

TWO THIRDS OF MILLENNIALS DRESS THEMSELVES LIKE THEIR INTERIORS - SURVEY BY ARGOS

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From curtains to cushions, sofas to throws, new research shows that almost two thirds of millennials* (aged 25-34) in the UK dress their home in the same style as their personal fashion. The research commissioned by Argos examines the link between consumers' fashion style and home interior choices, following the launch of Argos' new TV campaign 'homeware so stylish you can wear it', which celebrates the design credentials of its homeware and furniture.

The findings reveal that 67% of renters surveyed place importance on their home reflecting their personal style, a figure that leaps to nearly 75% amongst first-time buyers. Such is the desire to infuse a sense of personal style into the home, that a direct correlation is seen between consumers replicating their fashion sense into furniture choices, colour schemes and overall interior style, with over half of millennials who dress in a minimal style taking a minimalistic approach to the interior decoration of their homes. Similarly, 30% of those who describe their fashion style as 'boho' also describe their home décor as bohemian, eclectic and full of life.

Other findings also indicate that social media now significantly influences how we perceive and style our home interiors, with 71% of first-time buyers feeling pressured to have an 'insta-worthy' home.

Indeed, 4 in 10 of those surveyed stated that social media has opened their eyes to new ways to style their home, whilst creating enviable 'insta-inspiration' for their own followers.

Fashion and home interiors Instagrammer and Influencer Alex Stedman (The Frugality) said of the campaign "interiors, for me, is an extension of my personal style – I love the eclectic feel of mixing old with new, trinkets with clean lines – much like my wardrobe. I have a real mix and match attitude to dressing and I like my interiors to reflect that."

Nicki Brown, Argos Campaign & Customer Value Manager commented: "Personal style is about more than just what you wear; the key insight behind the campaign is that homewares, like fashion, enable you to express your unique style. We have noticed that preferences in colour, pattern and texture in the home often share the same visual principles as fashion choices, and all are deeply rooted in a desire for personal expression."

Further Argos survey statistics:

- As a style-obsessed nation, almost half (44%) of millennials have checked a prospective partner's social media accounts when first dating to find out about their personal style
- More than half of millennials choose to take their home décor inspiration from social media
- More than 3 in 5 (63%) agree that their fashion sense influences the way they style their homes. For example:

o 52% who take a minimal approach to the way they dress have also decorated their homes in a minimalistic style

o 30% whose fashion style is 'boho' also describe their home décor as bohemian

o A quarter of respondents (25%) who described their personal style as 'glam' have also chosen to decorate their home in a glamorous way

o On average millennials spend £465 a year on interior purchases to update their home

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NOTES TO EDITORS

*Argos has commissioned a survey with Censuswide, polling 2000 general consumers aged 25-34 ('millennials') in the UK, to generate findings into how personal style now influences the way millennials style their home.

PRESS ENQUIRIES

For further/information images, please contact:
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