

# POST RETAIL SEX – UK WOMEN MOST TURNED ON AFTER SHOPPING

Submitted by: 10 Yetis PR and Marketing

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Nationwide research of over 2000 British women has found that they are most likely to be in a positive mood after shopping (<http://www.mycelebrityfashion.co.uk/>), with the majority, 38% agreeing that they are more likely to have sex (<http://www.mycelebrityfashion.co.uk/>) with their partner after a good spree.

A study of 2062 women between the ages of 18-35 has found that nearly half of British females (<http://www.mycelebrityfashion.co.uk/news/>) feel more attractive after shopping for themselves and are more likely to want to have sex with their partner.

When asked “are you more likely to feel ‘in the mood’ for sex after shopping?” 38% of respondents said ‘yes’.

The research was recently commissioned by the UK’s leading independent celebrity fashion (<http://www.mycelebrityfashion.co.uk/blog/>) website, [www.MyCelebrityFashion.co.uk](http://www.MyCelebrityFashion.co.uk) and has discovered that shopping acts as a way to improve the mood of 86% of the nation, with just 12% of participants stating that they shopped out of necessity rather than to add to their wardrobe or for enjoyment.

When asked the multi-answer question, “Are any of the following feelings applicable to you after shopping?” the top 5 answers were as follows:

Happier – 86%  
More relaxed – 69%  
Guilty – 61%  
More attractive – 46%  
Depressed– 14%

The study also found that nearly 90% of women aged 18-35 had shopped for clothes online. Two fifths of females of this age group said that shopping online was their preferred method of shopping. Just 6% of online shoppers said they felt depressed after spending money compared to 17% of shoppers who preferred high street shopping.

45% said they felt guilty after spending money online, compared to the average of 61%.

Jilly Tovey, MyCelebrityFashion’s Head Stylista had the following to say,

“We all know that on the whole, men find shopping with their partner a bit of an ordeal – at least for 1 in 3 of those men though, there’s some light at the end of the tunnel!

“We had heard from a number of users that they felt more “in the mood” after shopping, so decided to be blatant and ask our users outright! To find that over a third of women feel more sexual and nearly half feel more attractive after shopping are just two more reasons why shopping, even in the recession, is still big business.”

ENDS

For more information, or to interview a member of the MCF team, please contact Shannon Haigh of 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk/>) on 01452 348 211 or [shannon@10yetis.co.uk](mailto:shannon@10yetis.co.uk)

#### EDITORS NOTES

MyCelebrityFashion and its studies have been featured in The Daily Mail, The Guardian, Glamour Magazine and more.

MyCelebrityFashion was named Website of the Week in WebUser magazine 07/08/08

MyCelebrityFashion was named Website of the Week by Tara Palmer-Tomkinson's [www.3sacrowd.com](http://www.3sacrowd.com) website 08/08/08

MyCelebrityFashion is the first UK site dedicated to listing celebrities and where you can steal their style of clothing, including Kate Moss, Sienna Miller, Victoria Beckham, Agyness Deyn, Cheryl Cole and others

The site lists the latest discounts and offers across a number of big name brands including Armani, Gucci, Ralph Lauren, Tommy Hilfiger etc

Large high street retail outlets such as House of Fraser, Schuh, Laura Ashley, Miss Selfridge, Marks and Spencer, Wallis and Faith have their ranges and latest fashion items listed on the site