

MEDIA KIT

FASHIONUNITED

NEWS • JOBS • INTELLIGENCE • MARKETPLACE

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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

01:36

TIME SPENT
ON SITE

450K+

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

RUSSIA
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	61,000	172,000	02:01
France	206,000	289,000	01:41
Germany	318,000	701,000	01:48
India	23,000	31,000	01:26
Italy	41,000	62,000	01:01
Netherlands	221,000	502,000	02:03
Spain	138,000	215,000	01:31
Switzerland	16,000	33,000	01:22
United Kingdom	231,000	397,000	01:48
United States	306,000	501,000	01:18
Total	1,561,000	2,903,000	01:27

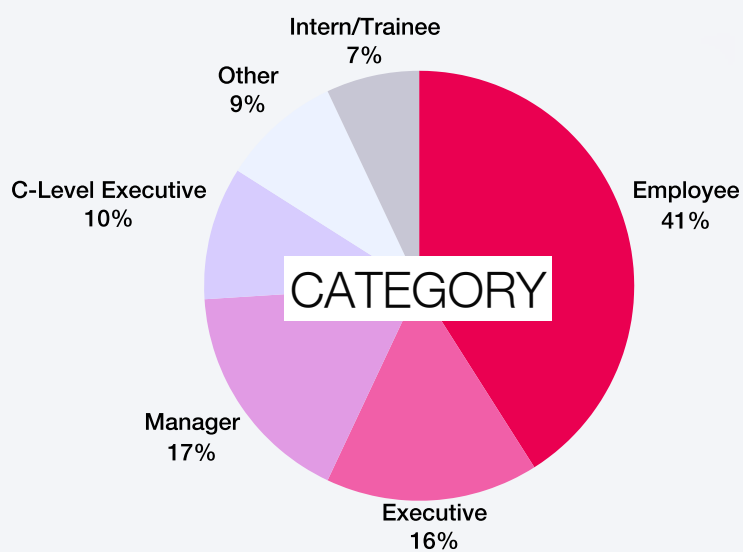
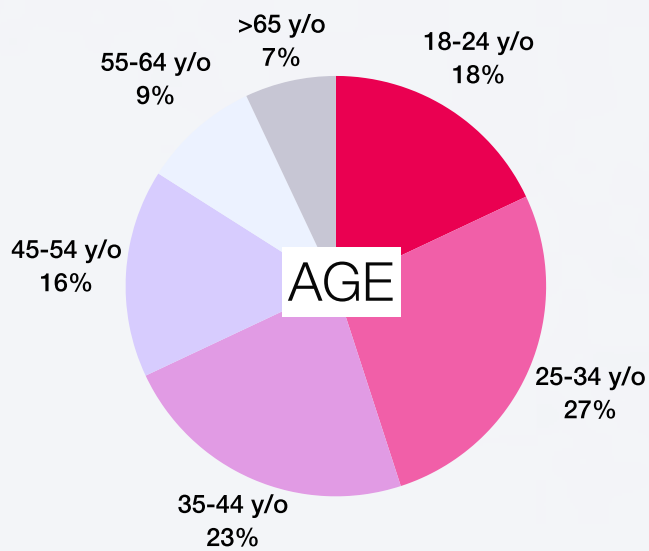
	Newsletter Subscribers	Social Followers *
Belgium	26,000	9,000
France	44,000	33,000
Germany	23,000	30,000
India	21,000	13,000
Italy	14,000	28,000
Netherlands	31,000	35,000
Spain	53,000	40,000
Switzerland	2,000	3,000
United Kingdom	31,000	65,000
United States	11,000	185,000
Total	256,000	441,000





FASHIONUNITED

AUDIENCE





FASHIONUNITED

NUMBERS

1M+
MONTHLY USERS

30M+
NEWSLETTERS SENT PER YEAR

460K+
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.