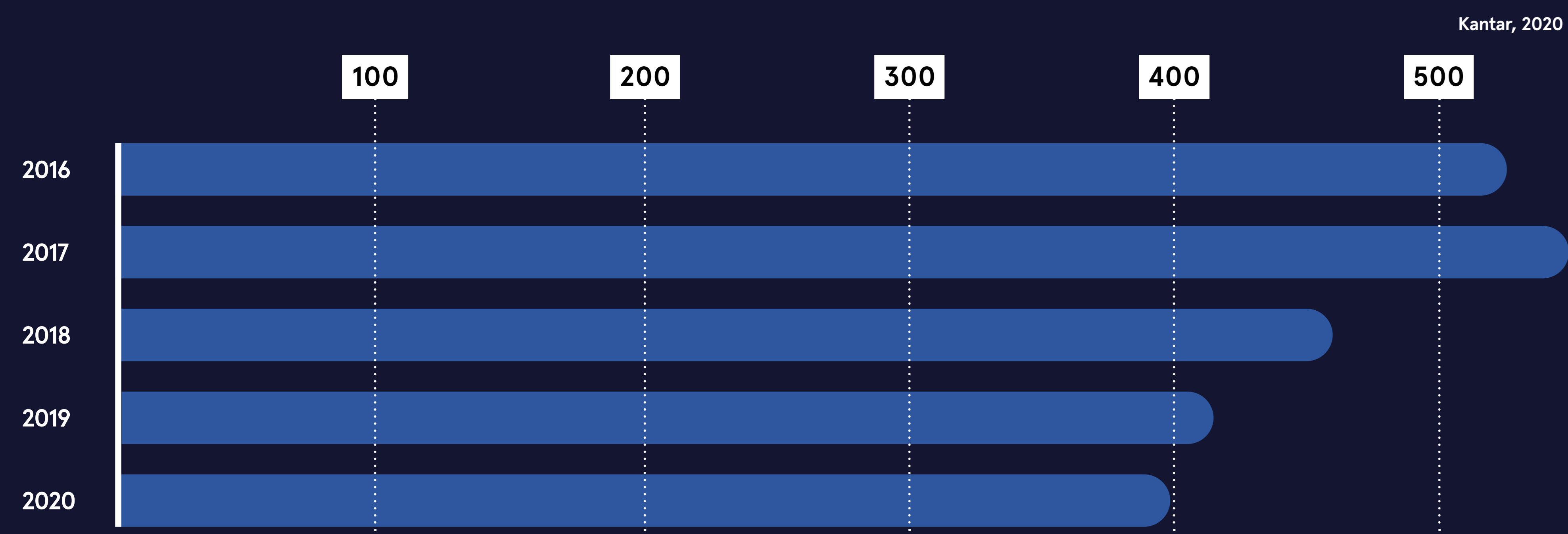


IS THIS THE END OF THE FORMAL OFFICE DRESS CODE?

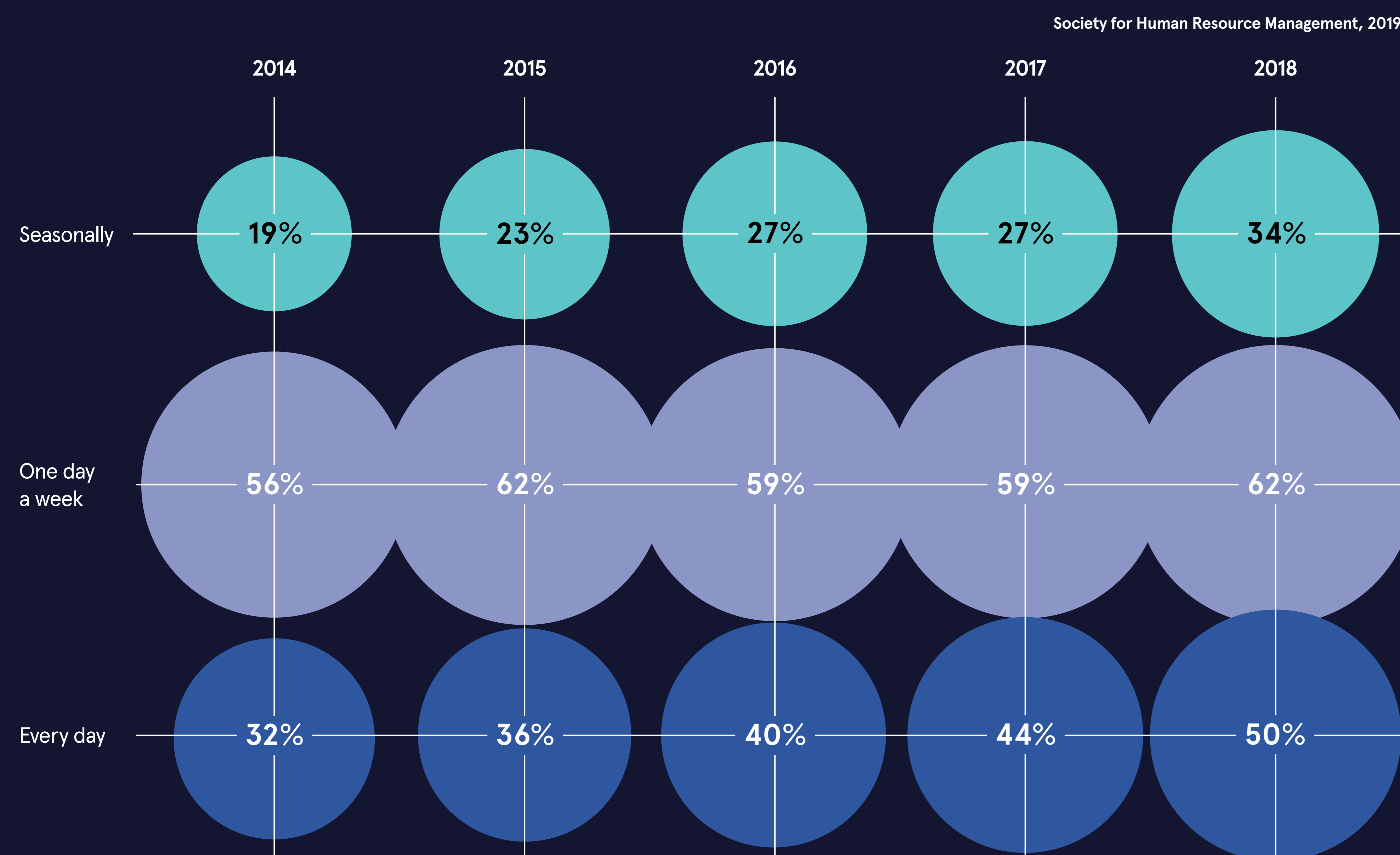
The formal office dress code has been in decline for a number of years as businesses react to the changing nature of the workplace. The pandemic and the resultant surge in working from home has accelerated this trend. With a hybrid future looking likely for many companies, employers are shifting their thinking from formal to functional

The pre-pandemic decline of formal apparel

TOTAL EXPENDITURE ON SUITS IN THE UK (£M)

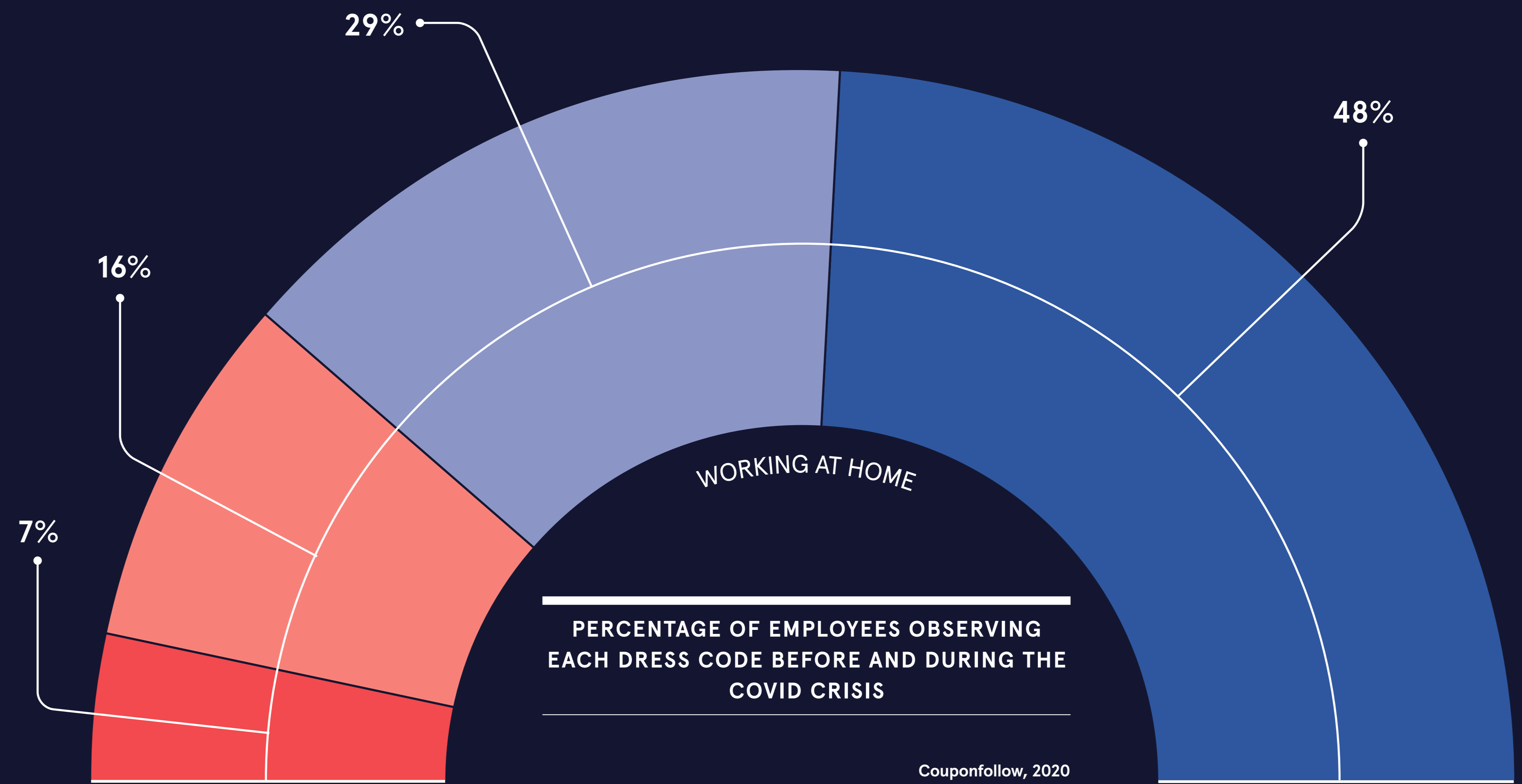
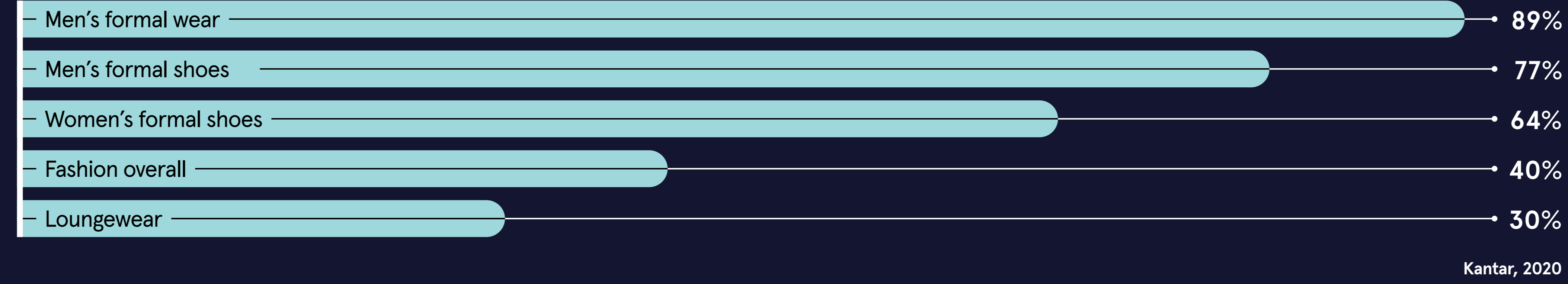


PERCENTAGE OF COMPANIES THAT ALLOW CASUAL DRESS



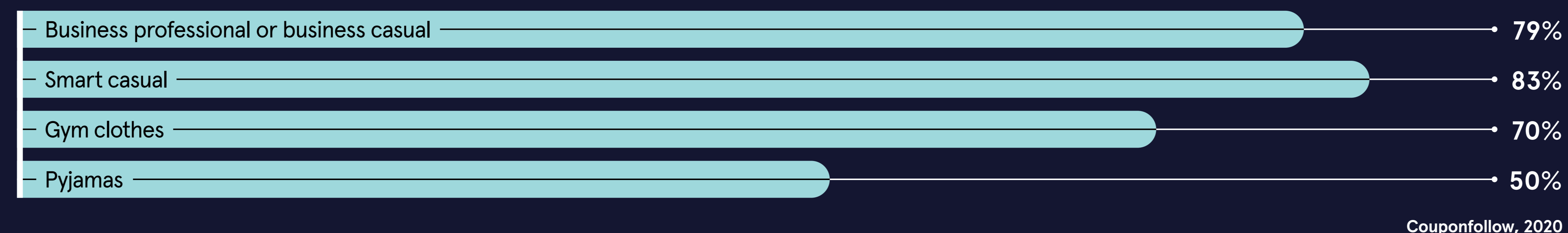
The impact of the Covid crisis on work wear

PERCENTAGE DECLINE IN SALES OF DIFFERENT CATEGORIES OF CLOTHING FOR THE 12 WEEKS TO 28 JUNE 2020



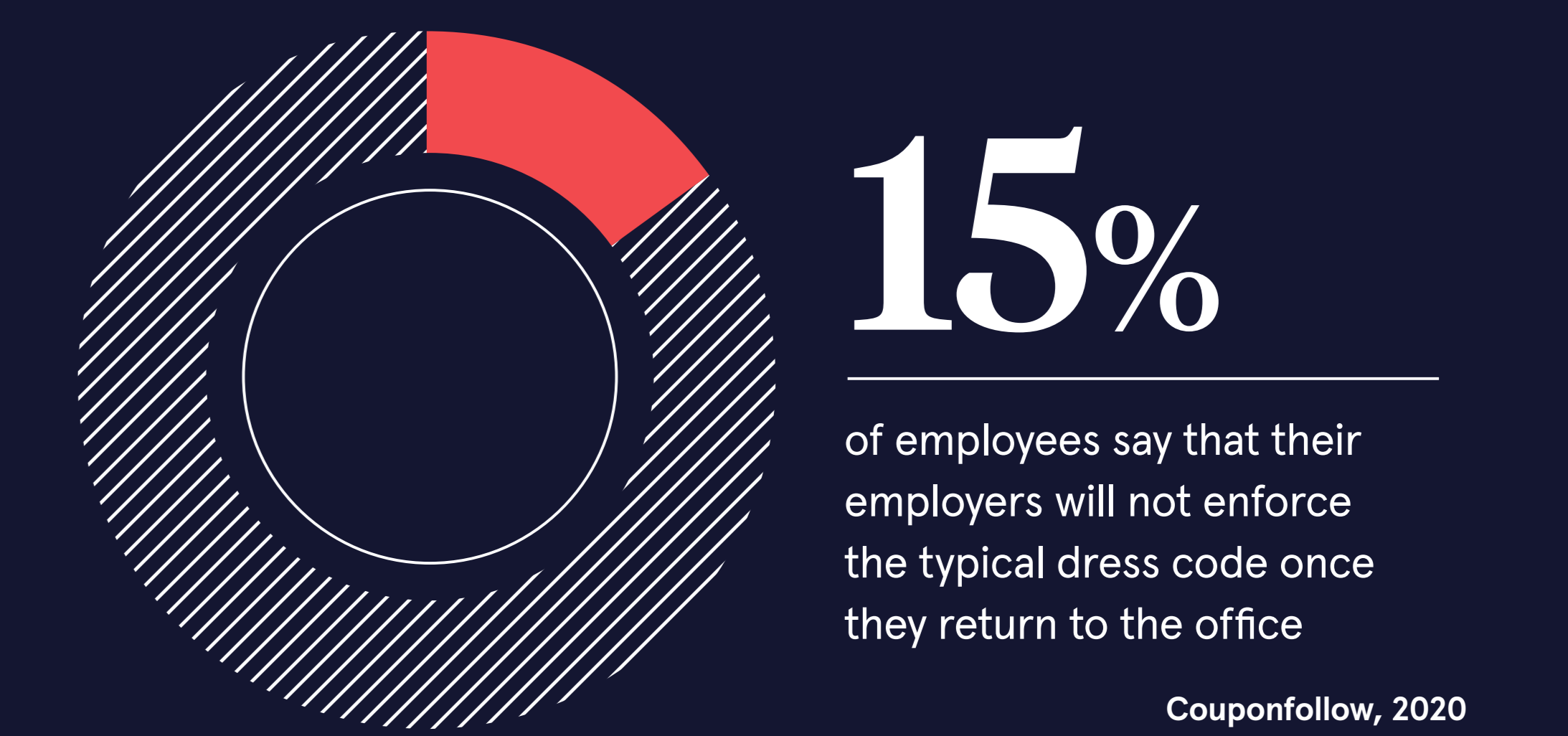
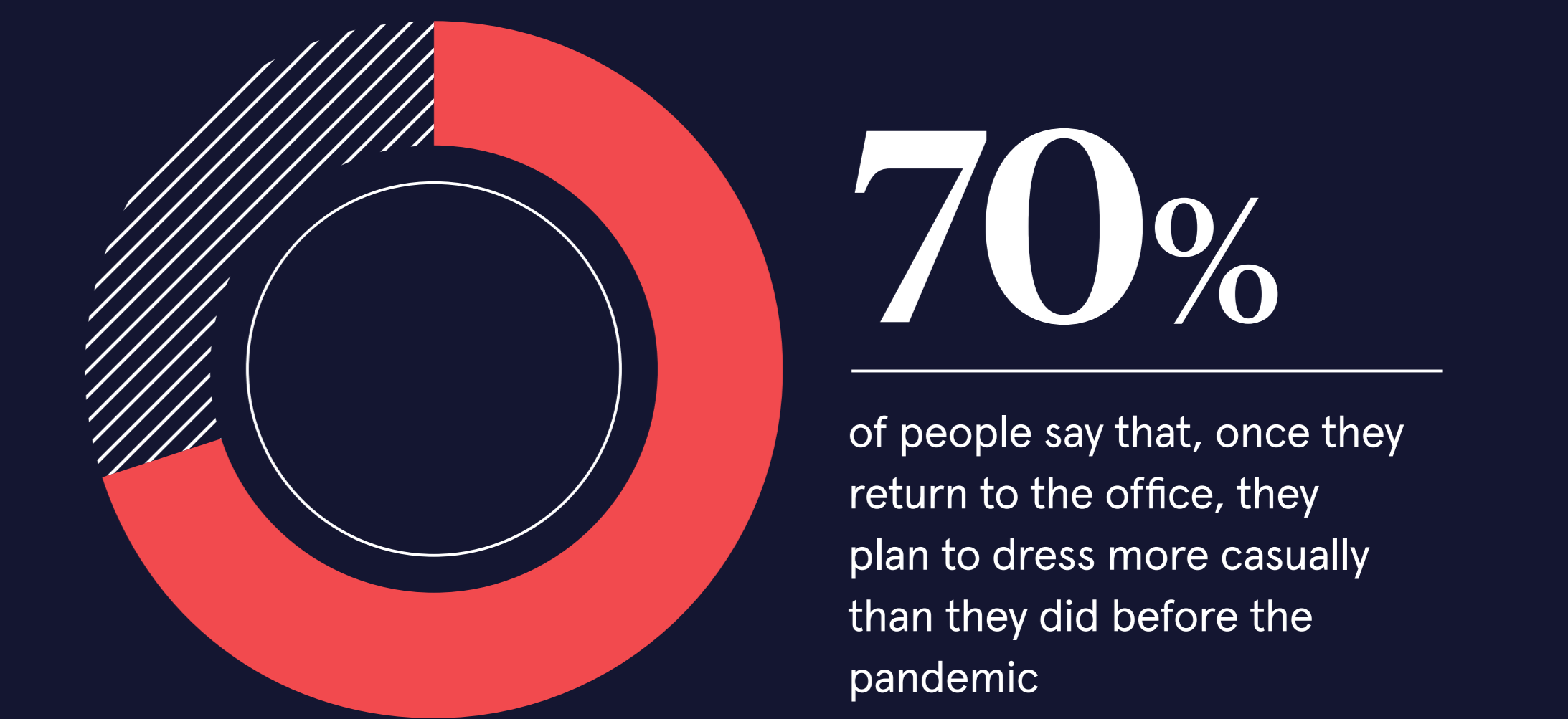
- Business professional (suits, shirts and ties)
- Business casual (button-downs, skirts, cardigans)
- Smart casual (jeans, nice tops)
- Casual (no defined code)

PERCENTAGE OF REMOTE WORKERS FEELING PRODUCTIVE, BY DRESS CODE



The Covid-era shift to casual work clothes

EMPLOYEES VIEWS ON OFFICE ATTIRE



JOBSEEKERS' VIEWS ON COVID-ERA DRESS CODES

