

W. ICONS

“We show you what never goes out of fashion”

Driving meaningful connections between brands and an affluent,
highly engaged audience since 2014

MEDIA PACK 2026

Who We Are

W. ICONS is an omnichannel digital publishing platform working closely with fashion, beauty, lifestyle and travel brands to create content that **resonates – and converts.**

In a world saturated with publications telling you what's in fashion, W. ICONS cuts through the noise to focus on what never goes out of fashion: **timeless style, considered purchasing and long-term value.**

Our content is designed not only to inspire, but to deliver **measurable commercial outcomes**, building trust, frequency and meaningful engagement between brands and our audience.

Meet The Founders

A trusted voice with proven influence

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

With a combined 45 years' experience in print and digital publishing, Laura and Petro built W. ICONS to bridge the gap between **editorial authority** and **modern, commerce-led media**.

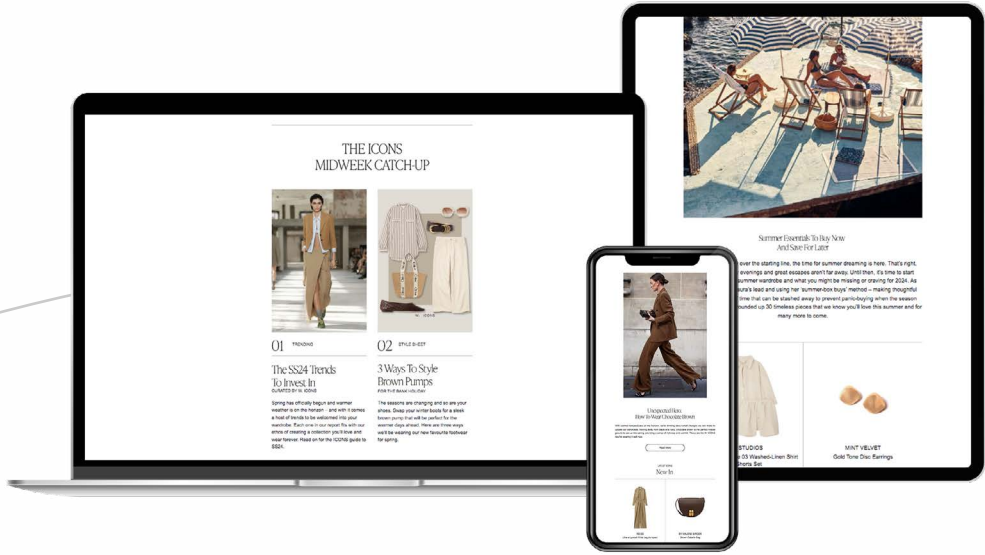
Appealing to the contemporary woman, W. ICONS has carved out a distinct niche thanks to a clear and unwavering style philosophy:

Forever pieces over quick-fix fashion, and a grown-up approach to style that remains relevant season after season.

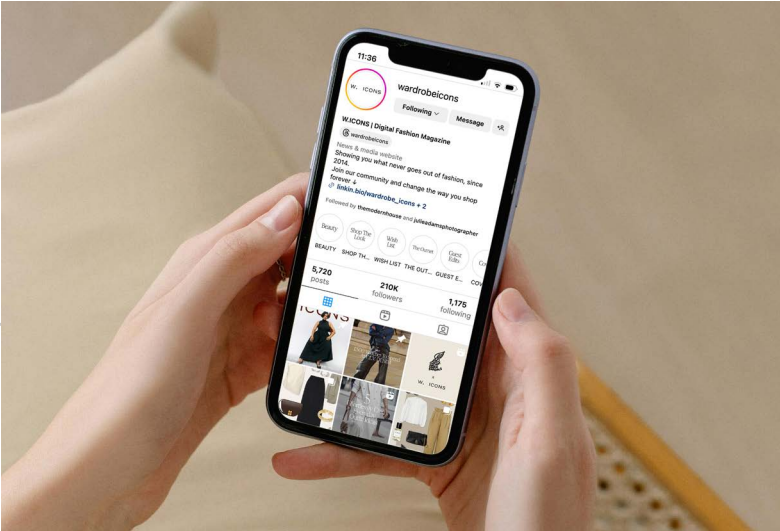




DIGITAL MAGAZINE



NEWSLETTERS



SOCIAL CHANNELS

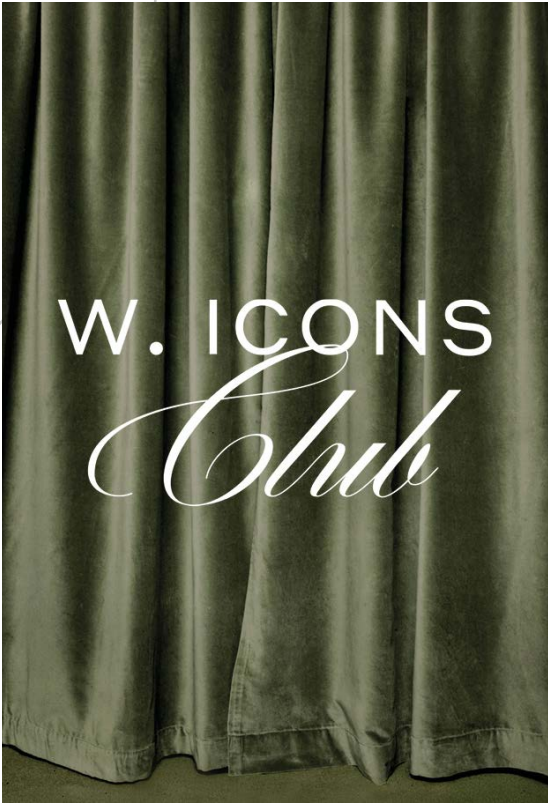
Multiple platforms.
One highly engaged audience.
Designed to build trust and drive action.



BEAUTY AWARDS



EVENTS



W. ICONS CLUB

Our Platform At A Glance

Key performance metrics

5.5M

+22% YOY

PAGE VIEWS

1.3M

+15% YOY

UNIQUE USERS

534K

+18% YOY

DIGITAL MAGAZINE (REACH)

2.7%

CONVERSION RATE

1:24 MINS

DWELL TIME

85K

NEWSLETTER SUBSCRIBERS

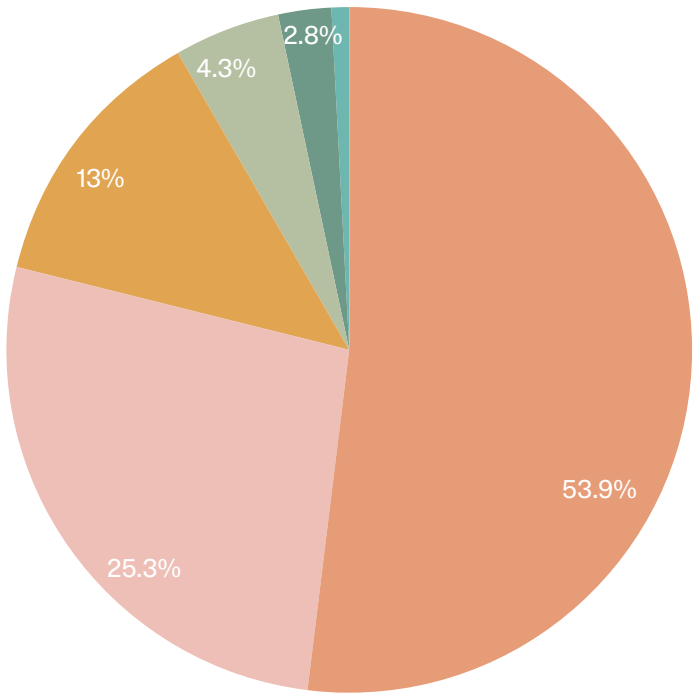
264K

SOCIAL MEDIA FOLLOWERS
(INSTAGRAM)

A Global Audience

Your customer, our reader

GLOBAL READERSHIP



	UNITED KINGDOM	53.9%
	REST OF EUROPE	25.3%
	AMERICAS	13%
	ASIA	4.3%
	OCEANIA	2.8%
	AFRICA	0.7%

VISITORS

DEMOGRAPHIC IS
CONCENTRATED IN

ABC1

GROUP

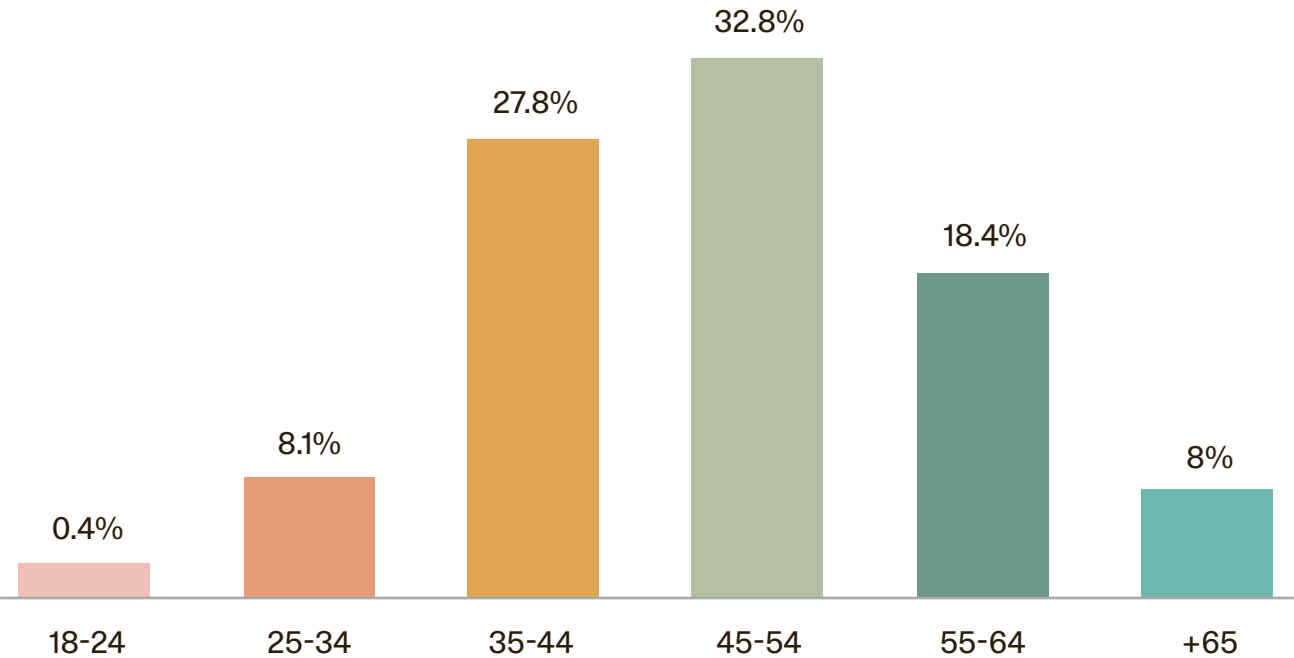
95%

FEMALE

40

AVERAGE AGE

AGE SPLIT



Audience Reach & Engagement

Multi-channel visibility across our platform

UNIQUE VISITORS

116K	456K	1:24 MINS
PER MONTH	PAGE VIEWS	AVERAGE DURATION

NEWSLETTERS

85K	27%	4%
SUBSCRIBERS	OPEN RATE	CLICK RATE

SOCIAL

264K	6.1K	6.7K
INSTAGRAM	PINTEREST	TIKTOK



Purchasing Power

A highly affluent, high-spending audience

OUR READERS' INCOME

55%

EARN OVER £70K
PER ANNUM*

32%

EARN OVER £120K
PER ANNUM*

AVERAGE ORDER VALUE

£217

OVERALL
+38% YOY

£509

LUXURY RETAILERS

TOTAL READER SPEND

£2.2M

2024
+37% YOY

£2.6M

2025
+21.4% YOY

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



5 Reasons That Make Us Different

1. CONVERSION-OPTIMISED

W. ICONS drove over **£2.6 million in gross sales** in 2025. Our content model is built to deliver measurable ROI, combining editorial credibility with commercial performance.

2. ALWAYS DATA-DRIVEN

Every click, order and product interaction is **tracked**, allowing us to **analyse buying behaviour**, optimise content and continually refine **performance**.

3. THE RIGHT AUDIENCE

An affluent, highly engaged **female audience with an average age of 39**, concentrated within the ABC1 30-50 demographic.

4. LONG-LASTING, MEANINGFUL CONTENT

Our digital magazine runs for two weeks, giving content **greater longevity** and **stronger conversion potential** than short-form or reactive media.

5. UNRIVALLED ACCESS TO INDUSTRY TALENT

Prestigious cover stars and industry leaders anchor our content, delivering credibility, reach and long-term brand alignment.

Brands That Trust Us

Including long-term, always-on partnerships and multi-season collaborations

NET-A-PORTER



TIFFANY & CO.



RALPH LAUREN



REISS



Massimo Dutti

ESTÉE LAUDER



miu miu

ARKET

Reformation



MEJURI

LIBERTY.

WHISTLES

HUSH



BEAUTY PIE

ME+EM

VARLEY

MISSOMA

MERIT

JOHN LEWIS
& PARTNERS

LOEWE

HEAL'S

VANESSA BRUNO

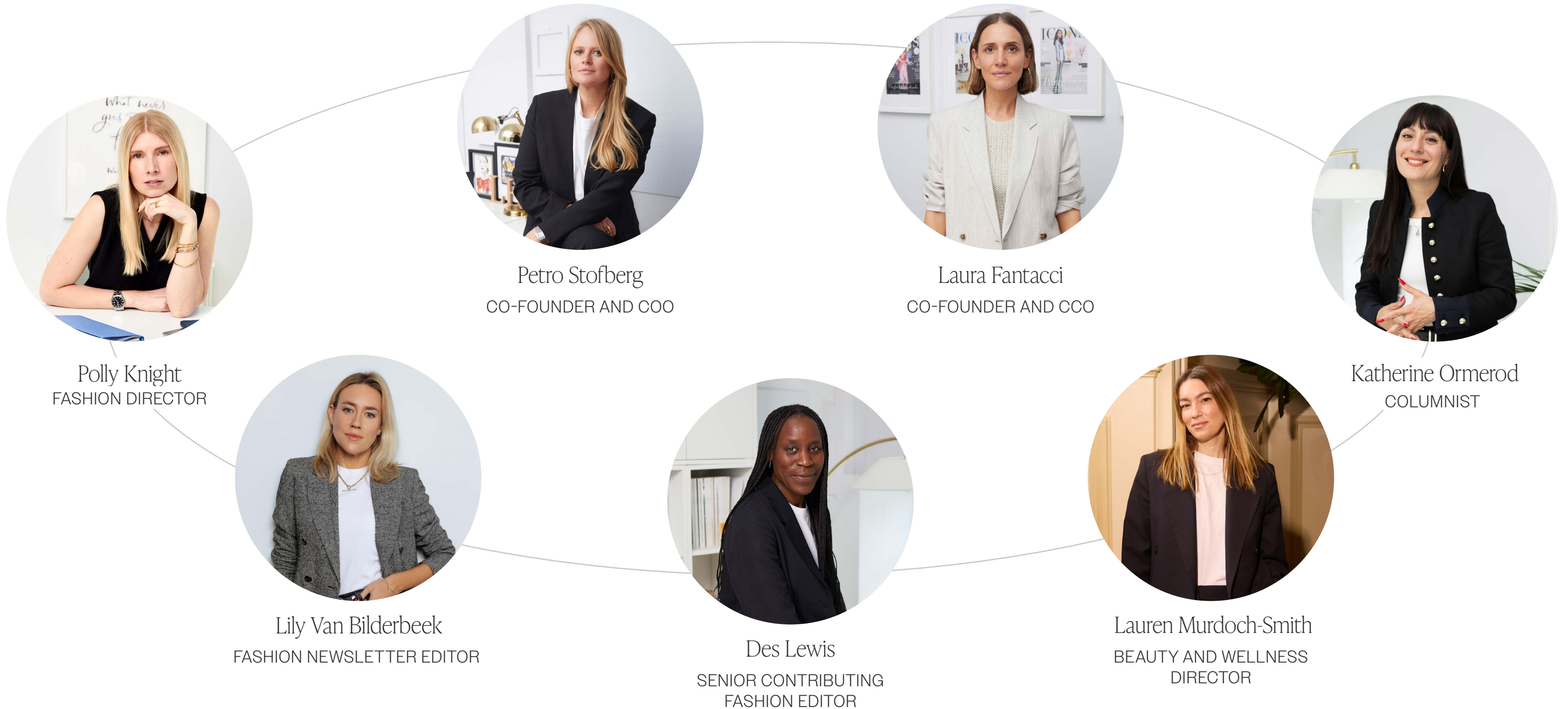
PRADA



THE OUTNET

Meet The Editorial Team

W. ICONS is powered by an influential collective of editors, each with a clearly defined point of view and an independent sense of style



Leveraging Our Editors For Content

Point of view is our power

Each W. ICONS editor **brings her own aesthetic, expertise and audience trust**, creating a powerful framework for brand storytelling. We don't just showcase products, we interpret them through **individual style perspectives** our audience already trusts.



Brands can leverage our editorial team

- Editor-led styling and product curation
- Personalised recommendations rooted in real wardrobes
- Branded content shaped by a distinct editorial voice
- Multi-editor perspectives that broaden reach while maintaining credibility

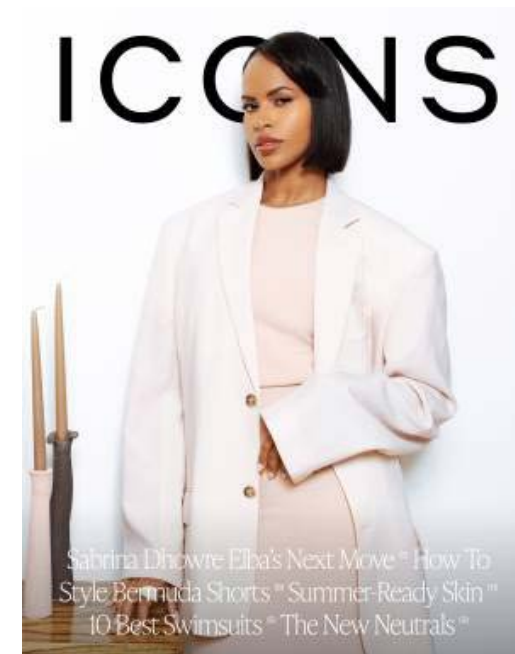
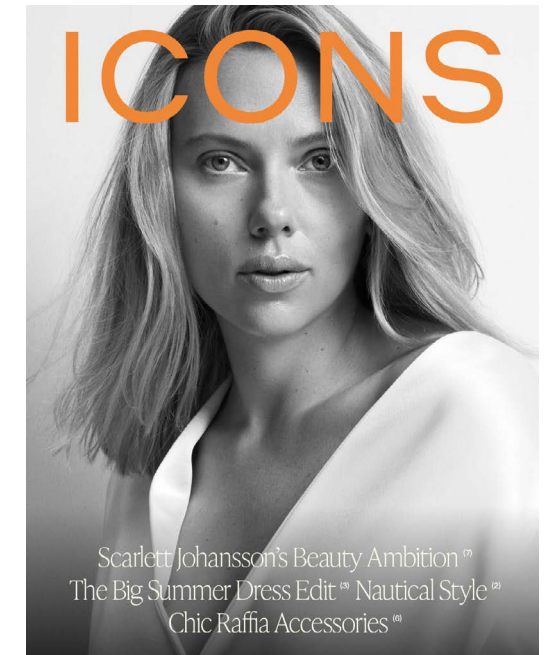
ICONS – The Digital Magazine

The heart of the W. ICONS platform

Our dedicated editorial team produces **premium, in-depth content** spanning fashion, beauty, wellness, lifestyle and travel — from exclusive interviews and expert-led style guides to bespoke branded content.

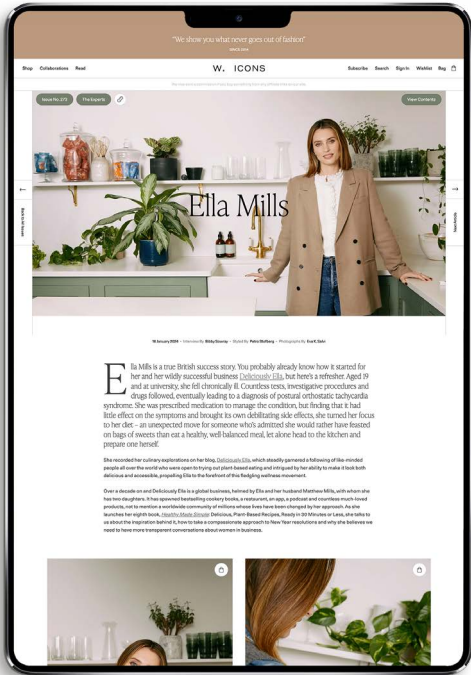
Each issue is carefully curated to **balance inspiration with clear shopping pathways**, delivering both engagement and conversion.

“Content lives beyond the issue through search, internal linking and evergreen updates.”

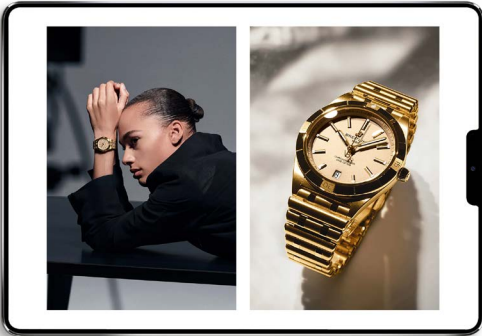


ICONS – The Digital Magazine

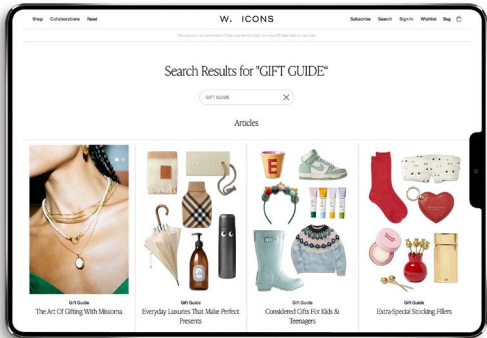
Content spans a broad range of formats, from visually led inspiration to in-depth editorial, allowing brands to integrate seamlessly in ways that feel natural and effective



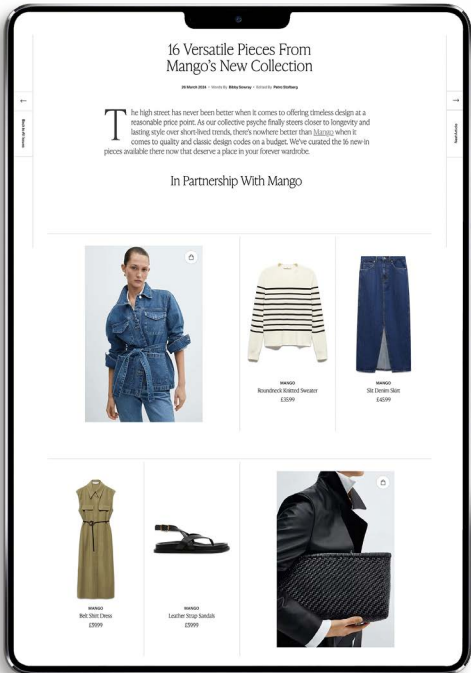
EXPERT INTERVIEWS



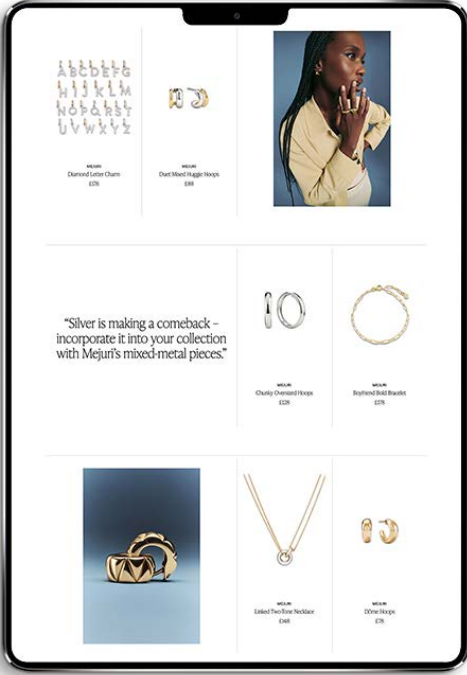
WATCHES



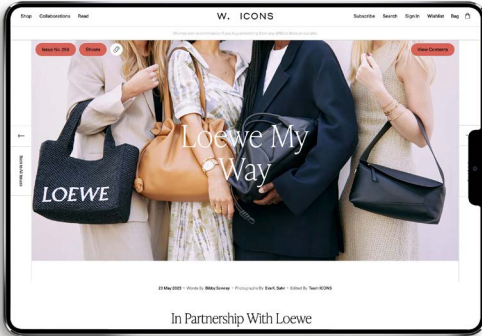
GIFT GUIDES



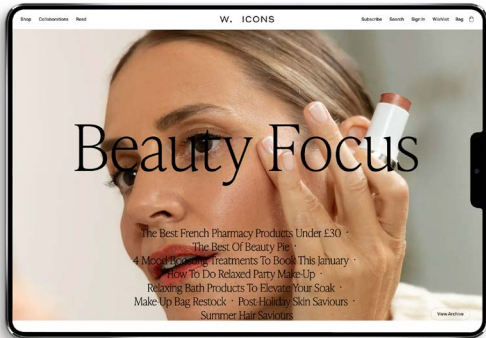
SMART BUYS



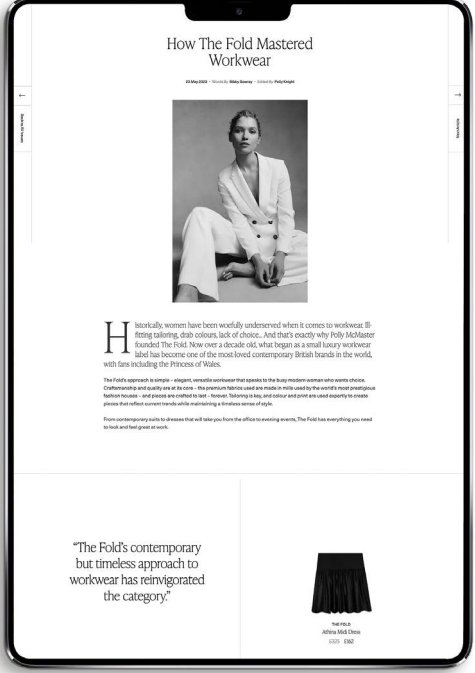
JEWELLERY



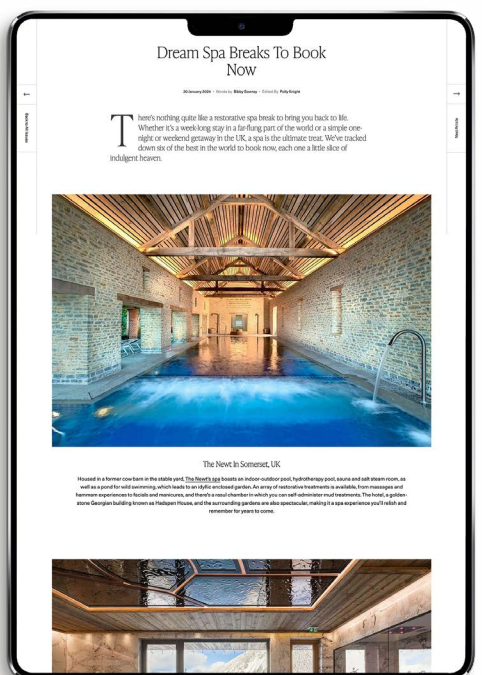
LUXURY FASHION



BEAUTY AND WELLNESS



SPONSORED CONTENT



TRAVEL REVIEWS



BRANDED SHOOTS

A Loyal, Highly Engaged Community

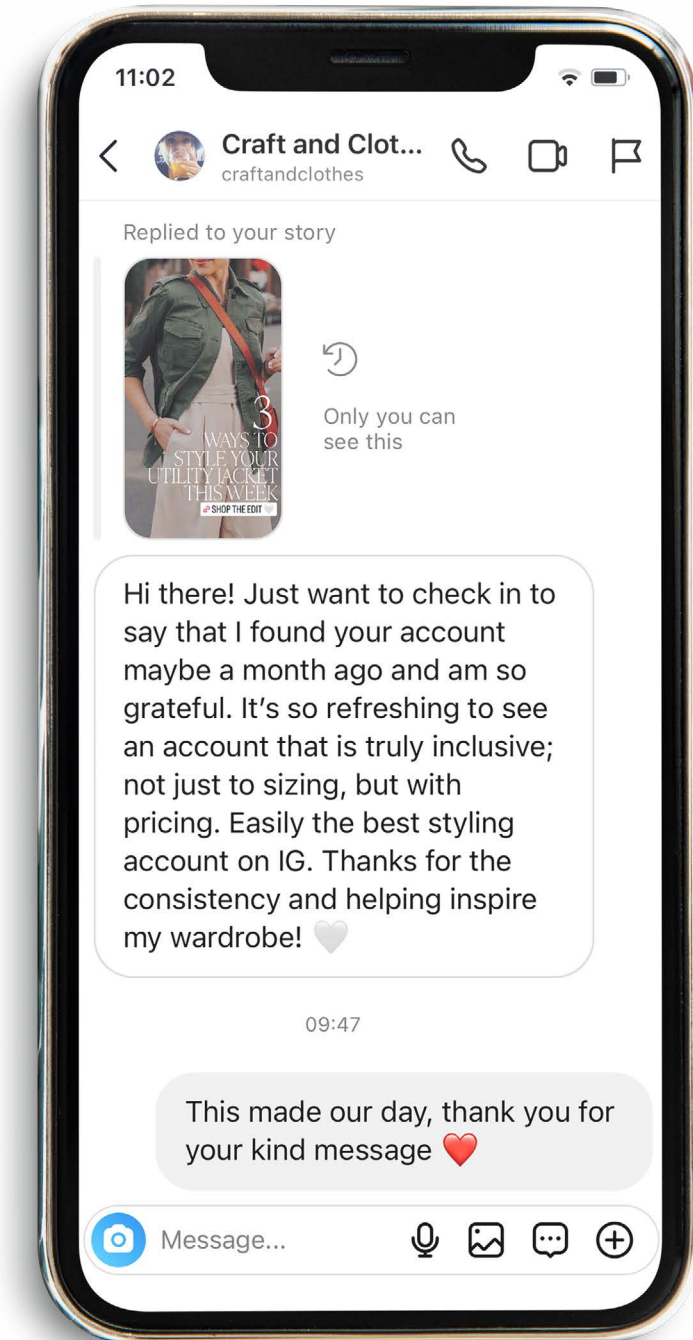
A community built on trust, relevance and consistency

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

“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.”

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

“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!”





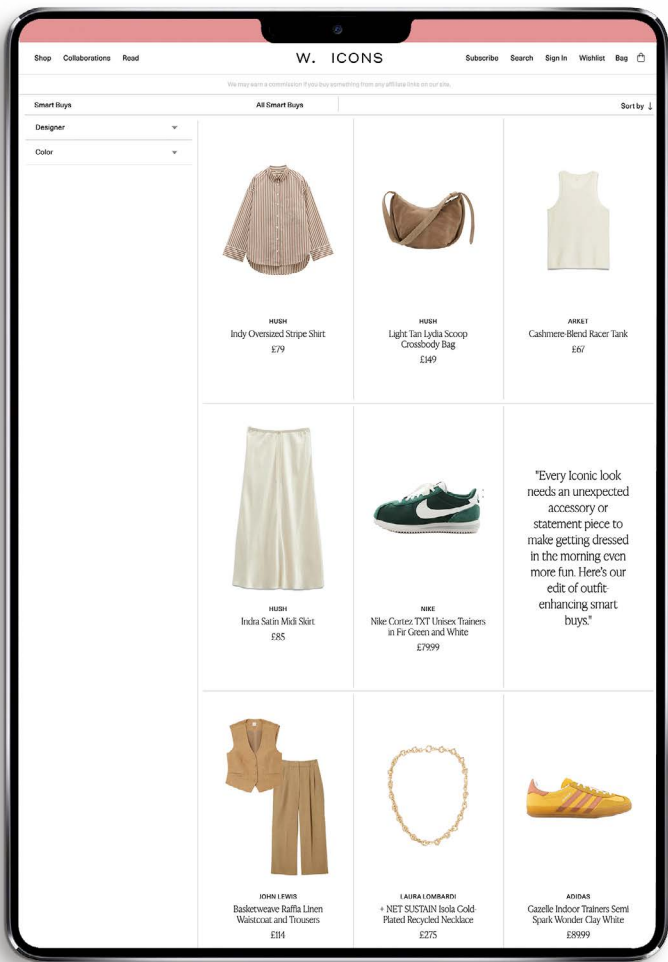
Partnership

OPPORTUNITIES

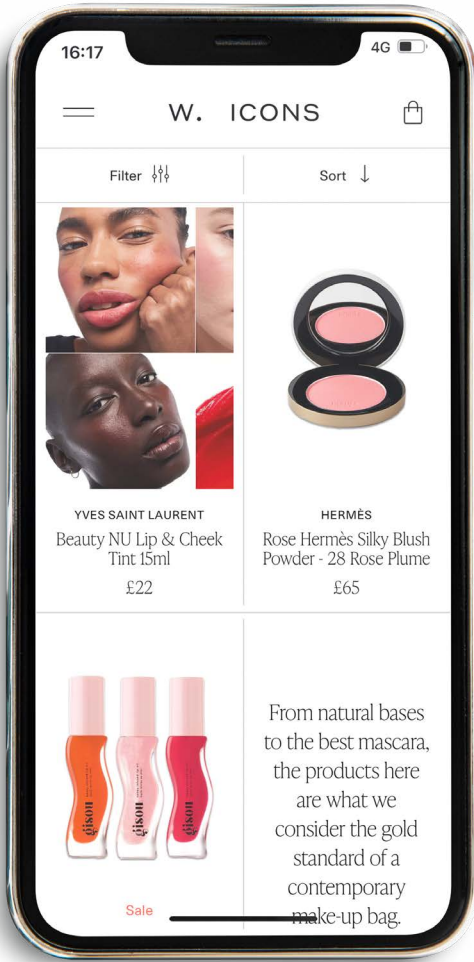
We offer flexible partnership models designed to
scale with performance

1. Web Shops

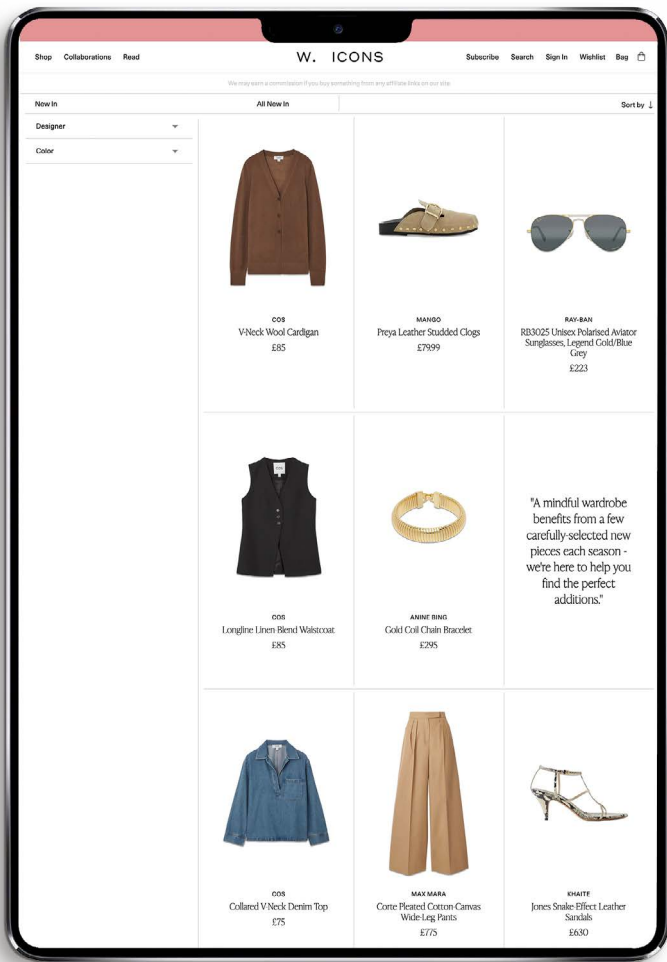
Our Web Shops are carefully curated, editor-led destinations featuring a **live edit of products** from our advertising partners. Updated daily, they are one of our **strongest conversion-driving areas**, offering brands consistent visibility within a **trusted shopping environment**.



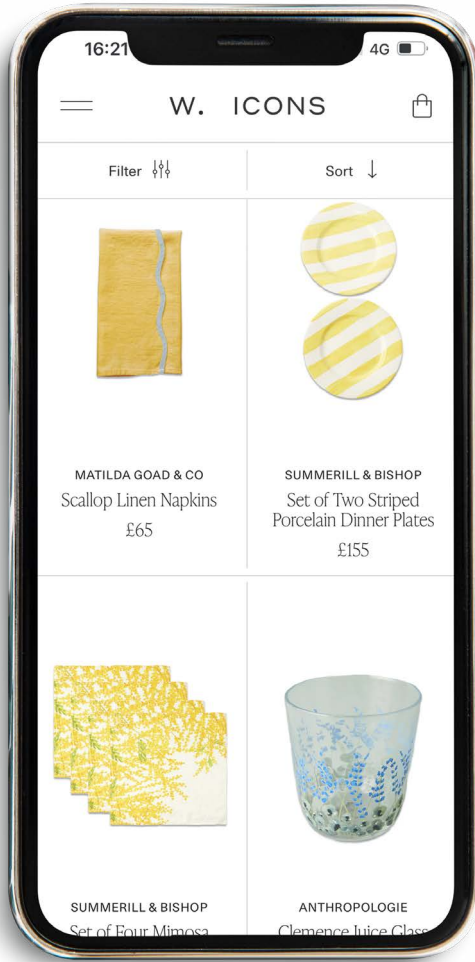
SMART BUYS



BEAUTY



NEW IN



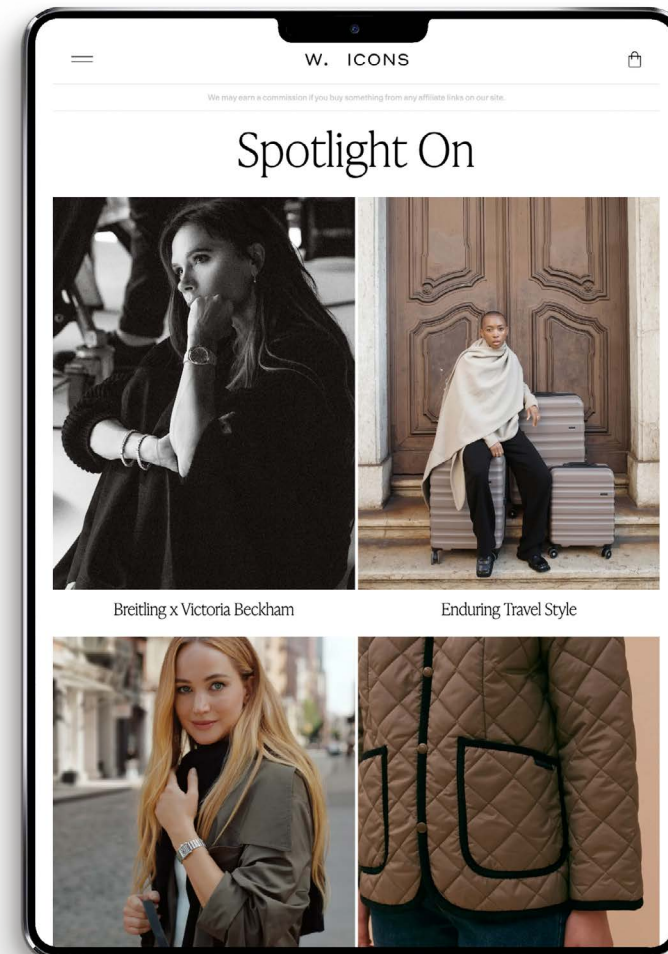
INTERIORS

2. ICONS Digital Magazine

Each ICONS issue features 8–10 expertly edited pages, **combining shopping-led content**, style guidance and bespoke brand storytelling. This format allows for **deeper engagement**, longer dwell time and higher-quality traffic.



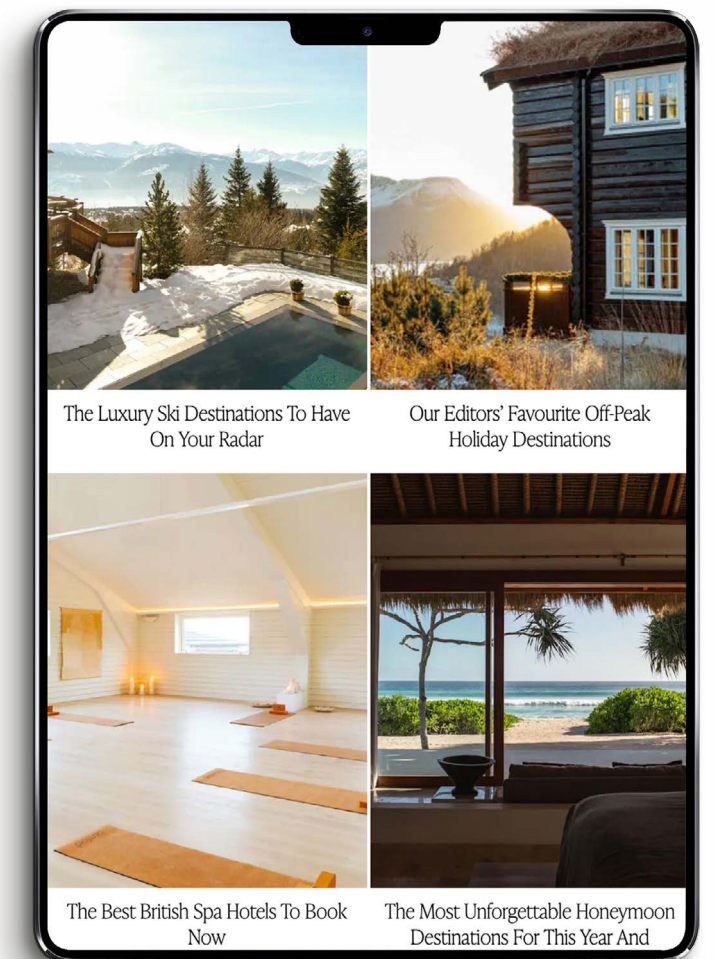
4 WAYS TO STYLE



SPOTLIGHT ON



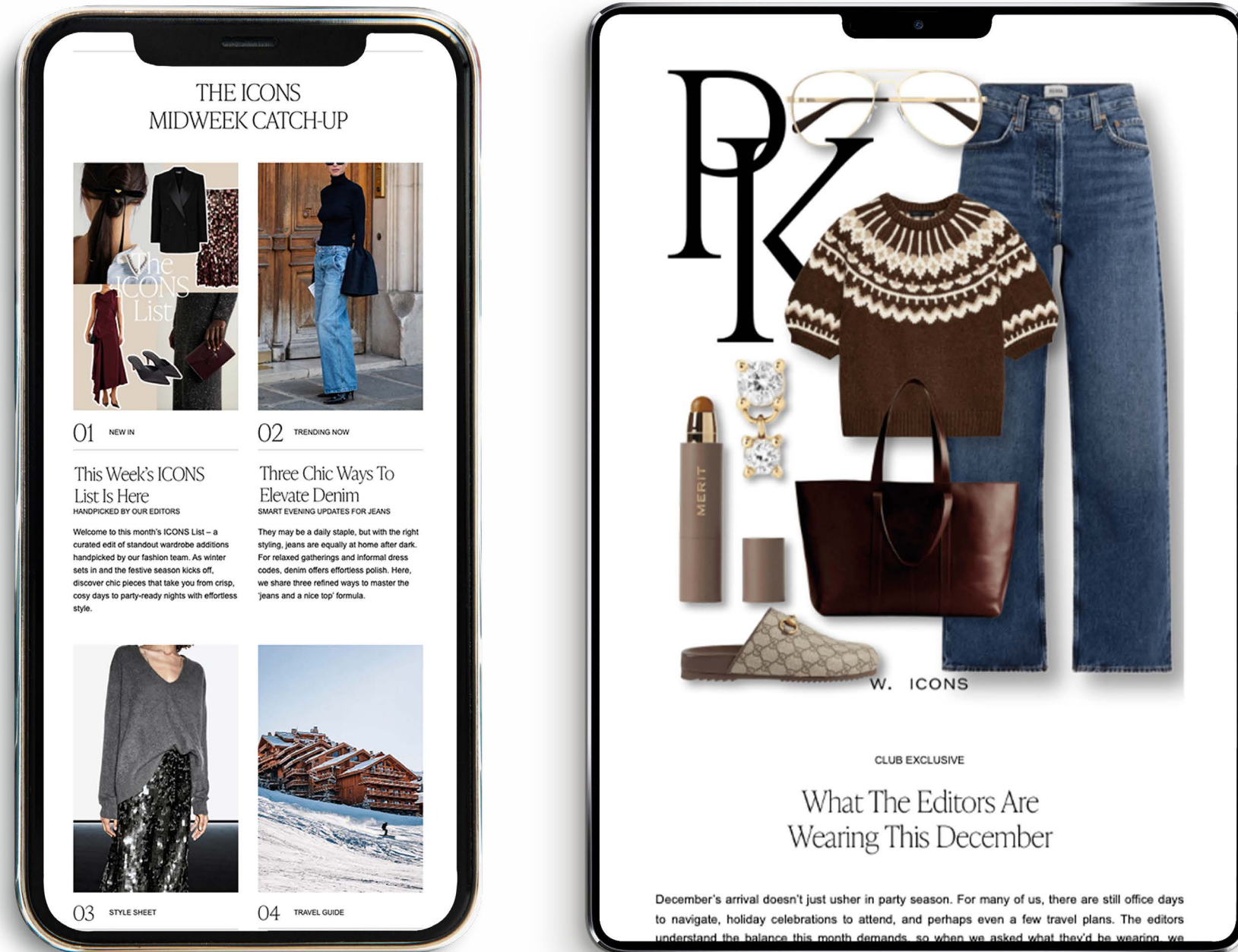
STYLE GUIDES



TRAVEL REVIEWS

3. Newsletters

W. ICONS newsletters deliver a **highly effective blend of inspiration and insight**, offering a daily touchpoint with our **most loyal audience**. With consistently strong open and click-through rates, newsletters are a powerful channel for **driving immediate action** during key trading moments.



4. Solus Newsletters

100% share of voice, delivered to a loyal audience

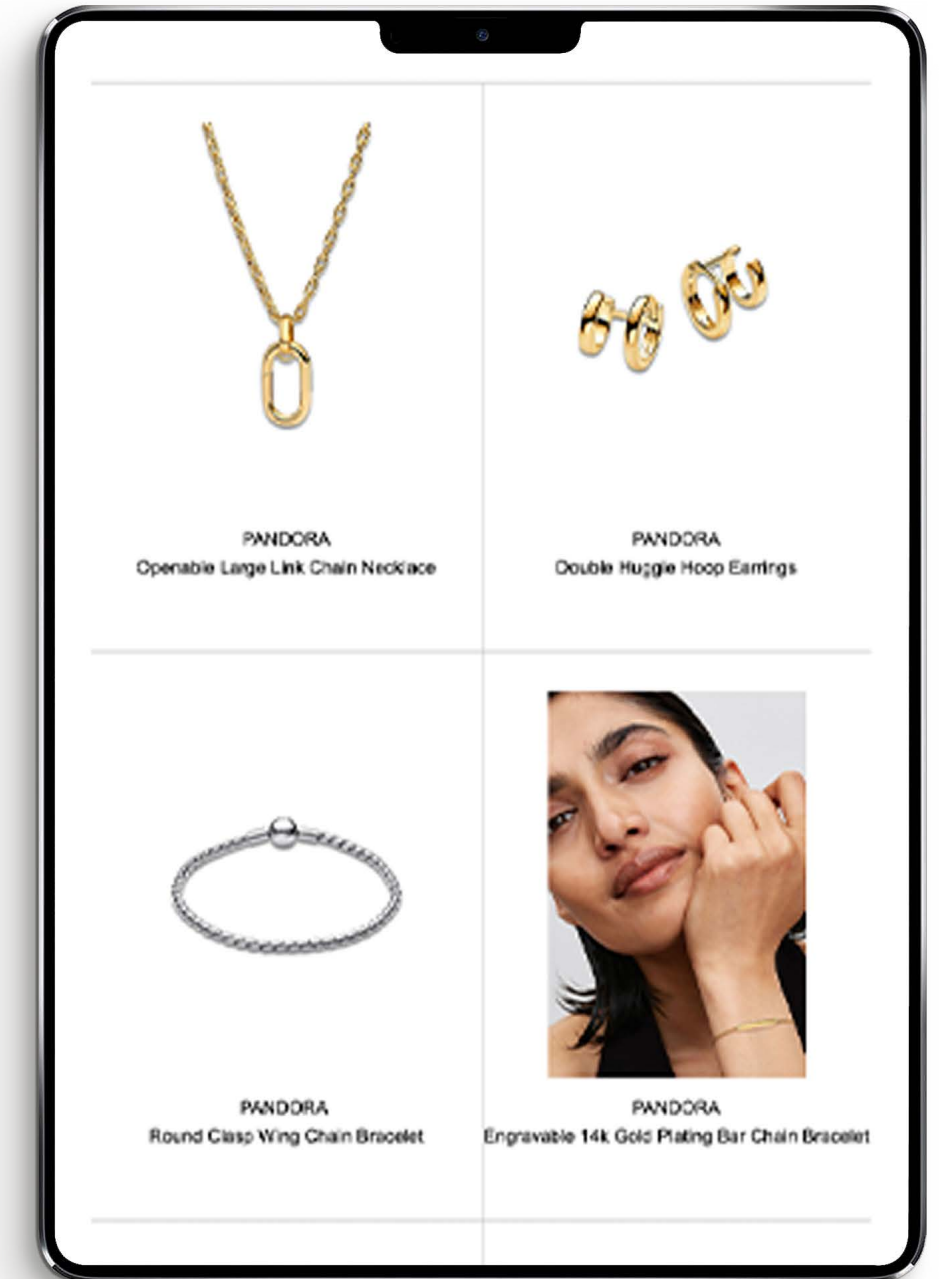
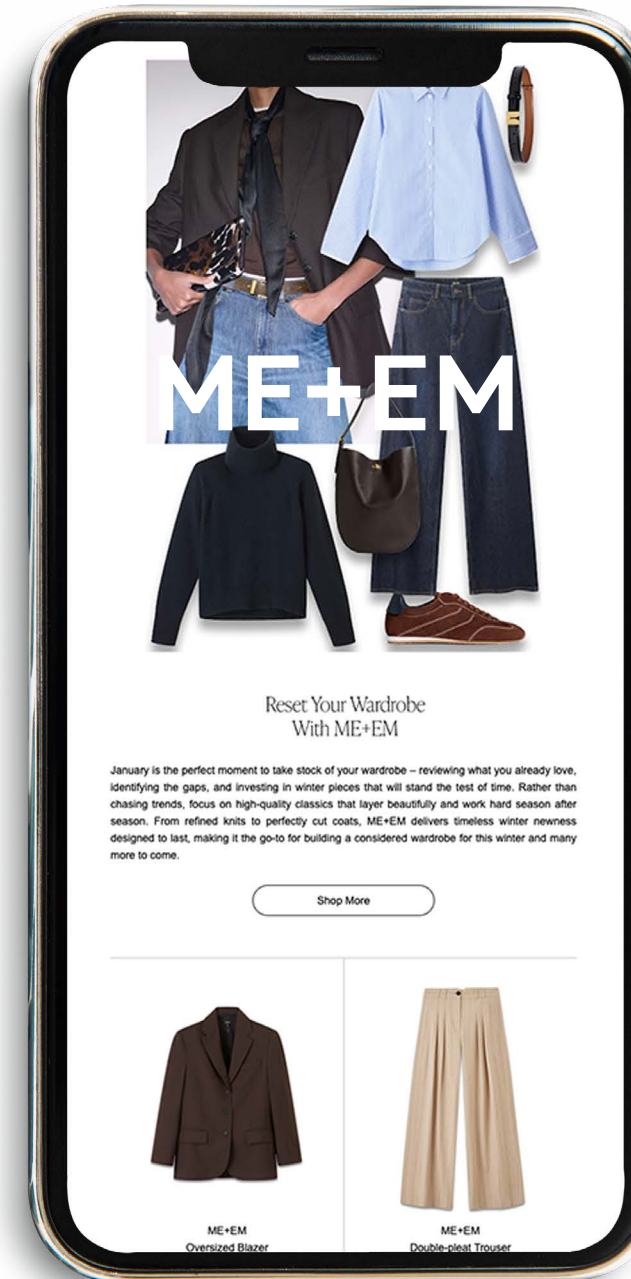
Solus newsletters offer brands the opportunity to **speak directly to the W. ICONS audience** during key commercial moments, with 100% share of voice across the send.

Brands can link either directly to their own website or to a dedicated article on W. ICONS, ensuring a seamless and trusted customer journey.

“Regularly used for launches, gifting moments and key trading periods”

£3-5K

AVERAGE REVENUE
DRIVEN PER SOLUS



5. Social

Where inspiration translates into conversion

The W. ICONS Instagram channel is a go-to destination for style inspiration, where **shoppable content** translates into immediate conversion opportunities.

Our in-house team produces **bespoke social content** – from Reels and grid posts to in-store shopping and branded stories – tailored to individual brand objectives.

4.5K

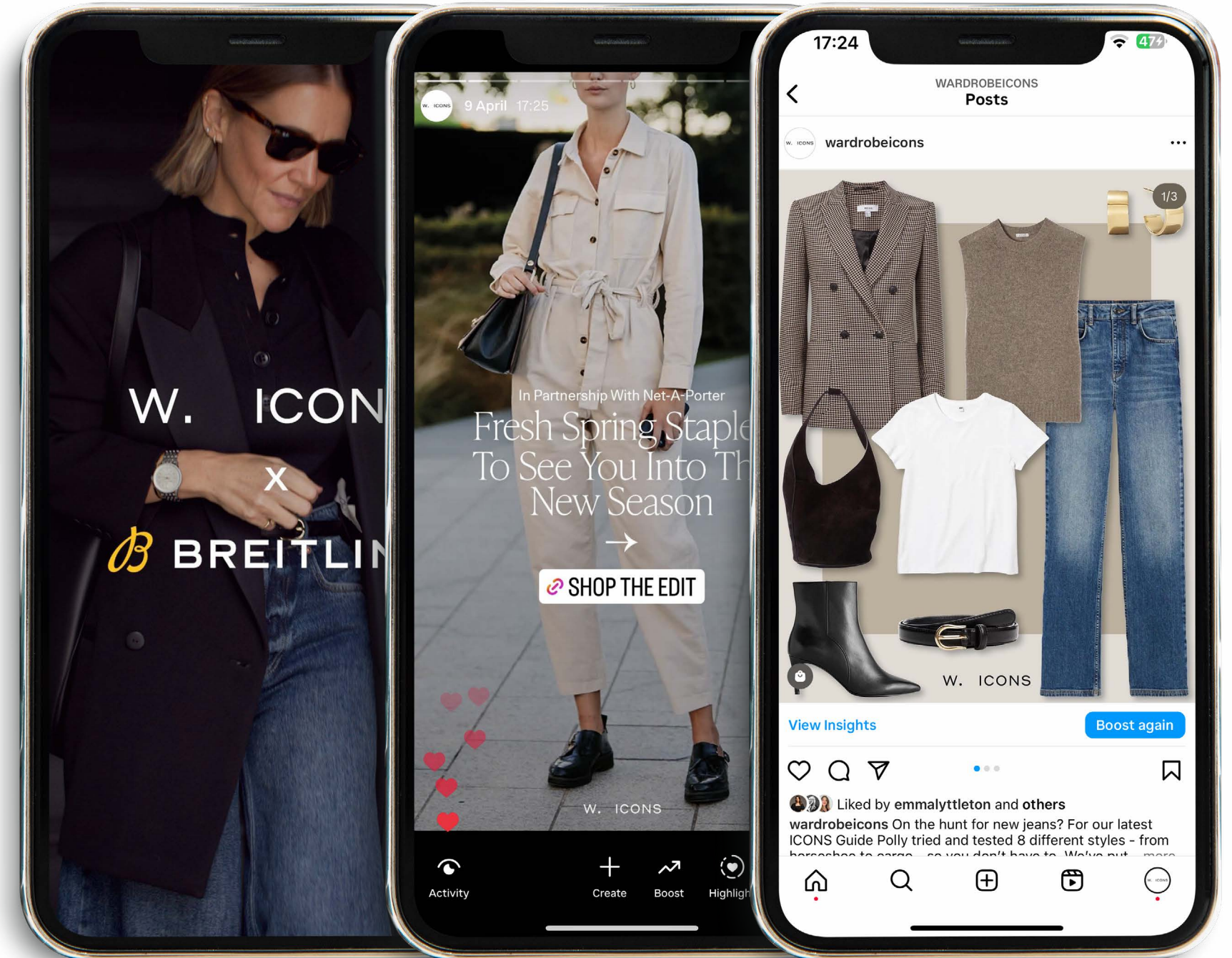
AVERAGE STORY VIEWS

31K

AVERAGE POST VIEWS

13K

AVERAGE REEL VIEWS



6. Bespoke Industry Events

Access to an influential, carefully curated network

W. ICONS events connect brands with a highly curated network of influential women, from industry leaders and founders to tastemakers and established content creators.

Designed as strategic brand-building moments, each event prioritises relevance, alignment and quality of connection over scale.

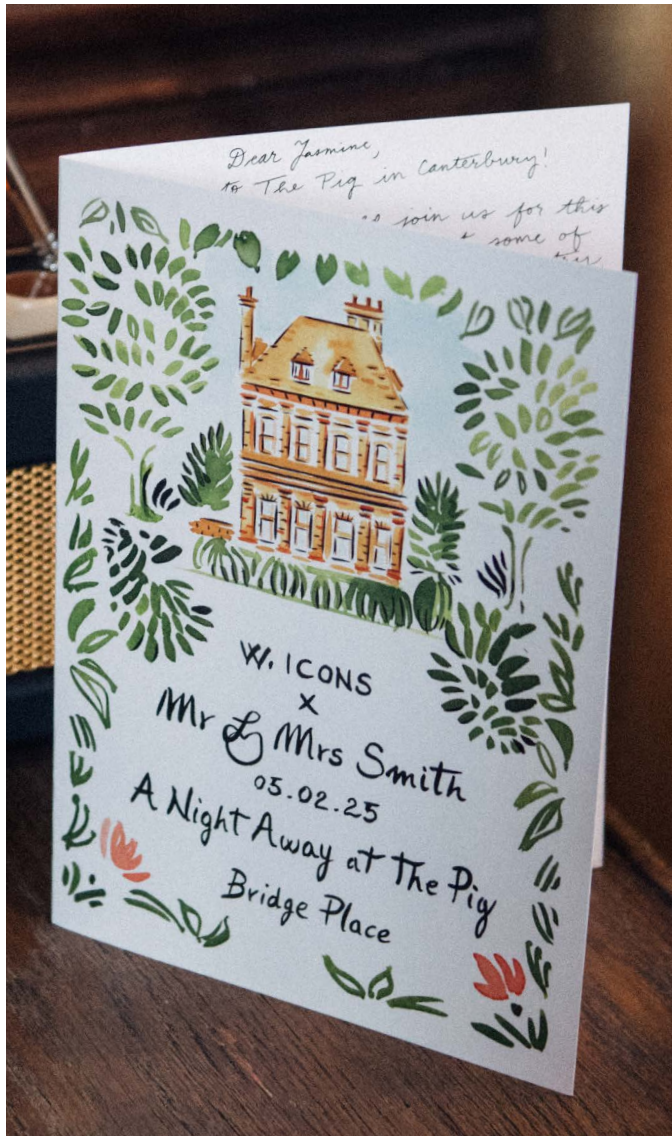
What brands gain:

- Access to women shaping culture and purchasing decisions
- Thoughtfully curated guest lists
- Professional content capture with organic social amplification

Our network includes:

Founders · Editors · Creative Directors · CEOs ·
Entrepreneurs · Tastemakers · Content Creators





W. ICONS x Mr & Mrs Smith at The Pig 2025

W. ICONS x Longines 2023

7. Reader Events

In-person experiences with our most engaged readers

Reader events connect brands directly with the W. ICONS audience through intimate, in-person experiences designed to **inspire discovery** and **drive engagement**.

With the W. ICONS team on hand to offer personal styling advice and product guidance, these events provide a **highly trusted environment** for brands to showcase collections and connect meaningfully with our readers.

Professional photography ensures events are captured and shared across W. ICONS channels, extending impact beyond the moment and **reinforcing brand affinity**.





W. ICONS x Bicester Village 2024



W. ICONS Club Movie Night x The Outnet 2025



8. Data Activations

Building brand awareness while capturing valuable data

Data activations offer a powerful way to build brand awareness while capturing valuable, **opted-in audience data**.

Whether hosted on the W. ICONS website or across social channels, competitions are strategically supported by homepage, newsletter and social placements to **maximise reach and participation**.

5K

AVERAGE ENTRIES

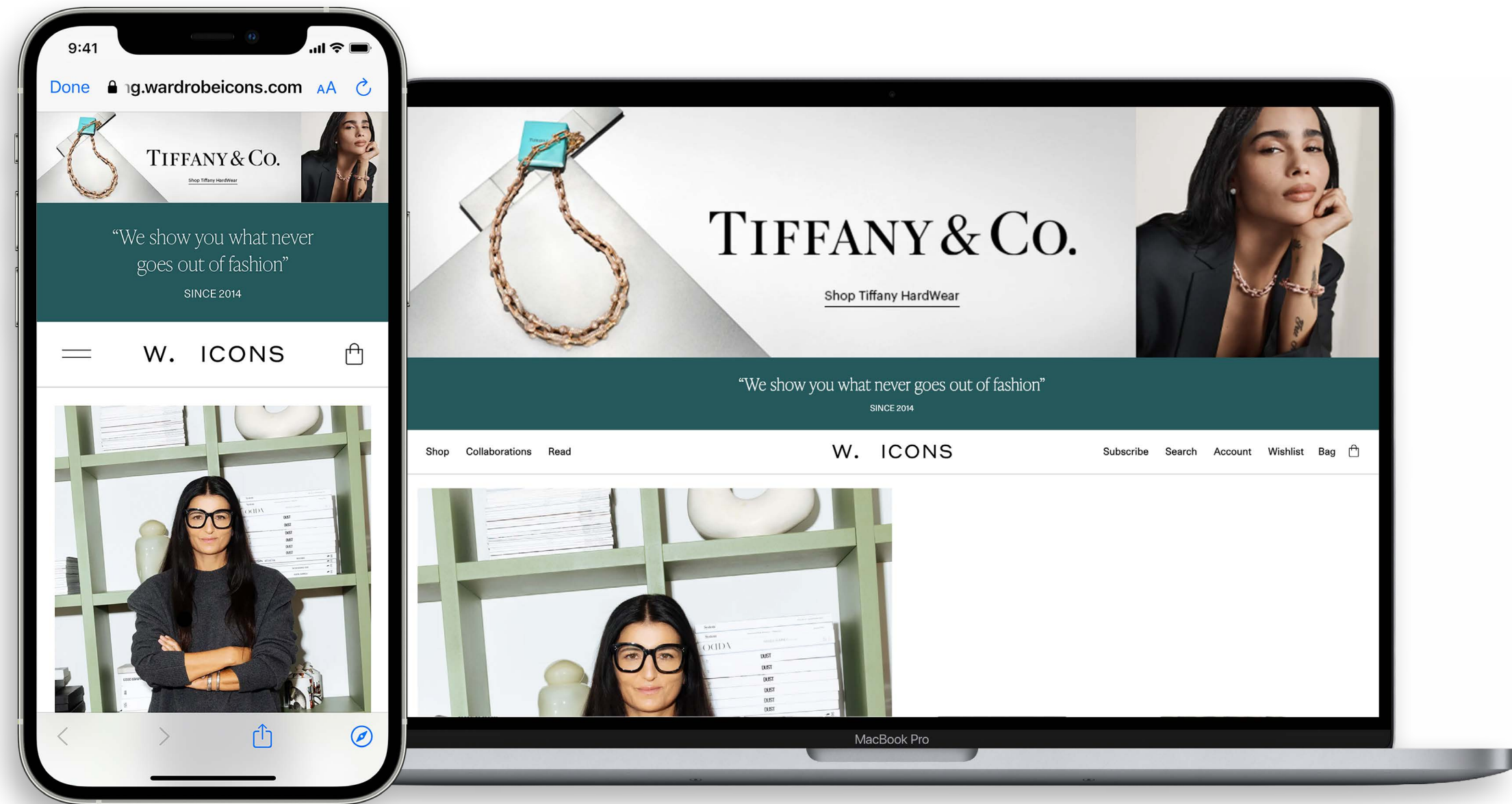


9. Display

Amplifying campaigns across the W. ICONS platform

Display placements offer an effective way to **amplify brand visibility** across the W. ICONS platform.

Available in both static and video formats, display activity is often used to **complement content partnerships** and extend campaign reach.



Tiffany & Co. Website Ads

Partnerships with W. ICONS

How Our Partnerships Work in Practice

“We combine **consistent visibility** with **trusted storytelling** and **performance-led optimisation**, creating a framework where brands can build momentum, not just momentary impact. We listen closely to your goals and build **bespoke proposals** to deliver against **your KPIs**, whether that’s building community, brand awareness, reach, traffic, sales or new customer acquisition.”

Why Our Partnerships Deliver Results

“Our audience responds to **relevance, consistency and continuity**. Long-term partnerships allow brands to earn trust, shape perception and **convert with credibility**.”



W. ICONS Club

W. ICONS Club, launched in October 2025, is our paid membership, offering a members-only space for deeper access, expert insight and eight carefully curated benefits — bringing our most engaged readers closer to the W. ICONS world.



Exclusive Bonus Content

Member-only articles, features and expert styling insight.



Private WhatsApp Style Helpline

Chat directly with editors for personal styling advice.



Curated Brand Incentives

Exclusive savings and offers from brands we love.



Member-Only Events

Intimate events and extraordinary experiences.



Expert Video Masterclasses

Your growing library of editor-led videos.



Monthly Reading Reviews

Books we love, thoughtfully recommended.



Travel & City Guides

Considered recommendations for where to stay, eat and shop.



W. ICONS Club Merchandise

Early access with 15% off limited editions.

Partner Testimonials

“It’s very rewarding to see that we believed and invested in a partnership that turned out to be so successful. Month after month, the platform has grown, evolved, and stayed deeply relevant to the market. Its niche audience truly values Laura and Petro’s distinctive curation and point of view. The Club, in particular, has been a game changer on the affiliate side – allowing us to speak directly to high-level clients and generate more meaningful, high-quality revenue”

PRADA

“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
TRAVEL CLUB PARTNER

“It’s been encouraging to see growth from our partnership with Wardrobe Icons over the past year. Since working more closely with the team, we’ve seen ROI increase over time, reflecting the strength of their audience and execution of their content. Beyond the results, Wardrobe Icons are a pleasure to work with; collaborative, proactive, and supportive in driving mutual success.”

ME+EM

“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

Contact

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Partnerships and Business Development Director

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