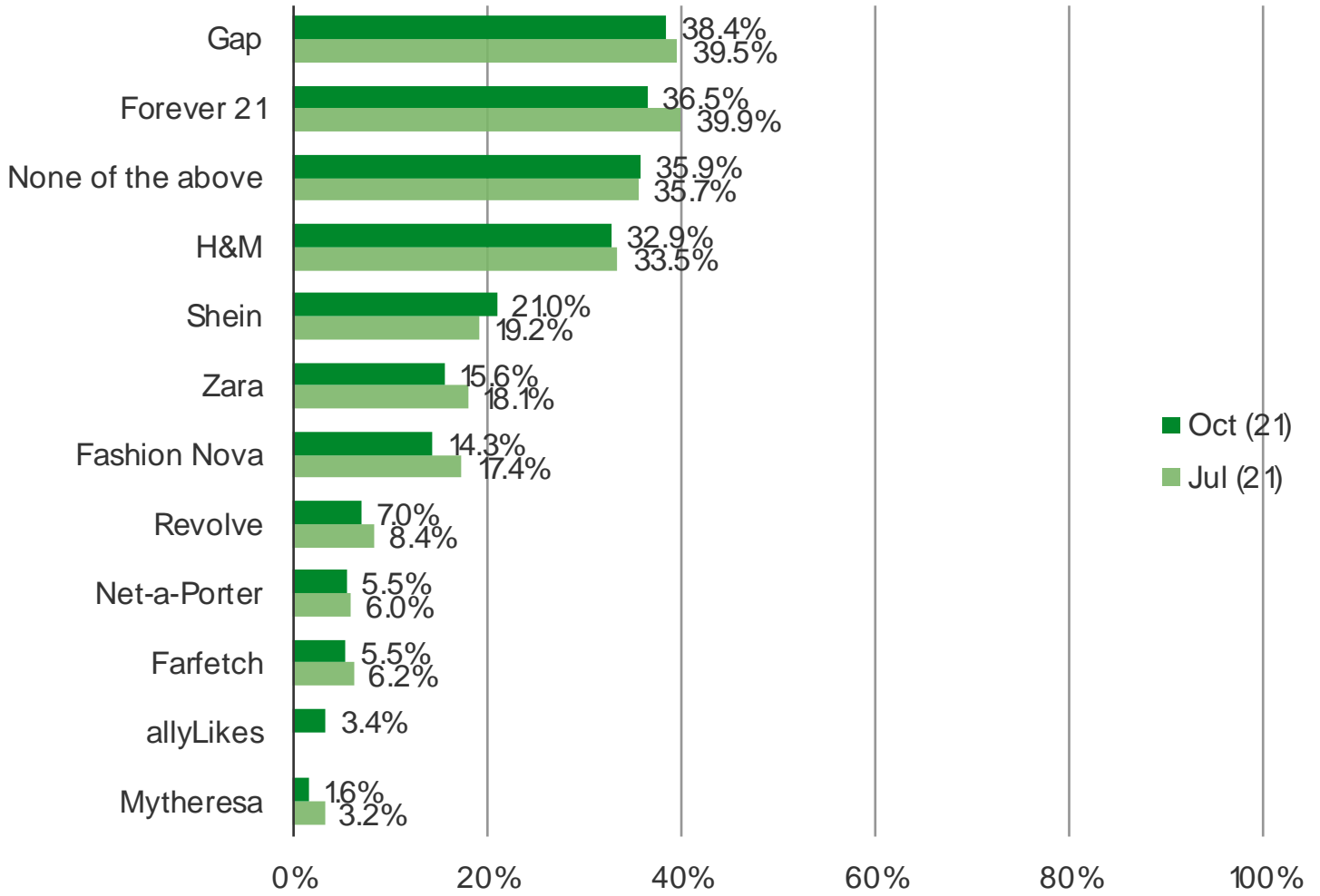## CHECK BREAKDOWN:

TREND CHECKS

Key Takeaways:

❑ The percentage of consumers who have shopped Shein increased q/q – most competitors were flat to slightly up or slightly down q/q.

❑ Respondents who shop Shein have the most cross-over both in shopping engagement and in demographic profiling with Forever 21, H&M, and Fashion Nova.

❑ Of the competitor set we ask about, Shein customers are among the most likely to have made a purchase recently (in the past three months) and are middle-of-the-pack when it comes to likelihood of purchasing from them going forward among consumers who are aware of each platform.

❑ Among the limited number of respondents who are aware of allyLikes, purchase likelihood in the future is very high.

ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS? (SELECT ALL THAT APPLY)

Posed to all respondents.

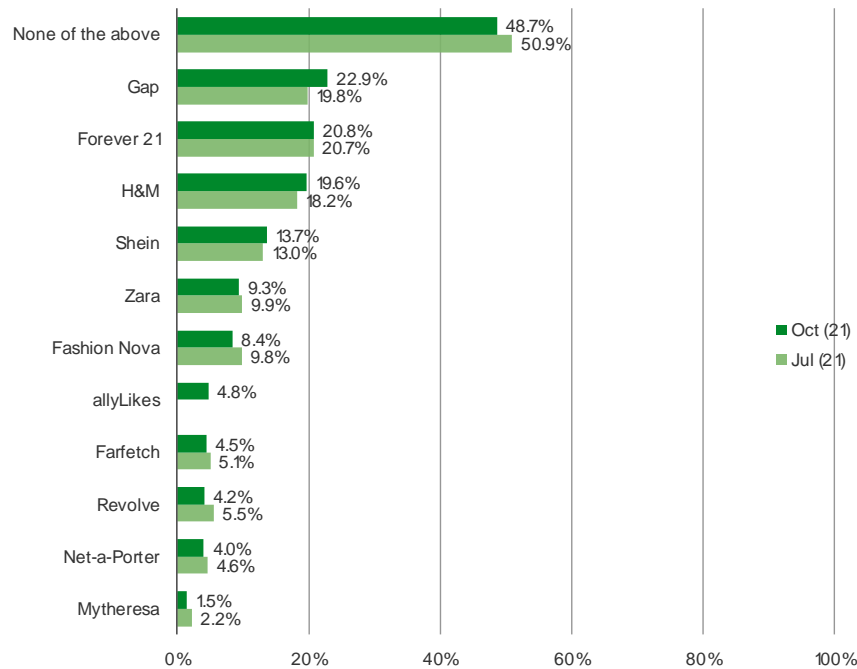| Site/App	Oct (21)	Jul (21)
Gap	38.4%	39.5%
Forever 21	36.5%	39.9%
None of the above	35.9%	35.7%
H&M	32.9%	33.5%
Shein	21.0%	19.2%
Zara	15.6%	18.1%
Fashion Nova	14.3%	17.4%
Revolve	7.0%	8.4%
Net-a-Porter	5.5%	6.0%
Farfetch	5.5%	6.2%
allyLikes	3.4%	
Mytheresa	1.6%	3.2%

Fast Fashion

HAVE YOU EVER MADE A PURCHASE FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.

	Oct (21)	Jul (21)
None of the above	48.7%	50.9%
Gap	22.9%	19.8%
Forever 21	20.8%	20.7%
H&M	19.6%	18.2%
Shein	13.7%	13.0%
Zara	9.3%	9.9%
Fashion Nova	8.4%	9.8%
allyLikes	4.8%	
Farfetch	4.5%	5.1%
Revolve	4.2%	5.5%
Net-a-Porter	4.0%	4.6%
Mytheresa	1.5%	2.2%

Data Cross-Tab

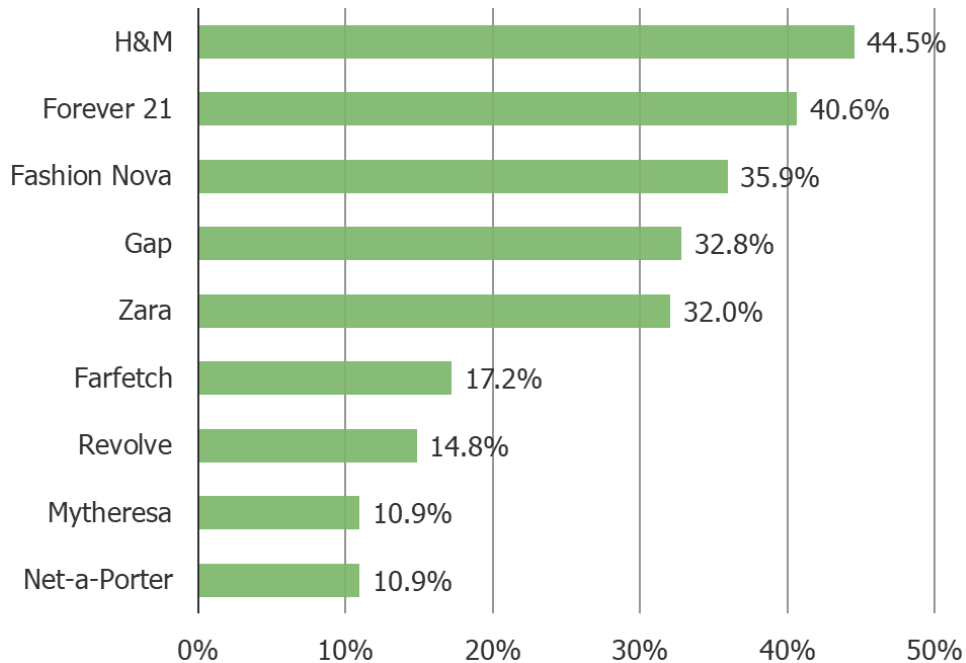| Also have made a purchase from....	Respondents Who Have Purchased From Each of The Following											
	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter	allyLikes	Mytheresa	N=
Shein		12.6%	9.3%	34.4%	23.0%	30.1%	42.1%	26.2%	10.4%	12.6%	5.5%	183
Farfetch	38.3%		21.7%	33.3%	26.7%	38.3%	35.0%	36.7%	25.0%	35.0%	16.7%	60
Revolve	30.4%	23.2%		53.6%	39.3%	44.6%	35.7%	37.5%	30.4%	33.9%	17.9%	56
H&M	24.0%	7.6%	11.4%		26.2%	49.4%	46.8%	18.3%	8.0%	8.8%	3.8%	263
Zara	33.6%	12.8%	17.6%	55.2%		41.6%	43.2%	25.6%	20.0%	20.0%	7.2%	125
Gap	18.0%	7.5%	8.2%	42.5%	17.0%		37.6%	12.1%	5.9%	8.5%	3.3%	306
Forever 21	27.7%	7.6%	7.2%	44.2%	19.4%	41.4%		20.1%	7.9%	9.0%	4.0%	278
Fashion Nova	42.5%	19.5%	18.6%	42.5%	28.3%	32.7%	49.6%		20.4%	22.1%	10.6%	113
Net-a-Porter	35.2%	27.8%	31.5%	38.9%	46.3%	33.3%	40.7%	42.6%		40.7%	20.4%	54
allyLikes	35.9%	32.8%	29.7%	35.9%	39.1%	40.6%	39.1%	39.1%	34.4%		12.5%	64
Mytheresa	50.0%	50.0%	50.0%	50.0%	45.0%	50.0%	55.0%	60.0%	55.0%	40.0%		20

HAVE YOU EVER MADE A PURCHASE FROM ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Data Filter: Respondents who said they are likely or very likely to purchase from Shein in the future.

October 2021

Brand	Percentage
Forever 21	42.5%
H&M	35.6%
Fashion Nova	27.4%
Gap	26.0%
Zara	19.9%
None of the above	12.3%
allyLikes	11.6%
Net-a-Porter	11.0%
Farfetch	10.3%
Revolve	8.2%
Mytheresa	4.8%

July 2021

Brand	Percentage
H&M	44.5%
Forever 21	40.6%
Fashion Nova	35.9%
Gap	32.8%
Zara	32.0%
Farfetch	17.2%
Revolve	14.8%
Mytheresa	10.9%
Net-a-Porter	10.9%
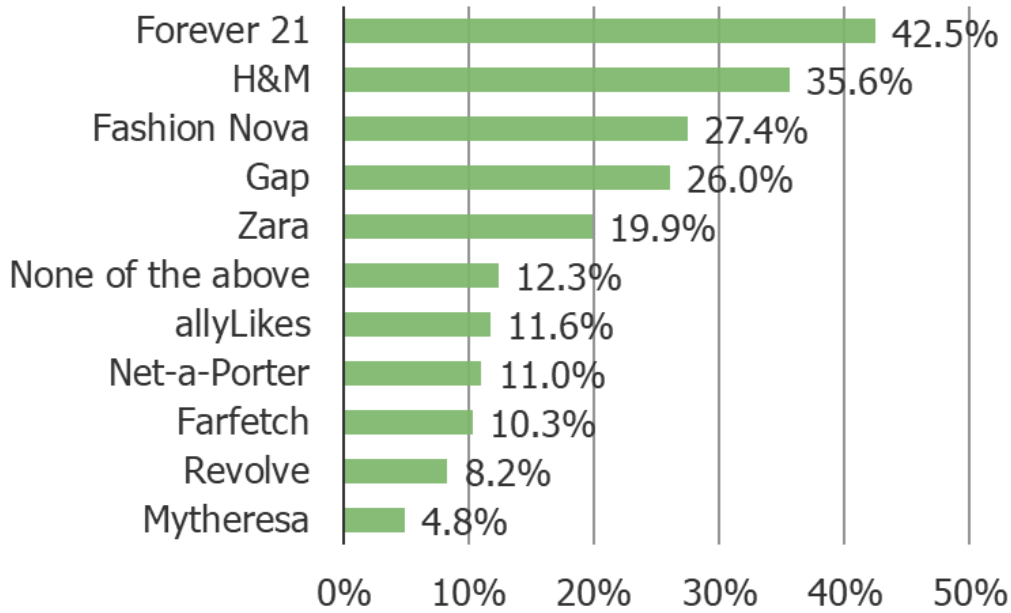
DEMOGRAPHICS: RESPONDENTS WHO HAVE PURCHASED FROM EACH OF THE FOLLOWING

October 2021

	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter	allyLikes	Mytheresa
18 to 24	28.0%	5.1%	5.1%	29.1%	12.6%	21.7%	34.3%	16.6%	7.4%	5.7%	4.0%
25 to 34	25.2%	9.8%	7.7%	28.6%	18.4%	24.8%	33.8%	17.5%	9.0%	11.1%	3.0%
35 to 44	13.1%	6.1%	6.1%	22.3%	11.8%	24.5%	23.1%	10.0%	6.6%	7.4%	0.9%
45 to 54	12.6%	5.3%	4.9%	20.7%	7.7%	23.5%	17.0%	6.9%	1.2%	3.6%	1.6%
55 to 64	3.9%	0.0%	1.4%	11.1%	3.9%	21.2%	11.1%	1.0%	1.0%	0.5%	0.0%
65 to 74	2.2%	0.0%	0.0%	7.4%	1.5%	21.5%	11.1%	0.0%	0.0%	0.0%	0.0%
75 or older	2.0%	1.0%	0.0%	6.9%	2.9%	18.6%	4.9%	1.0%	0.0%	1.0%	0.0%
	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter	allyLikes	Mytheresa
$0-$24,999	10.4%	1.9%	1.6%	10.4%	2.2%	15.1%	17.9%	4.4%	1.3%	2.5%	0.3%
$25,000-$49,999	14.5%	3.9%	3.0%	19.5%	6.2%	20.2%	20.6%	8.0%	3.7%	2.8%	1.6%
$50,000-$74,999	13.7%	4.6%	3.4%	22.1%	8.4%	23.3%	22.1%	8.4%	3.1%	3.1%	0.0%
$75,000-$99,999	8.6%	4.3%	5.1%	25.6%	18.0%	38.5%	23.1%	6.0%	4.3%	5.1%	0.9%
$100,000-$124,999	18.7%	14.3%	9.9%	25.3%	19.8%	30.8%	20.9%	19.8%	8.8%	13.2%	4.4%
$125,000-$149,999	17.0%	8.5%	8.5%	23.4%	23.4%	27.7%	21.3%	10.6%	8.5%	8.5%	8.5%
$150,000-$174,999	28.0%	0.0%	16.0%	40.0%	28.0%	32.0%	24.0%	24.0%	16.0%	12.0%	8.0%
$175,000-$199,999	17.4%	4.4%	4.4%	30.4%	30.4%	26.1%	21.7%	17.4%	13.0%	21.7%	0.0%
$200,000 and up	33.3%	13.3%	33.3%	26.7%	33.3%	53.3%	26.7%	13.3%	13.3%	40.0%	6.7%

July 2021

	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter
18-24	25.6%	13.9%	11.4%	13.8%	13.4%	10.7%	21.6%	27.8%	17.0%
25-34	29.8%	40.0%	47.1%	28.9%	30.7%	21.0%	28.8%	33.3%	45.8%
35-44	24.4%	24.6%	24.7%	22.0%	30.7%	22.9%	20.1%	24.6%	25.4%
45-54	11.9%	15.4%	12.9%	16.0%	17.3%	22.5%	15.2%	11.1%	11.9%
55-64	5.4%	6.2%	2.9%	9.5%	3.2%	13.0%	7.6%	2.4%	0.0%
65-74	2.4%	0.0%	0.0%	6.9%	2.4%	5.1%	4.9%	0.8%	0.0%
75+	0.6%	0.0%	0.0%	3.0%	2.4%	4.7%	1.9%	0.0%	0.0%
	2.51	2.60	2.46	3.11	2.83	3.41	2.81	2.29	2.32

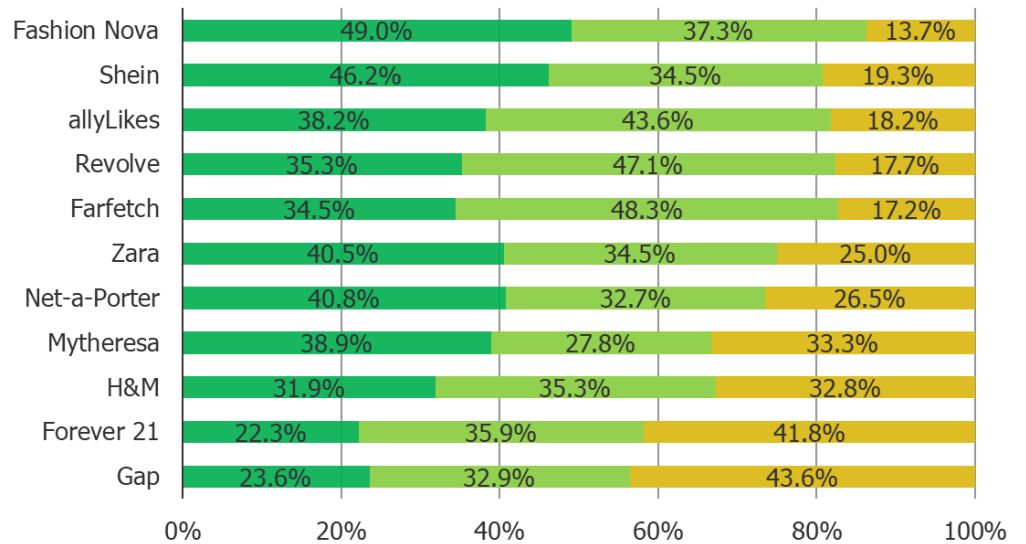|	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter
$0-$24,999	21.4%	9.2%	4.3%	13.7%	6.3%	13.4%	21.2%	20.6%	15.3%
$25,000-$49,999	23.2%	12.3%	15.7%	23.6%	12.5%	27.7%	22.4%	15.9%	11.9%
$50,000-$74,999	17.3%	15.4%	14.3%	16.7%	17.2%	20.6%	18.6%	12.7%	8.5%
$75,000-$99,999	10.1%	12.3%	18.6%	12.5%	14.1%	13.8%	11.7%	11.9%	15.3%
$100,000-$124,999	12.5%	16.9%	18.6%	12.0%	18.8%	9.5%	11.4%	12.7%	20.3%
$125,000-$149,999	6.0%	9.2%	8.6%	8.2%	13.3%	7.1%	4.2%	8.7%	11.9%
$150,000-$174,999	3.0%	7.7%	4.3%	5.2%	3.9%	2.8%	3.4%	7.1%	6.8%
$175,000-$199,999	3.6%	9.2%	7.1%	4.3%	6.3%	3.2%	3.8%	4.0%	3.4%
$200,000 and up	3.0%	7.7%	8.6%	3.9%	7.8%	2.0%	3.4%	6.4%	6.8%

WHEN DID YOU MOST RECENTLY MAKE A PURCHASE FROM THE FOLLOWING?

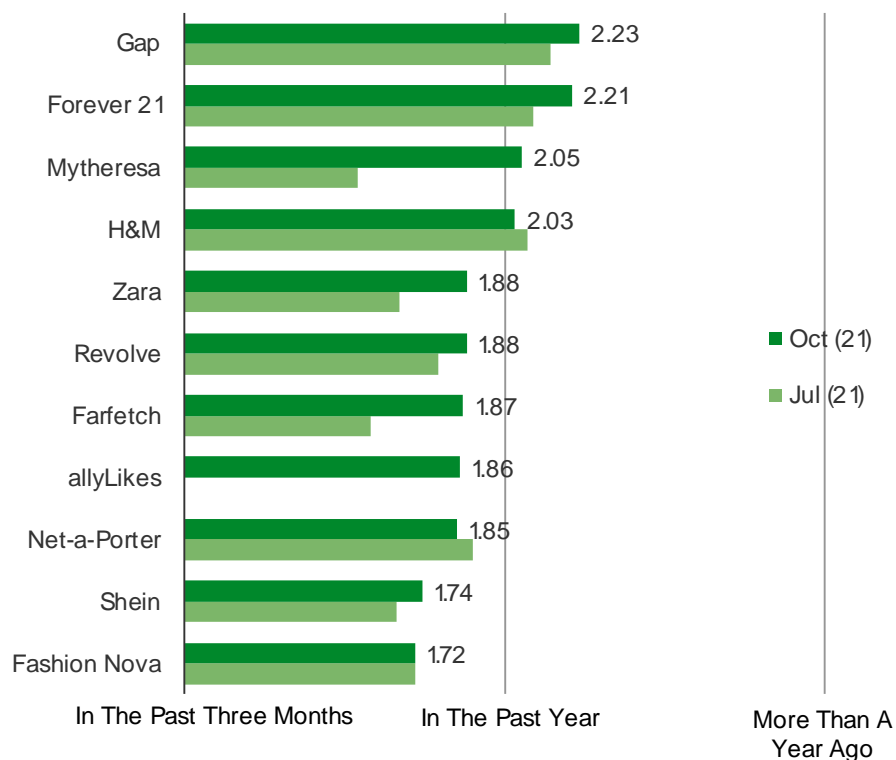Posed to respondents who said they have purchased from each of the following.

October 2021

	N=
Shein	183
Farfetch	60
Revolve	56
H&M	263
Zara	125
Gap	306
Forever 21	278
Fashion Nova	113
Net-a-Porter	54
allyLikes	64
Mytheresa	20

■ In the past three months　■ In the past year　■ More than a year ago

	In the past three months	In the past year	More than a year ago
Fashion Nova	49.0%	37.3%	13.7%
Shein	46.2%	34.5%	19.3%
allyLikes	38.2%	43.6%	18.2%
Revolve	35.3%	47.1%	17.7%
Farfetch	34.5%	48.3%	17.2%
Zara	40.5%	34.5%	25.0%
Net-a-Porter	40.8%	32.7%	26.5%
Mytheresa	38.9%	27.8%	33.3%
H&M	31.9%	35.3%	32.8%
Forever 21	22.3%	35.9%	41.8%
Gap	23.6%	32.9%	43.6%

Time Series

	Oct (21)
Gap	2.23
Forever 21	2.21
Mytheresa	2.05
H&M	2.03
Zara	1.88
Revolve	1.88
Farfetch	1.87
allyLikes	1.86
Net-a-Porter	1.85
Shein	1.74
Fashion Nova	1.72

■ Oct (21)
■ Jul (21)

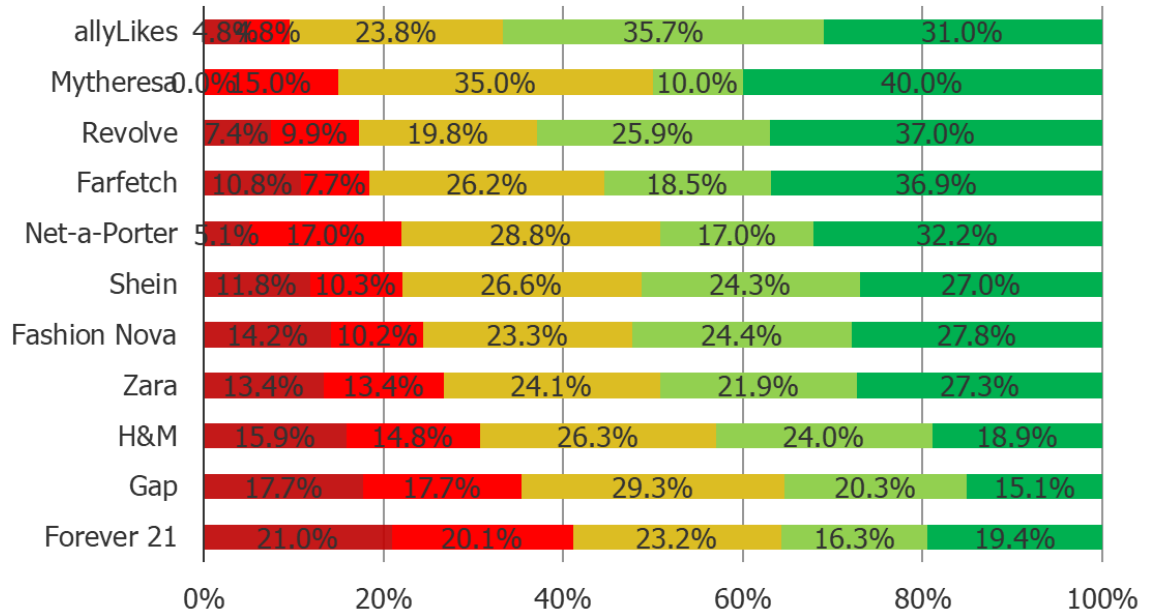In The Past Three Months　　In The Past Year　　More Than A Year Ago

HOW LIKELY ARE YOU TO PURCHASE FROM THE FOLLOWING IN THE FUTURE?

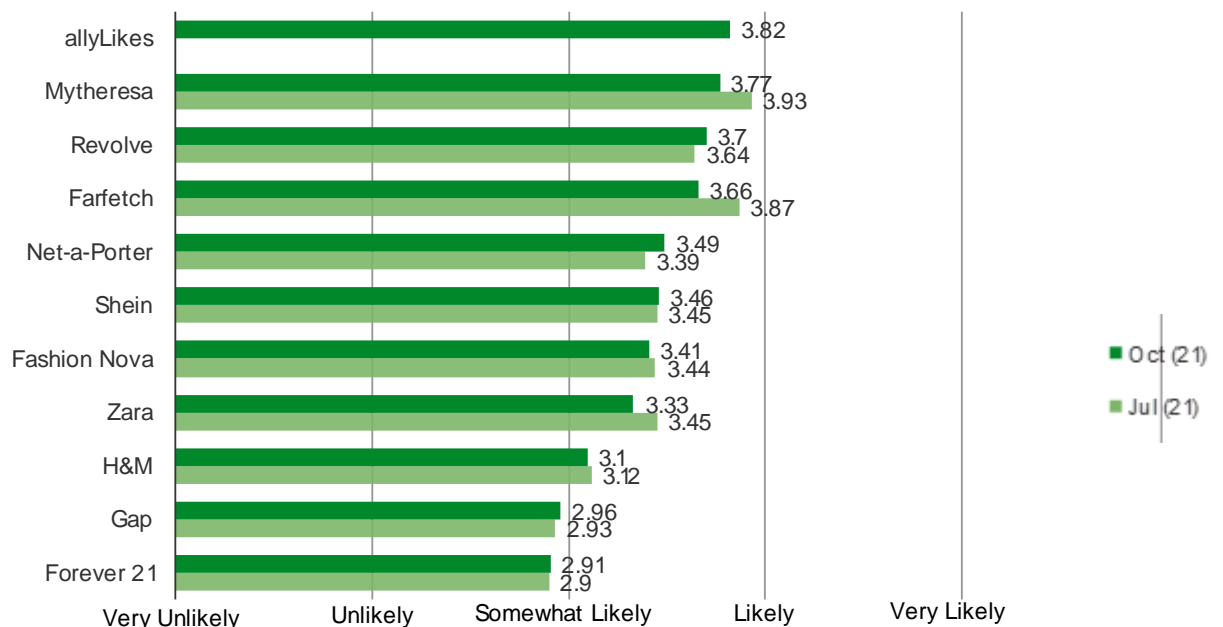Posed to respondents who said they are familiar with each of the following.

October 2021

Legend: ■ Very Unlikely ■ Unlikely ■ Somewhat Likely ■ Likely ■ Very Likely

	N=
Shein	281
Farfetch	73
Revolve	94
H&M	440
Zara	209
Gap	514
Forever 21	489
Fashion Nova	192
Net-a-Porter	74
allyLikes	45
Mytheresa	22

October 2021 Chart (Very Unlikely / Unlikely / Somewhat Likely / Likely / Very Likely):

	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
allyLikes	4.8%	4.8%	23.8%	35.7%	31.0%
Mytheresa	0.0%	15.0%	35.0%	10.0%	40.0%
Revolve	7.4%	9.9%	19.8%	25.9%	37.0%
Farfetch	10.8%	7.7%	26.2%	18.5%	36.9%
Net-a-Porter	5.1%	17.0%	28.8%	17.0%	32.2%
Shein	11.8%	10.3%	26.6%	24.3%	27.0%
Fashion Nova	14.2%	10.2%	23.3%	24.4%	27.8%
Zara	13.4%	13.4%	24.1%	21.9%	27.3%
H&M	15.9%	14.8%	26.3%	24.0%	18.9%
Gap	17.7%	17.7%	29.3%	20.3%	15.1%
Forever 21	21.0%	20.1%	23.2%	16.3%	19.4%

Time Series

Time Series Chart (Oct '21 vs Jul '21):

	Oct (21)	Jul (21)
allyLikes	3.82	
Mytheresa	3.77	3.93
Revolve	3.7	3.64
Farfetch	3.66	3.87
Net-a-Porter	3.49	3.39
Shein	3.46	3.45
Fashion Nova	3.41	3.44
Zara	3.33	3.45
H&M	3.1	3.12
Gap	2.96	2.93
Forever 21	2.91	2.9

Scale: Very Unlikely — Unlikely — Somewhat Likely — Likely — Very Likely

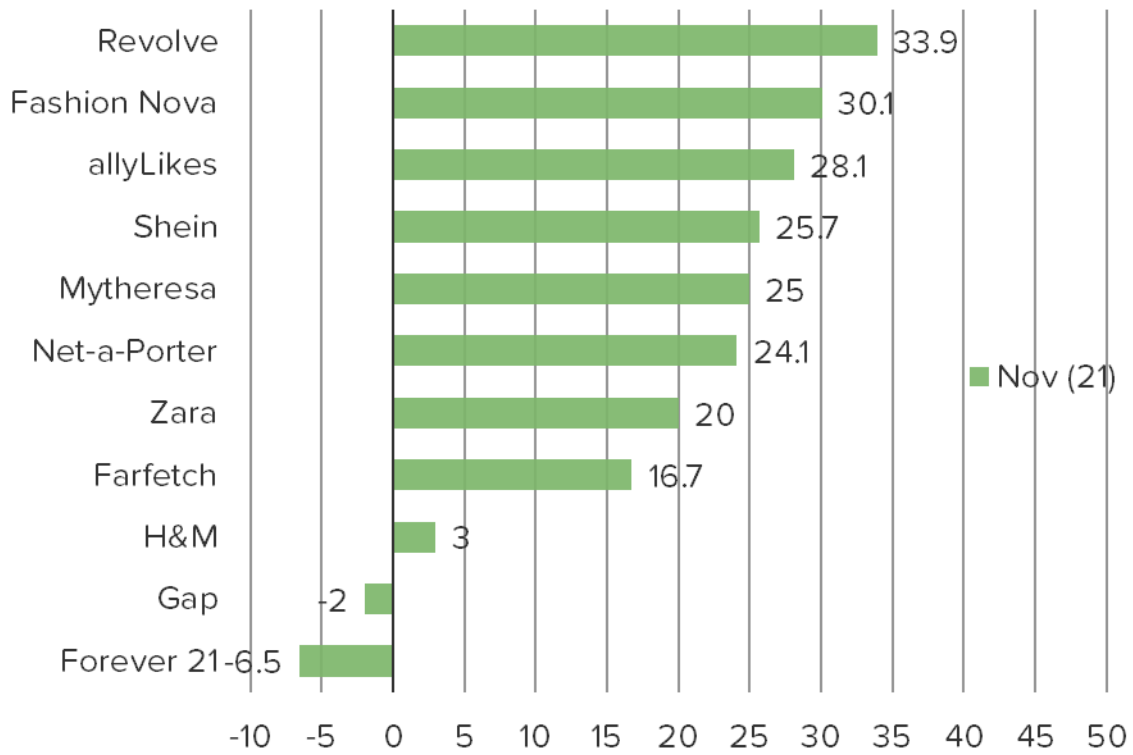## HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to respondents who said they have made a purchase from the following.

	N=
Shein	183
Farfetch	60
Revolve	56
H&M	263
Zara	125
Gap	306
Forever 21	278
Fashion Nova	113
Net-a-Porter	54
allyLikes	64
Mytheresa	20