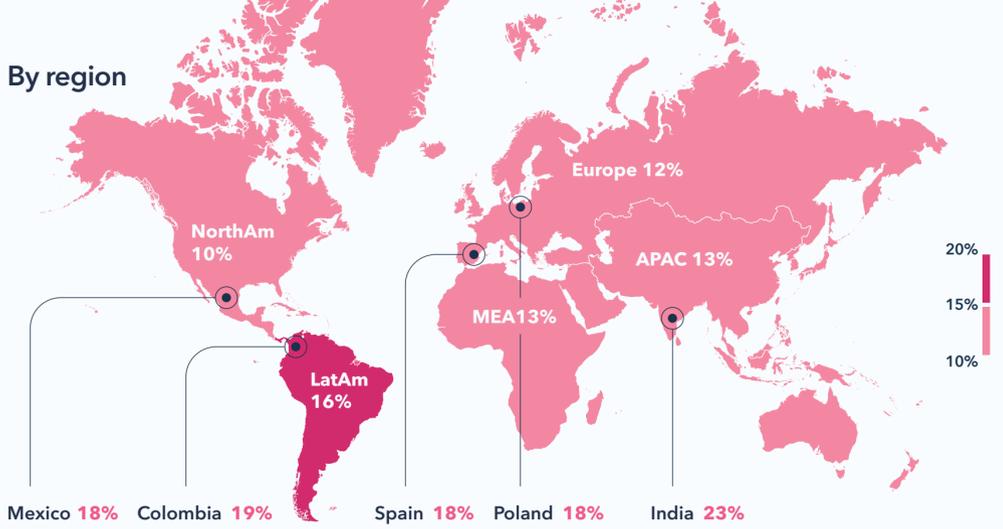


# Fashionistas



## By region



Fashionistas are brand-conscious, image-focused individuals

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

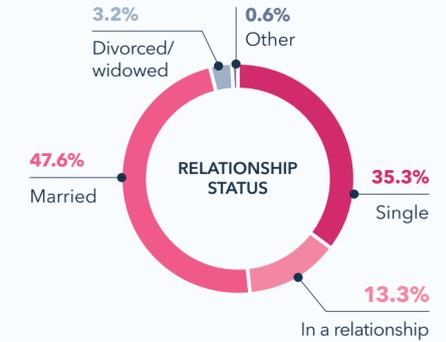
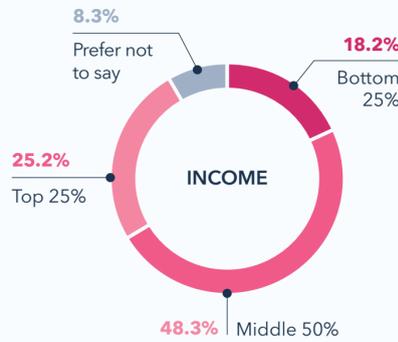
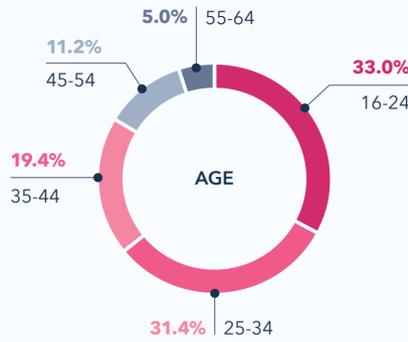
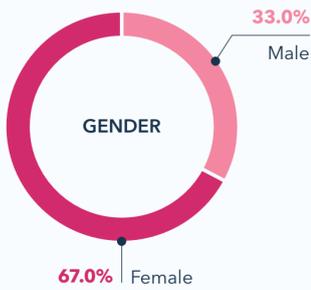
**1.4x** more likely to say they like to stand out in a crowd

**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

Discovery Method	Percentage	Index
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

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

- 60%** watched a vlog last month; 92% more likely to discover brands via vlogs
- 85%** more likely to discover brands via posts/reviews from expert bloggers
- 94%** more likely to discover brands via endorsements by celebrities

### VIP treatment is key for brand advocacy

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

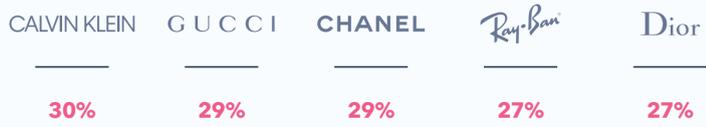
- 22%** (IDX 1.60) When something enhances my online reputation/status
- 27%** (IDX 1.47) Having insider knowledge about the brand/products
- 24%** (IDX 1.46) Access to exclusive content or services
- 30%** (IDX 1.43) The feeling of taking part
- 25%** (IDX 1.42) When I have a personal relationship with a brand
- 47%** (IDX 1.41) Love for a brand

### Mobile is their primary device for online commerce behaviors

- 73%** purchased a product online via mobile; 50% did so via PC/laptop
- 49%** more likely to have used a mobile payment service last month (53% did)
- 1 in 4** sold a product online via a mobile last month (25% more likely)

### 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

- 79%** more likely to share a brand's post on social networks
- 1 in 5** upload photos/videos to brand's social pages

## DEVICE

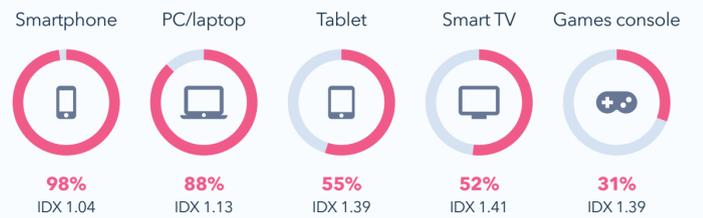
### Fashionistas also follow tech trends and are interested in fitness-tracking tech

- 81%** more likely to say owning the latest tech is very important to them
- Own an average of **4 devices** (1 more than average)
- 1.7x** more likely to own a smartwatch
- 41%** are using health and fitness apps (41% are)

Time spent online daily via (hrs:mm)



### Device ownership



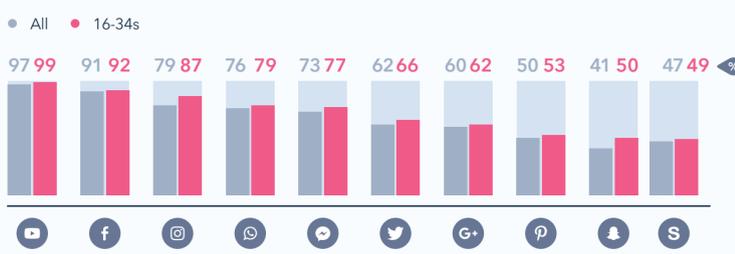
## SOCIAL

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

- An average of **3 hours** a day spent on social networks
- 3 in 4** are Social Sharers\*\* (1.5x more likely to be so)
- 49%** more likely to use social media to research/find products to buy
- 1.9x** more likely to follow brands they are thinking of buying from

### Snapchat indexes highest for 16-34 Fashionistas

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



16-34 Fashionistas are:

- 1.5x** more likely to be using Instagram
- 52%** more likely to be using Pinterest
- 1.7x** more likely to be driven to purchase by social media 'buy' buttons

## MEDIA CONSUMPTION

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

- 1.4x** more likely to have paid for a music streaming service in the past month
- 1 in 3** have paid for a movie/TV streaming service in the past month
- 3 in 10** say they regularly binge watch TV shows

### Avid mobile and traditional TV consumers

- 23%** watch television live as it's broadcasted on their mobile
- 1.3x** more likely to watch a TV channel's on-demand service on their TV



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.