

Y2K Nostalgia Fashionistas Mailing List

Total Universe: **4,18,46,211**

Base Rate: **\$85.00/M**

Description Summary

Step into the trend cycle where fashion history repeats itself, with a Gen Z twist. The Y2K Nostalgia Fashionistas file captures a highly engaged audience embracing the resurgence of early 2000s style, from skirt-trousers and cargo pants to butterfly clips and oversized graphic tees. Reimagined through the lens of modern self-expression, this group blends vintage flair with contemporary edge, making them ideal targets for beauty, apparel, lifestyle, and influencer-driven brands. These fashion-forward consumers are trend-sensitive, socially active, and enthusiastic about curated aesthetics that bridge past and present. Whether through digital campaigns or direct outreach, this file offers access to a vibrant community leading the charge in the Y2K revival.

How Our Data is Compiled

The Y2K Nostalgia Fashionistas database is compiled through a combination of self-reported consumer data, online behavioral signals, purchase history, and lifestyle-based subscription sources. Individuals included in this file have demonstrated a strong interest in fashion, beauty, and trend-focused content. This rich dataset is continuously maintained through rigorous hygiene protocols, including monthly updates against the National Change of Address (NCOA) database and CASS certification, ensuring high deliverability and campaign success. Every record is verified and enhanced to maximize reach, response, and ROI for marketers.

Consider the Facts

- ✓ Sales of low-rise jeans, baby tees, mini skirts, velour tracksuits, and tube tops have surged in early 2025, with some categories growing 14%–40% year-over-year
- ✓ 70% of Gen Z shoppers prefer secondhand or upcycled Y2K items; resale platforms like Depop saw up to 200% increases in Y2K-related searches

Recommended Usage

This database is an excellent resource for companies in the fashion, beauty, lifestyle, and e-commerce industries looking to connect with trend-aware, visually influenced consumers. Ideal for fast fashion retailers, cosmetic subscription services, DTC lifestyle brands, youth-focused media platforms, and event marketers promoting nostalgic or pop-culture-inspired experiences.

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 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	Email	Occupation	Buying Habits
Gender	Homeowner Status	Cell Phone	Lifestyle Interests
Geography	Income	Net Worth	Presence of Children

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