All dressed down with nowhere to go.

You can wear yoga pants to work now.

- **136%** Loungewear
- **135%** Athleisure items
- **137%** Basic, affordable clothing

Waist-up looks are up.

↑ 27% Tops
↑ 41% Cosmetics
↓ 30% Bottoms

Fast fashion is slowing down.

46% of retailers have reported a decrease in fast fashion purchases.

Flexible options for flexible clothing.

31% of fashion retailers who offer "buy now, pay later" financing options say that they help increase sales.

42% of fashion retailers agree that "buy now, pay later" options could help combat shopping cart abandonment.

An online study commissioned by PayPal and conducted by Netfluential in August 2020 involving 1000 U.S. PayPal SMB merchants selling products directly to consumers through a website or e-commerce platform. The sample is made up of merchants in different verticals, 200 in fashion, 200 in cosmetics and 600 across home-goods, furniture, garden electronics and sport.