

FASHION

With online shopping bringing new opportunity to the Australian retail landscape, the strength of catalogues and letterbox marketing has never been as strong. Within the fashion sector, print provides a physical gateway into consumers' homes, providing insight into what's instore and online.



72%

2.2 million Australians are 'Trusted Advisors' for Buying Fashion and Looking Good. Of these, 72% have read a catalogue in the last 4 weeks and 56% have read unaddressed mail in the last 7 days

70%

3.1 million Australians are 'Information Seekers' for Buying Fashion and Looking Good. Of these 70% have read a catalogue in the last 7 days and 56 have read unaddressed mail in the last 7 days

52%

Australians consider catalogues to be the media most useful for selecting clothing and fashion. Of these 52% have bought from a catalogue in the last 7 days

2x

Those who agree they are the first to buy the latest fashion are 2 times more likely to have bought from a clothing store catalogue in the last 7 days

56%

56% of those who agree that they try to look stylish have bought from a catalogue in the last 7 days

32%

of those who bought from a clothing store catalogue in the last 7 days agree that it's important to look fashionable

65%

of those who agree that they wear clothes that will get them noticed have read a catalogue in the last 4 weeks

17%

Heavy Catalogue readers (8+ per week) are 17% more likely to agree they are the first to buy the latest fashion

Source: Roy Morgan Research, 2018

