

# newsworthy trends

## New Survey Shows What Women Want

by Judy Gordon

(NAPSA)—Women are living life on their own terms.

So says a recent Harris Interactive survey. More than 1,000 women nationwide were asked about their likes and dislikes in attempts to tap into new emerging lifestyle trends. The study found a resounding 81 percent of women said they were taking stock of their lives and embracing those around them. Their self-confidence, they say, comes from their relationships, not by what they earn.

The survey, commissioned by So You by Giorgio Beverly Hills, identifies a new kind of woman—what trend analysts are calling the SASSY Generation—women who are sociable, affluent, successful, sensual and youthful. What was once the stereotypical urban woman has now become mainstream. Twenty-three percent of women reported they indulge themselves each day. An overwhelming majority responded that a new outfit gave them a rush or thrill while a quarter of women listed fragrance as the perfect purchase.

Women are embracing new fashion trends. More than half surveyed said they are wearing mini skirts and not wearing designer clothing head to toe—but finding balance by purchasing a high-end fashion accessory.

Beauty trends are also changing. Women are making bolder statements with color and fragrance; textural orientals like So



**These days, the American woman wants to be considered SASSY—  
Sociable, Affluent, Successful, Sensual and Youthful.**

You are enabling women to make a strong personal statement.

Women are out and having fun with friends. Forty-six percent reported an evening out was something they would not give up despite the economy.

For more information on the So You Survey visit [TheTrendReport.com](http://TheTrendReport.com).

• *Judy Gordon, founder of [TheTrendReport.com](http://TheTrendReport.com) is a New York-based style consultant and a Today Show contributor. So You by Giorgio Beverly Hills is distributed by Clarins Fragrance Group and is available exclusively at Bloomingdale's nationwide.*