silhouette do you prefer most?

Intimates Responses

The research questions regarding the intimate apparel purchasing patterns of consumers began by asking respondents to share how many bras and panties they had purchased within the past three months. The majority of respondents indicated they had only purchased one bra; however, the most common number of panties purchased within that time frame was five to seven, if not more. See Figures 11 and 12.

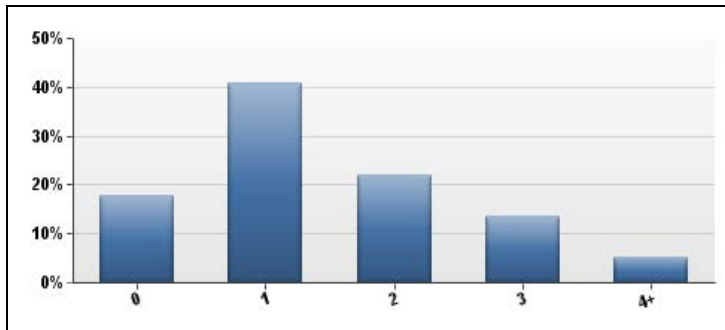
Figure 11**Figure 11.** In the last 3 months, how many bras have you purchased?

Figure 12

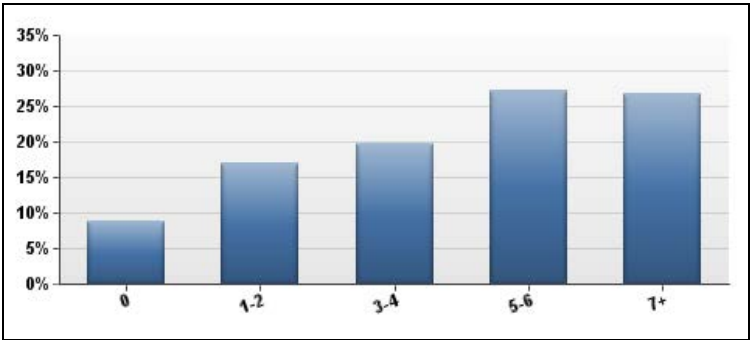


Figure 12. In the last 3 months, how many panties have you purchased?

The reason behind respondents purchasing only one bra but many pairs of panties over the past three months could be due to the quantity of panties that consumers tend to purchase at one time. Over 80% of respondents specified that they purchase their panties in multiples or sets, perhaps because of deals such as “5 for \$25” at Victoria’s Secret. Furthermore, a 60% majority of respondents said they purchase only one bra at a time. When consumers are purchasing more panties than bras, the likelihood of them matching is decreased, making intimates that match less important to consumers, which was confirmed by over 50% of our respondents. See Figure 13.

Figure 13

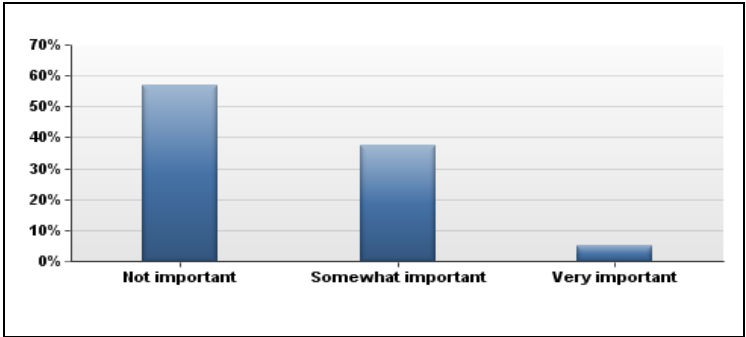


Figure 13. How meaningful is it to you that your bra and panties match?

The quantity of bras and panties purchased is also related to how long the garments are kept in the wardrobes of consumers. When asked how long respondents keep and wear their bras, the majority responded with two or more years. This suggests that bras are investment pieces that are meant to last; therefore, bras do not need to be purchased as often as panties, which are used and replaced more frequently. The majority of respondents shared that they keep and wear their panties from one to two years before they are discarded. See Figures 14 and 15.

Figure 14

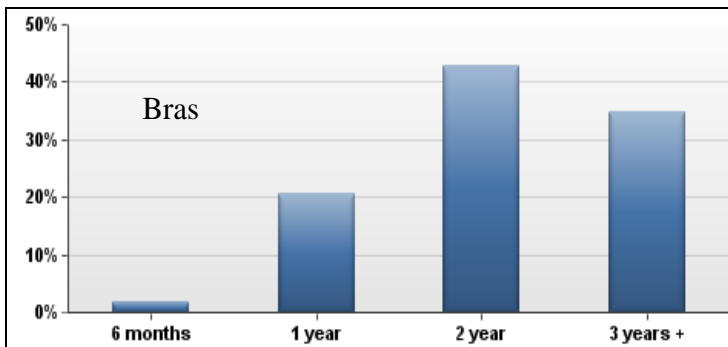


Figure 14. How long do you usually keep and wear your bras?

The attributes of comfort, price, color, style, fit, and trendiness were once again ranked by respondents as not important, somewhat important, or very important. This time, they designated that fit was the most important attribute they consider when purchasing a bra or panty. Given the choice of purchasing their intimate apparel among the same nine retailers, over 60% of respondents said they purchase their bras and panties from Victoria's Secret, implying that this retailer dominates the intimate apparel industry for the surveyed demographic. See Figure 16.

Lastly, respondents were asked to specify what styles and colors they are most likely to purchase when shopping for intimates. The majority of respondents said that buying a bra with convertible straps is not very important to them. Silhouettes

of panties were rated by respondents with thongs and v-strings being the most preferred. Finally, the consumers responded to survey questions about colors by saying that solid and neutral colored bras are most preferred, while brightly colored and printed panties are purchased more often than neutrals and solids.

Figure 15

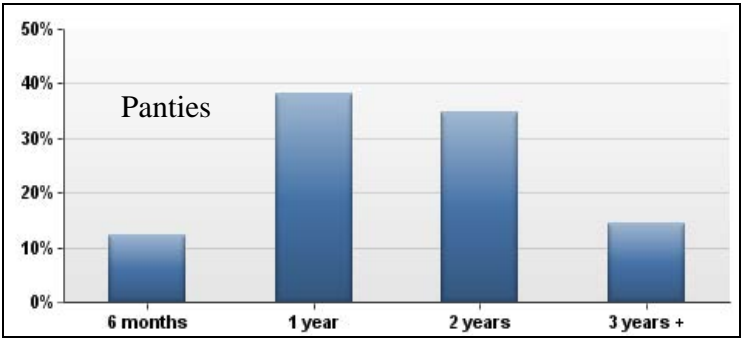


Figure 15. How long do you usually keep and wear your panties?

Figure 16

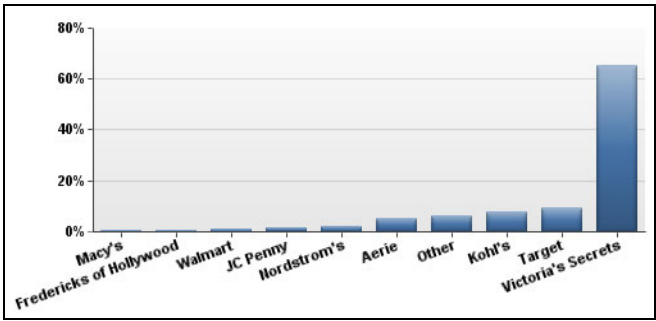


Figure 16. From what retailer do you most commonly purchase your intimates?

Based upon these results, the following conclusions were made about the sleepwear, loungewear, and intimate apparel merchandise categories: (1) sleepwear and loungewear are synonymous for most consumers within the targeted age group, who tend to use them

interchangeably; (2) comfort is considered a valued attribute of all three categories of merchandise; and (3) Victoria's Secret is the most popular store for purchasing intimate apparel, while Target is the dominant retailer in the sleepwear and loungewear market.

Summary

Trends that will be incorporated in future sleepwear designs include color blocking, interesting patterns, more and more amounts of lace, and styles inspired by the 1920s. Loungewear is predicted to include more designs based on the characteristics of yoga apparel, but also simplistic, ambiguous garments with an increased emphasis on comfort. The evolution of intimate apparel over the next few seasons will include more multi-way designs, embellishments, and conservative cuts in neutral tones for versatility. Companies who sell sleepwear, loungewear, and intimate apparel may consider these predicted fashion trends and design their products accordingly to stay on top of the market.

Our competitive analysis findings suggest that the way products are sold is just as important as how they are designed. Victoria's Secret was the retailer who scored the highest in the competitive analysis because they best matched the requirements of a top retailer in the market for sleepwear, loungewear, and intimates. Successful retailers are characterized not only by their products, but by effective visual merchandising and product placement, pleasant ambiance, and excellent customer service. When these elements are incorporated into a merchandise mix, the customer is sure to be satisfied.

Businesses can also better address the needs of consumers by listening to what they say about the types of products they like to purchase, where they purchase them, and why they buy those particular items. By surveying consumers from our target demographic, the consumer research teams discovered that comfort is a property that is sought after in sleepwear and loungewear products, whereas fit is the most important attribute in intimate apparel. In addition, Target is the store of choice for consumers shopping for sleepwear and loungewear, but Victoria's Secret is where the respondents prefer to purchase their bras and panties.

To conclude, the tools of a trend analysis, competitive analysis, and a consumer survey were used by the students of the Fall 2011 Trend Tracking and Forecasting class to research the market for sleepwear, loungewear, and intimate apparel, as well as the preferences of consumers who buy these items. The goal was to develop a fashion forecast that could help industry professionals adjust their stores and product offerings to better satisfy the needs of their customers, which in time could increase the profitability of their business.

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