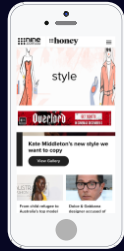
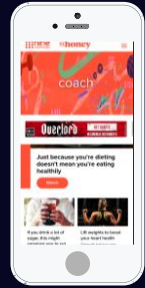


# DESIGNER LABELS

— DAY IN THE LIFE OF



**7am** - Wakes up to 9Honey to check the 'What To Wear' section for work outfit inspiration.



**Travelling to work** - Checks 9Honey for exercise tips.



**Lunchtime** - Grabs a bite to eat and checks 9Honey for the latest runway fashion.



**Journey home** - Checks 9Now for shows to watch post workout.



**Evening** - Relaxes after dinner and catches up on the latest episode of *The Voice*.

**Designer Label** lovers consist of affluent older females, who are high Household Income earners and hence quite senior in their career. Their love for status and high-end fashion sees them buying designer brands for weekend and corporate wear. They seek quality and style, and their go-to brands are typically Yves Saint Laurent and Max Mara. Their desire to look good also means they are extremely health and fitness conscious – they are most likely on the BBG program or take part in an F45 class regularly.

## DEMOGRAPHICS

**100k+**

HH INCOME

**35+**

YEARS OLD



LOCATION

Capital Cities - Suburban

LIFE STAGE

Mature Singles & Older Couples

## CAR OWNERSHIP



Sports



Premium



SUV

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

7%