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Fashion Dive is a news publication designed specifically for fashion & apparel executives & decision-makers. Across brands, supply chain, retail, compliance, tech, and more, our journalists cover the issues that impact the fashion industry.

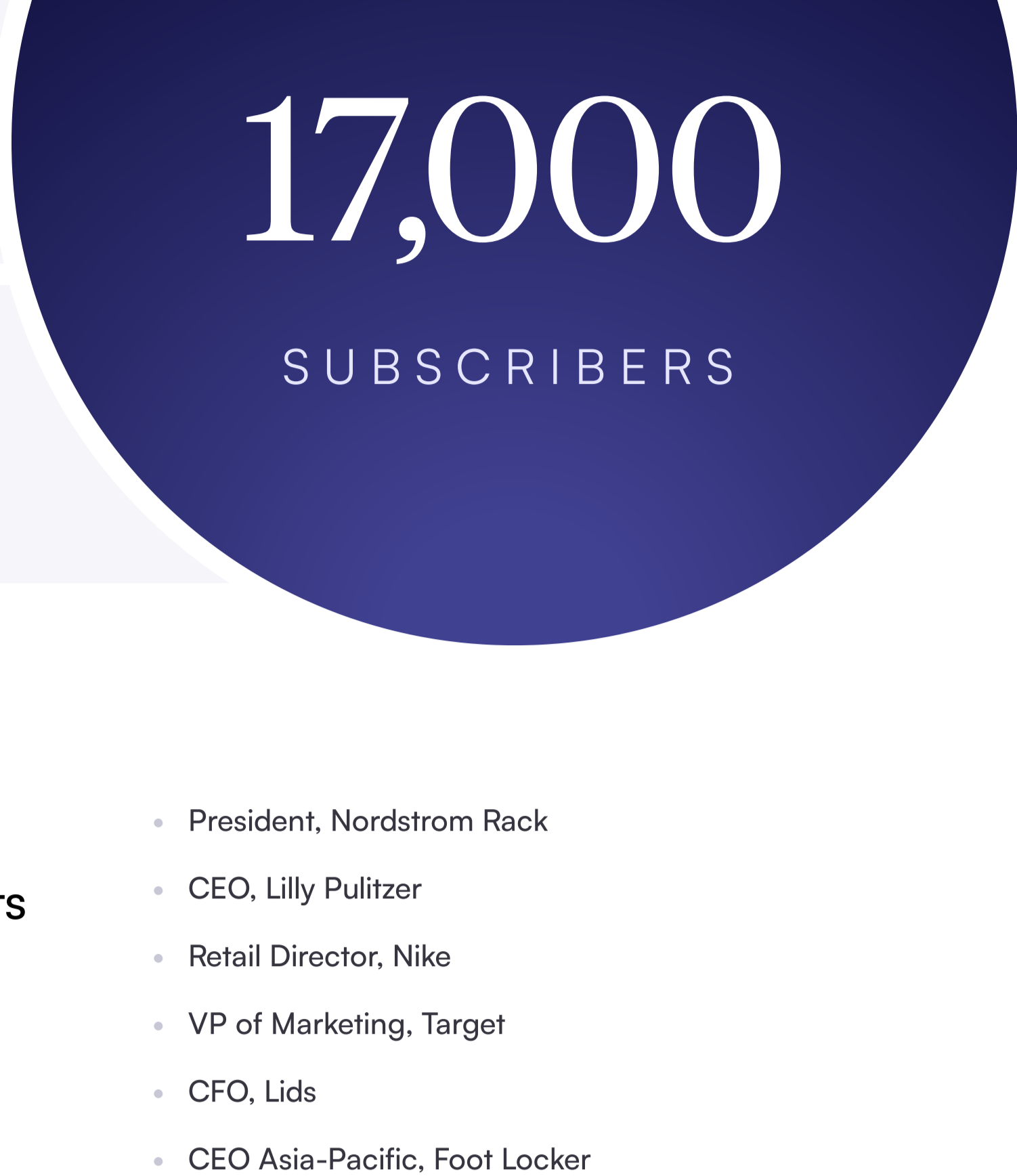


01 Audience

33K
unique monthly visitors

86%
of subscribers are manager-level or above

88%
of the Fortune 500 Apparel & General Merchandisers read Fashion Dive



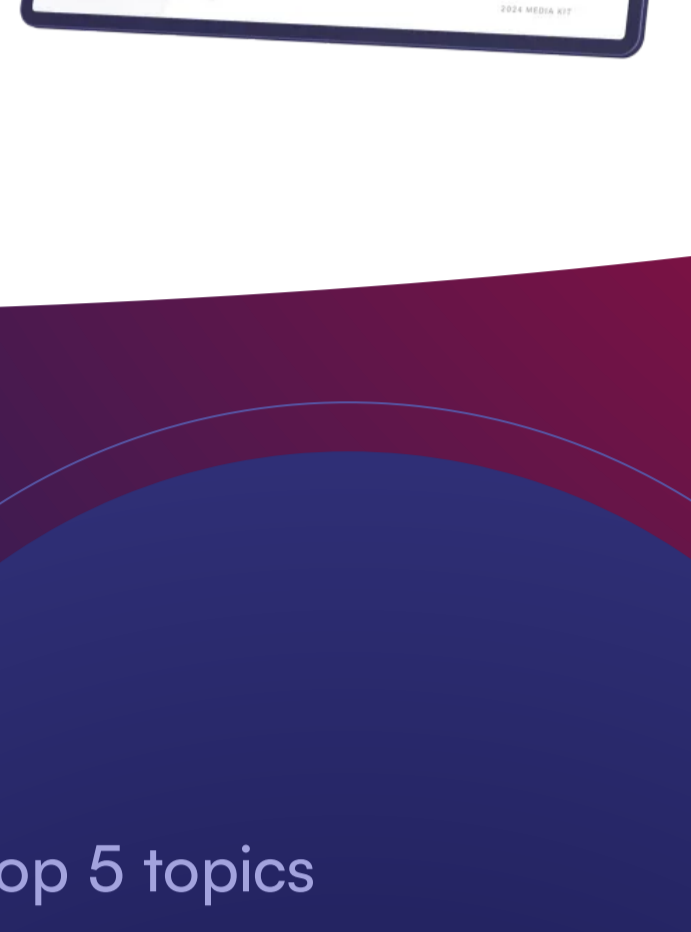
You'll find Fashion Dive's news and insights in the inbox of notable subscribers, like:

- President, Nordstrom Rack
- CEO, Lilly Pulitzer
- Retail Director, Nike
- VP of Marketing, Target
- CFO, Lids
- CEO Asia-Pacific, Foot Locker
- Sr. Product Manager, Lululemon
- Sr. Director Global DTC Training & Communications, Levi Strauss
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02 Top-performing content

With consumers increasingly demanding transparency and ethical practices, alongside the continued focus on diversity and inclusion, the fashion industry in 2024 is being marked by transformation. As the fashion landscape continues to adapt to changing consumer values and technological advancements, leaders must stay agile and responsive to thrive in this dynamic environment. Let's take a look at what fashion leaders have been focused on most.

Top 5 topics

- Brands
- Compliance
- Corporate/finance
- Retail
- Consumer behavior

Top 10 Fashion Dive stories

7 fashion industry trends to watch in 2024	5 trend takeaways from New York Fashion Week's fall-winter 2024 shows
VF launches strategic review of brand assets, CFO steps down	Guess and WHP to acquire Rag & Bone
Lululemon accused of greenwashing in anti-competition complaint	5 fashion lawsuits to watch in 2024
The new rules shaping luxury fashion marketing: report	4 brands heading into 2024 without creative directors
Uniqlo sues Shein over viral mini shoulder bag	Fruit of the Loom lays off more than 100 workers at distribution center

Keywords resonating right now

- consolidations
- size and fit technology
- fast-fashion industry
- fashion marketing trends
- sustainable manufacturing
- wearable technology
- counterfeits
- legal battles

03 Trend analysis

Brands under heightened scrutiny

- Both consumers and U.S. government demanding adoption of sustainable manufacturing practices; increase in brands being held accountable
- Heightened responsibility sees big brands acquiring smaller brands to control supply chains and DTC retail operations
- Emphasis on mitigating an already tense societal climate in an election year; tightrope walk to address issues without being polarizing

Operational volatility

- Legal battles galore (trademarks and copyrights, counterfeits, class actions, etc.)
- Some players introducing layoffs and filing for bankruptcy while others execute major M&A deals and post record profits
- Rise in DTC shakes up the wholesale model

Pacing with consumer preferences

- Resale market rises as consumer interest in vintage/ secondhand clothing spikes as society shifts toward sustainability
- Increased desire for casual clothing as consumers opt for more understated, comfortable attire (due to work-from-home, more relaxed workplace attire rules, low tolerance for over-inflated goods, etc.)
- Luxury fashion brands shift toward inclusive messaging, mass-market collaborations, and influencer marketing to match consumer spending patterns/slowing demand

Our readers spent nearly 2x as long on these stories than the average story:

- Tod's sells stake to L Catterton in a plan to take the company private
- Authentic lands licensing deal for DC Shoes

Trust & transparency

In an era marked by increasing environmental consciousness and political tension, fashion executives are under scrutiny as brands grapple with transparency demands.

studioID tip

Brands must prioritize transparency, sustainability, inclusivity, and other responsible business practices to maintain trust and compliance. Highlight how brands can adjust to meet consumers at the heart of their concerns with sustainable & ethical manufacturing practices.

Contrasting financial pictures

While some brands shutter their doors for good, others are rapidly expanding and yielding record profits.

studioID tip

As brands pivot to capitalize on changing consumer preferences and market dynamics, the rise of DTC models is upending traditional wholesaling. Analyze these fluctuations and how they spotlight the fragility of the current market, zeroing in on where leaders must be agile and adaptable to not only survive but succeed.

From affluence to athleisure

The fashion industry is swiftly adjusting to changing consumer preferences, from the shift toward the resale market to the continued 'casualization' of apparel.

studioID tip

As consumers opt for more casual attire and sales of luxury goods slows, brands must keep pace. From luxury and mass-market collabs, to inclusive marketing, and beyond — show them how other leading brands are evolving with the times. Encourage fashion leaders to align with the forever-changing consumer values and preferences, while staying true to their brand image, values, and mission.

04 Marketing insights

Stay en vogue with this audience by reflecting the content preferences of over 17,000 Fashion Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

Help them read the room

It's paramount for fashion leaders to understand their audience's preferences and aspirations while fostering strategic collaborations that align with their brand identity.

studioID tip

Help fashion leaders understand their audience's always-changing preferences and aspirations through regular and highly credible data reports. Connect the data to insights, pushing brands to forge strategic collaborations with influencers or other brands that align with their values in order to broaden their reach and enhance their credibility.

High-impact approach

Be straightforward

Help today's leaders patch up the holes in their strategy with a candid look at what practices they need to adopt to build trust with consumers.

studioID tip

If they don't know it's broken, how can they fix it? Be honest about the areas where brands need to improve and the challenges faced in implementing new practices. Incorporate storytelling to showcase how sustainable, ethical, and inclusive practices will have a positive impact on the environment, communities, and their bottom line.

High-impact approach

Showcase peers' successes & failures

In a shifting market, leaders are glued to how legacy brands and disruptive startups alike are tackling modern challenges.

studioID tip

Keep fashion leaders in the loop with stories and analysis of other players' triumphs and missteps — especially when it comes to novel collaborations, game-changing marketing strategies, contentious lawsuits, sustainability initiatives, and beyond. Add an extra layer to your roundups by supporting points with a variety of credible data sources, analyzing big-picture patterns, and revealing future-forward projections.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

