

CampusCouture Connect Database

Total Universe: **8,35,900**

Base Rate: **\$95/M**

Description Summary

CampusCouture Connect is your direct link to one of the most style-conscious, trend-driven, and high-spending demographics in the market – college students actively purchasing apparel, accessories, and footwear. This exclusive and highly targeted dataset pinpoints college fashion buyers who not only follow the latest style trends but also have the purchasing power and intent to buy, making them a prime audience for seasonal fashion campaigns, campus retail promotions, and limited edition product drops. From vintage streetwear and Y2K-inspired looks to premium designer brands and luxury accessories, these Gen Z shoppers are early adopters and influencers who drive the rapid spread of campus style trends both online and offline. With their strong social media presence, active participation in resale and subscription-based fashion platforms, and significant student fashion spending, the CampusCouture Connect audience offers unmatched potential for brands looking to boost engagement, brand visibility, and sales among style-savvy college consumers.

How Our Data is Compiled

The CampusCouture Connect database is built from high-quality, privacy-compliant sources that capture the buying behavior of style-driven college students. Data is gathered from verified purchase history through retail and e-commerce transactions, fashion-related subscriptions, and loyalty program memberships. Self-reported details and targeted lifestyle surveys provide insight into style preferences, buying frequency, and brand engagement, while verified college enrollment ensures accuracy in identifying active students. All records are processed through National Change of Address (NCOA) updates and CASS Certification to ensure standardized, deliverable addresses for maximum campaign effectiveness.

Consider the Facts

- ✓ On average, college students spend approximately \$148/month on clothing and accessories.
- ✓ A whopping 72% of college students shopped fast fashion in a single year.

Recommended Usage

CampusCouture Connect is perfect for apparel retailers, footwear brands, accessory designers, campus bookstores, and direct-to-consumer fashion labels seeking to expand their reach among style-driven college students. Use this data to promote new collections, seasonal sales, and high-demand product launches, as well as to target high-conversion audiences for e-commerce campaigns and influencer collaborations.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Email
Education Level
School Type

Buying Habits
Income
Buys Online

Mail Order Buyer
Magazine Subscriber
Phone Number

For additional information or list counts, contact your representative or list manager at 1.800.457.2899