

# STYLE LONDON

## LONDON VISITOR STATS

- Visitor audience: 81% Female, 19% Male
- 65% of visitors attended the show to shop
- Average spend at show: £744 as a couple

"It has been very successful for us. Being a clothing retailer we weren't really sure if we were what people were looking for but we are 30% up on sales to where we thought we would be. Our figures have been fantastic."

Hayley Wallis, Vero Moda



# STYLE MANCHESTER

## MANCHESTER VISITOR STATS

- Visitor audience: 82% Female, 18% Male
- 63% of visitors attended the show to shop
- Average dwell time at the show: 4 hours

"It has been very successful for us. Being a clothing retailer we weren't really sure if we were what people were looking for but we are 30% up on sales to where we thought we would be. Our figures have been fantastic."

Hayley Wallis, Vero Moda

