

# Y2K Nostalgia Fashionistas

**Total Universe: 41,846,211**

**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.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Email

Homeowner Status  
Income  
Occupation  
Cell Phone

Net Worth  
Buying Habits  
Lifestyle Interests  
Presence of Children

## 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: \$425.00

## 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