

WEBINAR**LAB** 13/2021

FASHION LOVER ITALIANE: UN IDENTIKIT

CHI SONO, DOVE SI INFORMANO,
COME E COSA SCELGONO?

LIVE
TALK

Intervengono:

Michele Rinaldi

Head of Digital | Soluzione Group

Micol Bozino Resmini

Giornalista ed Editor Luxury and Lifestyle

Valentina Villa

Account Director | BloggerItalia



GIOVEDÌ 24 giugno 2021

CAMPIONE

4601*
Donna
Italia
16-64
Interesse: fashion

* campione GenZ (706)
campione Millenials (1360)
campione GenX (2084)
campione Baby Boomers (452)

Fonte dati: GWI (2020), GLOBALWEBINDEX.COM

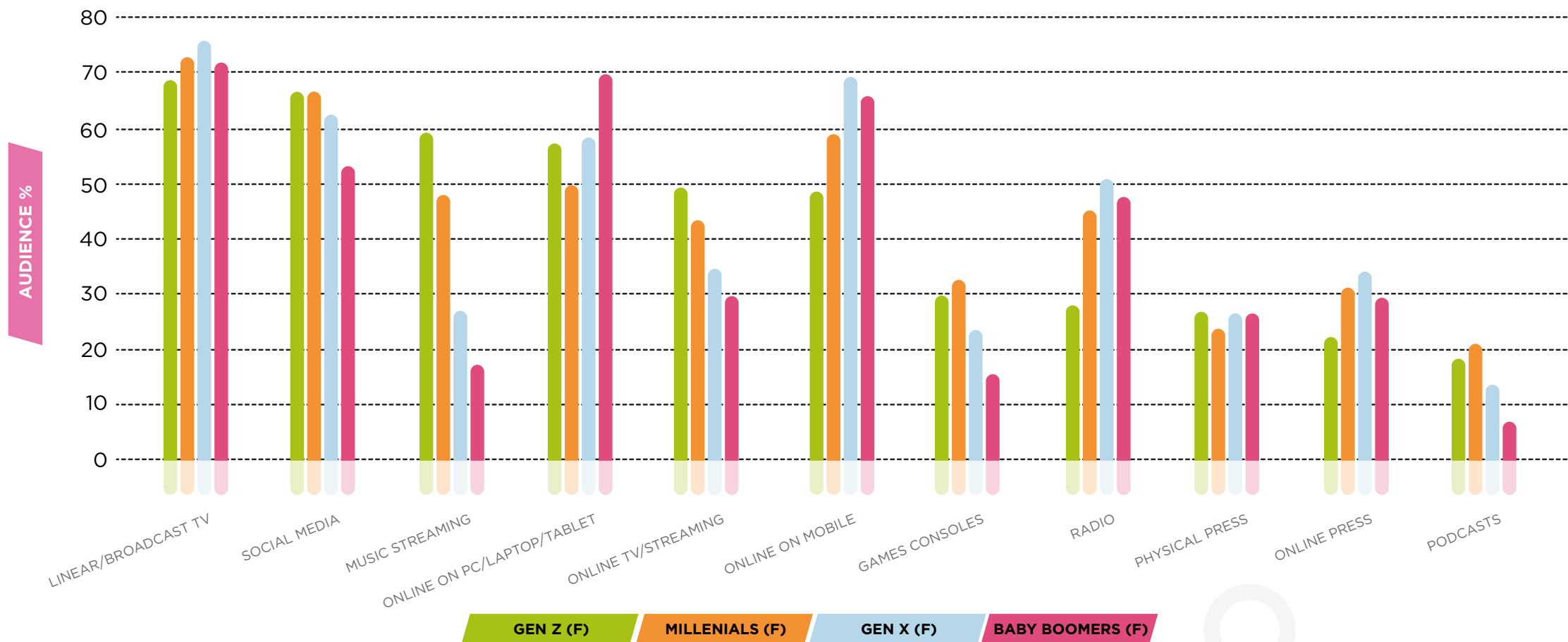


GIOVEDÌ 24 giugno 2021

1

© All rights reserved

DIETA MEDIATICA PER GENERAZIONE



Source: GlobalWebIndex

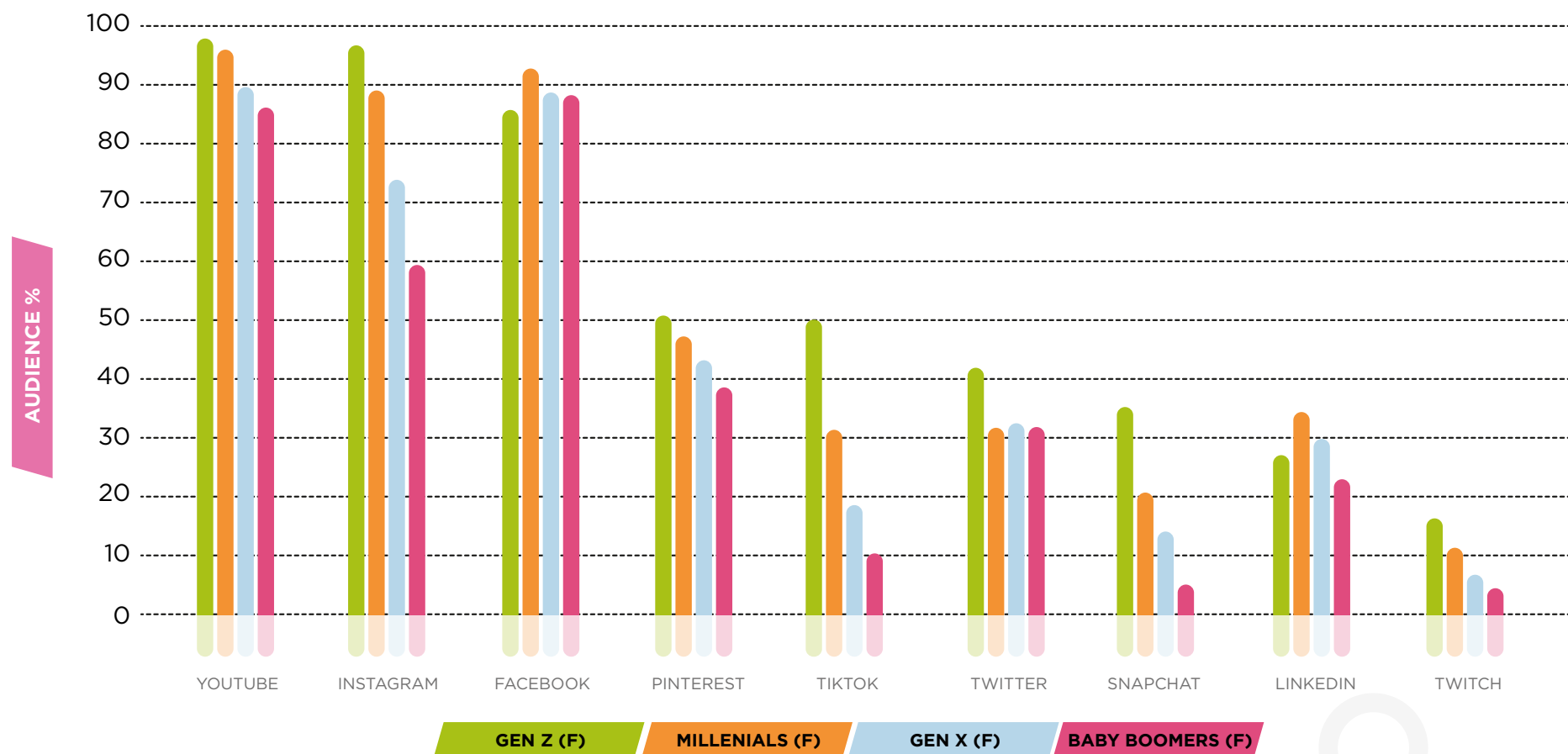


GIOVEDÌ 24 giugno 2021

2

© All rights reserved

SOCIAL FREQUENTATI



Source: GlobalWebIndex Question: Which of the following sites / applications have you visited or used in the past month via your PC / Laptop, Mobile or Tablet?

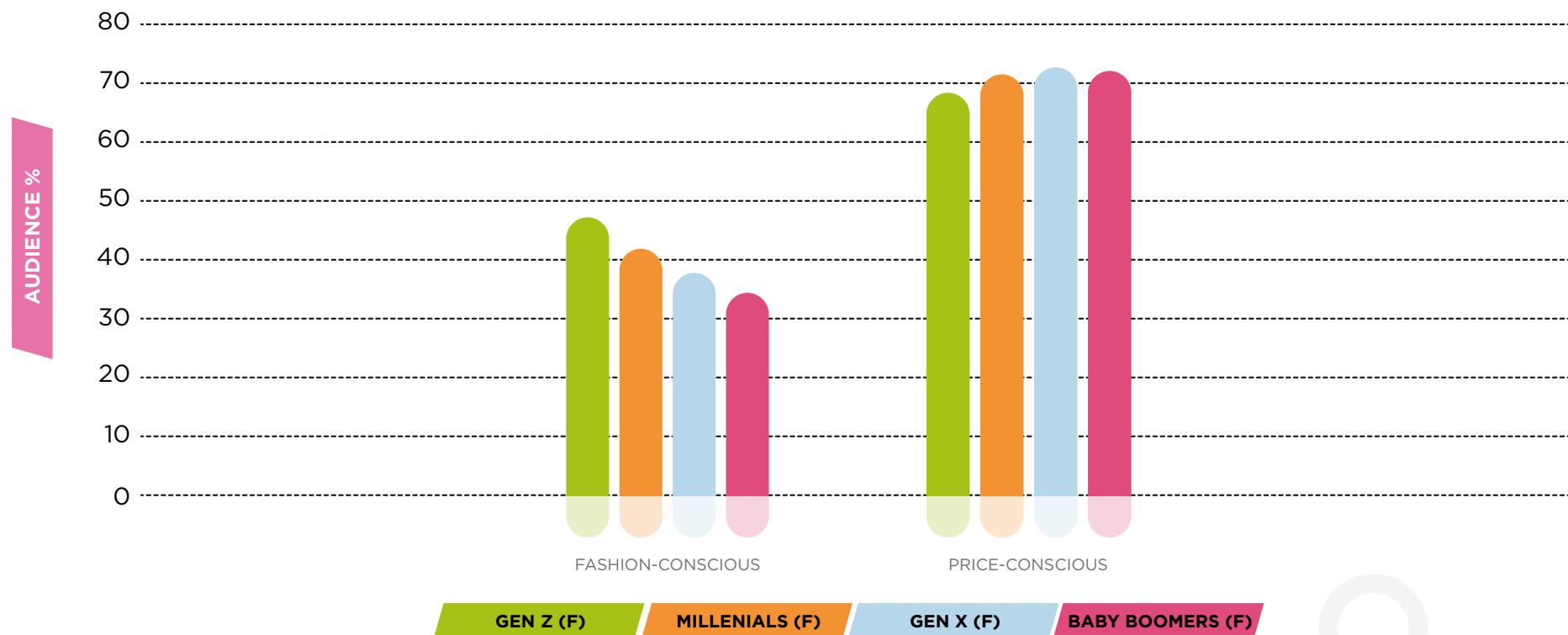


GIOVEDÌ 24 giugno 2021

3

© All rights reserved

ATTITUDINI PER GENERAZIONI



Source: GlobalWebIndex Question: Which of the following do you feel describes you?

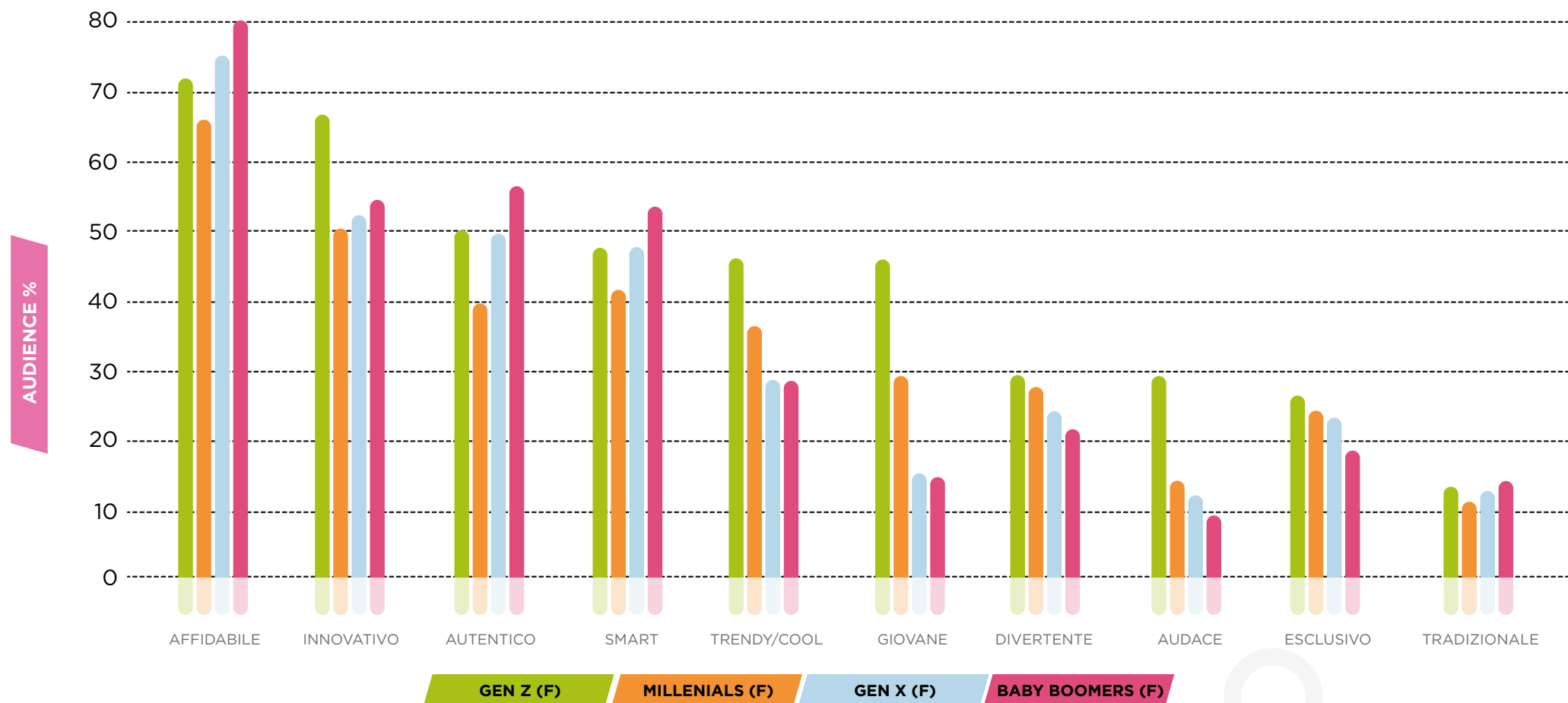


GIOVEDÌ 24 giugno 2021

4

© All rights reserved

CARATTERISTICHE PREFERITE BRAND



Source: GlobalWebIndex Question: Which of these do you want brands to be?

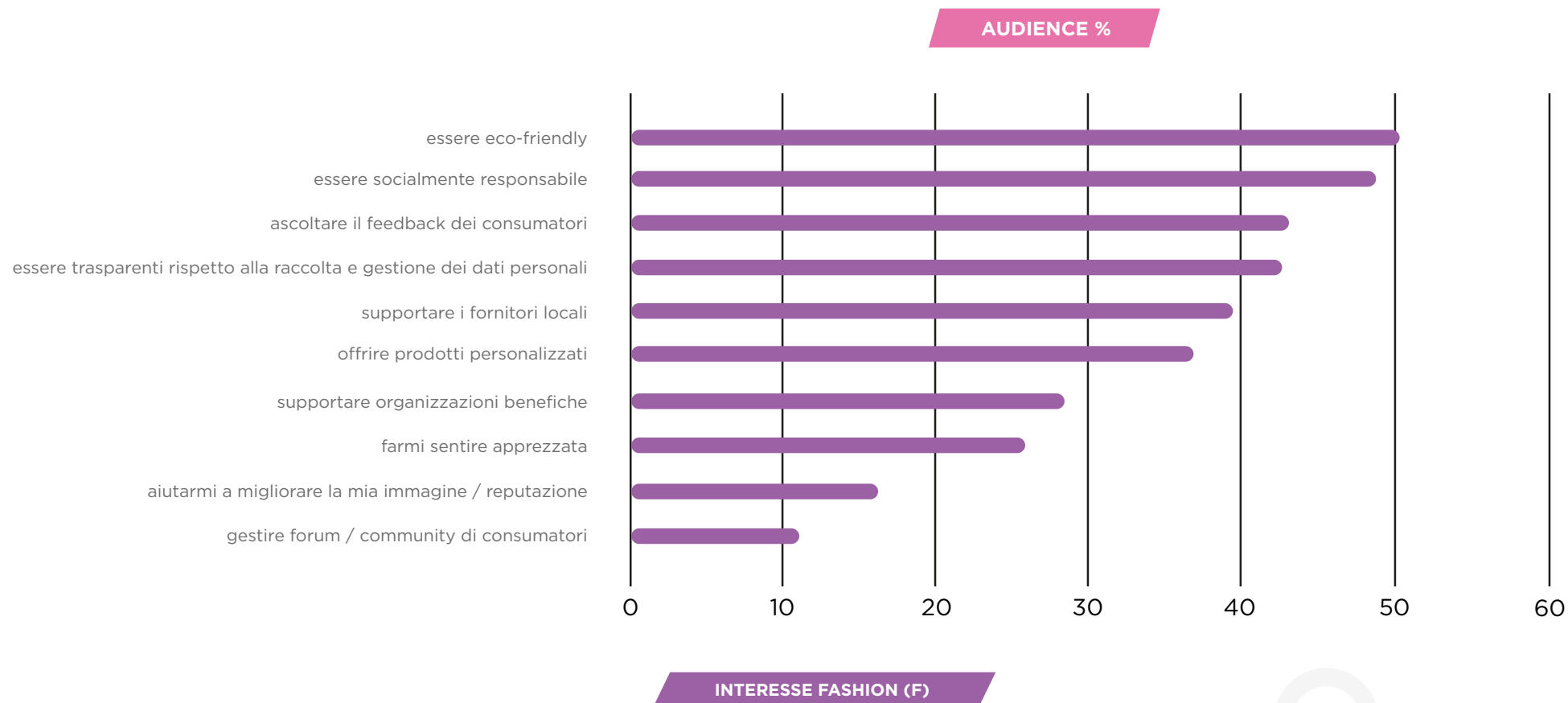


GIOVEDÌ 24 giugno 2021

5

© All rights reserved

DESIDERATA DAI BRAND



Source: GlobalWebIndex Question: Which of these things do you want brands to do?



GIOVEDÌ 24 giugno 2021

6

© All rights reserved

FOCUS SOSTENIBILITÀ: HASHTAG PRINCIPALI



Source: Talkwalker, conversazioni online giugno 2021

FOCUS SOSTENIBILITÀ: HASHTAG LEGATI AL SENTIMENT



NEUTRO

POSITIVO

Source: Talkwalker, conversazioni online giugno 2021



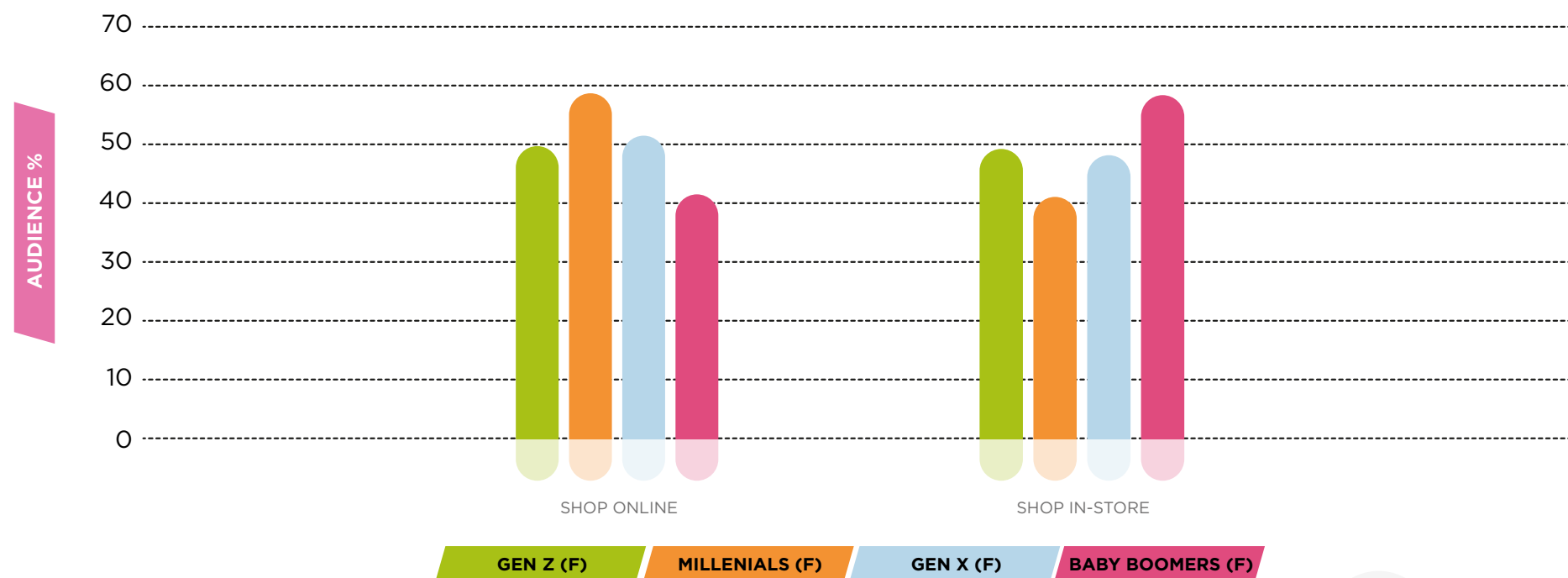
GIOVEDÌ 24 giugno 2021

8

© All rights reserved



PREFERENZE ACQUISTO: IN **NEGOZIO** VS **ONLINE**?



Source: GlobalWebIndex Question: Typically, which of the following would you rather do?

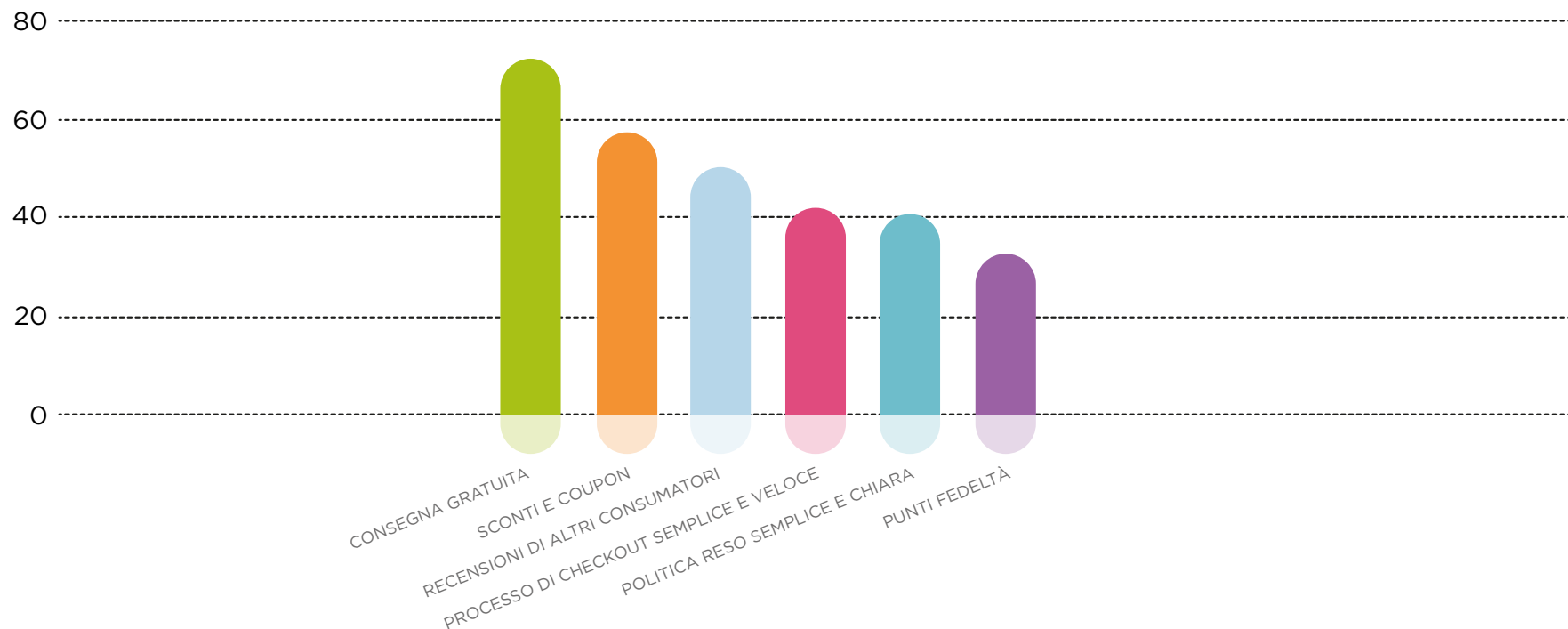


GIOVEDÌ 24 giugno 2021

9

© All rights reserved

ONLINE SHOPPING: DRIVER DI ACQUISTO



Source: GlobalWebIndex Question: When shopping online, which of these features would most increase your likelihood of buying a product?



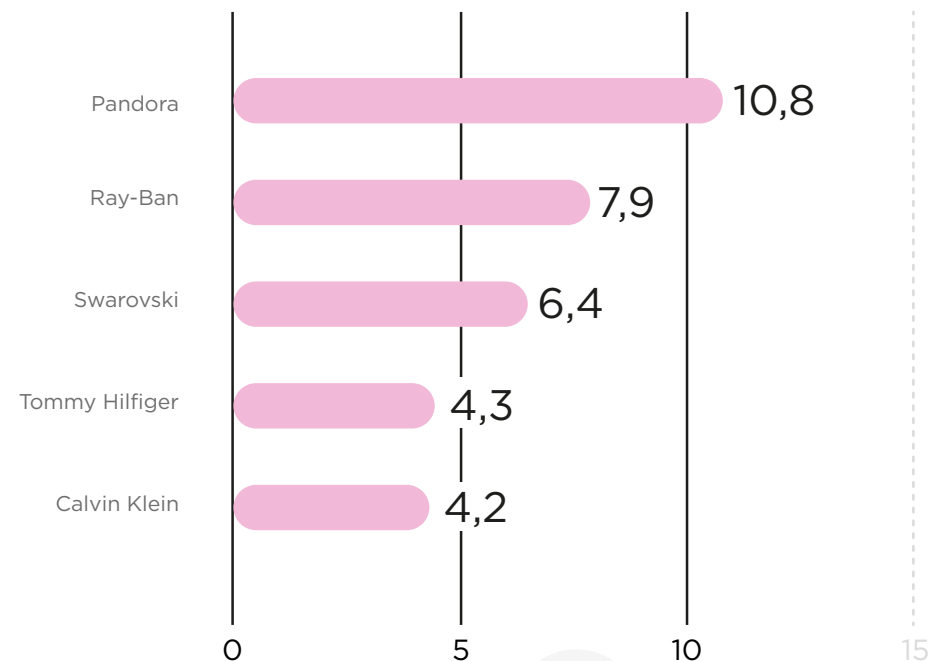
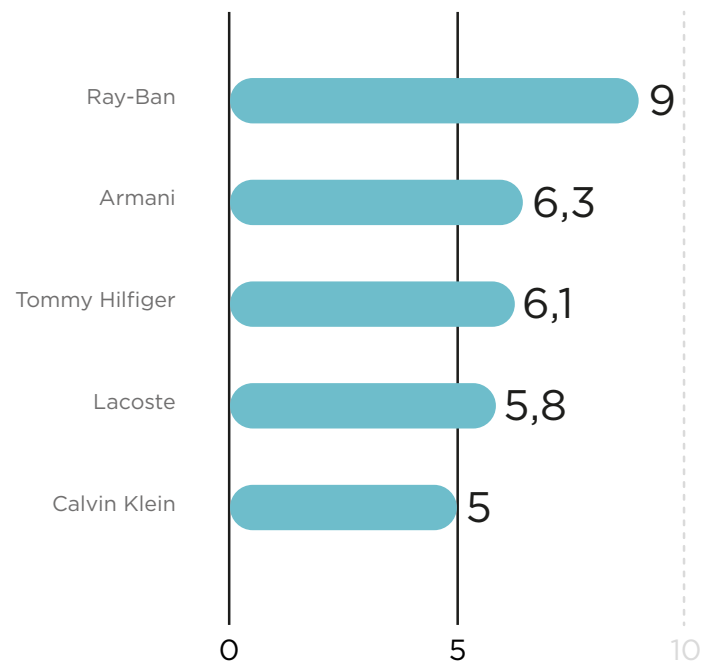
GIOVEDÌ 24 giugno 2021

10

© All rights reserved

BRAND “LUXURY FASHION” PIÙ CONSIGLIATI

(NELL'ULTIMO ANNO)



Source: GlobalWebIndex



GIOVEDÌ 24 giugno 2021

11

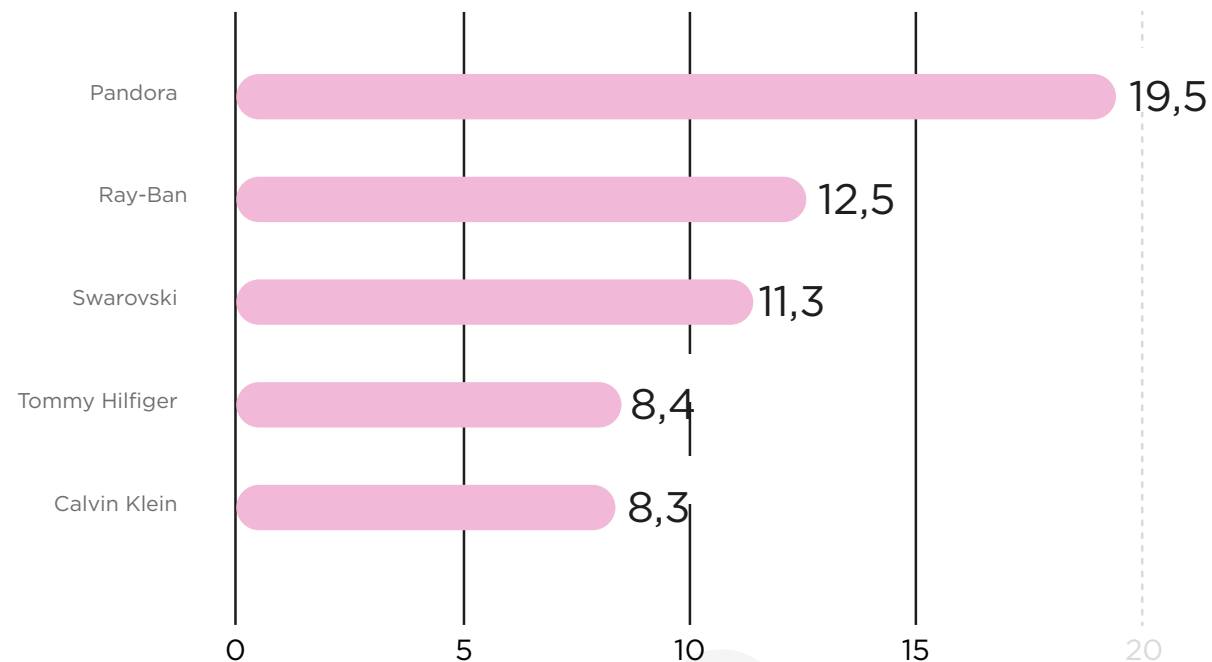
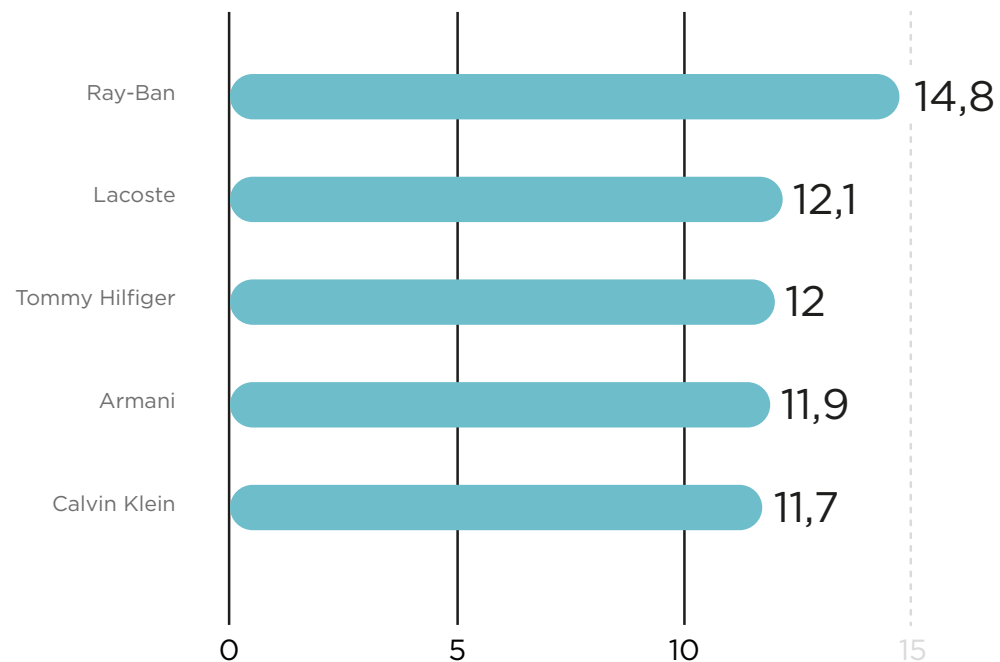
© All rights reserved

BRAND “LUXURY FASHION” PIÙ ACQUISTATI

(NELL'ULTIMO ANNO)



AUDIENCE %



Source: GlobalWebIndex



GIOVEDÌ 24 giugno 2021

12

© All rights reserved



GRAZIE

Soluzione Group Srl

www.soluzionegroup.com

info@soluzionegroup.com