FashionFunnel™ Buyers Database

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **23,55,874**

Base Rate: **$95.00/M**

Description Summary

FashionFunnelâ„¢ Buyers is a premium direct marketing database featuring highly engaged apparel shoppers with demonstrated interest in both luxury and mainstream fashion. These consumers exhibit strong brand loyalty, distinct style preferences, and consistent purchase activity, both online and in-store. From scrolling seasonal collections to completing online checkouts, theyâ€™re actively participating in the fashion purchase cycle. This file captures the full spectrum of fashion engagement: from trend-driven millennials to loyal brand followers and professional buyers with a flair for style. Whether youâ€™re promoting a new collection, driving traffic to your e-commerce platform, or building brand affinity for your subscription box or retail outlet, FashionFunnelâ„¢ Buyers ensures your campaign lands in front of the right shoppers at the right time. With selectable demographics, purchase behavior, and brand affinities, you can tailor your outreach with precision and confidence.

How Our Data is Compiled

The FashionFunnelâ„¢ Buyers file is built using a proprietary blend of transactional purchase data, opt-in behavioral insights, and digital engagement signals from both e-commerce platforms and in-store retail environments. We track buyer activity across a variety of apparel verticals, from luxury to fast fashion, and enhance it with lifestyle segmentation, brand preference modeling, and third-party intent data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- The U.S. apparel market is projected to exceed $400 billion by 2025.
- 41% of U.S. consumers participate in fashion-related loyalty programs, and 33% have tried a fashion subscription box or personal styling service in the last two years.
- Online fashion sales account for over 38% of all apparel purchases in the U.S.

Recommended Usage

This file is ideal for marketers looking to promote apparel lines, seasonal fashion launches, e-commerce platforms, or accessories like shoes, bags, jewelry, and eyewear. Fashion subscription boxes, personal styling services, loyalty programs, and discount offers also perform well with this audience.

Sample Mail Piece Required

Inquire

Market Type
U.S. Consumer

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 canceld 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	Email	Lifestyle Interests	Cell Phone
Gender	Income	Credit Score	Homeowner / Renter
Geography	Buying Habits	Language Spoken	Home Market Value

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

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