

fashion
LONDON



Fashion World

Fashion World is a UK-based retailer that offers a wide selection of fashion, footwear, and accessories, with a focus on inclusive sizing and affordability.

Catering primarily to women, Fashion World provides clothing in a variety of sizes and styles, ensuring options for everyday wear, special occasions, and seasonal trends. Beyond fashion, the retailer also offers homeware, electricals, and beauty products, making it a convenient one-stop shop for customers seeking a comprehensive shopping experience. Fashion World is committed to making life easier for its customers by delivering quality products, accessible sizing, and a seamless shopping experience through both online and catalogue formats.

Opportunities: Parcels

	Weight (g)	Size	Av Vol
PD's	Variable	Variable	15,000



Recommended for:

- Health / Wellbeing
- Food
- Travel
- Financial
- Noncompeting retail / mail order
- Pets
- Outdoors
- Charity

Customer Needs:

- Good value for money
- Affordability
- Stretch my budget
- Quality

Mosaic Segmentation

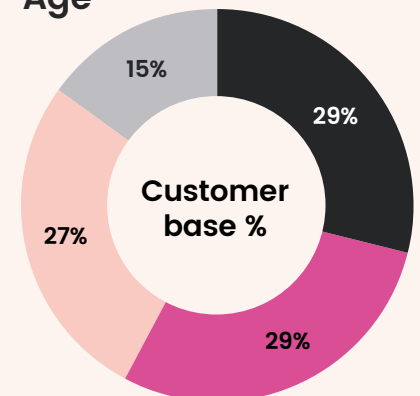


Account payment type



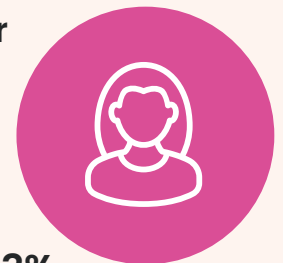
Demographic information

Age



Gender

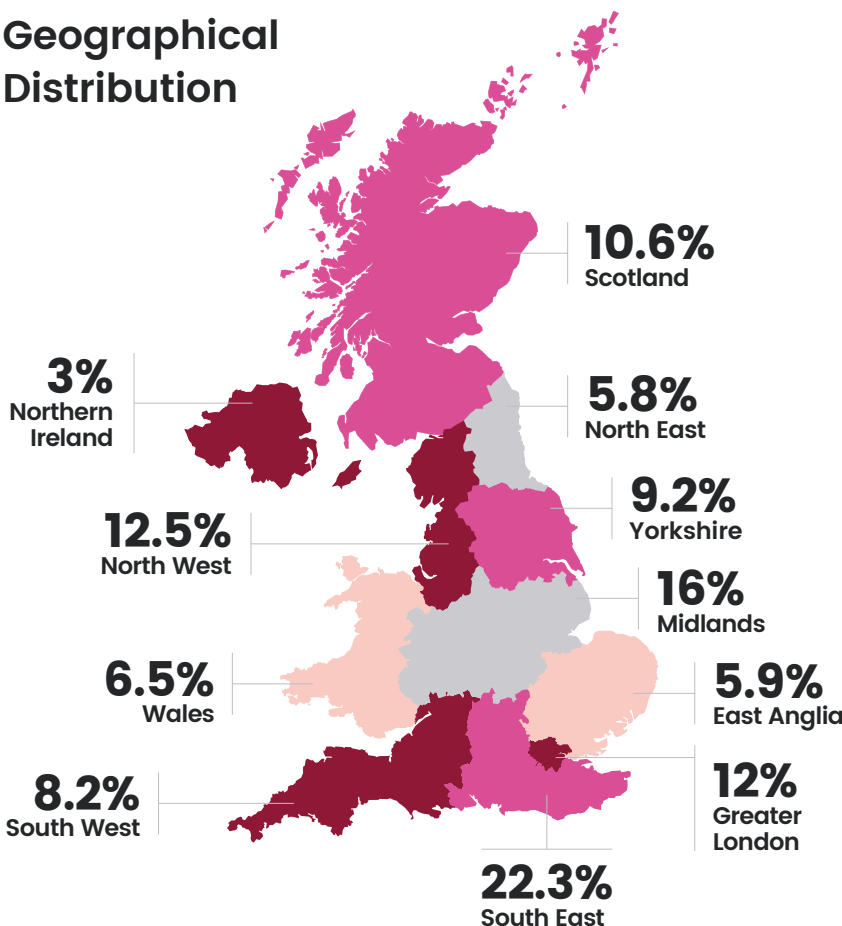
87%
Female



13%
Male



Geographical Distribution



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