



FASHION

CUSTOMER BREAKDOWN 2018

With the latest styles from top designers, the Fashion division at Harrods continues to attract customers from all around the world for an experience in luxury fashion.

OVERVIEW

- Womenswear and Menswear make up 24% of all trade in Harrods
- The number of customers in Womenswear has grown by 6%, while those in Menswear have grown by 10%
- Trade in Harrods Shoe Heaven grew 5% vs LY

CUSTOMER PROFILE

- Accessories customers contributed to 17% of overall trade
- Women make up 50% of Menswear customers
- 46% of Harrods Womenswear customers are between 21 and 39 years old and generate 48% of trade in Womenswear
- 52% of Menswear customers are between 21 and 39 years old and generate 52% of trade in menswear
- 54% of Accessories customers are between 21 and 39 years old and generate 58% of trade in Accessories

CUSTOMER INSIGHT

- The average spend in Womenswear has grown by 6%
- The average spend in Menswear has grown by 11%
- 22% of Harrods customers shop in Accessories
- 15% of Harrods customers shop in Harrods Shoe Heaven

FASHION CUSTOMER READERSHIP HARRODS MAGAZINE*

- 78% of readers are female
- 94% of *Harrods* magazine readers read their copy within a week
- 79% of our readers are most interested in reading about fashion
- 73% of readers agree that seeing a brand featured in *Harrods* magazine improves their perception of the brand
- 71% have purchased a product that was featured editorially

Source: Annual Customer Review 2017-2018, **Harrods* magazine (print) Reader Survey 2018