

# W. ICONS

“We show you what never goes out of fashion”

SINCE 2014

MEDIA PACK 2024

## Who We Are

W. ICONS is an omni-channel digital publishing platform that works closely with brands to deliver content across fashion, beauty, lifestyle and travel. In a world saturated with publications telling you what's in fashion, W. ICONS cuts through the noise and tells you what never goes out of fashion.

LOEWE



## Meet The Founders

Wardrobe ICONS was **founded in 2014** by former fashion editors – and friends – Laura Fantacci and Petro Stofberg.

With a background in print publishing and a combined **45 years in the fashion industry**, Laura and Petro have pooled their extensive knowledge and expertise to build W. ICONS into a leading digital style destination.

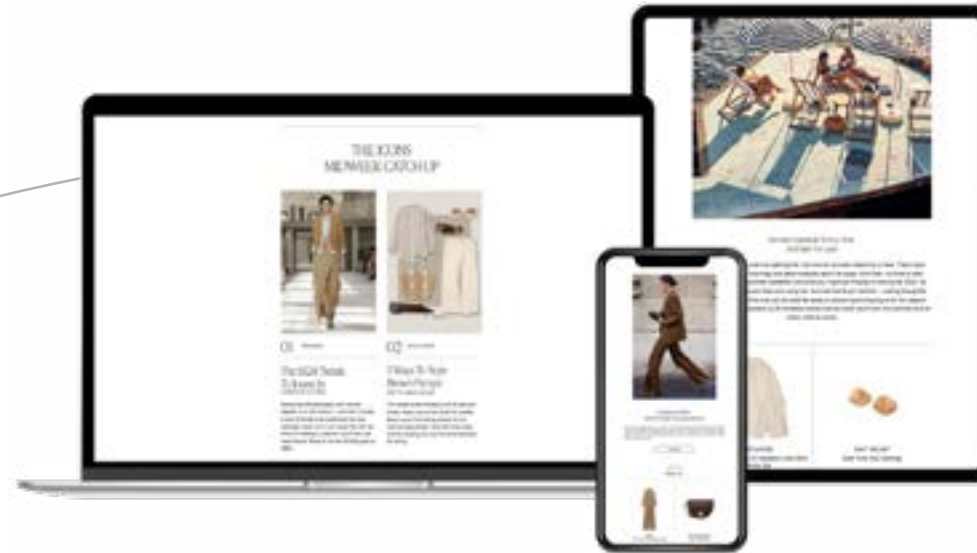
Appealing to the contemporary woman, W. ICONS has carved a niche in the digital landscape thanks to an unwavering dedication to its style philosophy: “**Forever pieces over quick-fix fashion, and a grown-up style that you remain in love with, season after season.**”



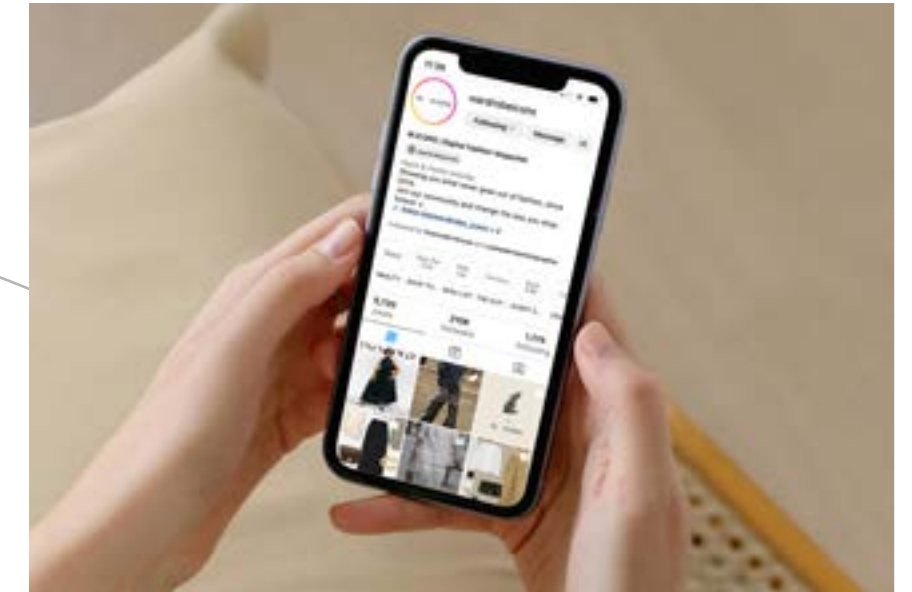




DIGITAL MAGAZINE



NEWSLETTERS



SOCIAL CHANNELS

## WE ARE A TRULY OMNICHANNEL BUSINESS

With readers consuming media on a multitude of platforms, it pays to be present on all.



BEAUTY AWARDS



EVENTS



MARKETPLACE



# At A Glance

105k

MONTHLY UNIQUE VISITORS

350k

PAGE VIEWS

1:40 Mins

DWELL TIME

70k

DIGITAL MAGAZINE (REACH)

46k

NEWSLETTER SUBSCRIBERS

220k

SOCIAL MEDIA FOLLOWERS  
(ALL CHANNELS)



# Our Audience

## VISITORS

DEMOGRAPHIC IS  
CONCENTRATED IN THE ABC1

# 20-44

GROUP

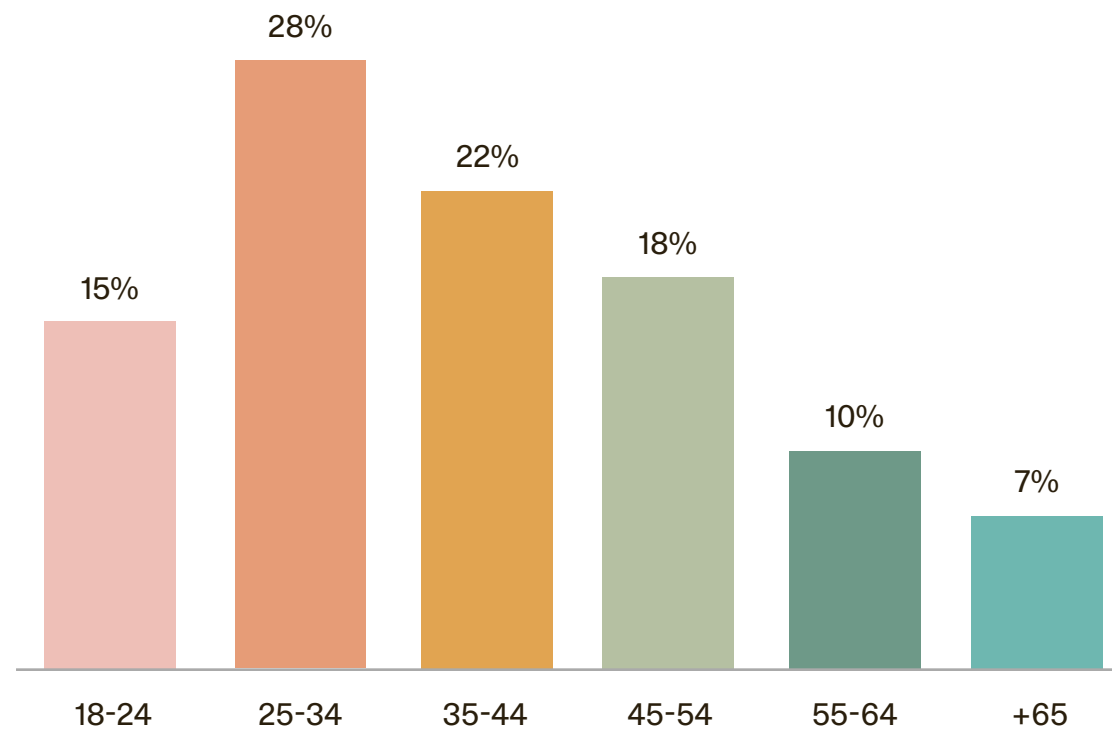
# 89%

FEMALE

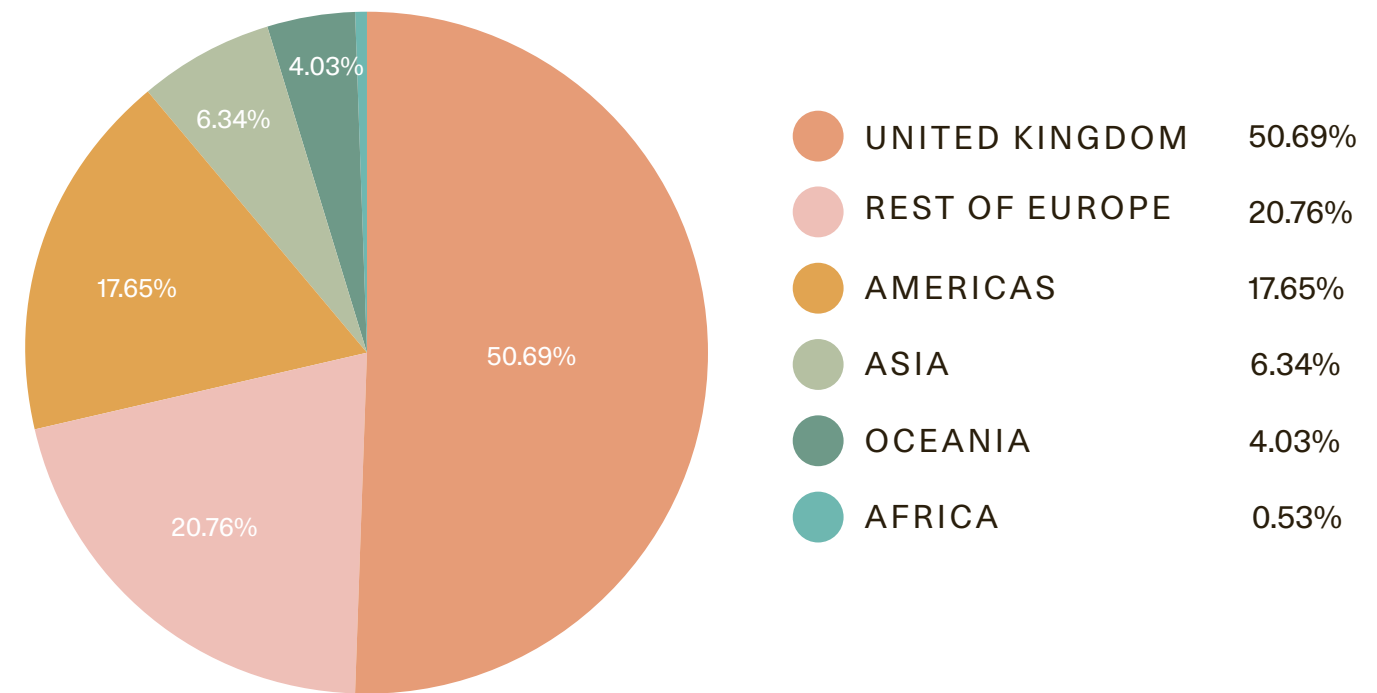
# 39

AVERAGE AGE

## AGE SPLIT



## GLOBAL READERSHIP





# Our Reach

## UNIQUE VISITORS

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105k  
PER MONTH

350k  
PAGE VIEWS

1:40MINS  
AVERAGE DURATION

## NEWSLETTERS

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46k  
SUBSCRIBERS

35%  
OPEN RATE

4%  
CLICK RATE

## SOCIAL

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210k  
INSTAGRAM

5.5k  
PINTEREST

3.8k  
TIKTOK





# Purchasing Power

## OUR READER'S INCOME

55%

EARN OVER £70K  
PER ANNUM\*

32%

EARN OVER £120K  
PER ANNUM\*

## AVERAGE ORDER VALUE

£157

OVERALL

£509

LUXURY RETAILERS

\*Data taken from a 2024 survey of 1,000 readers





# What Makes Us Different?

**1. ALWAYS DATA-DRIVEN**  
 Every order is tracked down to a product level, meaning we monitor buying trends and optimise content for enhanced conversion opportunities.

**2. LONG-LASTING AND MEANINGFUL CONTENT**  
 The digital magazine runs for three weeks, so articles stay relevant for longer than other online publishers.

**3. UNRIVALLED ACCESS TO INDUSTRY TALENT**  
 Prestigious cover stars provide impressive reach and anchor the content.

**4. CONVERSION-OPTIMISED**  
 W. ICONS content generated over £2m in gross sales in 2023 with an AOV of £337 for luxury brands and £157 across the board, as a result of our ROI-focused content model.

**5. THE RIGHT AUDIENCE**  
 An affluent female demographic with an average age of 39 concentrated in the ABC1 20-44 group.



# Brands That Trust Us

NET-A-PORTER

*Massimo Dutti*

LIBERTY.

***BaByliss***<sup>®</sup>

*B*  
BREITLING  
1884

ESTÉE LAUDER

**WHISTLES**

JOHN LEWIS  
& PARTNERS

TIFFANY & Co.

**BODEN**

GALVAN  
LONDON

LOEWE

**T+**  
**TISSOT**

**STELLA**  
STELLA/McCARTNEY

**UNIQLO**

MATCHESFASHION.COM

RALPH LAUREN

ARKET

**BEAUTY PIE**

VANESSA BRUNO

**LONGINES**<sup>®</sup>

Reformation

GANNI

BURBERRY

REISS

*Smith*  
Mr & Mrs Smith

VARLEY

*Pragwell*

  
ANTLER

MEJURI

MISSOMA

THE OUTNET



# The Fashion Team

Collaborating with W. ICONS offers unparalleled access to influential and expert editors, each with a distinct style and voice that resonates with every woman in our audience.



Laura Fantacci  
CO-FOUNDER AND  
CCO



Petro Stofberg  
CO-FOUNDER AND  
COO



Polly Knight  
FASHION DIRECTOR



Des Lewis  
CONTRIBUTING SENIOR FASHION  
EDITOR

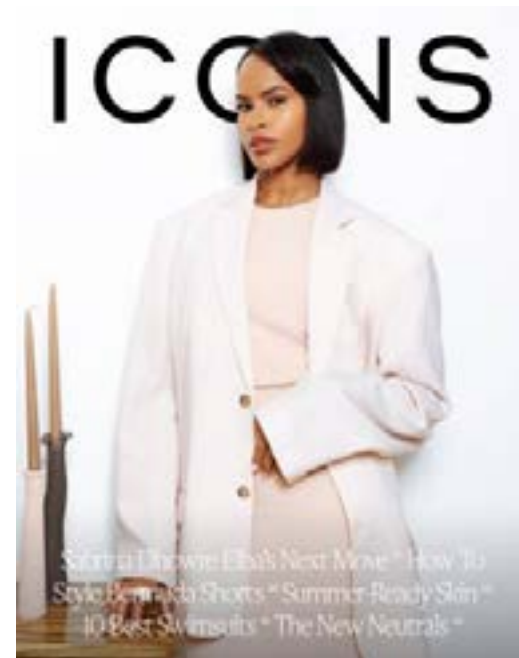
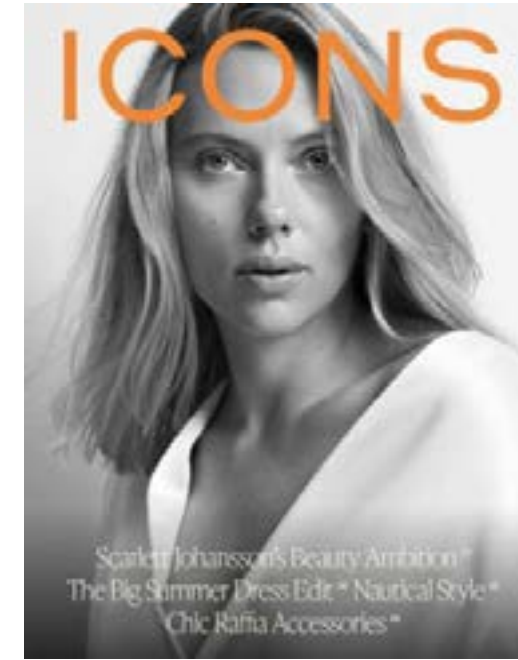


Deborah Brett  
EDITOR-AT-LARGE



# ICONS – The Digital Magazine

At W. ICONS, our dedicated editorial team creates compelling premium content covering a diverse range of topics. From exclusive interviews with esteemed cover stars to trend reports, style guides, and bespoke branded features, we excel in creating authentic content that resonates seamlessly with our audience.





# ICONS – The Digital Magazine

These features and articles range from visual, image-led pieces to in-depth editorial content across fashion, beauty, wellness, lifestyle and travel.



EXPERT INTERVIEWS



GIFT GUIDES



JEWELLERY



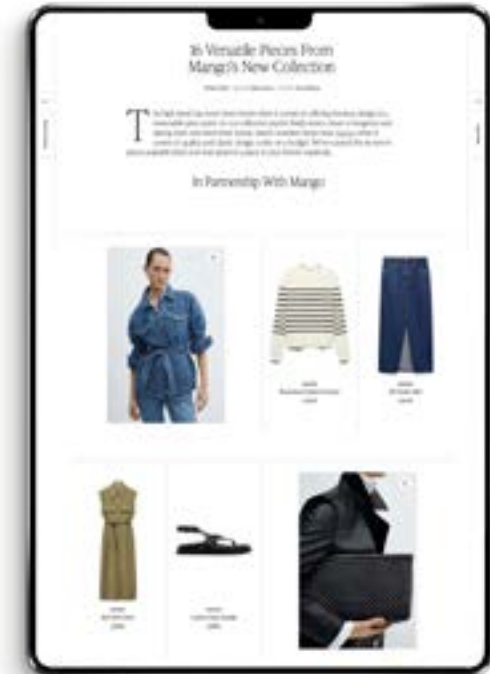
BEAUTY AND WELLNESS



TRAVEL REVIEWS



WATCHES



SMART BUYS



LUXURY FASHION



SPONSORED CONTENT



BRANDED SHOOTS



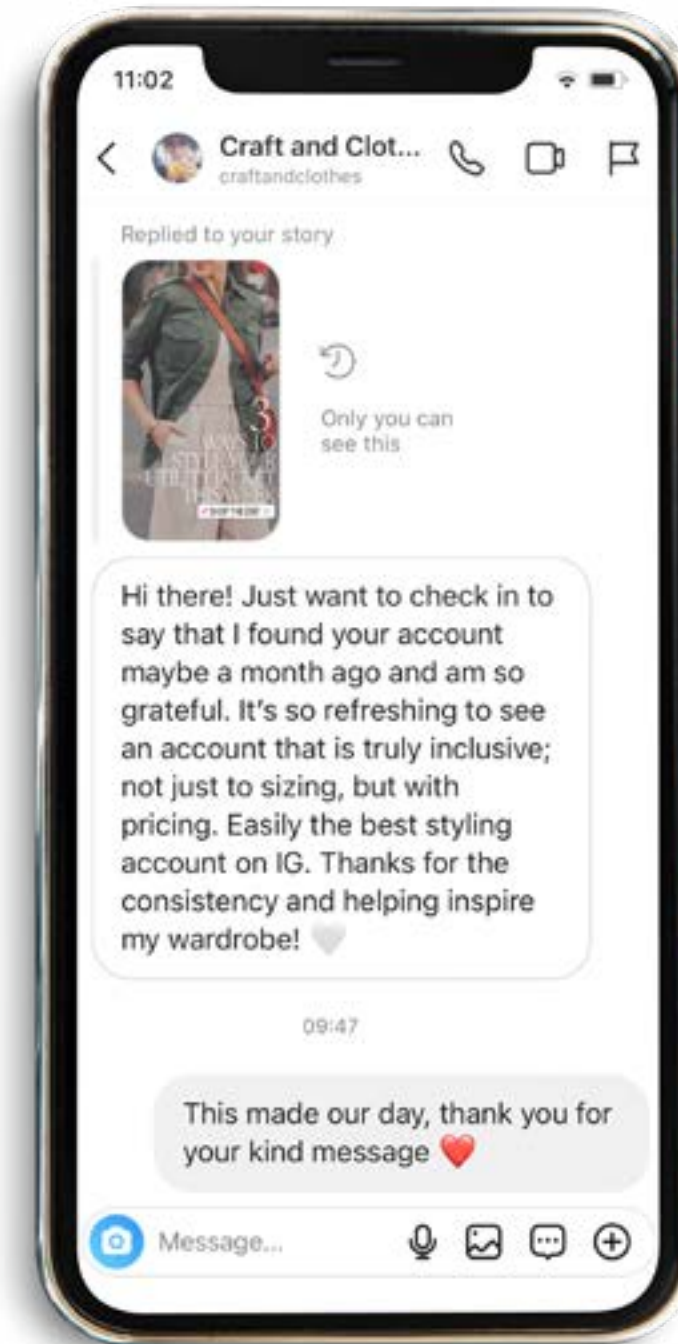
# Audience Insights

“Love reading the newsletters, always great fashion inspiration and content and my wardrobes are now so much more organised!”

“I’m constantly unsubscribing from newsletters but yours is the only one I am happy to see in my inbox each day”

“Please can I start by saying I so enjoy your Instagram and emails. I really look forward to them... I love the styling inspiration and the whole ethos of purchasing items to build a forever wardrobe.”

“Love everything about W. ICONS, honestly the way you style outfits is such a huge inspiration and so helpful. Seriously have zero ideas about how you can make it better because I don’t think that’s possible!”





Partnership

# OPPORTUNITIES



# Partnerships At A Glance

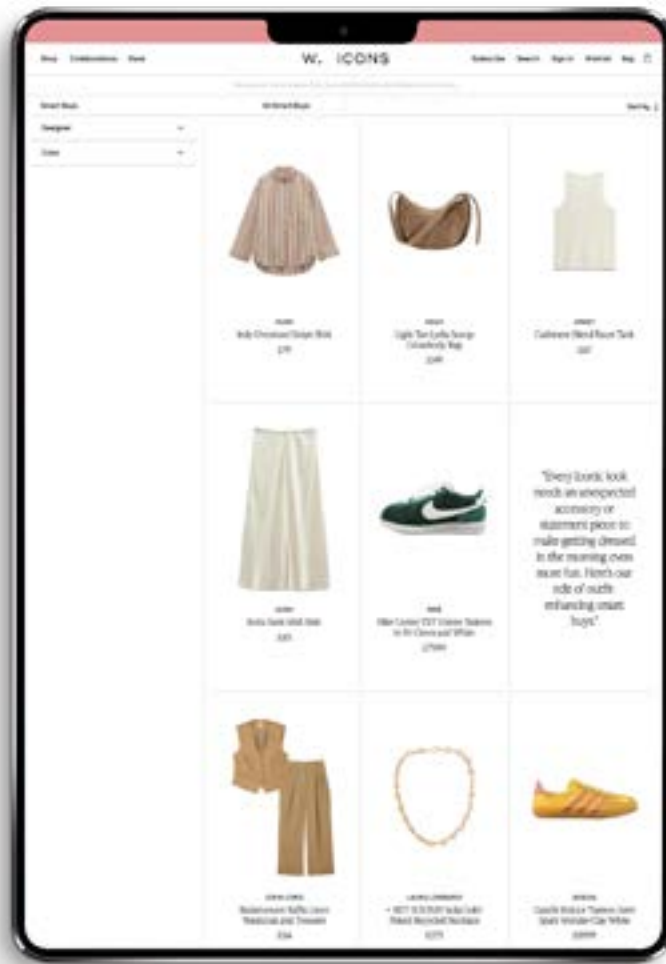
Our partnerships span four key areas:

1. THE WEB SHOPS
2. DIGITAL MAGAZINE
3. NEWSLETTER
4. SOCIAL
5. EVENTS

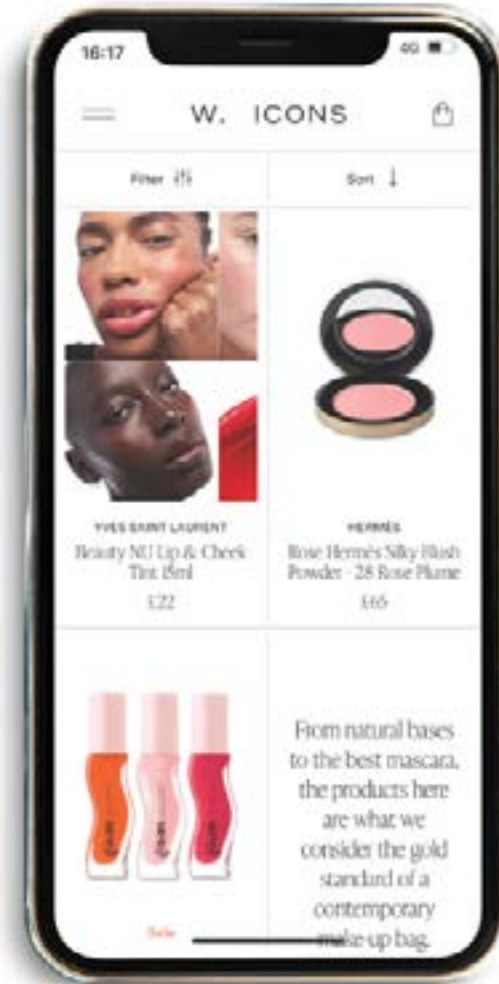


# 1. The Web Shops

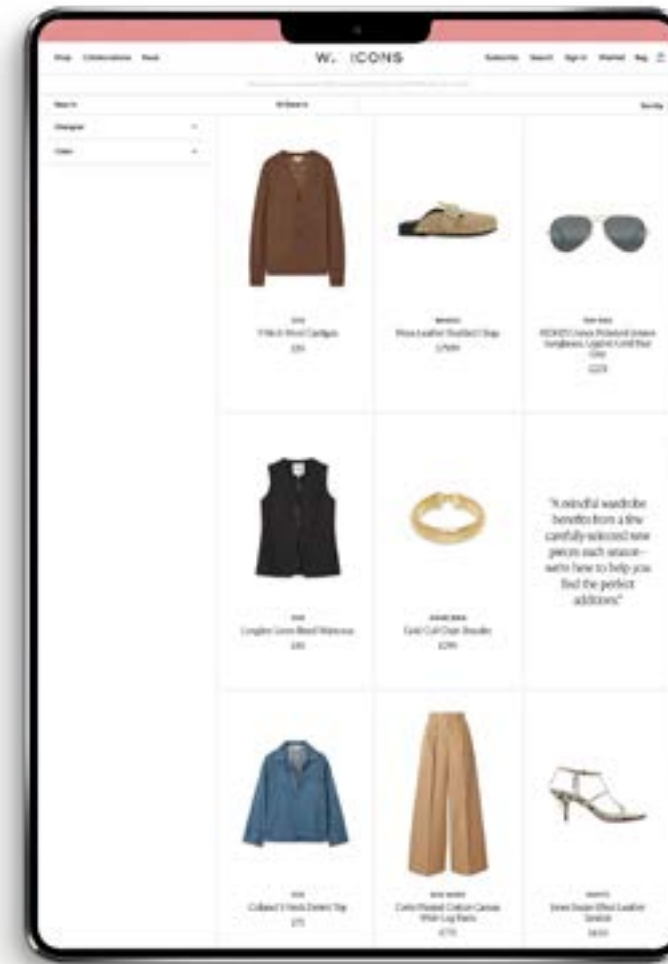
A carefully curated edit of pieces from all our advertising partners, handpicked by our editors and updated daily.



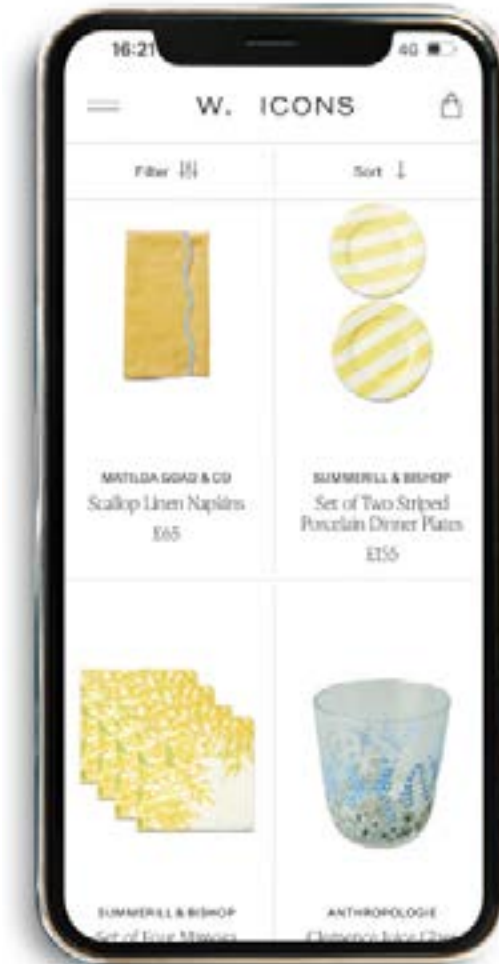
SMART BUYS



BEAUTY



NEW IN



INTERIORS

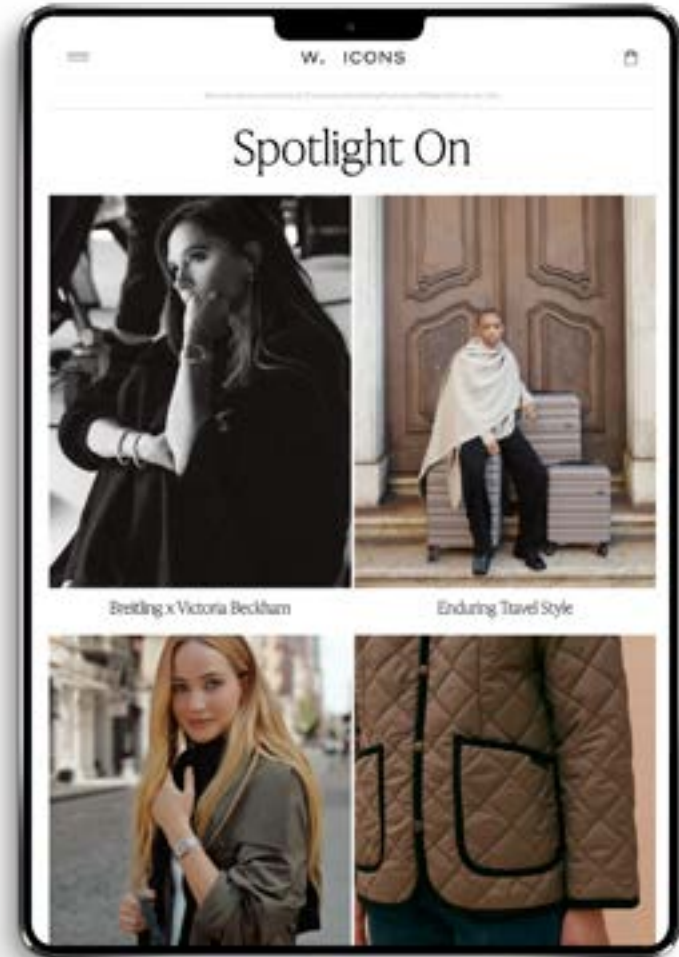


# 2. ICONS – Digital Magazine

ICONS stands as the focal point for all our content, with each issue incorporating 8-10 expertly edited pages of shopping articles, bespoke branded content, style guides, and more.



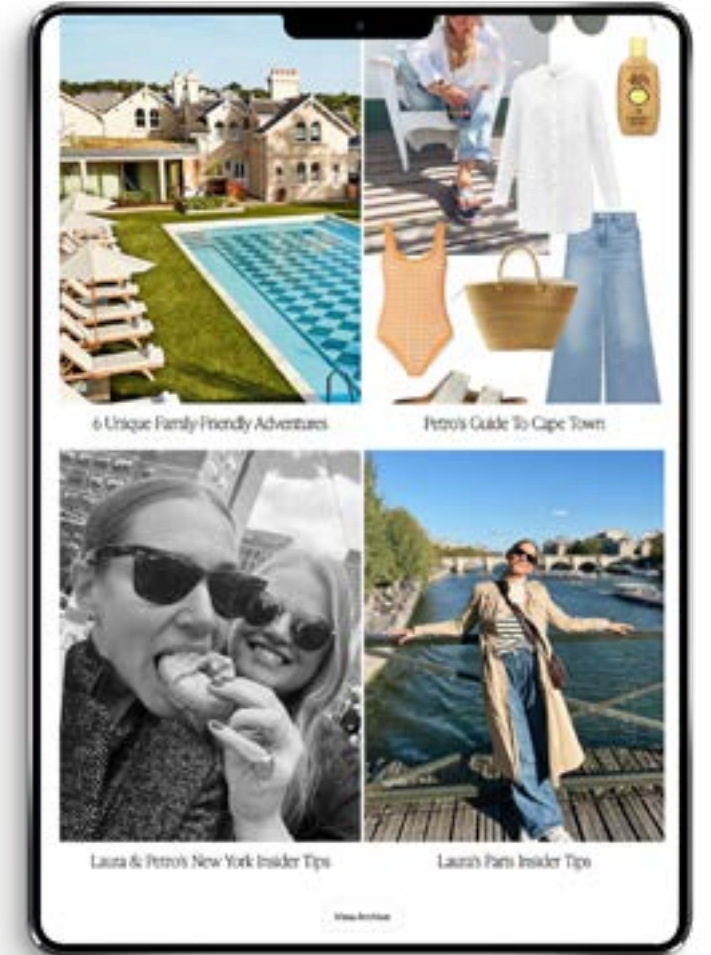
4 WAYS TO STYLE



SPOTLIGHT ON



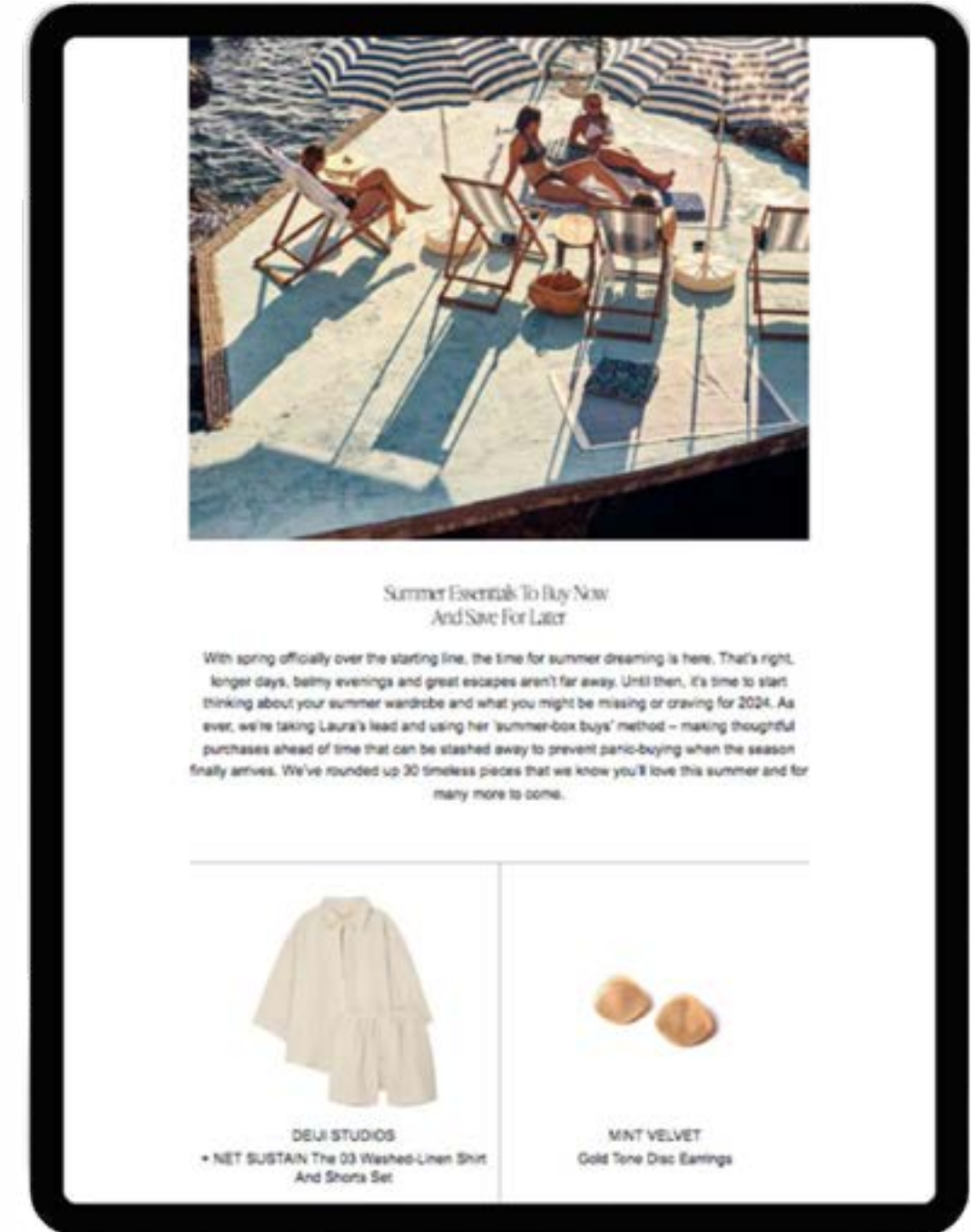
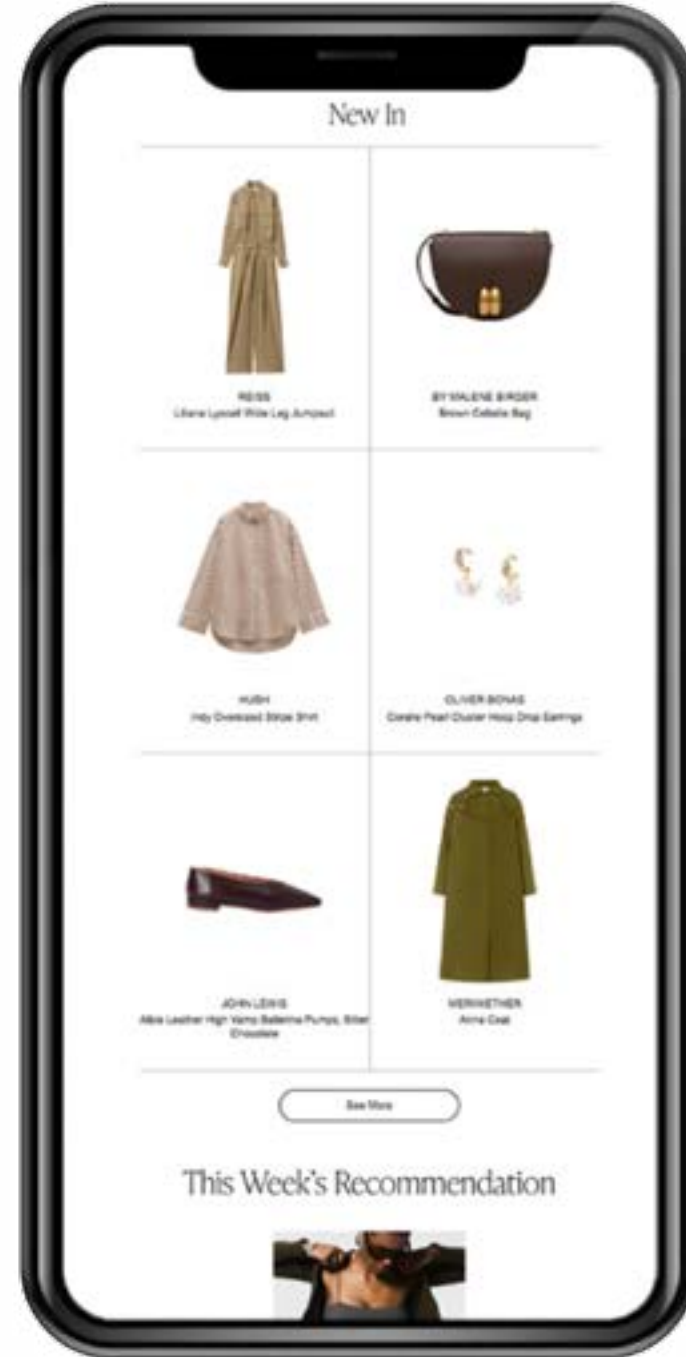
STYLE GUIDES



TRAVEL REVIEWS

# 3. Newsletters

W. ICONS newsletters offer a perfect blend of insight and inspiration, providing glimpses into the wardrobes of the most stylish women, editor’s picks, and more. With consistently improving open and click-through rates, the latest designs are proving to be a lasting success with our discerning audience.





# Solus Newsletters

A chance to speak to the W. ICONS loyal subscribers during key selling periods, with full ownership of all newsletter placements, ensuring 100% SOV.

Option to link directly to your brand website or to a dedicated article page on the W. ICONS site, offering a seamless and familiar customer journey.

# 45k+

SUBSCRIBERS

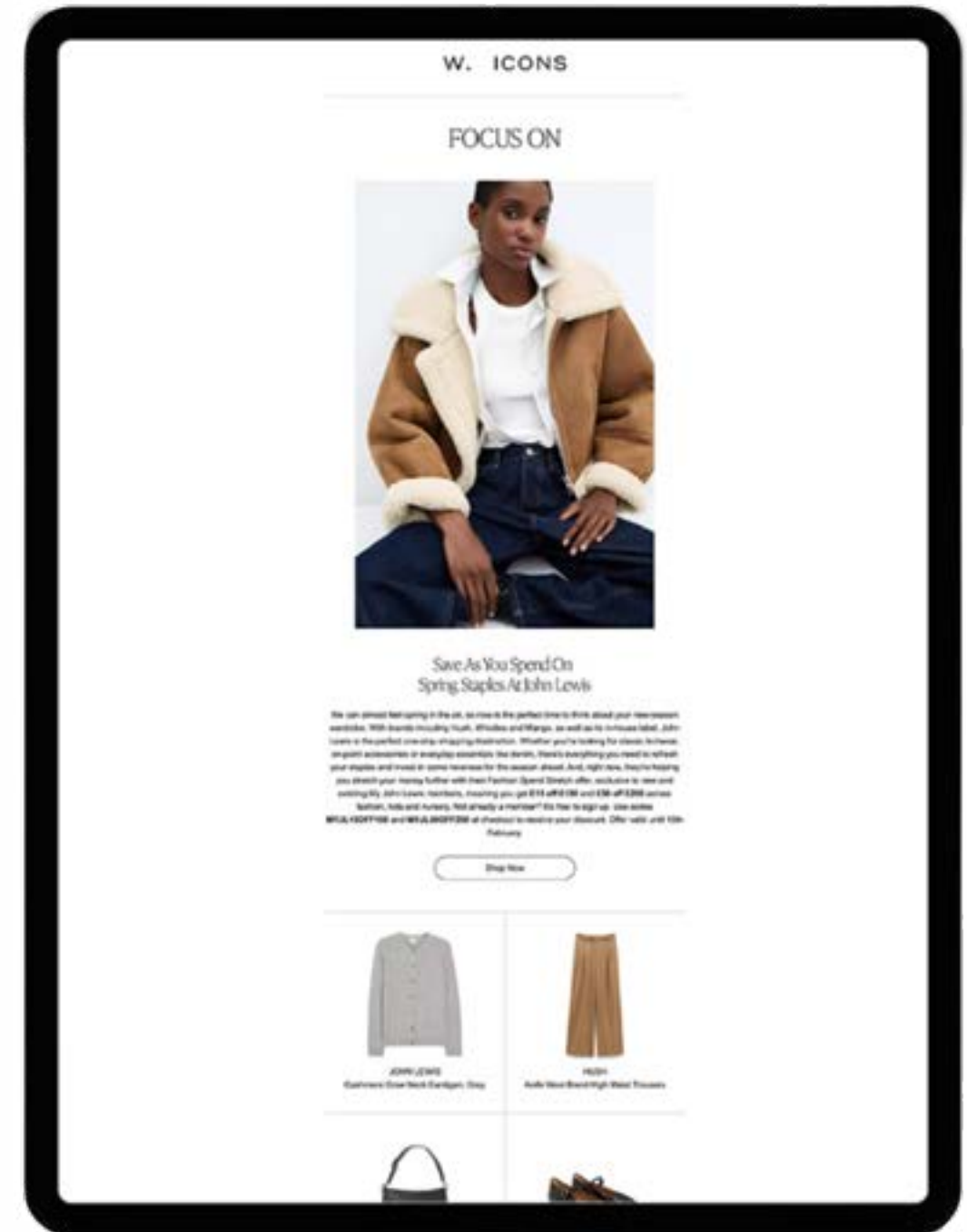
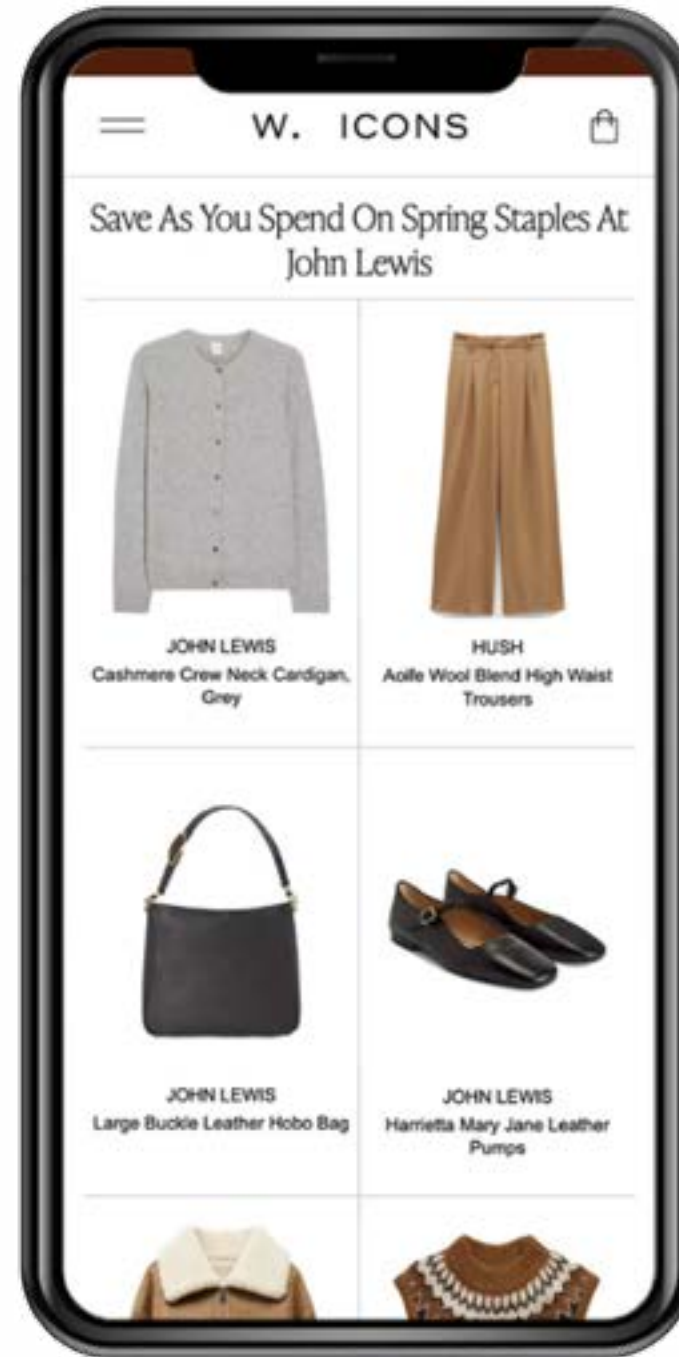
# 4%\*

CTR

# 35%\*

OPEN RATE

\*Significantly surpassing the industry average of 2.8% & 23.1%



# Social

The W. ICONS Instagram channel has become the go-to account for style inspiration, where shoppable outfit posts translate into instant conversion opportunities. Our skilled team can create professional videos, in-store shopping content and branded stories, all completely bespoke and targeted to brand objectives.

# 210k+

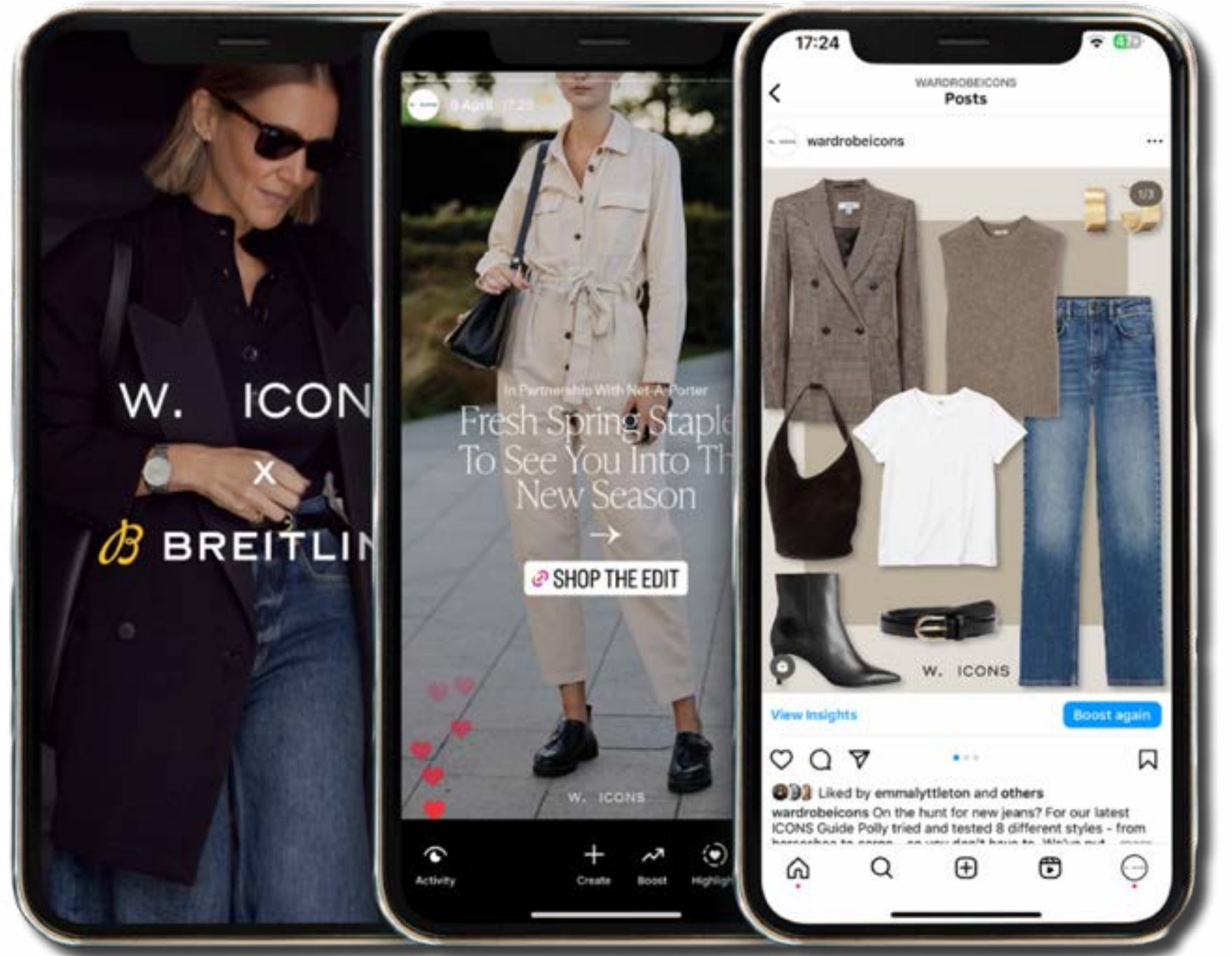
INSTAGRAM FOLLOWERS

# 5.5k+

PINTEREST

# 3.8k+

TIKTOK





# Bespoke Industry Events

W. ICONS events are a great opportunity for brands and the WI community to come together and collaborate. Over the years we have built a reputation for delivering key standout events for our partners.

Working with highly reputable photographers, we are able to record and document all aspects of the event, the assets from which can be shared across multiple social platforms. We have unrivalled access to key talent and influencers across a breadth of industries, all of whom are invited to share the event on their social platforms, thus creating an excellent opportunity for brands to gain exposure and awareness.



Celebrating the Mini DolceVita Collection with Longines, November 2023

The Art of Curation with Mr & Mrs Smith, February 2024



# Reader Events

A reader event connects our audience with your brand for an in-person shopping experience, with the W. ICONS team on hand to provide personal styling advice. It offers a unique opportunity to access our readers in a live setting with the endorsement of the W. ICONS brand. A professional photographer is on hand to capture the event for added social coverage.



W. ICONS in Residence, 2023



Talking Occasionwear Dressing with REISS, 2022



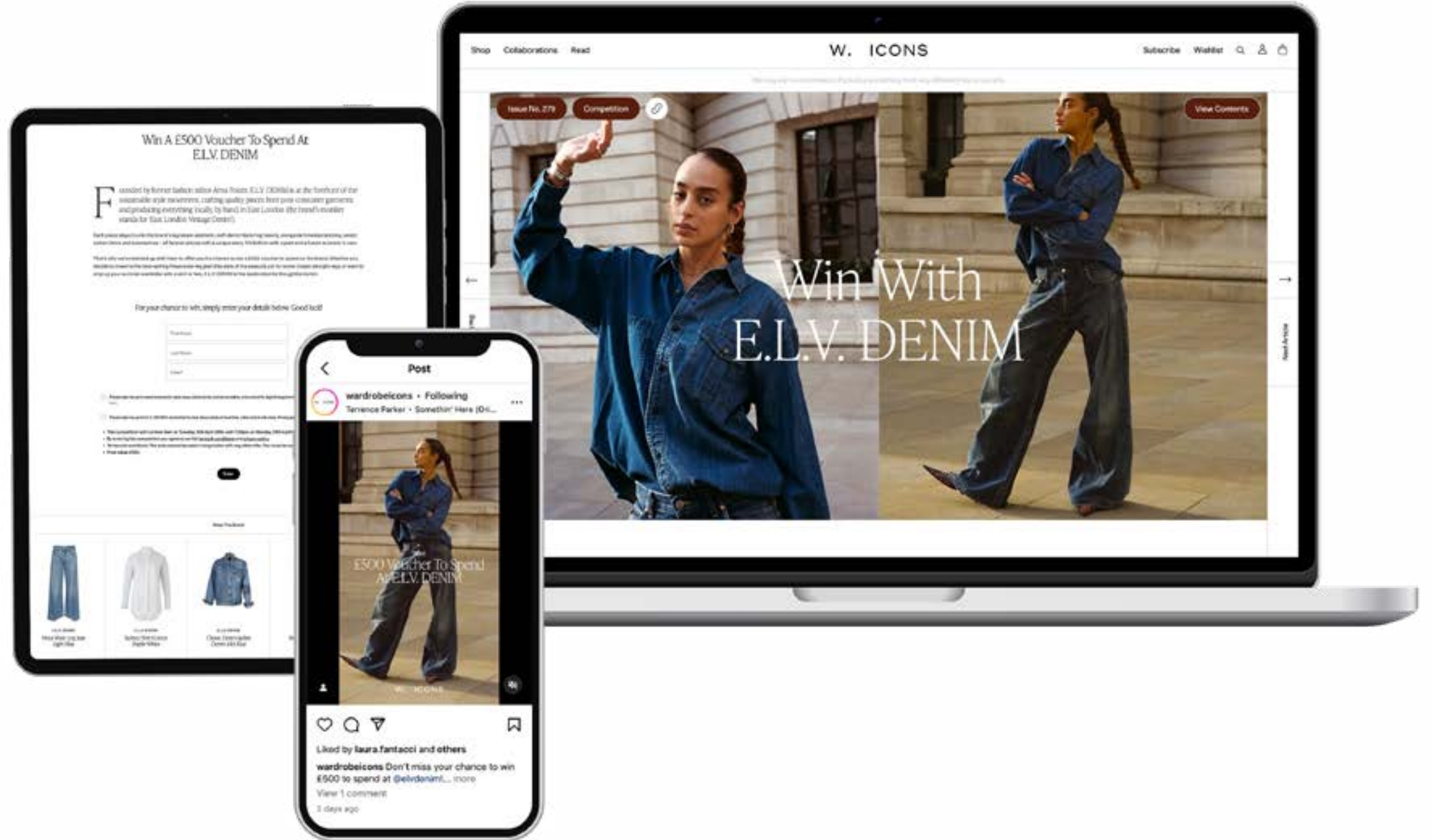
# Data Activations

## WEBSITE COMPETITION

Hosted on our website as part of the ICONS digital magazine, the competition runs for two weeks and is the ideal opportunity to acquire the W. ICONS audience via post-campaign opt-in data. Activations include a homepage tile, newsletter placement, two IG stories and the option to collaborate on an IG grid post.

## SOCIAL

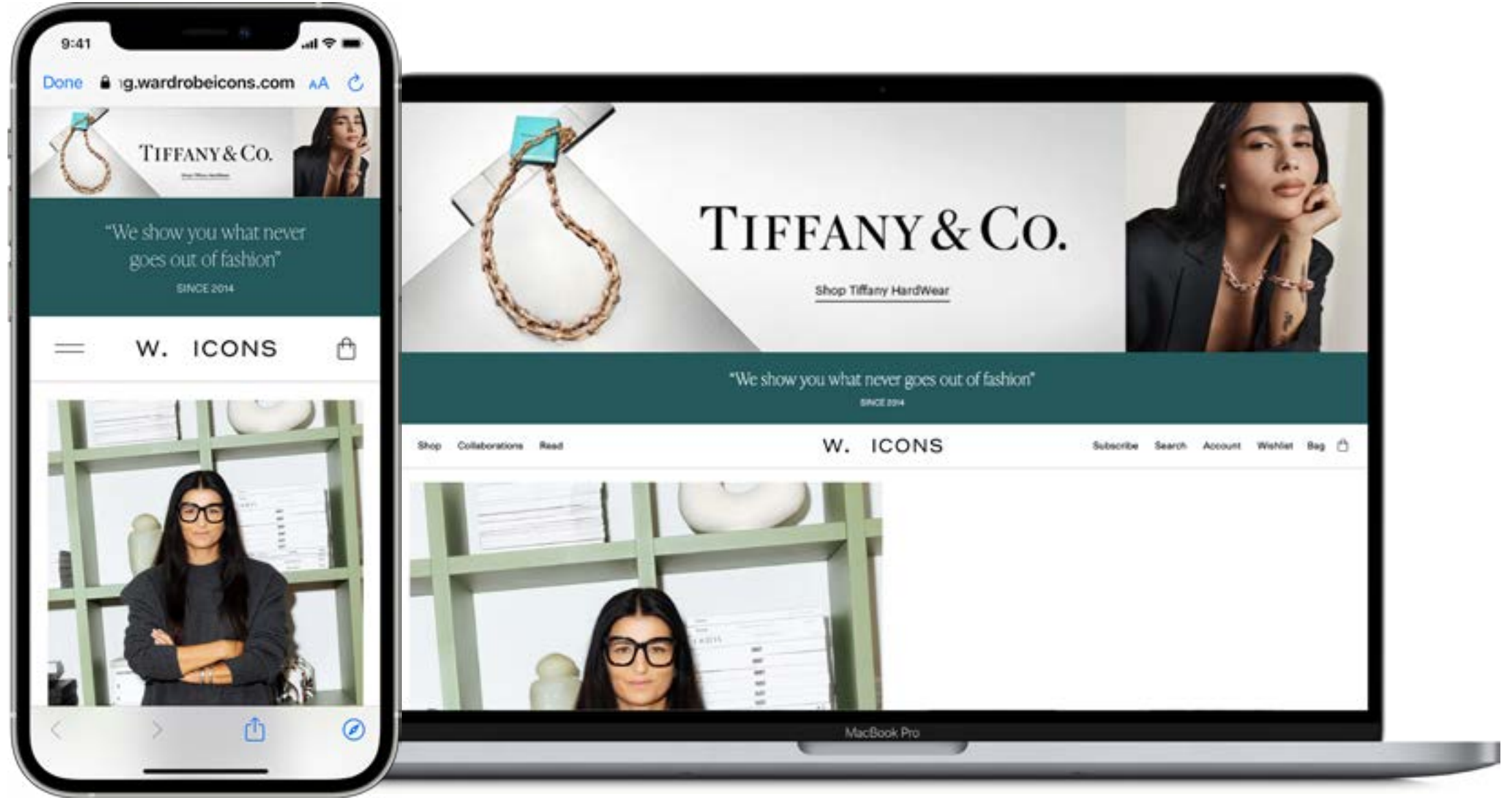
Hosted exclusively on Instagram, a social competition drives brand awareness, new followers and offers access to an engaged audience.



# Display

Enhance your reach and brand awareness with a display takeover across multiple placements sidewise, with both static and video formats supported. Newsletter display placements also available.

150k  
EST. WEEKLY  
IMPRESSIONS



Tiffany & Co. Website Ads



# Partner Testimonials

“Mint Velvet’s ongoing partnership with W. ICONS has boosted our brand awareness. Their seamless integration of our products into their content has resulted in tangible growth and expanded our reach within a new community. We’re excited for what 2024 has to offer!”

**MINT VELVET**

“The W. ICONS team are a pleasure to work with – they always produce high-quality content aligned with our brand focuses, picking out the very best of the best products that they know will resonate with their audience. Their highly engaged audience is quick to shop investment pieces, viewing the team as truly trusted style advisors.”

**THE OUTNET**

“I had the pleasure of working very closely with Emma and the wider W. ICONS team ahead of our LONGINES dinner, which we co-hosted for a huge global launch. Everything fell perfectly into place, from guest curation, look and feel, to on-the-day logistics. The dinner was a total success and we received above what we were expecting in terms of reach and engagement.

**LONGINES**

“We knew a partnership with W. ICONS would deliver on the brief, but our expectations were totally surpassed with the level of engagement, genuine story-telling, traffic generated and the biggest bonus: conversions that keep on coming! Thank you team for your fabulous ideas, amazing guest list and overall vision.”

**MR & MRS SMITH**

# Contact

Emma Lyttleton

Head of Partnerships

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