**Abstract**

The clothing retail industry in Coimbatore city of Tamilnadu is one such industry which is characterized by intensifying competition from both local and national companies leading to rise in more sophisticated and demanding customers. Consequently, retailers today aims to differentiate themselves by outperforming their competitors. Clothing has identities and images, and consumers seek those apparels that match their self-image or the image they would like to project to others. The clothing retail industry in Coimbatore city of Tamilnadu is one such industry which is characterized by intensifying competition from both local and national companies leading to rise in more sophisticated and demanding customers. This research paper analysis assess the life style features of the customers’ towards various leading textile showrooms in Coimbatore City.