



LONDON FASHION WEEK

HOW CAN BRANDS GET RED-CARPET READY?

LONDON FASHION WEEK IS A HUGE OPPORTUNITY FOR BRANDS

The event reaches beyond British consumers to a truly global audience.



£26bn
to the UK economy¹



£160m
worth of media coverage¹



£100m
orders placed¹



1 army
of passionate fashion fans¹

ORDERS PLACED DURING THE LONDON FASHION WEEK



★ Search interest in London Fashion Week is rising fast ★

+25%
year-on-year²

★ The Real Star of Search is **Mobile** ★



Fashion Week-related mobile searches



fashionistas under 35 have used their mobile to track down comparisons, offers and reviews while in-store³

Smart brands can capitalise on this rapid increase in searches.

FASHION-LOVERS GO DIGITAL

For today's fashion fans, digital is as essential as a pair of jeans...



£10.7bn
spent online by UK consumers on fashion in a year²
(£19bn expected by 2019)



70%
of UK internet users buy clothing and footwear online³



1 in 5
uses a smartphone to research their purchases⁴

During London Fashion Week, online users want to shop and be inspired, as well as explore the event itself.

★ **Top 3 London Fashion Week**-related queries: ★



DESIGNER

2



DRESS

1



COUTURE

3

Advertisers need to be on top of search trends.

YOUTUBE SETS THE TREND

Event reaches way beyond British consumers to a truly global audience.



400%
more 'fashion week' content watched than two years ago⁶



32K
32,000 hours of London Fashion Week content watched on YouTube in 2014 in UK⁷. (28K hours in the US)



18-24
viewers attracted by London Fashion Week content on YouTube⁸



196
countries watched London Fashion Week live streams last year¹

Brands should note that London Fashion Week is popular with men as well as women.



TIPS FOR A PLACE IN THE FRONT ROW

Brands wanting the spotlight at London Fashion Week need to get digital all sewn up.

- ★ **Create London Fashion Week-specific search campaigns**
 - Optimised to align with other advertising activities
 - Including searches for popular topics such as favourite designers and trends
 - Customised for mobile users and mobile ad formats to show up against rising mobile queries
- ★ **Accessorise all this with great content on YouTube**
 - Embedded ads and links for discoverability, paid search, subscriber acquisition and a path-to-purchase

Mobile and YouTube should be key in any London Fashion Week marketing. Brands will be able to maximise their impact meeting fashion aficionados where they are: online.

1: LondonFashionWeek.com
 2: Google Internal Data, 2015
 3: Mintel report September 2014
 4: Google Consumer Barometer, 2015
 5: Google Trends, Web Search, UK; Query: London Fashion Week
 6: Google Internal Data, 'Fashion Week'-related content, 2012-2014
 7: Google Internal Data, 2014
 8: Source: Google internal data, UK, 2014, 'fashion' vs. 'fashion week' content