

Style on Pinterest

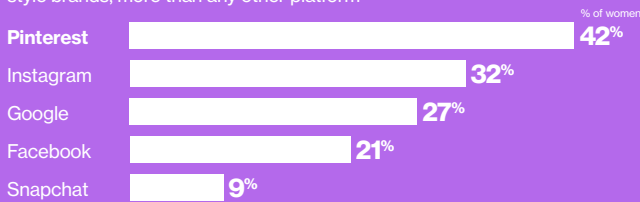
70% of women on Pinterest use it at least once a week to save style ideas¹



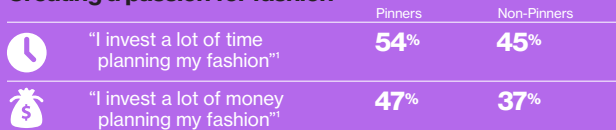
How Pins have become a wardrobe staple

Ruling the digital runway

Women say Pinterest helps them discover new style brands, more than any other platform¹



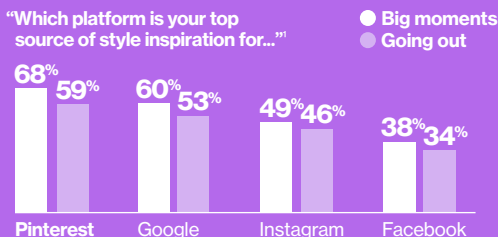
Creating a passion for fashion



The one-stop-shop for style ideas

Compared to non-Pinners, Pinners think much more about what to wear, and when.

Everyday outfits: **67%** of Pinners plan ahead for everyday outfits¹

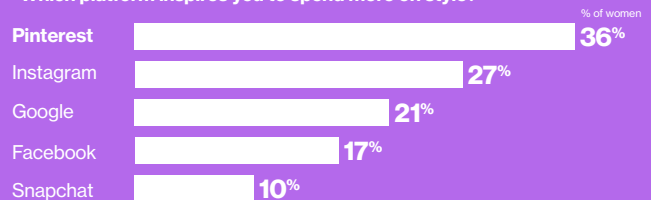


A perfect fit for retailers

Planting the seeds for a growing industry

\$829 billion² Expected sales for women's apparel over the next 5 years

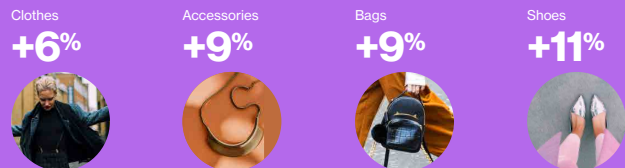
"Which platform inspires you to spend more on style?"



From click to closet

40% of Pinners (18 years and up) bought a fashion or style item online in the last 6 months¹

Across the board, Pinners tend to spend more than non-Pinners¹



Is that a personal stylist in your pocket?

56% of style shoppers pull up the app while they're shopping in-store¹

¹ Deep Focus Intelligence Group, Pinterest style study, 2017
² Fact.Mr, Women's wear forecast: Global review, Aug 2017