



Bloomberg Media

AUDIENCE INSIGHT SERIES | OCTOBER 2021

Evolution: Luxury and Fashion

Evolution: An exploration of changes to luxury and fashion engagement across the year.

6-MONTH AUDIENCE ANALYSIS: APRIL — OCTOBER, 2021

As the global landscape continues to shift, Bloomberg Media Data Science & Insight follow a key segment of our audience to examine how their behaviors are changing — in real-time.

Leveraging our proprietary audience and content analysis platform, BloombergAiQ, we compare engagement trends across a 6-month time period, and offer fresh insight on what may be driving their actions, to help power stronger connections with these highly influential cultural leaders.

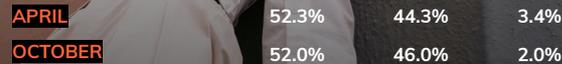
LUXURY AND FASHION LEADERS

ABOUT

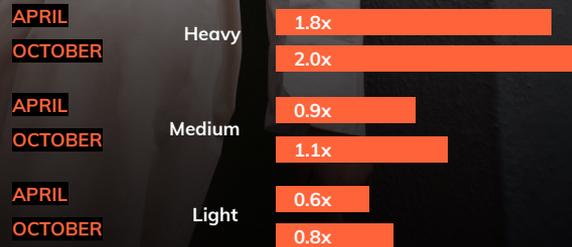
Key qualifier: High-frequency consumers of luxury and lifestyle content on Bloomberg.com.

BEHAVIORS

Mobile-first content consumers.



Socially active across myriad of platforms.



Compared to general audiences, this group is nearly **2x as likely to have visited Bloomberg.com via a social channel** — more than 3x within a single week.

An eye toward the future helps them to see — and lead — what's next.

LIKELIHOOD OF INTEREST, APRIL VS. OCTOBER

MORE LIKELY

Future of Work	(5.0x / 5.3x)
Future Innovation	(4.6x / 5.2x)
Design	(4.8x / 5.1x)
Electric Vehicles	(4.3x / 5.0x)
Tourism	(3.9x / 4.8x)
Airlines	(4.4x / 4.7x)

EQUALLY LIKELY

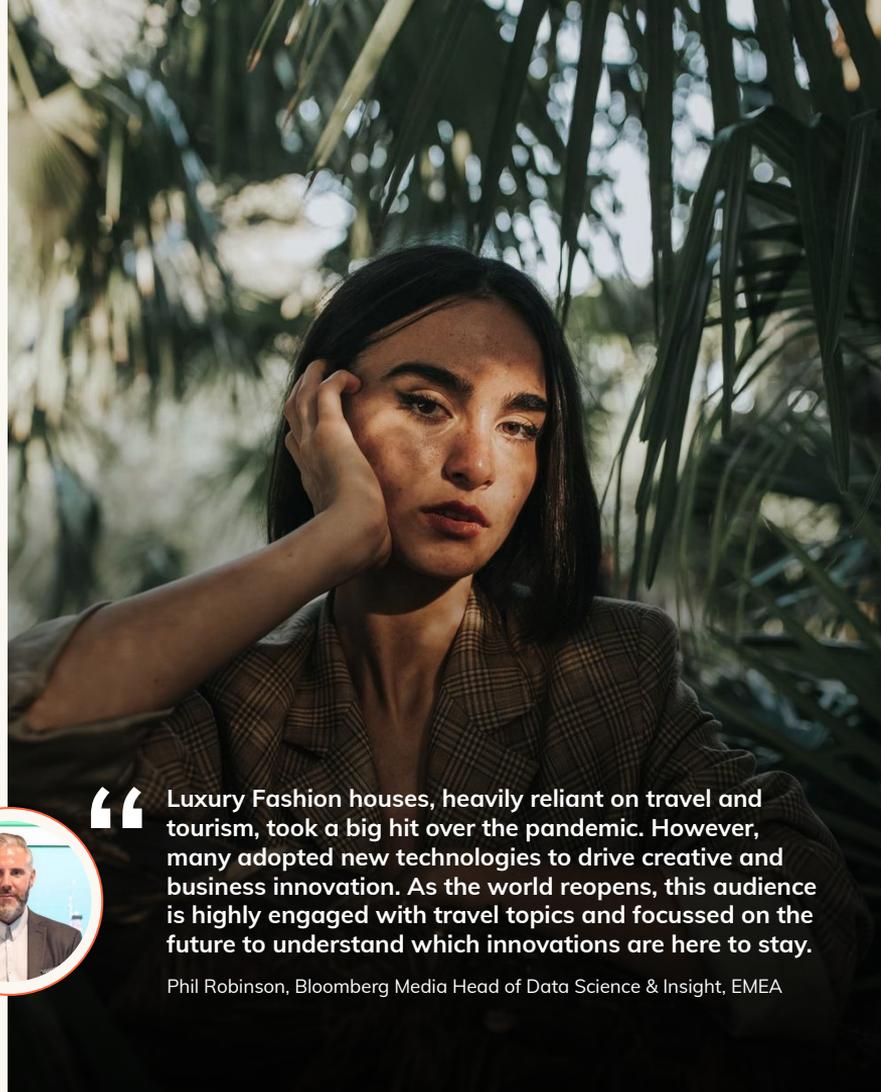
Art	(5.2x / 5.2x)
Architecture	(4.9x / 4.9x)

LESS LIKELY

Influencers	(4.9x / 4.2x)
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NO LONGER A TOP INTEREST

Gender Equality	
Inclusion	



“Luxury Fashion houses, heavily reliant on travel and tourism, took a big hit over the pandemic. However, many adopted new technologies to drive creative and business innovation. As the world reopens, this audience is highly engaged with travel topics and focussed on the future to understand which innovations are here to stay.

Phil Robinson, Bloomberg Media Head of Data Science & Insight, EMEA

And they want to engage with brands that are leading the way.



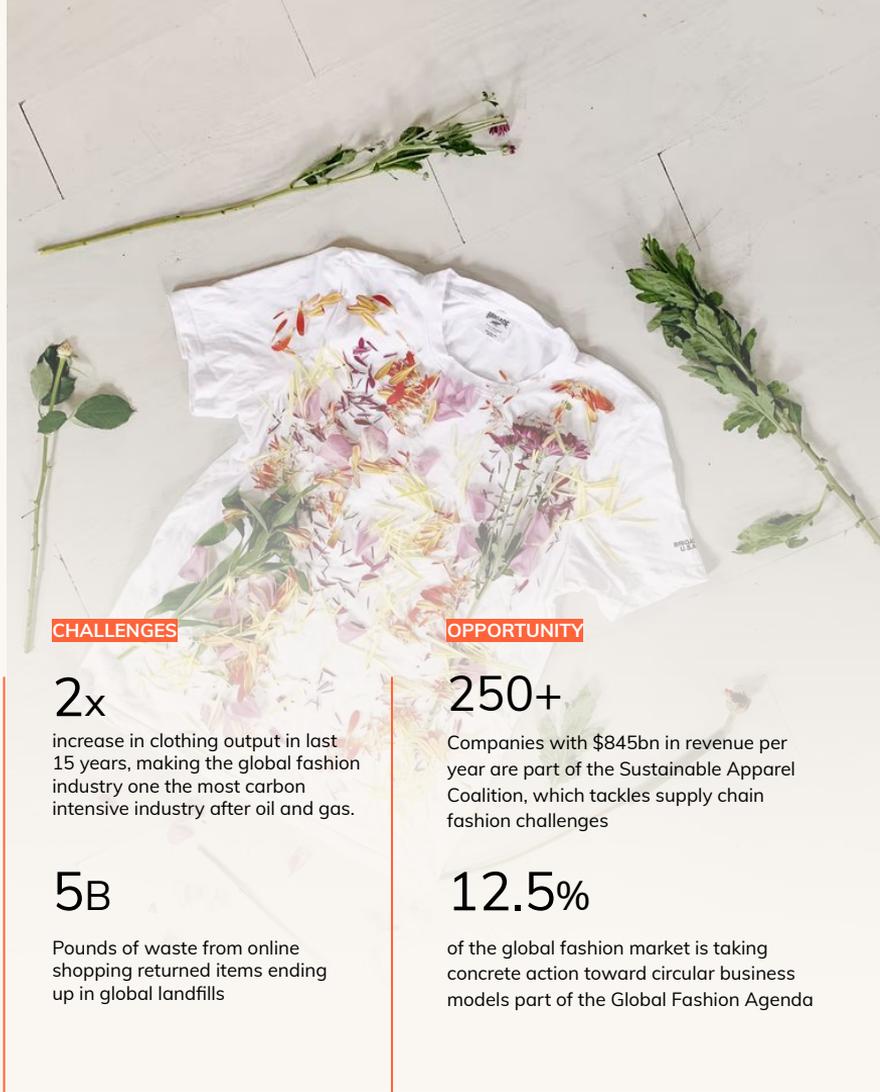
We can see that our luxury audience is reading about shifts in design and production that support a more sustainable way of living and consuming.

Adeline Diab, Bloomberg Intelligence Director of ESG Research, EMEA/APAC

Luxury and fashion brands that have reacted to sustainability goals and actioned innovation within their product lines and supply chains have increasingly built trust with consumers and increased brand value.

[Brioni and Yves Saint Laurent](#) are to drop all fur from collections whilst Prada and Adidas are launching lines using recycled materials such as replacing nylon with synthetic fabric from recycled ocean plastic.

There has also been a shift in the way we consume luxury. Brands like Rent The Runway and Vestiaire Collective enable the reuse of luxury items supporting a circular economy making products accessible to a new audience, especially amongst Millennial and Gen Z consumers, which will come to shape the retail landscape of the future.



CHALLENGES

2x

increase in clothing output in last 15 years, making the global fashion industry one the most carbon intensive industry after oil and gas.

5B

Pounds of waste from online shopping returned items ending up in global landfills

OPPORTUNITY

250+

Companies with \$845bn in revenue per year are part of the Sustainable Apparel Coalition, which tackles supply chain fashion challenges

12.5%

of the global fashion market is taking concrete action toward circular business models part of the Global Fashion Agenda

Deeply invested in the areas of accelerated change to our world.

4.8x

more engaged with Pursuits/**travel** content

4.8x

more engaged with Pursuits/**equality** content

4.7x

more engaged with Pursuits/**cars-bikes** content

4.6x

more engaged with Pursuits/**art-design** content

4.6x

more engaged with Pursuits/**real-estate** content

4.2x

more engaged with Pursuits/**CityLab** content



Data is showing increased engagement with lifestyle content that expands beyond just the usual fashion trends, art, and design. As post-COVID revenge spending peaks, we see that our audience's media behavior closely predicts their consumption habits.

Topics like travel, D&I, real estate, and infrastructure are all performing above benchmark under the Bloomberg Pursuits vertical, helping us understand how consumers are looking to spend their time and money — particularly on trends that have become increasingly important over the past year, like inclusivity, equality, transportation, and safe tourism.

Sarah Islas, Bloomberg Media Brand & Content Marketing, U.S.

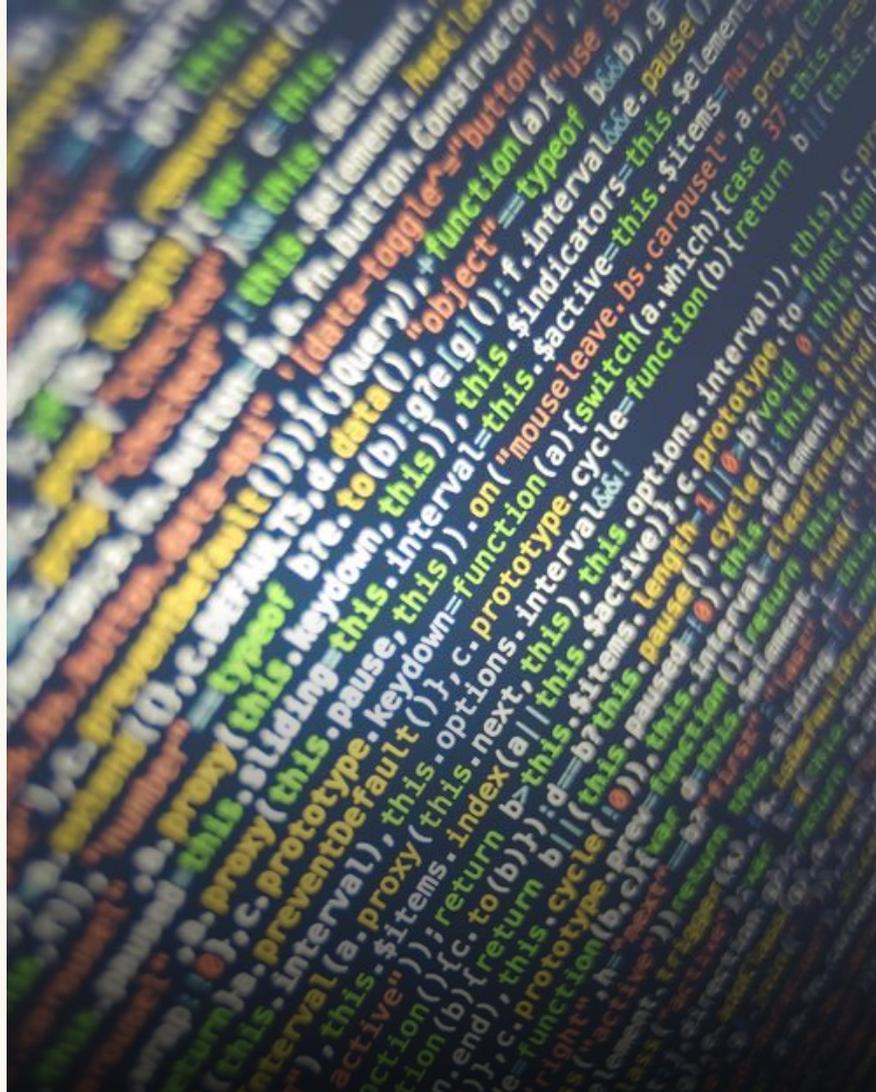
Our sources

Bloomberg AiQ

Bloomberg AiQ is our proprietary audience and content analysis platform for insights and activation. AiQ is powered not only by Bloomberg site user data, but also by data from over 30,000 publishers world wide. AiQ looks at 2.5+ million pages, 100+ million visitors and 100k campaigns.

Bloomberg Intelligence

Bloomberg Intelligence (BI) research delivers an independent perspective providing interactive data and research across industries and global markets. The BI team of 350 research professionals are here to help clients make more informed decisions in the rapidly moving investment landscape.



More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this new monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like BloombergAiQ, our proprietary audience and content analysis platform, to deliver focused intelligence on content engagement and consumption patterns, further contextualized with insight from Bloomberg experts around what's driving these trends.

Shared monthly, recent briefings have included insights around:

- [Evolution High Income Earners](#) (September)
- [Evolution Global C-Suite](#) (August)
- [Foreign Direct Investors](#) *Special Edition (July)
- [Policymakers](#) (June)
- [Tech Decision-Makers](#) (May)
- [Luxury Influencers](#) (April)
- [High Income Earners](#) (March)
- [The Global C-Suite](#) (February)



“ Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Bloomberg Media Head of Advertising Sales, Europe

[Click here to learn more](#)

