

**EMERCE** FASHION

**Fashion-forward**

# EMERCE FASHION

## Emerce TV - launch April 18th 2024

For 2024, our editorial team launches a **video collection** around the current theme's.

## Event - September 12th 2024

Emerce Fashion is the live event with 300+ online professionals in fashion.

## Online Channel - 365 days/year

Fashion is a key online channel on the Emerce.nl platform with over 8.100 monthly followers.



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## Themes



Online branding: Brand awareness, brand utilities, advertising



Customer intelligence: Better serve your customer by using customer data and mobile & multichannel strategy



Sustainability: Consumers are increasingly choosing to shop with brands that share the same ethical values. How to bring ethical values to the limelight of your customer?



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## Audience

Emerce Fashion is aimed at decision makers and influences (professionals and management) who use new digital features in fashion on a daily basis.

Such as:

- General managers
- Ecommerce managers
- Marketing managers
- Channel managers
- Brand managers
- Product managers

Working at:

- Larger fashion brand companies
- Retail chains & larger webshops



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## Our database

Over 30.000 professionals and experts in fashion.

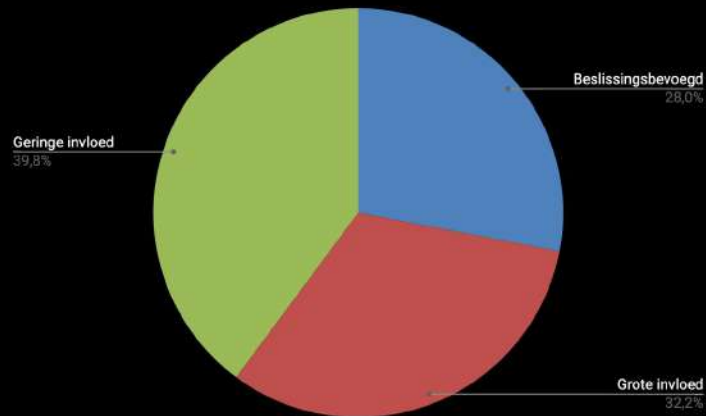
An experienced, mature audience, in the process of digital transformation.

39% budget up to 25.000 per year

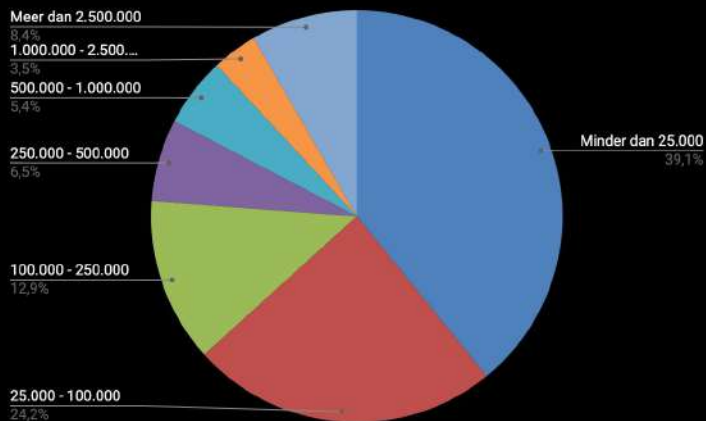
44% budget up to 500.000 per year

17% budget up to 2.500.000 per year

## Influence on buying decisions



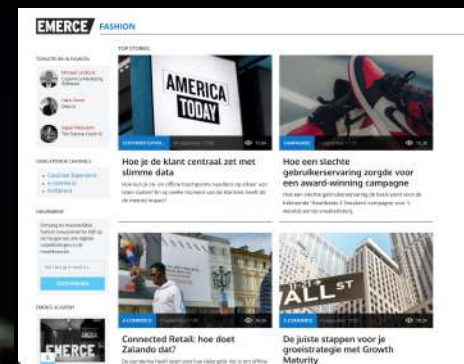
## Budget for digital services



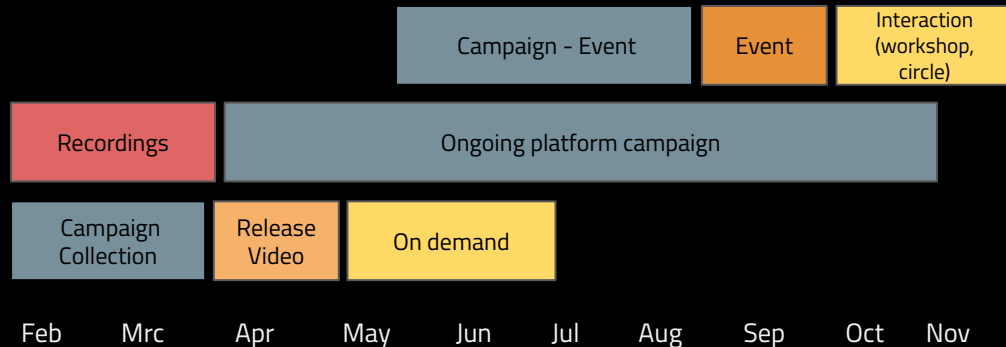
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## Outreach

1. Campaign Emerce.nl  
> 525.000 monthly visitors
2. Social media & email  
> 99.000 followers
3. Advertising
4. Partnerships
5. Media: Emerce, Fashion United



## Schedule





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**Reach out to 8.100+ decision makers  
and influencers on digital innovation  
in fashion**