

'SARAH'S' 'COUTURE' DESIGNS AND ACCESSORIES

OUR FASHIONABLE CUT AND GOOD FIT ARISE MOSTLY FROM SARAH'S' STRUCTURED DESIGNS

"A TOUCH OF PANACHE" "A TOUCH OF NOUVEAU"

* SURVEY FORM*

HOW WOULD YOU DESCRIBE YOUR STYL OR GROUP YOU FIT IN

WHAT IS YOUR MONTHLY DISCRETIONARY INCOME

_____ \$20,000-\$30,000, _____ \$31,000-\$40,000, _____ \$41,000-\$50,000, _____ \$51,000-\$60,000, _____ \$61,000-\$70,000+ _____

WHAT IS YOUR AGE GROUP

_____ 18-25 _____ 26-35 _____ 36-45 _____ 46-55 _____ 56-65

WHERE DO YOU SHOP MOSTLY FOR CLOTHING

STORE 1 NIEMAN MARCUS _____

STORE 2 NORSTROM _____

STORE 3 DILLIARDS _____

STORE 4 MACYS _____

STORE 5 JC PENNEYS _____

ON-LINE YES _____ NO _____

WHY DO YOU SHOP THERE?

WHAT LABELS OR BRANDS DO YOU BUY THE MOST?

1. LOUIS VUITTON
2. LIZ CLAIBORN
3. TOMMY HILFIGER
4. CALVIN KLEIN
5. LEVI

WHY DO YOU CHOOSE THESE LABELS?

WHAT IS THE AVERAGE AMOUNT YOU USUALLY SPEND ON ITEMS OF CLOTHING

ITEM	PRICE
DRESS _____	_____
SKIRT _____	_____
BLOUSE _____	_____
SHIRT _____	_____
PANT _____	_____
HAT _____	_____
SCARF _____	_____
JEWELRY _____	_____
SHOES _____	_____
PERFUME _____	_____

WHAT SIZE DRESS WOULD YOU USUALLY BUY

PLEASE CHECK (YOU CAN ELECT MORE THAN ONE)

WOMEN 6-8 _____ WOMEN 12 _____ WOMEN 16-18 _____
WOMEN 10 _____ WOMEN 14 _____ WOMEN 20-22 _____ WOMEN LRG _____
MEN'S SMALL _____ MEN'S LRG _____ MEN'S 2XLRG _____
MENS MEDIUM _____ MENS X LRG. _____

WHAT STYLE OF DRESS WOULD YOU USUALLY BUY?

V-NECK _____ SHORT SLEEVE _____ LONG SLEEVE _____ LAYERED _____
_ ZIPPERED _____ SHEER _____
U-NECK _____ LONG SLEEVE _____ SPLIT _____ LINED _____ UNLINED _____

WHAT COLOR DRESS WOULD YOU USUALLY CHOOSE?

YOU CAN MAKE MULTIPLE CHOICES

RED _____ YELLOW _____ BLUE _____ BLACK _____ GREY _____
WHITE _____
MULTI-COLORED _____ ORANGE _____ GREEN _____ PURPLE _____
NAVY BLUE _____ GREY _____
BLOCK COLORS _____ RUST _____ BROWN _____ SILVER _____ CHIMMERY _____
FLORAL _____

ON AVERAGE HOW OFTEN DO YOU SHOP FOR CLOTHING?

EVERYDAY _____ ONCE A WEEK _____ ONCE A MONTH _____ ONCE A
YEAR _____ TWO OR THREE TIMES A WEEK _____
EVERY COUPLE OF WEEKS _____ EVERY COUPLE OF WEEKS _____ NEVER _____

ARE YOU MORE LIKELY TO GO OUT TO SHOP WITH THE INTENTION OF BUYING NEW
CLOTHES _____ BUY CLOTHES SPONTANEOUSLY _____

HOW MANY ITEMS ARE YOU LIKELY TO BUY IN ONE PURCHASE?

USUALLY JUST ONE ITEM _____ 4-6 ITEMS _____ 2OR 3 ITEMS _____ 7-10 ITEMS

WHAT MAGAZINES DO YOU USUALLY BUY?

WHAT ARE YOUR FAVORITE WEB SITES? (DOES NOT HAVE TO BE CLOTHING RELATED)

DO YOU SHOP FOR CLOTHING ON-LINE?

YES A LOT _____ NO NEVER _____ OCCASIONALLY _____

WHAT ARE YOUR FAVORITE ON-LINE STORES TO BUY FROM? (IF YES)
