MAXPOINT

Sartorial New York

{A MaxPoint Interest Index}

A list of the most fashionable cities across the world reads like a dream itinerary for the international jetsetter: New York, Paris, Milan, Barcelona, Tokyo, London, and Hong Kong, among others, all make the list. These major fashion hubs boast stylish residents, boutiques from the top designers, budding new talent, and economies that depend, in part, on the production and sale of trendy garments and luxury accessories.

In the United States, New York City residents in particular demonstrate a higher-than-average interest in fashion, which they satisfy by consuming industry-related content online and by making stylish purchases in stores. This elevated interest makes New York an ideal place for US advertisers to run online ads that drive the fashion-conscious into local stores, where they may buy anything from reasonably priced outfits for the office, to their first investment piece from the handbag department.

sartorial
A popular fashion term since the launch of *The Sartorialist*—a style blog created by photographer Scott Schuman—*sartorial* means "of or relating to a tailor or tailored clothes; of or relating to clothes."

Fashionable New York Neighborhoods

Within stylish New York, there are specific neighborhoods where an interest in fashion is even more dominant than it is in neighboring communities. In preparation for New York's most important February fashion event—Mercedes-Benz Fashion Week—we took the opportunity to analyze billions of online data points to find these pockets of very fashionable residents. Nine neighborhoods make up the list:

- Astoria
- Central Park South
- Chelsea
- Gramercy-Flatiron
- Greenwich Village
- Sunnyside
- West SoHo
- White Plains
- Williamsburg

Shopper Profile

Fashionable shoppers in the top neighborhoods share a few things in common:

- They're between 35 and 44 years of age.
- They're single.
- They make between $40,000 and $80,000 per year.

- They search for the latest content online related to Fashion Week, designer handbags, and the top designers.
- They frequent websites for the world's top fashion magazines (including *Vogue* and *W* magazine), as well as fashion blogs.
- They are also interested in interior design, arts and culture, gourmet food, yoga, beauty, weddings, and running.

In many ways, this shopper profile offers interesting insights that contradict the assumptions many advertisers have made in the past about the fashion-conscious. For example, the most fashionable shoppers are not in their 20s. Instead, they're in their late 30s and early 40s, perhaps having had more time to absorb the fashion scene and to cultivate an interest in all things stylish.

The majority of New York's fashionable shoppers also don't make enough to purchase runway designs. This piece of information is extremely valuable to advertisers. Take Michael Kors, for example. Although Kors is a steady fixture on the runway, he's also taken great lengths to capitalize on the "affordable luxury" trend. In 2004, Kors launched his MICHAEL Michael Kors line, which features dresses priced between $99 and $300 (compared to the $1,000 to $3,000 price tags for the pieces at the top of his collection).[1] The decisions he's made about his line have put him in a strong position to drive in-store sales from New York fashionistas via targeted online ads showcasing sophisticated yet affordable designs.

Fashion designers aren't the only advertisers who can use our shopper insights to their advantage. Department stores can also capitalize on New York's interested but financially grounded fashion audience: trunk shows that offer a modest discount on current trends, semi-annual sales, and affordable versions of red-carpet looks are just some of the attractive promotions advertisers can feature in online ads to drive purchase-ready New York shoppers to their stores.

What This Means for Advertisers

New York City's fashion retail market is the nation's largest, generating more than $15 billion in sales each year.[2] Designers, boutiques, department stores, and other fashion retailers stand to make a fairly substantial profit from online ads that drive New York's most fashionable residents into stores. By targeting online ads to the city's most stylish neighborhoods and tailoring ad content so that it speaks to an audience with clearly defined demographics, online activity, and interests, digital advertisers will make the most of their hyperlocal online fashion campaigns.

MaxPoint in Action

Using the data from this Interest Index, we ran several digital advertising campaigns, including the following:

Leading Department Store – A high-end department store sought to increase consumer awareness and education of its products and services. MaxPoint helped the company launch a multiple-month campaign targeting women 25 to 44 years of age with an income of $50,000+ who also exhibited a strong interest in fashion, shopping, and style. The campaign resulted in a click-through rate that was three times the industry average.

British Fashion Designer – A British fashion designer with store locations in the United States wanted to drive qualified customers to its website and to gain insights about who was responding to its ads. MaxPoint targeted adults living within 8 to 10 miles of the designer's US locations with hyperlocal digital ads. The ads resulted in more than 2,000 visits to the designer's website and provided insights into the respondents' age, education, household income, and net worth. These insights provided the foundation for future targeted campaigns.

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1. http://money.cnn.com/2010/09/13/news/companies/michael_kors_fashion.fortune/index.htm
2. New York City Economic Development Corporation, *Fashion.NYC.2020*, 2012

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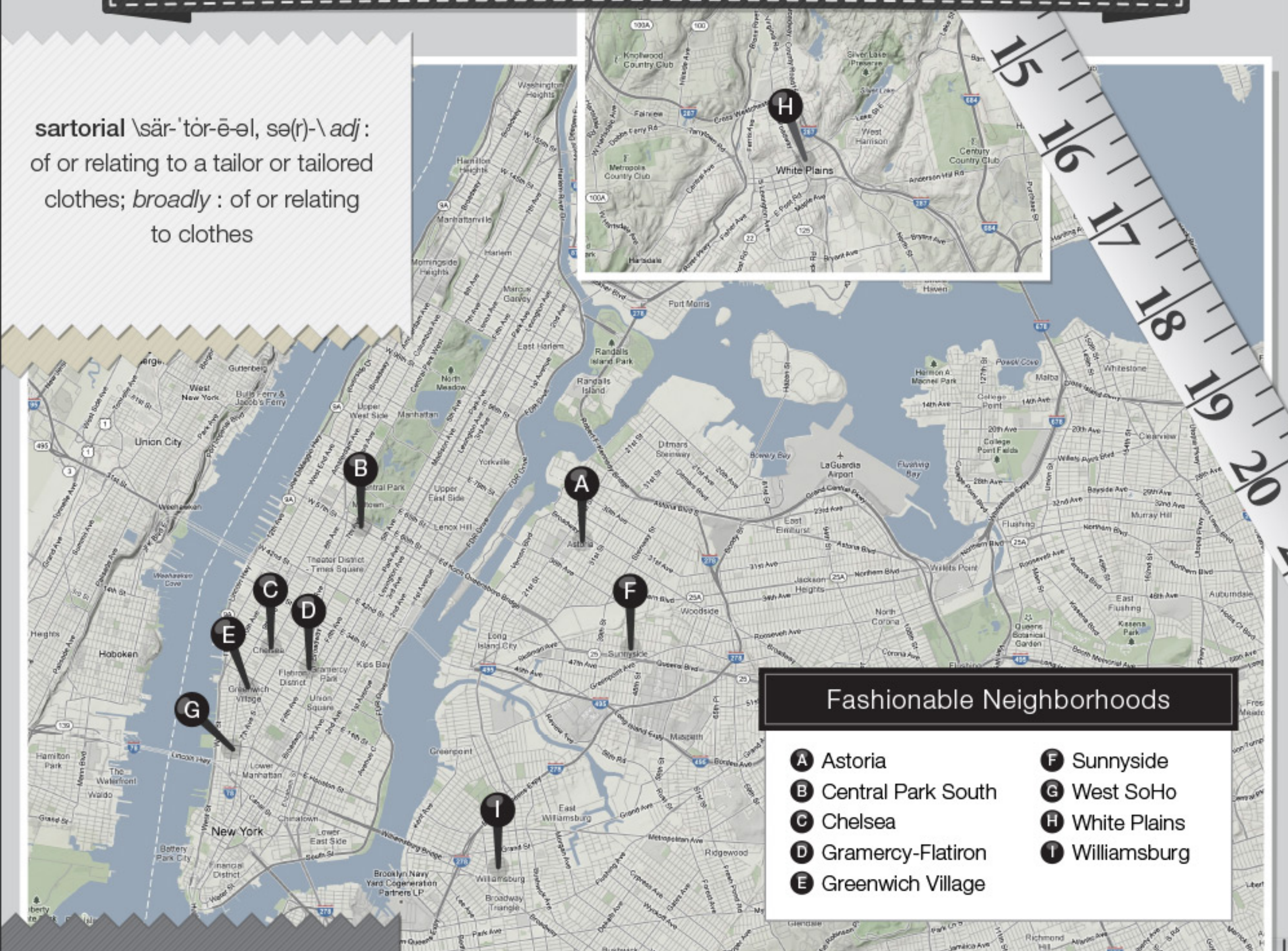
Fashionable Neighborhoods

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I Williamsburg

New York City's fashion retail market is the nation's largest, generating over $15 billion in sales each year.

(New York City Economic Development Corporation, *Fashion.NYC.2020*, 2012)

Fashionable Shopper Profile

Typical shopper interested in fashion:
- ☑ Age: 35–44
- ☑ Single
- ☑ Income: $40,000–$80,000
- ☑ Other Interests: interior design, arts and culture, gourmet food, yoga, beauty, weddings, running

More than 100,000 fashion industry insiders, including buyers, editors, retailers, and celebrities, attend Mercedes-Benz Fashion Week in New York City.

(www.mbfashionweek.com)

Online Topics

What the fashionable are searching for online:

- Fashion Week NYC
- Designer handbags
- Betsey Johnson
- Hervé Léger
- Marc Jacobs
- Vogue
- W magazine
- Fashion blogs
- Michael Kors
- Zac Posen
- Monique Lhuillier
- Carolina Herrera

Spending on apparel and services increased 2.4% in 2011 to $1,740 per US consumer unit.

(Bureau of Labor Statistics, *Consumer Expenditures – 2011*, September 25, 2012)

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