

Fashionistas

13% OF INTERNET USERS ARE FASHIONISTAS*

*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

Unless otherwise stated, all figures are taken from our Q2 2017 wave of online research among 89,029 internet users aged 16-64. Among this cohort there were 9,289 Fashionistas – defined here as those who have a strong interest in fashion and style, have purchased clothes in the last month and agree with the statement that they like to keep up with the latest fashions. Note that China is excluded from percentages relating to specific/named social networks and apps.

*Click [here](#) for a full definition of this Attitudinal Segment

**Click [here](#) for a full definition of this Social Media Segment

BY REGION

% of internet users who are Fashionistas

Asia Pacific	13%
Europe	13%
Latin America	19%
Middle East & Africa	13%
North America	10%

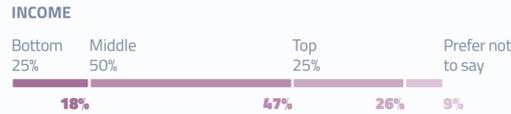
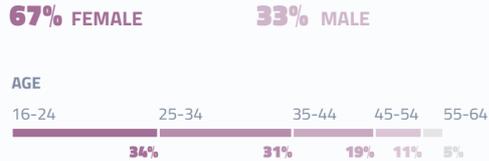
TOP 5 MARKETS

% of internet users who are Fashionistas

Mexico	24%
India	24%
Spain	18%
Thailand	18%
UAE	18%

DEMOGRAPHICS & ATTITUDES

% of Fashionistas who are...



FASHIONISTAS ARE BRAND-CONSCIOUS, IMAGE-FOCUSED INDIVIDUALS

51% MORE likely to say they like to stand out in a crowd (58% do)

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

72% MORE likely to be Status Seekers* (6 in 10 are)

2.6x MORE likely to be strongly interested in beauty products (6 in 10 are)

COMMERCE & BRAND ENGAGEMENT

MOBILE IS THEIR PRIMARY DEVICE FOR ONLINE COMMERCE BEHAVIORS

67% purchase products online via mobile; 57% do so via PC/laptop

44% MORE likely to have used a mobile payment service last month (1 in 2 did)

1 in 4 sold a product online via a mobile last month (35% MORE likely)

CLEAR POTENTIAL TARGET FOR INFLUENCER MARKETING

58% watched a vlog last month; 1 in 5 discover brands via vlogs

1 in 4 discover brands via posts/reviews from expert bloggers (91% more likely)

82% MORE likely to discover brands via endorsements by celebrities (1 in 4 do)

51% MORE likely to research products on social networks (6 in 10 do)

Top 5 Brand Discovery Channels

% of Fashionistas who say they discover new brands/products/services through the following



WILLING TO INTERACT WITH BRANDS, ESPECIALLY ON SOCIAL MEDIA

80% MORE likely to share a brand's post on social networks (1 in 5 do)

64% MORE likely to be uploading photo/videos to brands' social pages (1 in 5 do)

Top Online Brand Interactions

% of Fashionistas who say they have done the following online in the past month



PERSONAL STATUS & CUSTOMER SERVICE ARE GREATLY VALUED

59% MORE likely to want favorite brands to make them feel cool/trendy (1 in 4 do)

3 in 10 want favorite brands to make them feel like a valued customer (16% more likely)

31% MORE likely to advocate a brand following great customer service (4 in 10 say this)

Brand Advocacy: Top Over-Indexes

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



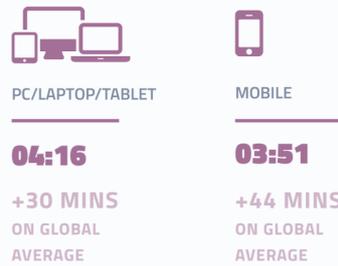
Top 5 Luxury Brands for Engagement

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



ONLINE BEHAVIOR & MEDIA CONSUMPTION

Time Spent Online Daily via (hh:mm)



FASHIONISTAS ARE TECH-SAVVY & INTERESTED IN FITNESS-TRACKING TECH

Own an average of **4 devices** (1 more than average)

89% MORE likely to strongly agree that owning the latest tech is very important to them (3 in 10 do)

45% MORE likely to own a smart wristband; 57% MORE likely to own a smartwatch (1 in 10)

90% MORE likely to be using health and fitness apps (38% are)

Device Ownership % of Fashionistas who personally own the following



SOCIAL

WILLING TO SHARE PERSONAL CONTENT & AFFINITY TOWARDS SOCIAL COMMERCE

An average of **3 hours** a day spent on social networks/services

3 in 4 are Social Sharers** (46% MORE likely to be so)

1 in 2 use social media to research/find products to buy (76% more likely)

92% MORE likely to follow brands they are thinking of buying from (48% do)

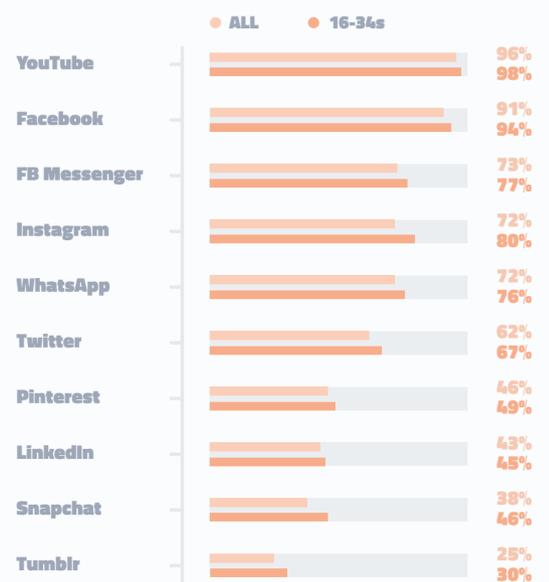
16-34 FASHIONISTAS ARE ...

25% MORE LIKELY TO BE USING INSTAGRAM; **42% MORE LIKELY TO BE USING PINTEREST**

1 IN 5 WOULD BE DRIVEN TO PURCHASE BY SOCIAL MEDIA 'BUY' BUTTONS (46% MORE LIKELY TO SAY SO)

Top 10 Social Networks

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



MEDIA CONSUMPTION

ACCUSTOMED TO ON-DEMAND ENTERTAINMENT, & PREPARED TO PAY FOR ACCESS

40% MORE likely than average to have paid for a movie/TV streaming service in the past month (28% have)

57% MORE likely to have paid for a music streaming service in the past month (27% have)

3 in 10 say they regularly binge watch TV shows (38% over-index)

Types of TV Watched

% of Fashionistas who have done the following in the past month on these devices

