

CONDÉ NAST AND GOLDMAN SACHS RELEASE THE 2017 LOVE LIST BRAND AFFINITY INDEX

Annual Research Study Examines Millennial and Gen Z Shopping Behavior

Findings Indicate A Shift to Online and Mobile Shopping, With Amazon Winning Across Categories

NEW YORK – April 19, 2017 – Condé Nast partnered with Goldman Sachs for The 2017 Love List Brand Affinity Index, an annual research study that examines millennial and gen z consumer preferences in the fashion, retail and beauty categories. Broadened to include a larger selection of consumers and behaviors, this year’s study clearly shows how millennial and gen z consumers are increasingly interacting with brands through online and mobile shopping technology. More than one-third of apparel shopping is conducted online, 35% for women and 42% for men, and consumer values are shifting to focus on efficiency, speed and convenience. Given those statistics, it’s no surprise Amazon is the 2017 Love List’s Most Loved Brand, ranking within the top 10 across all fashion categories.

“The retail industry is in the middle of a seismic transformation, and if you want to be a next-gen company, you need to adopt a digital and mobile-first strategy. Amazon is the perfect example. As millennial and gen z consumers become a dominant spending force, their phones are their connection to the world, and it’s only getting easier for them to spend their money by using it,” said Pamela Drucker Mann, chief marketing officer of Condé Nast. “Through this study with Goldman Sachs we’re able to identify the shifts in consumer preferences and behavior, and generate meaningful and actionable insights for our clients and business partners.”

The study surveyed a national sample of 2,345 U.S. consumers ages 13-39 with a subset of 1,100 Condé Nast users, including 851 Condé Nast It Girls. The list includes 99 fashion brands, 77 retailers and 78 beauty brands, and is unique in that it surveyed both aided and unaided brand sentiment in the areas of clothing, footwear, handbags, lingerie, athletic wear, accessories, beauty and grooming.

Though the study remains ongoing, several key themes have emerged:

? Migration Online

- o Consumers are spending more online across categories.
- o Amazon is winning with consumers across the board, especially with men.
- o U.S. men named Amazon as their No. 1 favorite apparel retailer, with Condé Nast men ranking Amazon No. 2.
- o Amazon is the No. 1 shopping app for both Condé Nast It Girls and U.S. women, and ranks No. 11 with Condé Nast It Girls for apparel shopping.
- o Condé Nast It Girls still prefer traditional retailers for clothing, handbags, shoes and beauty as a complement to newer retailers like Amazon.

? Smart Consumers

- o Consumers are making more calculated purchases.
- o Shopping apps and Amazon are making it easier to price compare.
- o Emerging apps like Poshmark, Target Cartwheel, Ibotta, Mercari, Wish, and Ebates rank within the top 20 new apps Condé Nast It Girls are using.

The Love List: 2017 Brand Affinity Index from Condé Nast in Partnership with Goldman Sachs

Question: What are your favorite brands? What is your favorite store or site to shop?

Base: Condé Nast It Girls. Unaided

RANK	BRAND	CATEGORY	FAVORABILITY
1	Victoria's Secret	Lingerie	56.6%
2	Sephora	Beauty Retail	38.0%
3	Nike	Athletic	29.7%
4	Coach	Handbags	13.4%
5	Kate Spade	Handbags	13.3%
6	Michael Kors	Handbags	12.7%
7	Ulta	Beauty Retail	12.7%
8	Lululemon	Athletic	11.8%
9	DSW	Shoe Retail	11.0%
10	Nordstrom	Shoe Retail	10.0%
11	Macy's	Handbag Retail	9.3%
12	Under Armour	Athletic	8.2%
13	Adidas	Athletic	7.6%
14	MAC	Beauty	7.0%
15	Steve Madden	Shoes	6.4%
16	Urban Decay	Beauty	5.9%
17	Target	Athletic Retail	5.1%
18	Forever 21	Clothing Retail	4.7%
19	Zappos.com	Shoe Retail	4.4%
20	T.J.Maxx	Handbag Retail	4.4%

The Next List: Tomorrow's Brands Turning Heads Today

Question: What brands that you are buying from or hearing about today that you weren't focused on last year.

Base: Condé Nast It Girls. Unaided

RANK	BRAND
1	Fabletics
2	Too Faced
3	Kylie Jenner Cosmetics
4	Colour Pop
5	Glossier
6	Anastasia
7	Lularoe
8	Glam Glow
9	Kat Von D
10	Milk

Iconic Movers: Enduring Favorites with Increasing Momentum

Question: What brands are you buying from that have been around for more than several years.

Base: Condé Nast It Girls. Unaided

RANK	BRAND
1	Adidas
2	Nike
3	Lululemon
4	Urban Decay
5	NYX
6	Sephora

7	Tarte
8	Ulta
9	MAC
10	Victoria's Secret

Top 20 New Apps Used:

Question: What apps are you using today that you were not using much several months ago? Unaided Open End.

Base: Condé Nast It Girls

RANK	BRAND
1	Snapchat
2	Amazon
3	Instagram
4	Twitter
5	Pinterest
6	Target
7	Poshmark
8	Facebook
9	Sephora
10	Uber
11	Starbucks
12	Wish
13	Ebay
14	Mercari
15	Venmo
16	Google
17	Netflix
18	Pokemon Go
19	Etsy
20	Ibotta

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

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