



# PRESS RELEASE

<<<General, personal finance>>>

## **One in two UK women buy clothes that won't fit to "slim into"**

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45 per cent of UK women have deliberately bought shoes in the wrong size – just because they liked them.

And a further 49 per cent confessed to buying an item of clothing in a smaller size thinking they'll eventually "slim into it."

Female forums and fashion game [Miss Bimbo](#) polled several hundred 22 to 30-year-olds among its 950,000 members to find the fashion spending habits of women.

The survey found that 69 per cent of UK women recycle unwanted clothes by putting them in a recycling bin or similar.

Just 35 per cent would buy from a charity shop, with 63 per cent preferring to put their hands in their pockets on the High Street.

60 per cent buy clothes over the internet.

Chris Evans runs Miss Bimbo. He said: "It says a lot about female psychology that one in two women buy clothes or shoes they know won't fit them.

"The pressure is on to look great all the time, and I think it is hard for some women to walk away from certain items of clothing, even though they know they won't ever be able to wear them."

Other statistics revealed by the survey include:

- 29% have worn a piece of clothing and returned it to the store anyway
- 15% have shoplifted from a clothing store
- 29% buy clothes from supermarkets
- 71% purchase an item of clothing just because it is in the sale

Miss Bimbo launched in the UK in August 2007 as a virtual fashion game, and has since grown into a social networking phenomenon.

In the game players must create a female character known as a Bimbo and help her thrive in a virtual world. They do this by feeding her, buying her clothes and living out her life online.

Miss Bimbo has one of the most active female forums in the UK, and is growing by an average of 4,000 new members a day.

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### **NOTES TO EDITORS**

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