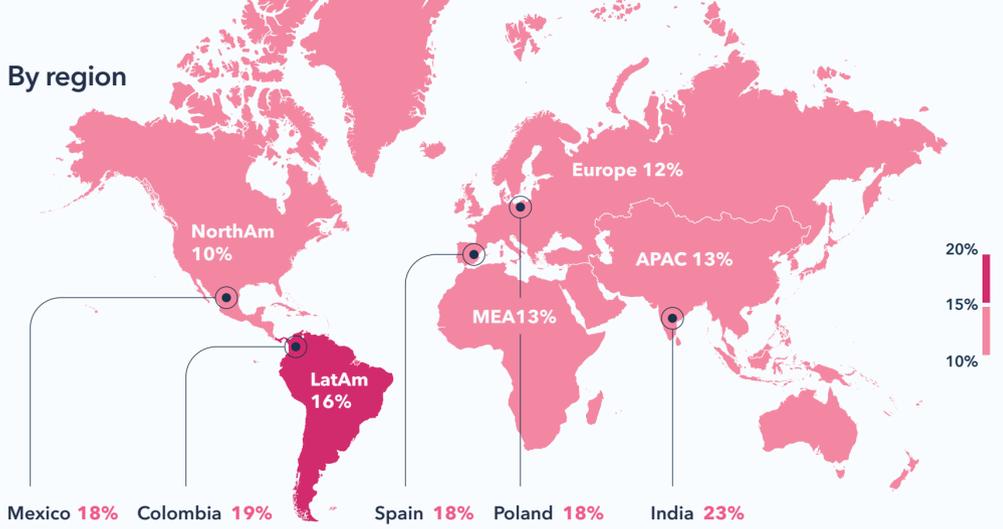


Fashionistas



By region



Fashionistas are brand-conscious, image-focused individuals

85% say expressing themselves is an important reason for internet use

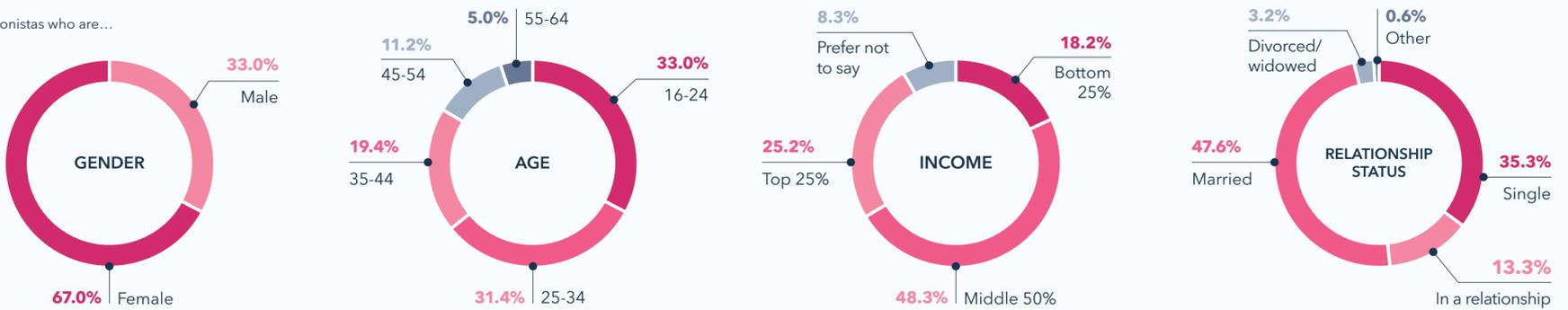
1.4x more likely to say they like to stand out in a crowd

2.5x more likely to be strongly interested in beauty products

1.7x more likely to be Status Seekers*

DEMOGRAPHICS

% of Fashionistas who are...



COMMERCE & BRAND ENGAGEMENT

Brand and product websites index highest for brand discovery

% of Fashionistas who say they discover new brands/products/services via...

Discovery Method	Percentage	Index (IDX)
Ad seen on TV	50%	1.40
Search engines	48%	1.29
Ads seen online	45%	1.52
Word-of-mouth recommendations	43%	1.38
Brand/product websites	41%	1.65

VIP treatment is key for brand advocacy

% of Fashionistas who say the following would motivate them to advocate a brand



Mobile is their primary device for online commerce behaviors



Vlogs up 42% for brand discovery since 2015, consumer reviews down 25%



Top 5 luxury brands with fashionistas

% of Fashionistas who have purchased an item from these brands in the last 1-2 years



Willing to interact with brands, especially on social media



DEVICE

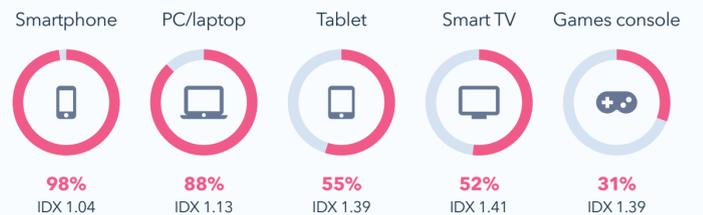
Fashionistas also follow tech trends and are interested in fitness-tracking tech



Time spent online daily via (hrs:mm)



Device ownership



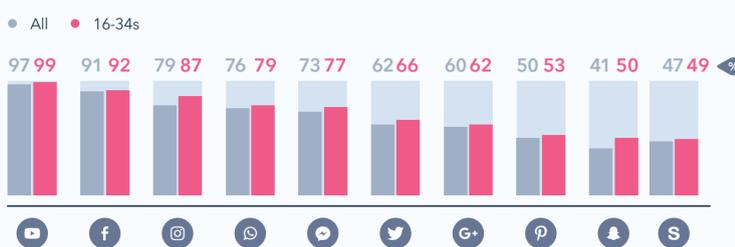
SOCIAL

Willing to share personal content, and show an affinity for social commerce



Snapchat indexes highest for 16-34 Fashionistas

% of Fashionistas who have visited/used the following in the past month

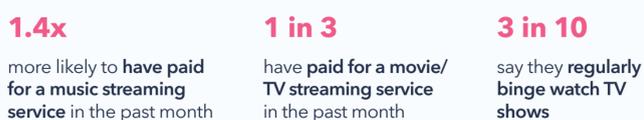


16-34 Fashionistas are:



MEDIA CONSUMPTION

Accustomed to on-demand entertainment, and prepared to pay for access



Avid mobile and traditional TV consumers



Equally likely to watch subscription services (e.g. Netflix) on mobile as they are on TV

WHO IS A FASHIONISTA?

We've defined fashionistas as people who: have a strong interest in fashion and style, have purchased clothes in the last month and agree they like to keep up with the latest fashions.

This definition yielded 11,545 fashionistas from 40 countries. Respondents in Ghana, Morocco, Kenya and Nigeria who answered the mobile version of the survey were not asked this question.

*Click here for a full definition of this Attitudinal Segment
**Click here for a full definition of this Social Media Segment

Unless otherwise stated, all figures are taken from our Q2 2018 wave of online research among 111,899 internet users aged 16-64. Among this cohort there were 11,545 Fashionistas. Note that China is excluded from percentages relating to specific/named social networks and apps.