

BRITISH MEN TAKE FIRST PLACE IN EUROPE WHEN IT COMES TO BUYING THE RIGHT LINGERIE FOR THEIR LEADING LADIES

Submitted by: Fox & Rose

Monday, 6 February 2012

Survey From Fox & Rose Reveals A New Generation of Confident, Fashion Conscious Men Buying Designer Underwear (<http://www.foxandrose.com/shop/shop-by-item/all-lingerie.html>) That Women Want With Ease

- Over 30% of UK respondents comfortable to experiment with fashion-led prints compared with just 5% in France, Germany and Italy
- 69% spend more than £150 a year, 10% more than £250
- Over half of British men asked bought lingerie 2-3 times a year, 10% at least once a month
- Over 90% knew their partner's bra size

London, 6th February 2012: UK men are well versed when it comes to buying designer lingerie for the object of their affections: they know their partner's measurements, purchase at least 2-3 times a year and are more likely to experiment with the latest fashion trends, according to research released today by online luxury lingerie (<http://www.foxandrose.com/>) retailer Fox & Rose.

The survey asked over 500 British, French, Italian and German men about their habits and relationship with lingerie buying, traditionally a difficult topic for British men to navigate, and the findings revealed a very different picture to the popular myth that men can't or are too shy to buy designer underwear for women (<http://www.foxandrose.com/shop/shop-by-item/all-lingerie.html>).

Although French men may spend the most on lingerie each year (more than £250 and most likely to buy every month), they adhere to a more traditional view of underwear as a gift, 70% opting for red and none of the respondents keen to try fashion prints. Italian men spent the least – under £100 a year – and were most likely to opt for a timeless classic black look over racy red or style led prints with almost three quarters of German and Italian men opting for black.

"We were not surprised about the results of the survey. 40% of our customers are men and they spend a lot of time researching brands, styles and sizing as well as asking questions on what to buy. We decided to conduct the study after anecdotal evidence suggested that British men were fearless in their lingerie choices, often opting for high fashion prints by designers such as Stella McCartney or strong styling from labels like La Perla (<http://www.foxandrose.com/shop/shop-by-designer/la-perla.html>), " said Amanda Lorenzani, Co Founder, Fox & Rose.

"They are also asking all the right questions like how lingerie sits under clothing and what it could be worn with. We've been surprised by the number of British men who are well versed in the difference between styles such as soft bras, balcony bras or long line bras painting a very different picture to that commonly imagined. Many women prefer to receive pretty, feminine lingerie over strong red or dominatrix styles. British men seem to understand this instinctively," concluded Amanda Lorenzani.

The Germans favoured a dominatrix inspired look, but for the Brits, it is pretty, feminine styles that deliver the 'va va voom'.

When it comes to romance in the bedroom, the survey also revealed that British men are most likely to appreciate the underwear aesthetic with 80% citing designer lingerie (<http://www.foxandrose.com/>) as the key element in creating the right mood over perfume, scented candles, sex toys or footwear. But French men are the most adventurous, having a more 'push out the boat attitude' and value champagne, sex toys and ambience on the same level as lingerie.

Lingerie in the bedroom is most important to both the Brits and the French, who are most likely to spend over £250 a year on spontaneous gifts, compared to the majority of Italians and Germans who spend less than £100.

When it comes to buying, German men prefer to go to specialist lingerie shops for their gifts, while more and more Brits and Italians are buying online. The French will buy everywhere, from online, specialist shops to the high street.

www.foxandrose.com

Ends

About Fox & Rose (www.foxandrose.com)

Championing British-led design and optimum fit, Fox & Rose aims to be the leading online retail destination for luxury lingerie and designer underwear. Original photography and high definition, interactive 360 degree catwalk videos of its carefully chosen collections, and an advice and trend-spotting blog, provide customers with a distinctive and unique online shopping experience. A selected range of brands are available including: Fleur of England, Ell and Cee, Fifi Chachnil, Else Lingerie, La Perla, Stella McCartney (<http://www.foxandrose.com/shop/shop-by-designer/stella-mccartney.html>), Jenny Packham, Rosy and Eberjey.

The name Fox & Rose is inspired by the online store's customer. Every woman has two sides: The Fox is drawn to seductive, racier items, The Rose to elegant, more understated pieces – Fox & Rose responds to both sides of a woman's character, catering for any occasion or mood.

Emerging British talent

Fox & Rose aims to work with the most talented graduates each year, giving them the opportunity to exhibit their work on the website's Designer Spotlight and providing a showcase for innovation and new talent. Fox & Rose has teamed up with De Montfort University, the only university in the world to offer a contour design degree (now in its 61st Year).

Contact

For further information, images or samples, please contact:

Marie Louise Pumfrey at MLPR on 0208 537 0011
Amanda Lorenzani at Fox & Rose amanda@foxandrose.com