

Fashionista



product information

When it comes to fashion, these women are always up to date. They are not only style-conscious, but also fashion-conscious and always want to know what the latest trends are. They like to take their cues from stars and celebrities and get inspired by their outfits. To stay on trend, they like to order fashion by mail - be it clothes, shoes, accessories or jewelry. They pay attention to quality and design and like to invest in high-quality and exclusive products. However, a good price-performance ratio is also important to them, because they don't want to spend a lot of money unnecessarily. This target group, predominantly female and aged between 30 and 60, has a medium to high net household income. The ladies attach great importance to their appearance and always want to look good - whether at work, shopping with friends or at parties and events. For them, fashion is an expression of their personality and individual style.

selections and prices

	clients last 0-6 months
45.788	clients last 0-12 months
44.093	clients last 13-24 months
	further selections on request

€	190,00	o/oo
€	180,00	o/oo
€	170,00	o/oo
	on request	

conditions and additional costs

Basis-selections/delivery costs

€	200,00	flat
€	50,00	flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

last update: May 2023

target group characteristics

sexcode

women: 100%

target groups

- + age: 30- 45 years
- + age: 45 - 55 years
- + women
- + lottery fan
- + household net budget high
- + average net income
- + cosmetics
- + lifestyle
- + fashion

acquisition

- + compiled lists

quality

- + proof of origin
- + date of purchase