

FashionFunnel™ Buyers Database



Total Universe: 2,355,874

Base Rate: \$95.00/M

Description Summary

FashionFunnel™ 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, they'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 you're promoting a new collection, driving traffic to your e-commerce platform, or building brand affinity for your subscription box or retail outlet, FashionFunnel™ 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 FashionFunnel™ 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.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Income
Buying Habits
Lifestyle Interests
Credit Score

Language Spoken
Cell Phone
Homeowner / Renter
Home Market Value

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$475.00

Net Name

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

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is
extended to all trade partners.

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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