

## Consumer Buzz

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# Millennials Find Fashion on Amazon

*Ann-Marie Vazzano*

When you look at the stats, it's not surprising so many department stores are closing. According to the Condé Nast and Goldman Sachs 2017 Love List Brand Affinity Index, 35% of Millennial and Gen Z women and 42% of Millennial and Gen Z men shop for clothing online. Amazon ranked No. 1 on the 2017 Love List's Most Loved Brand survey and is the top site for apparel purchases among males surveyed. **GP**