

MEDIA KIT



FASHIONUNITED

NEWS • JOBS • INTELLIGENCE • MARKETPLACE

[FASHIONUNITED.COM](https://fashionunited.com)

+31 206154241

MEDIA@FASHIONUNITED.COM



FASHIONUNITED

FashionUnited is the leading international platform for the fashion industry. We believe in making the industry more efficient and transparent.

Our innovative media network for the international industry includes news, jobs, business intelligence, b2b marketplace, product data and software tools.

3M+

MONTHLY
PAGE VIEWS

1M+

MONTHLY USERS

01:34

TIME SPENT
ON SITE

500K+

SOCIAL FOLLOWERS

30

CAREER CENTERS

10

NEWS LANGUAGES





FASHIONUNITED

BRAND VALUES

GUARDIANSHIP

Fulfilling our obligation of building a better, stronger and more durable company for future generations, meeting our commitments to stakeholders, acting with an owner mentality, developing people and talent, helping improve niche communities within the industry.

USER VALUE CREATION

Enabling users to improve their businesses and creating long-term relationships by being responsive and relevant and by consistently delivering creative value.

LEADING GLOBAL NETWORK

Leveraging the power of global insight, relationships, collaboration and learning to deliver exceptional service to users through the unique fashion business network uniting the industry.

TRUSTWORTHY AUTHORITY

Our global team of journalists and fashion professionals strives to deliver the latest industry news first, based on facts and transparency to engage and educate readers with authoritative information.

BEST PEOPLE

Attracting, developing and retaining the best talent for our business, challenging our people, demonstrating a “can-do” innovative attitude and fostering a collaborative and mutually supportive environment offering the best possible service.

LIFETIME RELATIONSHIPS

As we operate in a relatively small global industry we value every relationship and aim for mutual lifetime commitment as we will always meet again.



FASHIONUNITED

INTERNATIONAL

NORTH AMERICA

CANADA

UNITED STATES OF AMERICA

MEXICO

SOUTH AMERICA

PERU

ARGENTINA

CHILE

COLOMBIA

BRAZIL

EUROPE

AUSTRIA

BELGIUM

DENMARK

FINLAND

GERMANY

SWITZERLAND

SPAIN

PORTUGAL

THE NETHERLANDS

UNITED KINGDOM

NORWAY

SWEDEN

TURKEY

POLAND

FRANCE

ITALY

ASIA

INDIA

CHINA

JAPAN

AUSTRALIA

AUSTRALIA

NEW ZEALAND





FASHIONUNITED

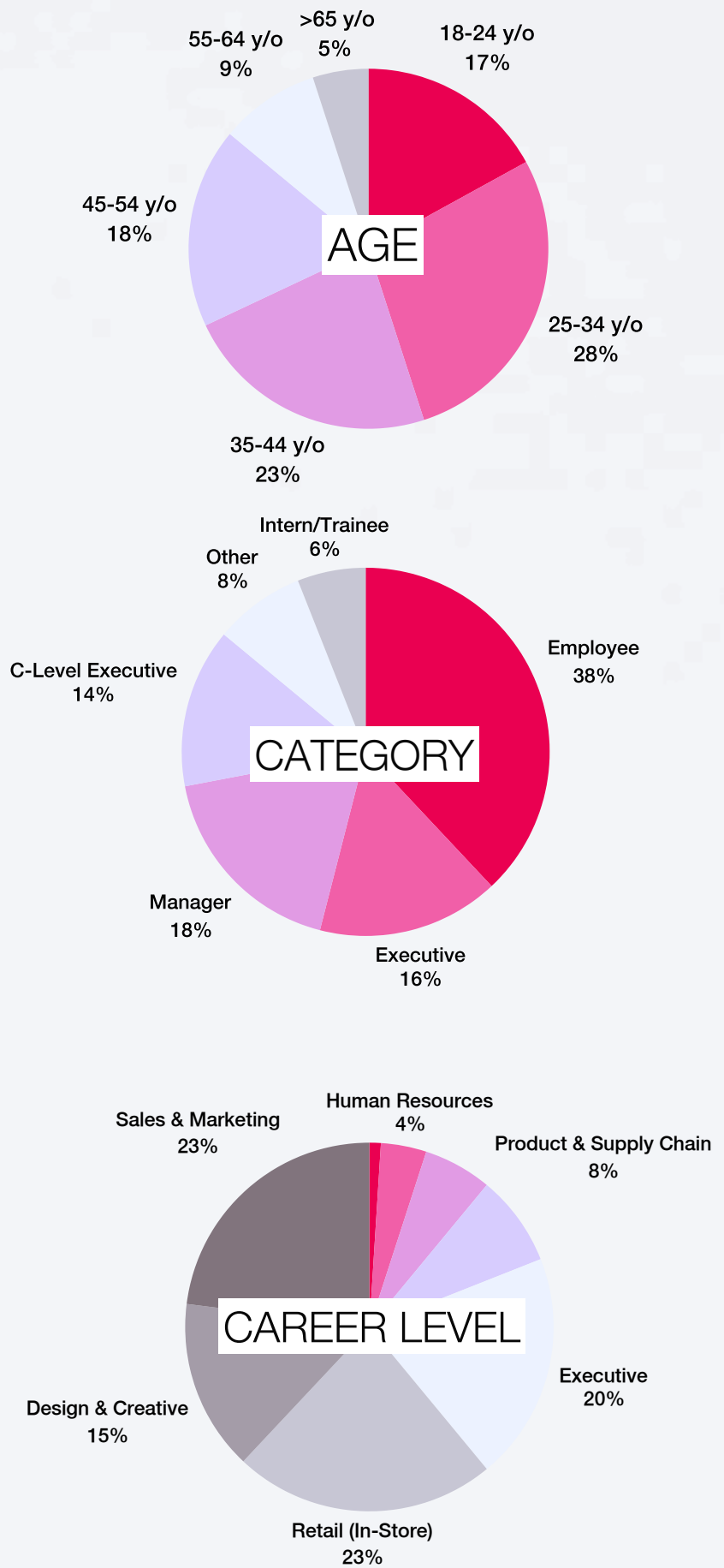
VISITORS

WHO ARE OUR USERS?

FashionUnited is the one-stop-shop for buyers, CEO's, creatives, designers, fashion journalists, HR managers, job seekers, marketers, retail professionals, sales professionals & other professionals from the fashion industry.

	Monthly Users	Monthly Page views	Time on Site
Belgium	58,000	168,000	01:58
France	153,000	261,000	01:42
Germany	316,000	786,000	01:43
India	31,000	31,000	01:24
Italy	52,000	112,000	01:00
Netherlands	220,000	557,000	01:57
Spain	136,000	257,000	01:29
Switzerland	23,000	62,000	01:24
United Kingdom	132,000	258,000	01:46
United States	253,000	510,000	01:16
Total	1,374,000	3,002,000	01:25

	Newsletter Subscribers	Social Followers
Belgium	25,000	14,000
France	43,000	35,000
Germany	24,000	54,000
India	20,000	13,000
Italy	13,000	28,000
Netherlands	30,000	44,000
Spain	52,000	54,000
Switzerland	3,000	3,000
United Kingdom	31,000	71,000
United States	15,000	167,000
Total	256,000	483,000





FASHIONUNITED

NUMBERS

1M+
MONTHLY USERS

30M+
NEWSLETTERS SENT PER YEAR

500K+
SOCIAL MEDIA FOLLOWERS

150K+
JOBS PUBLISHED PER YEAR

80K+
ARTICLES PUBLISHED PER YEAR





FASHIONUNITED

CUSTOMERS & PARTNERS

DID YOU KNOW?

That 90% of the global top 100 fashion companies are already using FashionUnited services?

- that FashionUnited cooperates with more than:
 - 100+ trade federations
 - 100+ trade fairs
 - 100+ fashion schools
 - 50+ fashion weeks
- that FashionUnited believes that establishing long term relationships with one another is key?
- that FashionUnited wants to provide fashion professionals with the most suitable products?
- that FashionUnited acts according
 - E-E-A-T: Experience, Expertise, Authoritativeness, Trustworthiness.
- that the international brand directory includes 4.000 wholesale brands.
- that FashionUnited is a native internet company established in 1998.