

Men Shun Sports for Suits as Most Popular Look This Season

Submitted by: 10 Yetis PR and Marketing

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According to site statistics released by the UK's largest discount website, men are shunning sporty style in favour of more formal attire; with formal menswear beating casual clothing when it comes to the numbers of searches made on-site throughout February.

It appears that awards season may have had quite an impact on the styles of men around the UK, as new site statistics released by the UK's largest discount website (<http://www.MyVoucherCodes.co.uk>) have revealed that formal men's clothing retailers are beating casual retailers to the popularity top-spot when it comes to searches on-site.

The statistics, from www.MyVoucherCodes.co.uk, were released after the site witnessed a notable increase in the numbers of searches made for retailers selling formal menswear throughout the month of February; coinciding with awards season.

The statistics reveal that searches for retailers selling formal men's attire, such as suits and shirts, have risen by 192% throughout the month of February when compared to the previous month. Furthermore, searches made for discounts for retailers selling formal menswear were 32% higher than those made by bargain hunters on-site for retailers selling casual and sportswear.

According to the statistics from [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk), the top 10 most popular menswear retailers, based on the number of searches made on-site in the past month, were as follows:

- 1) Topman (<http://www.myvoucherCodes.co.uk/topman>)
- 2) TM Lewin (<http://www.myvoucherCodes.co.uk/tm-lewin>)
- 3) Moss Bros (<http://www.myvoucherCodes.co.uk/moss-bros>)
- 4) Burton (<http://www.myvoucherCodes.co.uk/burton>)
- 5) Charles Tyrwhitt (<http://www.myvoucherCodes.co.uk/charles-tyrwhitt-shirts>)
- 6) Hugo Boss (<http://www.myvoucherCodes.co.uk/hugo-boss>)
- 7) Timberland (<http://www.myvoucherCodes.co.uk/timberland>)
- 8) Superdry (<http://www.myvoucherCodes.co.uk/superdry>)
- 9) Nike Store (<http://www.myvoucherCodes.co.uk/nike-store>)
- 10) Bank (<http://www.myvoucherCodes.co.uk/bank-fashion>)

Mark Pearson, chairman of [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk), commented on the statistics:

"Awards season has apparently prompted men around the UK to invest in some snappy suits, with searches for formal menswear retailers proving to have the upper hand throughout the month of February. Whatever the influence, it was interesting to see the more classic men's attire beating casualwear in the popularity stakes; and maybe telling of how men's style may be changing around the UK."

ENDS

LINK: <http://www.MyVoucherCodes.co.uk>

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