



FASHIONISTAS



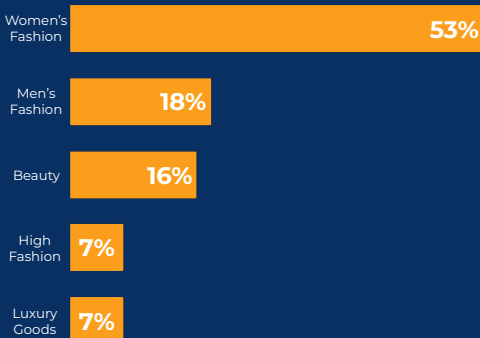
Reach of
8 in 10
Fashionistas

GET TO KNOW OUR
STYLE & FASHION
USA AUDIENCE

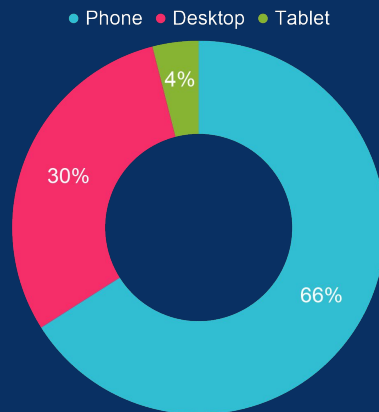
Audience overview

Always ahead of the next trend, our **Style & Fashion** audience spans clothing, beauty, accessories, and luxury. From NY Fashion Week and Coachella to the Met Gala, they are engaged with the looks, inspiration, and styles that inform how they shop and style themselves every day.

Style & Fashion topics most engaged with



Device usage



Categories more likely to be engaged with



Style & Fashion

This audience rises **1.5x – 2x** during global Fashion Weeks and arts festivals.

The Met Gala and NYFW drive the year's highest peaks, with **Celebrity Style** up 165% over baseline.

Summer fashion peaks during major festivals, with Coachella and Glastonbury driving a 185% surge.

Fashion events and festivals fuel our fashion-loving audience

