

# Calling all Fashionistas

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## **Experian Simmons reveals who fashion-conscious consumers are and their shopping decision-making process**

### **New York, N. Y., February 13, 2009**

The Mercedes-Benz Fashion Week is New York's hottest fashion event. Models wearing this fall's newest trends will parade down the runway, allowing photographers to capture the latest styles and fashion editors to take note.

Since relatively few Americans can attend the event, most consumers rely on the media to learn about upcoming trends and to start planning their shopping lists. Therefore, Experian® Simmons<sup>SM</sup> took a stroll down its research runway to examine who these fashion-conscious consumers are and how they make shopping decisions.

The report also uncovers their preferred payment methods and the five stores where they are most likely to shop based on their fashion attitude. To obtain the free report, download it here.

### **About Experian Simmons**

Experian Simmons is a full-service market and consumer research organization dedicated to enabling clients to optimize communications with their customers and prospects across multiple channels by providing a robust description of the American consumer. For more information, visit [www.experiansimmons.com](http://www.experiansimmons.com).

### **About Experian**

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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For more information, visit [www.experianplc.com](http://www.experianplc.com).

Patricia Lao  
Experian Simmons  
1 212 471 2881  
[patricia.lao@experian.com](mailto:patricia.lao@experian.com)

Experian  
475 Anton Blvd.  
Costa Mesa, CA 92626  
T: 1 877 513 1213  
[www.experian.com](http://www.experian.com)

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