

W. ICONS

“We show you what never goes out of fashion”

SINCE 2014

MEDIA PACK 2025

Who We Are

W. ICONS is an omnichannel digital publishing platform that works closely with brands to deliver content across fashion, beauty, lifestyle and travel. In a world saturated with publications telling you what's in fashion, W. ICONS cuts through the noise and tells you what never goes out of fashion.

Meet The Founders

Wardrobe ICONS was **founded in 2014** by former fashion editors – and friends – Laura Fantacci and Petro Stofberg.

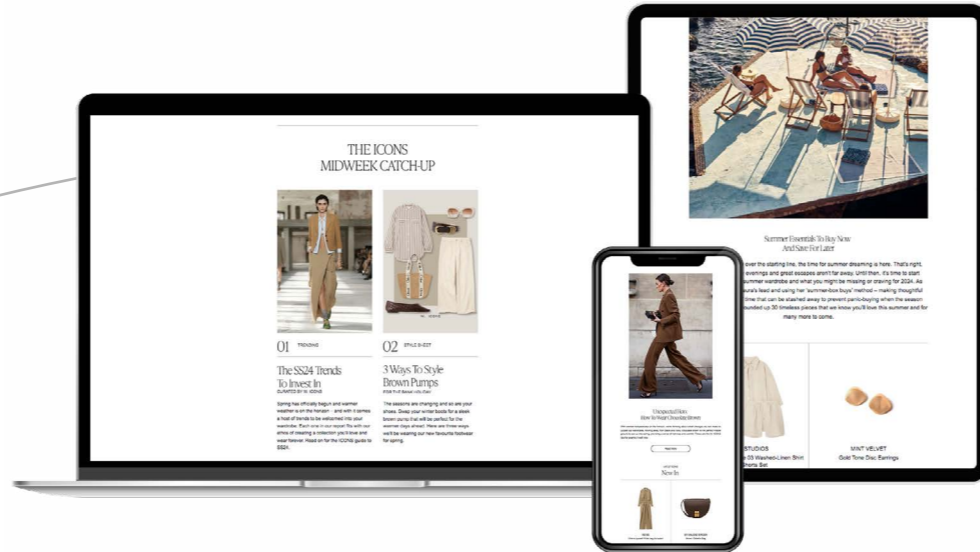
With a background in print publishing and a combined **45 years in the fashion industry**, Laura and Petro have pooled their extensive knowledge and expertise to build W. ICONS into a leading digital style destination.

Appealing to the contemporary woman, W. ICONS has carved a niche in the digital landscape thanks to an unwavering dedication to its style philosophy: “**Forever pieces over quick-fix fashion, and a grown-up style that you remain in love with, season after season.**”

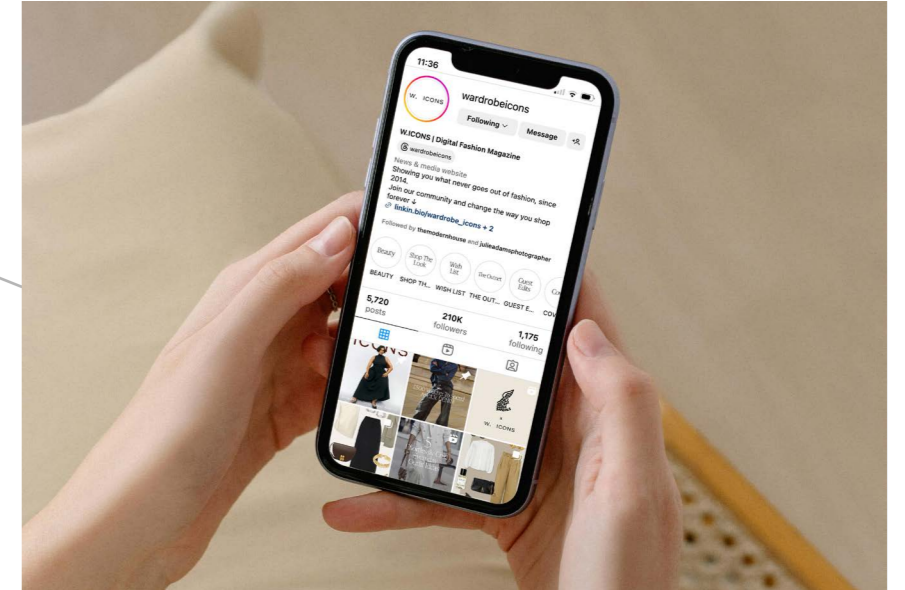




DIGITAL MAGAZINE



NEWSLETTERS



SOCIAL CHANNELS

WE ARE A TRULY OMNICHANNEL BUSINESS

With readers consuming media on a multitude of platforms, it pays to be present on all.



BEAUTY AWARDS



EVENTS



MARKETPLACE

At A Glance

4.5M
+25% YOY
PAGE VIEWS

1.1M
+36% YOY
UNIQUE USERS

245K
+18% YOY
DIGITAL MAGAZINE (REACH)

2.7%
CONVERSION RATE

1:40 MINS
DWELL TIME

92K
NEWSLETTER SUBSCRIBERS

257K
SOCIAL MEDIA FOLLOWERS
(INSTAGRAM)



Our Audience

VISITORS

DEMOGRAPHIC IS
CONCENTRATED IN ABC1

20-44

GROUP

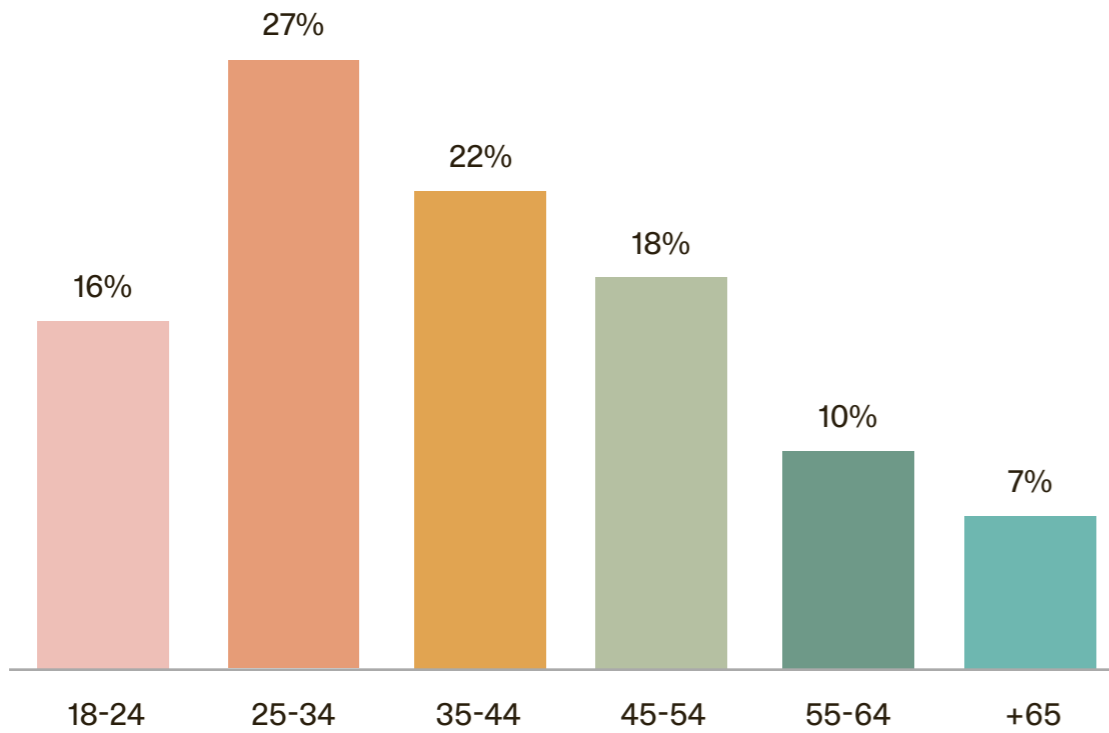
98%

FEMALE

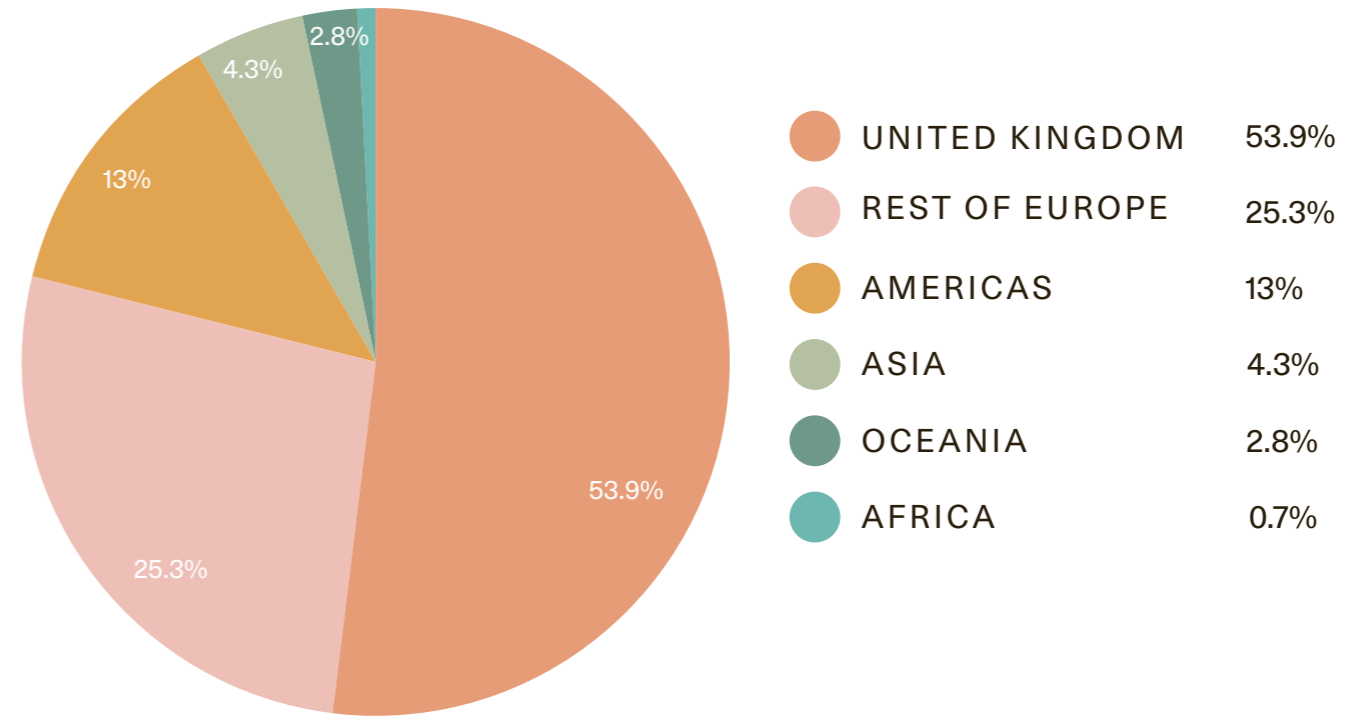
39

AVERAGE AGE

AGE SPLIT



GLOBAL READERSHIP



Our Reach

UNIQUE VISITORS

115K
PER MONTH

350K
PAGE VIEWS

1:40 MINS
AVERAGE DURATION

NEWSLETTERS

92K
SUBSCRIBERS

25%
OPEN RATE

4%
CLICK RATE

SOCIAL

257K
INSTAGRAM

5.9K
PINTEREST

6.5K
TIKTOK



Purchasing Power

OUR READERS' INCOME

55%

EARN OVER £70K
PER ANNUM*

32%

EARN OVER £120K
PER ANNUM*

AVERAGE ORDER VALUE

£157

OVERALL

£509

LUXURY RETAILERS

TOTAL READER SPEND

£1.6M

2023

£2.2M

2024
+37% YOY

*Data taken from a 2024 survey of 1,000 readers



What Makes Us Different?

1. ALWAYS DATA DRIVEN

Every order is tracked down to a product level, meaning we monitor buying trends and optimise content for enhanced conversion opportunities.

2. LONG-LASTING AND MEANINGFUL CONTENT

The digital magazine runs for two weeks, so articles stay relevant for longer than other online publishers.

3. UNRIVALLED ACCESS TO INDUSTRY TALENT

Prestigious cover stars provide impressive reach and anchor the content.

4. CONVERSION-OPTIMISED

W. ICONS generated over £2.2M in gross sales in 2024, with an AOV of £509 for luxury brands and £157 across the board as a result of our ROI-focussed content model.

5. THE RIGHT AUDIENCE

An affluent female demographic with an average age of 39 concentrated in the ABC1 20-44 group.

Brands That Trust Us

NET-A-PORTER

Massimo Dutti

LIBERTY.

BaByliss[®]

B
BREITLING
1884

ESTÉE LAUDER

WHISTLES

JOHN LEWIS
& PARTNERS

TIFFANY & Co.

BODEN

HUSH

LOEWE

T+
TISSOT

STELLA
STELLA/McCARTNEY

UNIQLO

HEAL'S

RALPH LAUREN

ARKET

BEAUTY PIE

VANESSA BRUNO

LONGINES[®]

Reformation

GANNI

BURBERRY

REISS

Smith
Mr & Mrs Smith

VARLEY

Pragwell


ANTLER

MEJURI

MISSOMA

THE OUTNET

The Fashion Team

Collaborating with W. ICONS offers unparalleled access to influential and expert editors, each with a distinct style and voice that resonates with every woman in our audience.



Laura Fantacci
CO-FOUNDER AND
CCO



Petro Stofberg
CO-FOUNDER AND
COO



Polly Knight
FASHION DIRECTOR



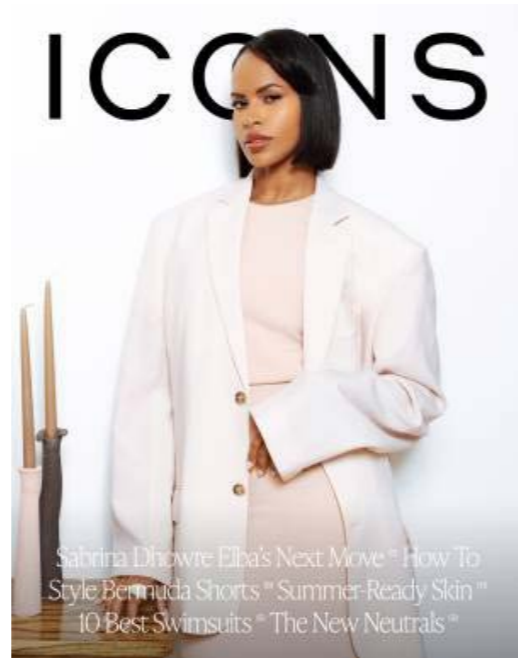
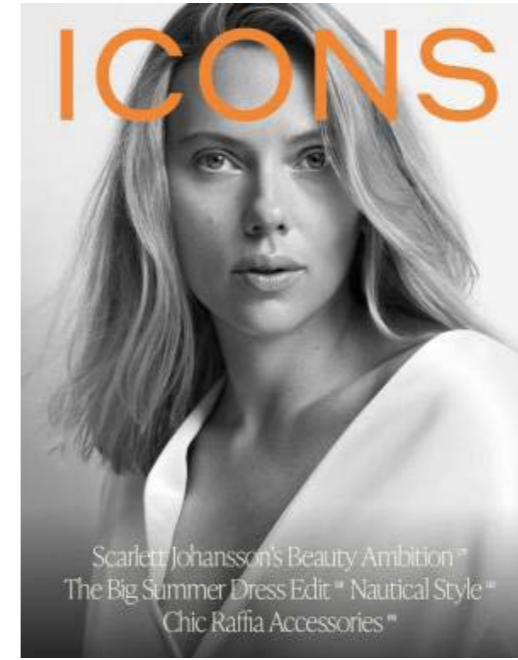
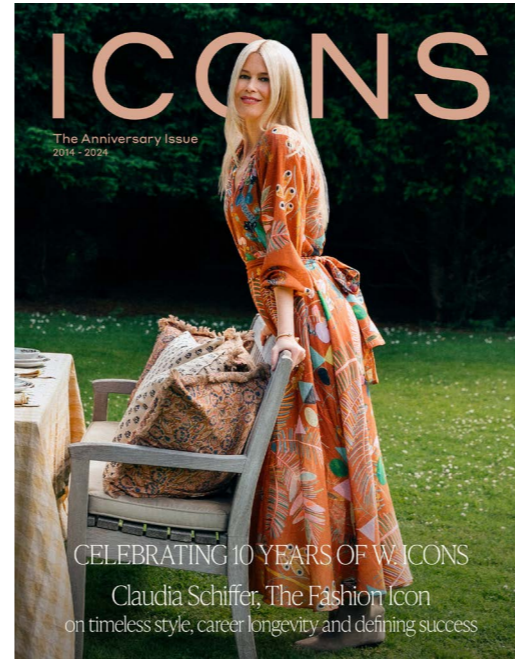
Des Lewis
SENIOR CONTRIBUTING
FASHION EDITOR



Deborah Brett
EDITOR-AT-LARGE

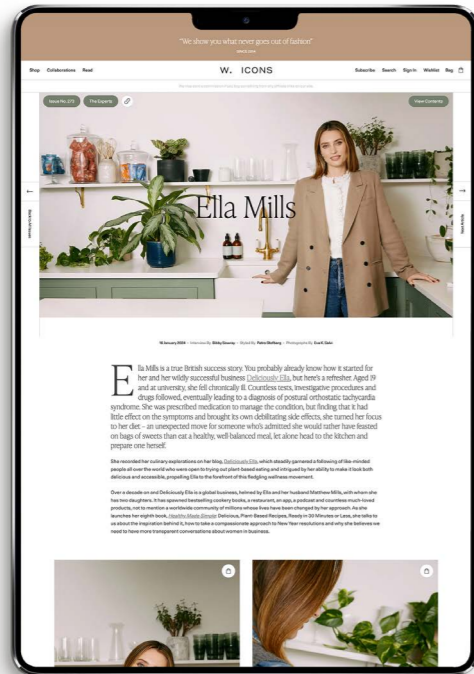
ICONS - The Digital Magazine

At W. ICONS, our dedicated editorial team creates **compelling premium content** covering a diverse range of topics. From **exclusive interviews** with esteemed cover stars to trend reports, style guides and **bespoke branded content**, we excel in creating authentic stories that resonates seamlessly with our audience.

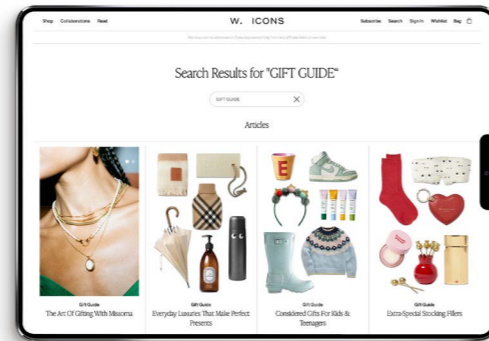


ICONS - The Digital Magazine

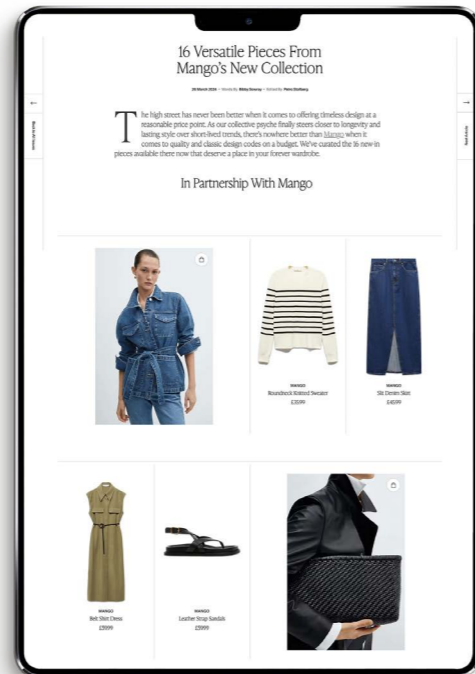
These features and articles range from visual, image-led pieces to in-depth editorial content across fashion, beauty, wellness, lifestyle and travel.



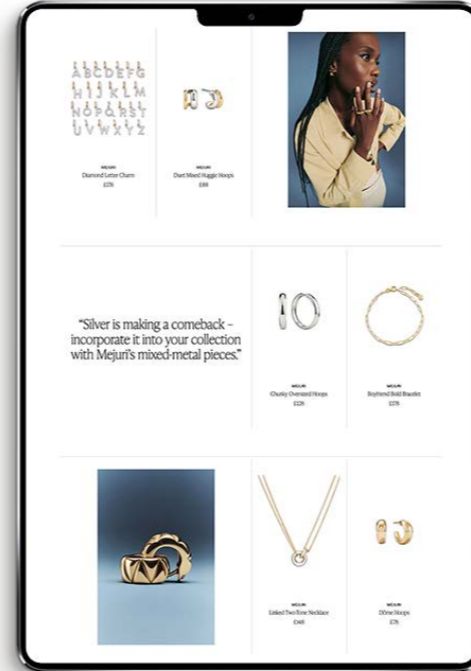
EXPERT INTERVIEWS



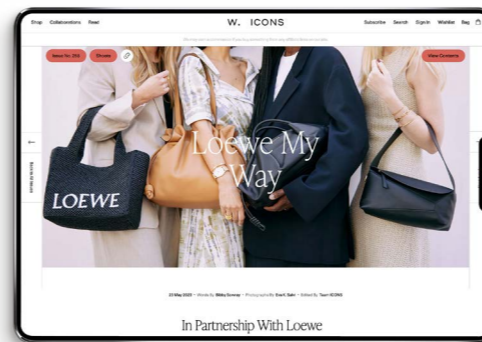
GIFT GUIDES



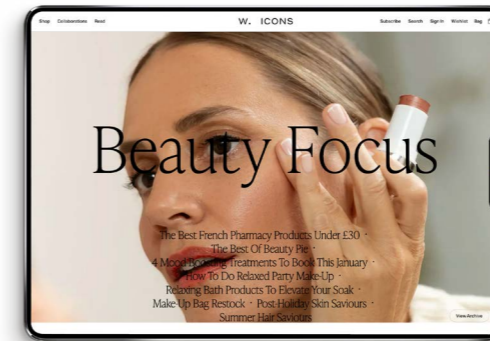
SMART BUYS



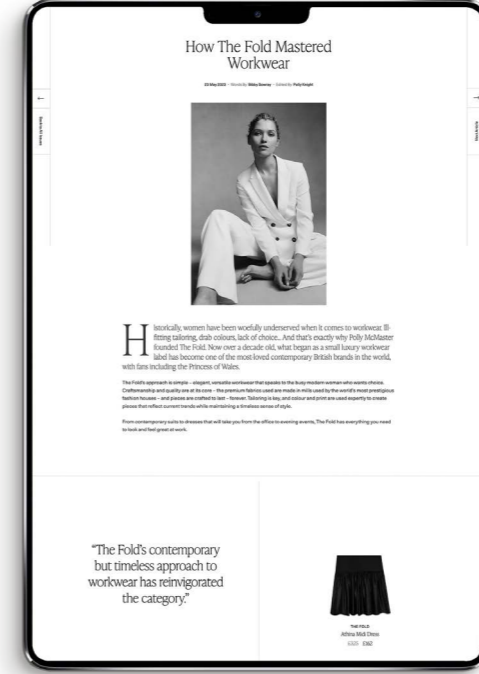
JEWELLERY



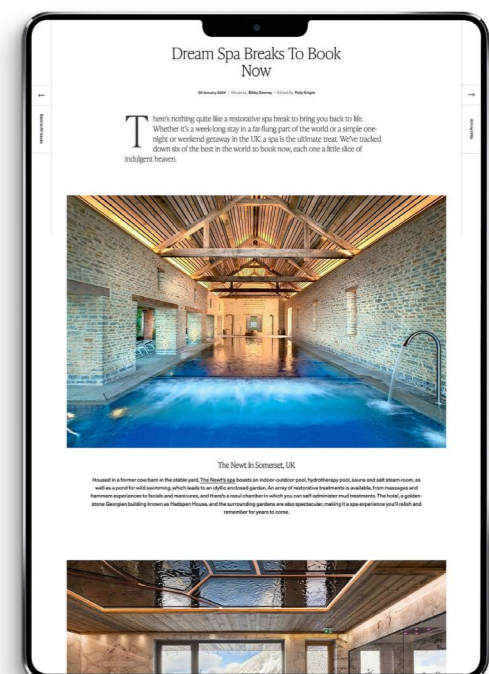
LUXURY FASHION



BEAUTY AND WELLNESS



SPONSORED CONTENT



TRAVEL REVIEWS



BRANDED SHOOTS



WATCHES

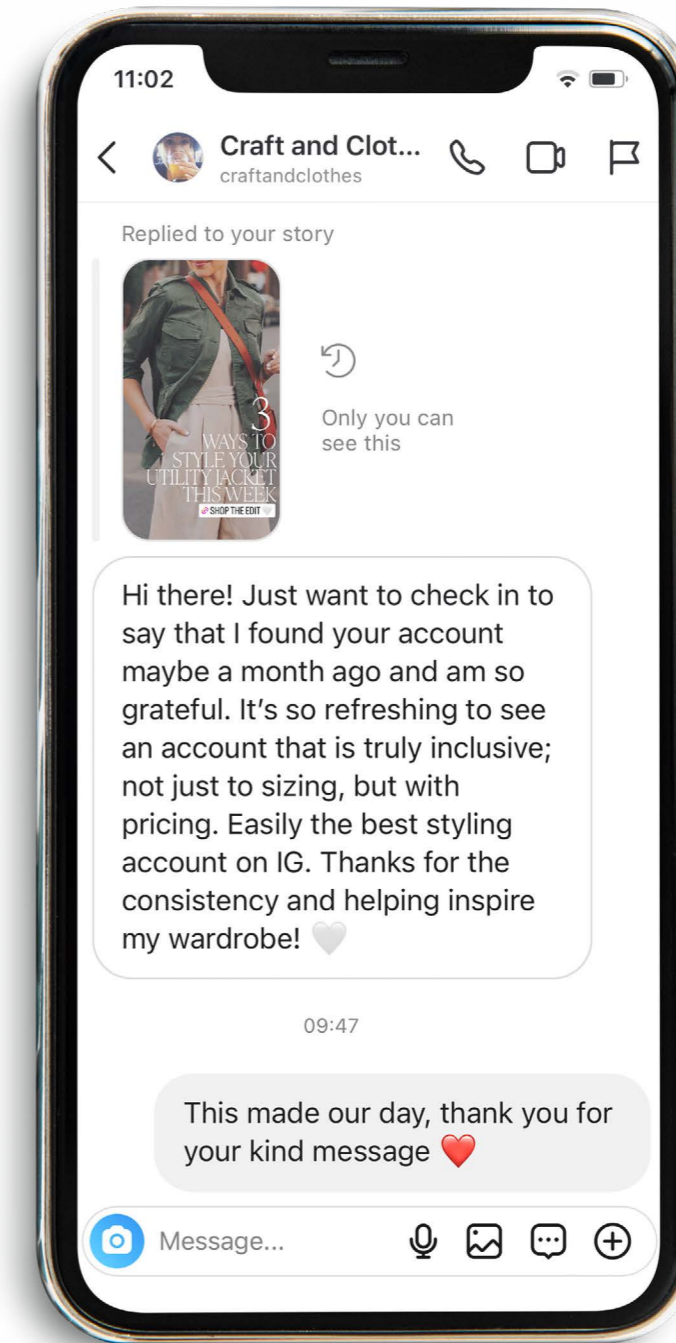
Audience Insights

“Love reading the newsletter every morning, always great fashion inspiration and content and my wardrobes are now so much more organised!”

“I’m constantly unsubscribing from newsletters but yours is the only one I am happy to see in my inbox each day.”

“Please can I start by saying I so enjoy your Instagram and emails. I really look forward to them...I love the styling inspiration and the whole ethos of purchasing items to build a forever wardrobe.”

“Love everything about W. ICONS, honestly the way you style outfits is such a huge inspiration and so helpful. Seriously have zero ideas about how you can make it better because I don’t think that’s possible!”





Partnership

OPPORTUNITIES

Partnerships At A Glance

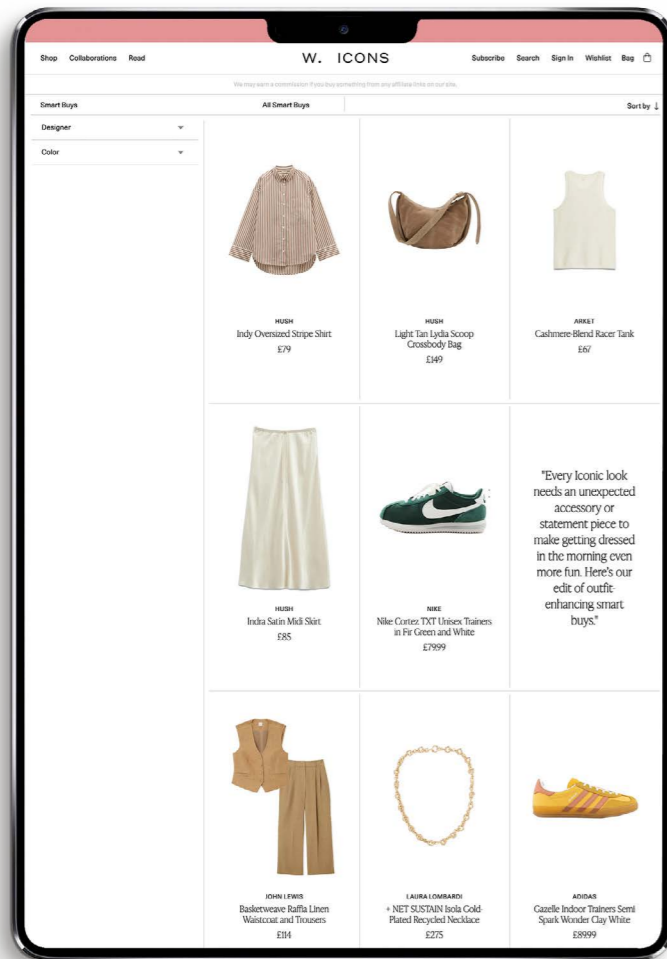
Our partnerships span across four key areas:

1. WEB SHOPS
2. DIGITAL MAGAZINE
3. NEWSLETTER
4. SOCIAL
5. EVENTS

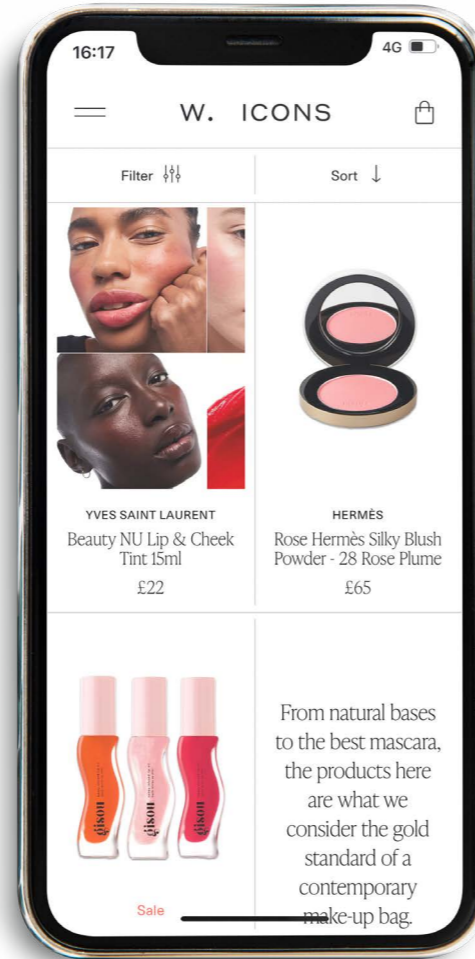


1. Web Shops

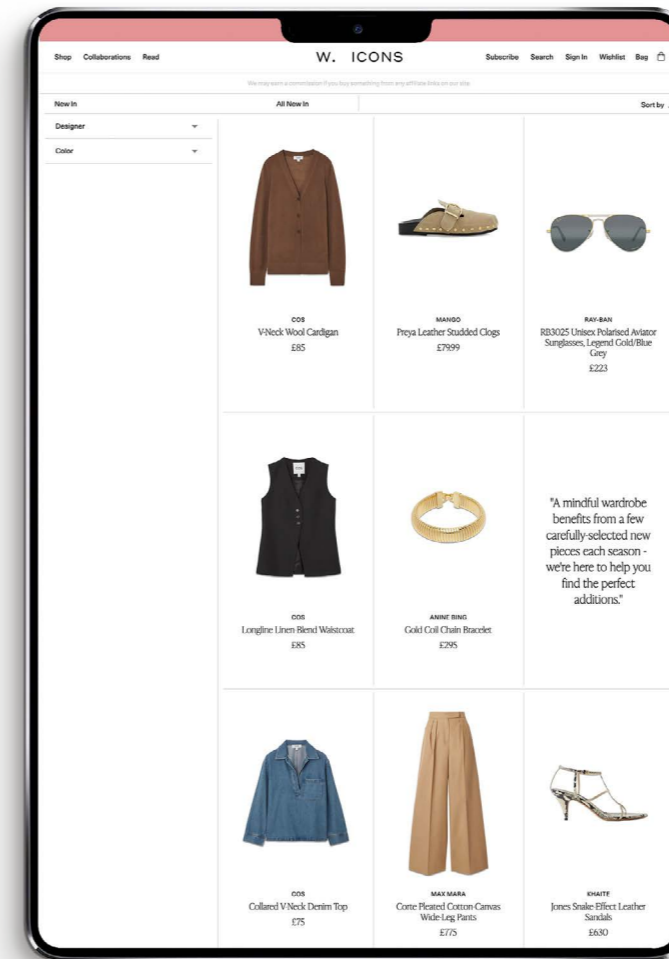
A carefully curated edit of pieces from all our advertising partners, handpicked by our editors and updated daily.



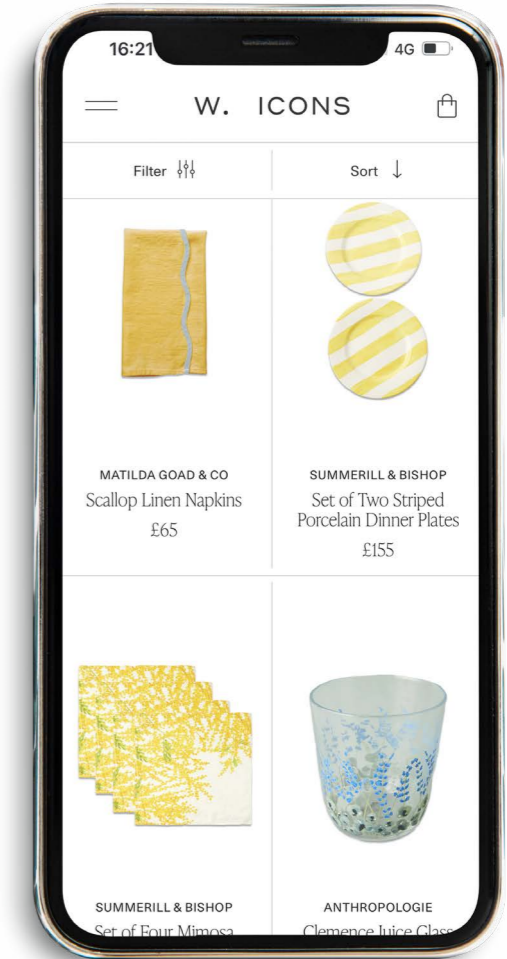
SMART BUYS



BEAUTY



NEW IN



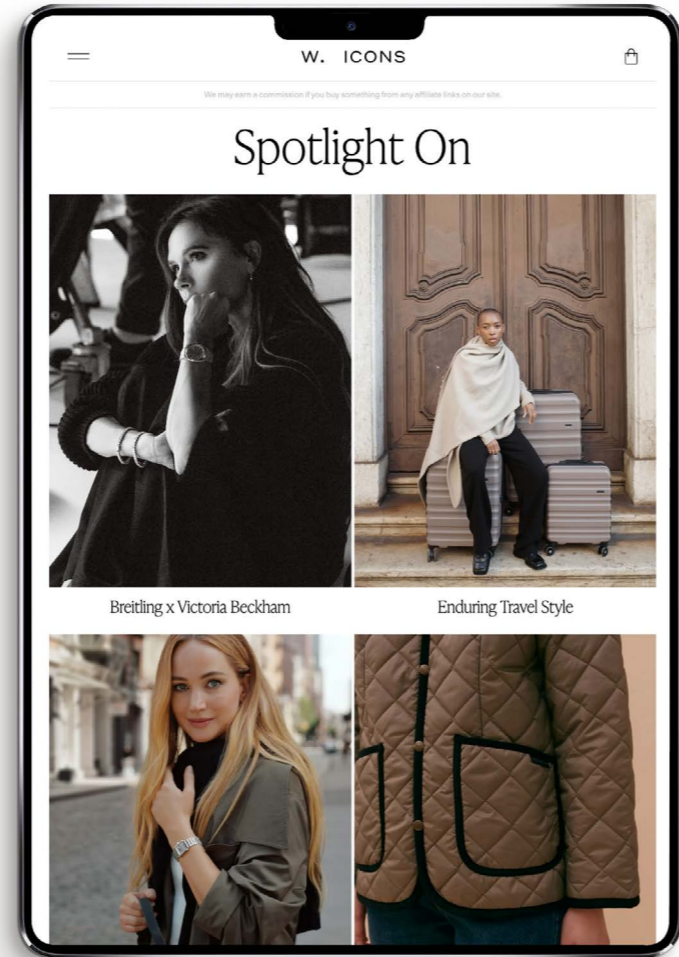
INTERIORS

2. ICONS - Digital Magazine

ICONS stands as the focal point for all our content, with each issue incorporating 8-10 expertly edited pages of shopping articles, bespoke branded content, style guides and more.



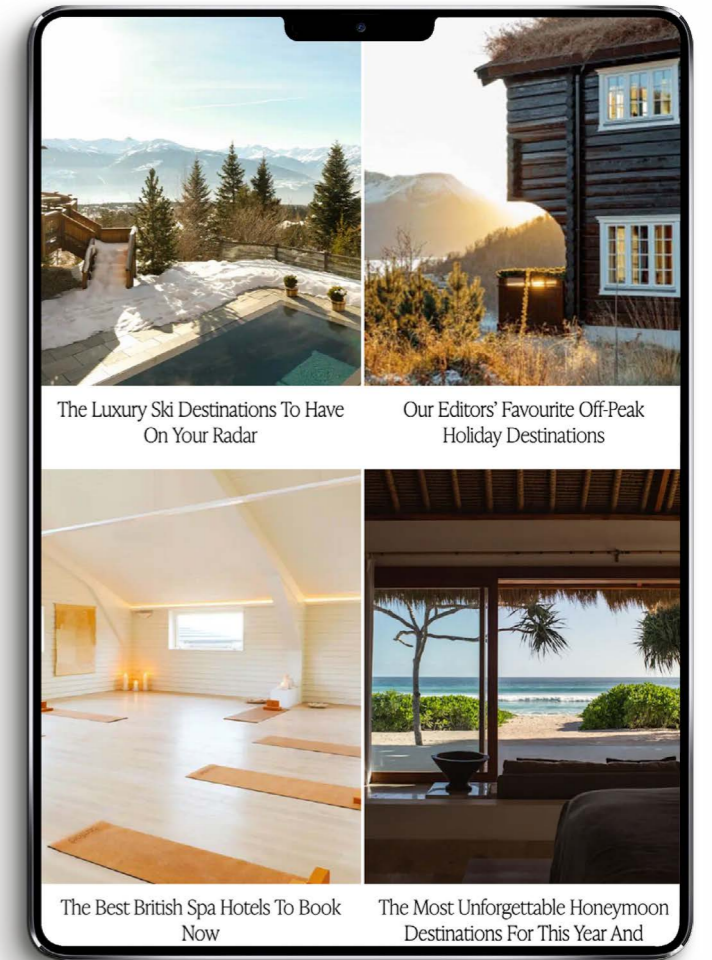
4 WAYS TO STYLE



SPOTLIGHT ON



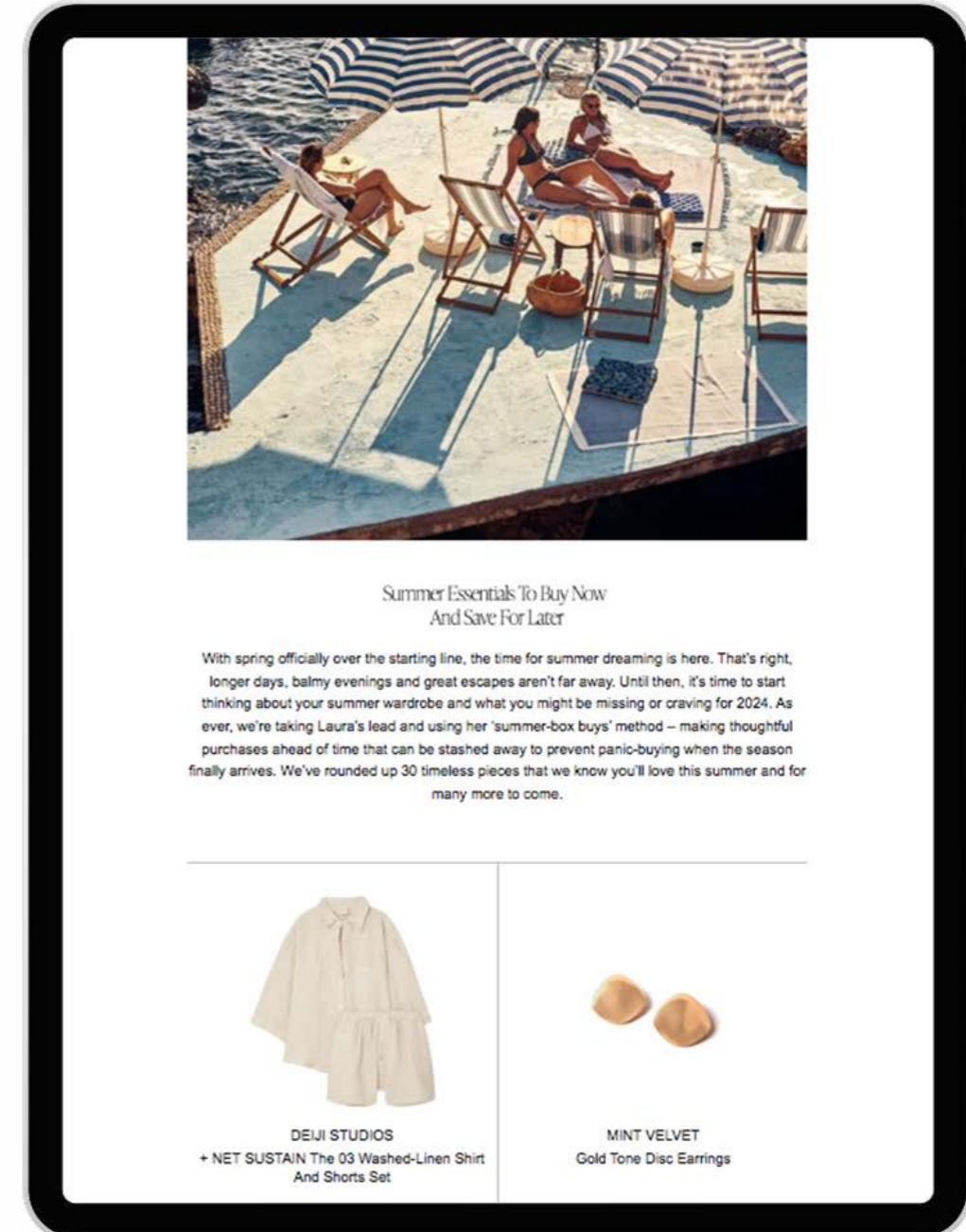
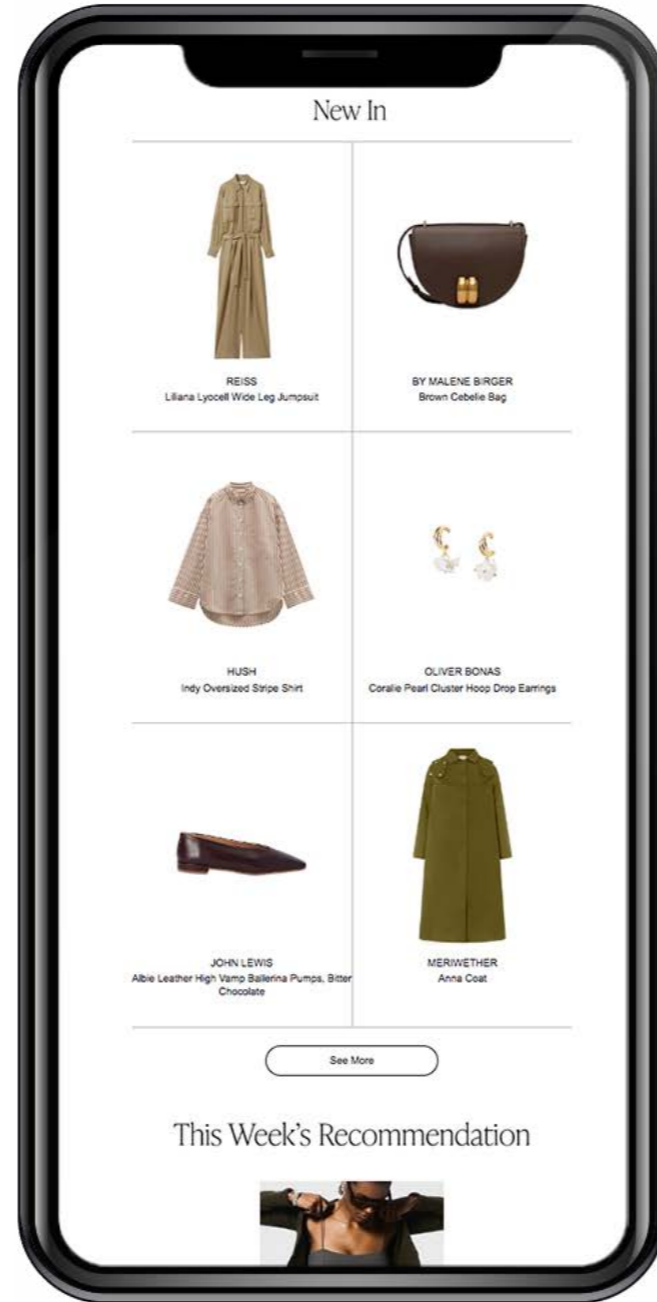
STYLE GUIDES



TRAVEL REVIEWS

3. Newsletters

W. ICONS newsletters offer a perfect blend of insight and inspiration, providing glimpses into the wardrobes of the most stylish women, editor’s picks, and more. With consistently improving open and click-through rates, the latest designs are proving to be a lasting success with our discerning audience.



Solus Newsletters

A chance to speak to W. ICONS' loyal subscribers during key selling periods, with full ownership of all newsletter placements, ensuring 100% SOV.

Option to link directly to your brand's website or to a dedicated article page on the W. ICONS site, offering a seamless and familiar customer journey.

20

51k

SUBSCRIBERS

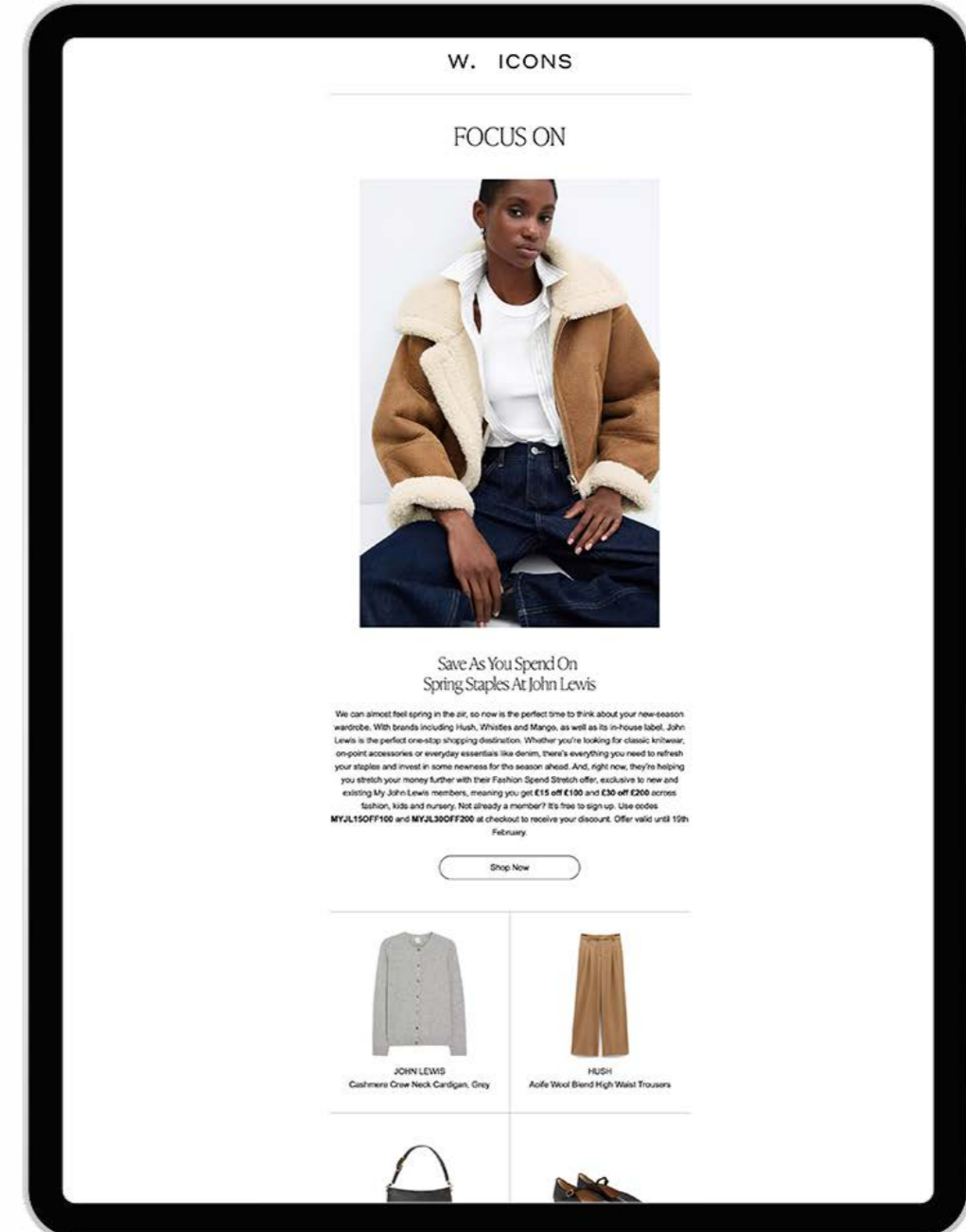
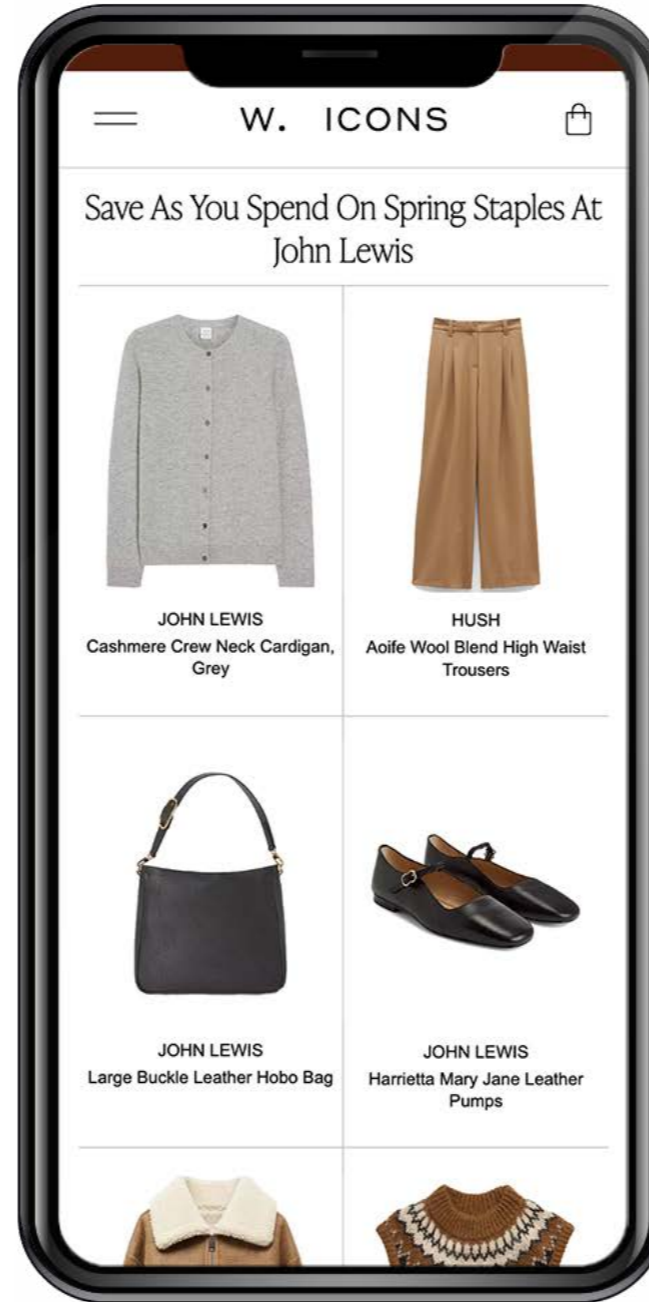
4%*

CTR

30%*

OPEN RATE

*Significantly surpassing the industry averages of 23.1% & 2.8%



Social

The W. ICONS Instagram channel has become the go-to account for style inspiration, where shoppable outfit posts translate into instant conversion opportunities.

Our skilled team can create professional videos, in-store shopping content and branded stories, all completely bespoke and targeted to brand objectives.

225K+

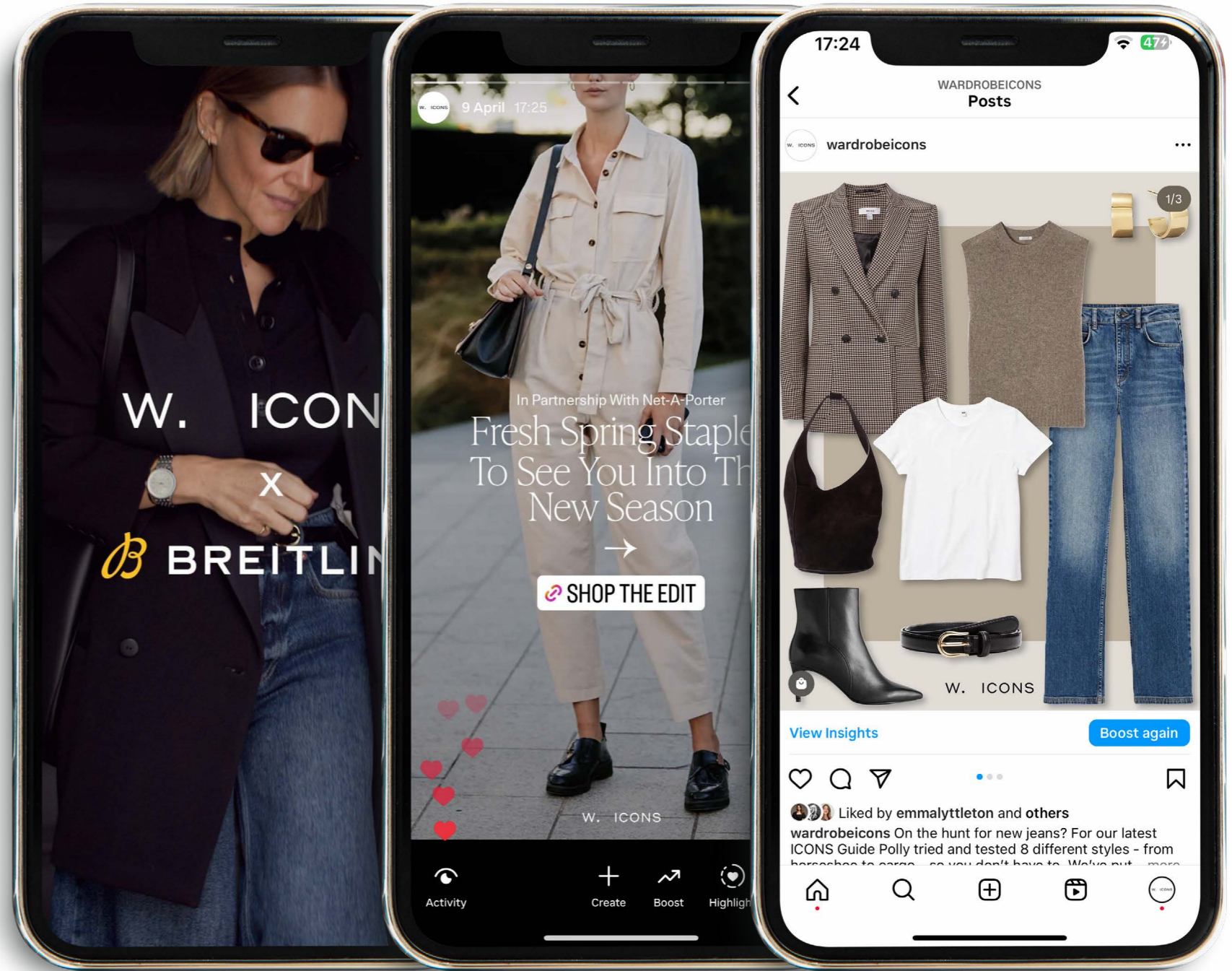
INSTAGRAM FOLLOWERS

5.9K+

PINTEREST

5.1K+

TIKTOK



Bespoke Industry Events

W. ICONS events are a great opportunity for brands and the WI community to come together and collaborate. Over the years we have built a reputation for delivering key standout events for our partners.

Working with highly reputable photographers, we are able to record and document all aspects of the event, the assets from which can be shared across multiple social platforms. We have unrivalled access to key talent and influencers across a breadth of industries, all of whom are invited to share the event on their social platforms, thus creating an excellent opportunity for brands to gain exposure and awareness.



Celebrating the Mini DolceVita Collection with Longines, November 2023

The Art of Curation with Mr & Mrs Smith, February 2024

Reader Events

A reader event connects our audience with your brand for an in-person shopping experience, with the W. ICONS team on hand to provide personal styling advice. It offers a unique opportunity to access our readers in a live setting with the endorsement of the W. ICONS brand. A professional photographer is on hand to capture the event for added social coverage.



W. ICONS in Residence, June 2023

Festive Dressing Masterclass at Bicester Village, November 2024

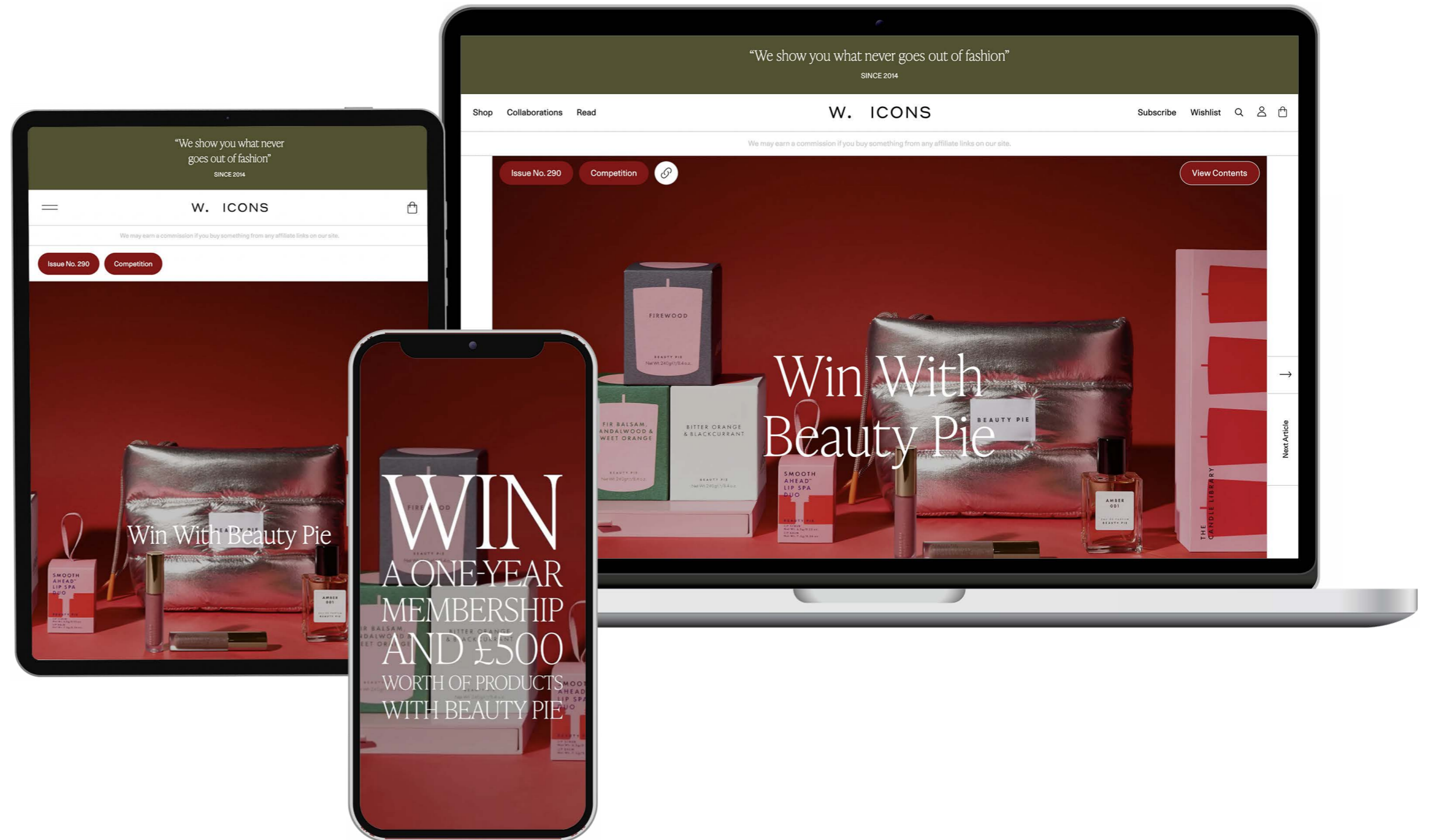
Data Activations

WEBSITE COMPETITION

Hosted on our website as part of the ICONS digital magazine, the competition runs for two weeks and is the ideal opportunity to **acquire the W. ICONS audience** via post-campaign **opt-in data**. Activations include a homepage tile, newsletter placement, two IG stories and the option to collaborate on an IG grid post.

SOCIAL

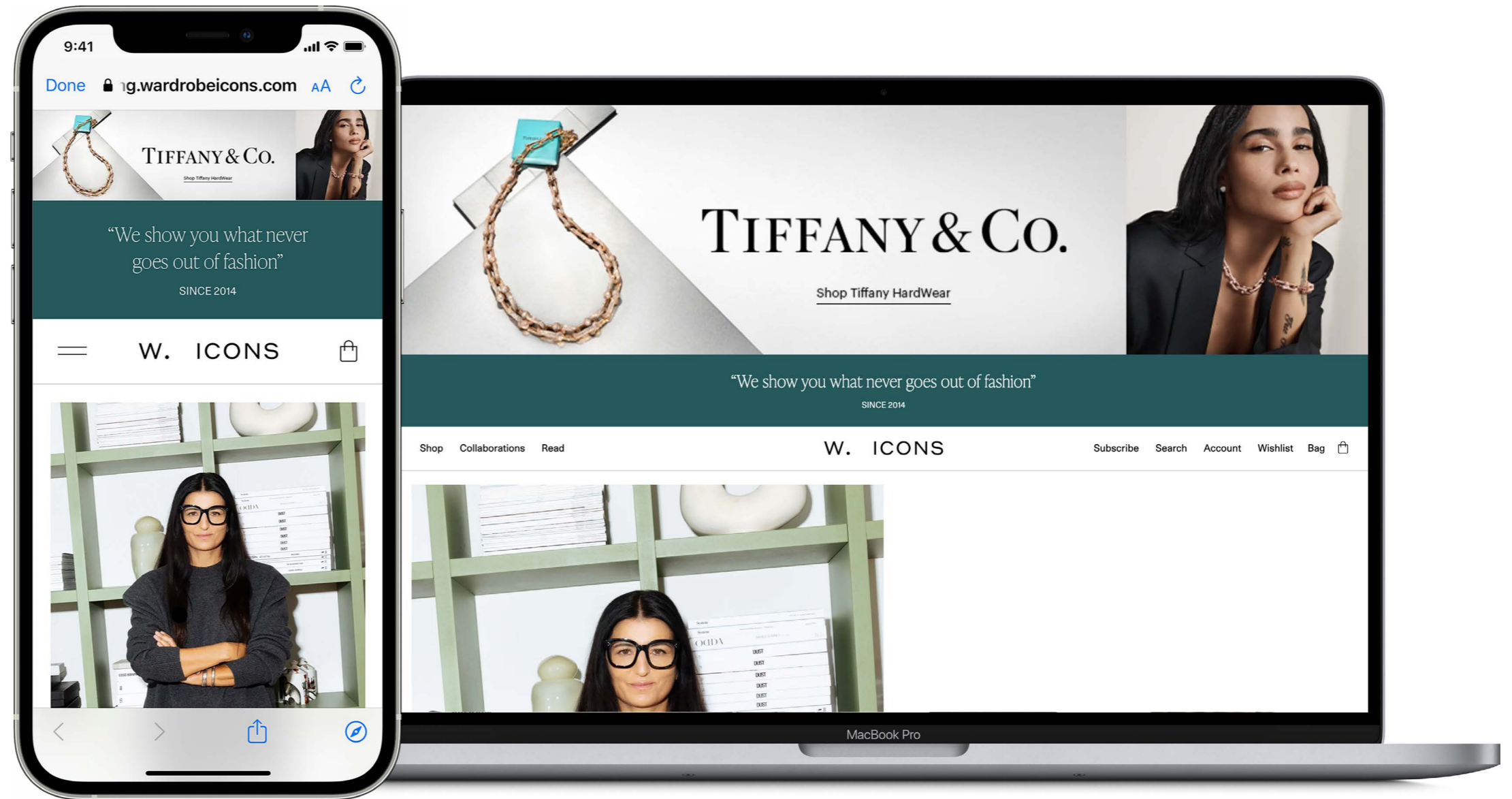
Hosted exclusively on Instagram, a social competition drives brand awareness, **new followers** and offers access to an engaged audience.



Display

Enhance your reach and brand awareness with a display takeover across multiple placements sidewise, with both static and video formats supported. Newsletter display placements also available.

170K
EST. WEEKLY
IMPRESSIONS



Tiffany & Co. Website Ads

Partner Testimonials

“Mint Velvet’s ongoing partnership with W. ICONS has boosted our brand awareness. Their seamless integration of our products into their content has resulted in tangible growth and expanded our reach within a new community. We’re excited for what 2025 has to offer!”

MINT VELVET

“The W. ICONS team are a pleasure to work with – they always produce high-quality content aligned with our brand focuses, picking out the very best of the best product that they know will resonate with their audience. Their highly engaged audience is quick to shop investment pieces, viewing the team as truly trusted style advisors.”

THE OUTNET

“I had the pleasure of working very closely with Emma and the wider W. ICONS team ahead of the LONGINES dinner we co-hosted for a huge global launch. Everything fell perfectly into place, from guest curation, look & feel, to on-the-day logistics (even with a few Addison Lee hiccups!). The dinner was a total success and we received above what we were expecting in terms of reach and engagement.

LONGINES

“We knew a partnership with W. ICONS would deliver on the brief, but our expectations were totally surpassed with the level of engagement, genuine storytelling, traffic generated, and the biggest bonus: conversions that keep on coming! Thank you, team, for your fabulous ideas, amazing guest list, and overall vision.”

MR & MRS SMITH

Contact

Emma Lyttleton

Head of Partnerships

emma@wardrobeicons.com