**Young Women & Technology Careers**

**Perception in Numbers**

- **40%**
  - Of young women would be more motivated to study tech-related subjects at school, including science and maths, if they knew it could lead to careers in the fashion industry.

**Common perceptions**

- **50%**
  - Half of young women think tech careers are ‘unexciting’

- **>80%**
  - The majority of young males think tech careers are ‘exciting’

- **>60%**
  - Of young women think tech has a place in luxury

Despite use of apps, social and online platforms

- **7%**
  - Of young women associate tech with retail

- **8%**
  - Of young women think tech careers have a role to play in fashion

- **5%**
  - Of young women think tech has a place in luxury

**Parents are top inspiration**

- **#1**
  - Parents are the No.1 influence when it comes to career choices

- **36%**
  - Of parents would encourage the study of tech-related subjects if they knew it would lead to a career in fashion

- **4x**
  - Parents are four times more likely to associate finance with tech careers than fashion

- **<5%**
  - Of parents associate the fashion industry with a successful career in tech