TikTok @ **Pambianco Fashion Summit** 2022 - 11 - 09

On TikTok ENTERTAINMENT is everything



How TikTok Is Rewriting the World

The New York Times



A uniquely destination driven by

©ONTENT not posts



Daily Time spent with media

1н 35м

Daily Time spent on TikTok

1H 30M

Daily Time spent on streaming TV

0н 51м

Daily Time spent on social media



Luxury beyond FASHION

Lifestyle

Setting Trends

Culture Relevant

176%

users agree that Tik Tok is the **most** entertaining platform when it comes to luxury content

#fashion | 190.9B views #style | 77.7B views #lifestyle | 36.9B views #luxury | 24B views



On TikTok consumers are looking for REW EXPERIENCES









64%
users expect
luxury brands to use
storytelling
and present
new experiences on
TikTok



Where entertainment and SHOPPING go hand in hand



78%

of consumers made a fashion purchase online in the last three months 36%

of consumers made a fashion purchase directly from a social platform in the last three months **1**in**2**

of consumers who made a fashion purchase in the last three months are open to purchasing directly from TikTok



Affluent ©©NSUMERS are here to stay (and to spend)

The way users buy and engage with luxury items has changed since joining TikTok



58%

of TikTok users have **purchased** luxury products online **more often.**

56%

of TikTok users have purchased luxury products that are **trendy or popular** more often.

Brands can inspire through

CREATORS

Just Over

1 in 3

viewers say that TikTok inspired them to **buy** something **recommended by a Creator** on the platform.

Passionate Ambassadors



Personal Shoppers



Skilled Participants



TikTok helps fashion consumers decide what to

26%

of global consumers who made a fashion purchase in the last three months turned to TikTok to help them decide to purchase



Of those who turned to TikTok specifically:

51% watched a video posted **by a brand**

48 % watched a video posted by a verified creator

Source: TikTok Marketing Science Global Ecommerce Study 2022 conducted by Material [Global Data]



Conversation on SUSTAINABILITY is heating up

#sustainablefashion

#ethicalfashion | 187.2M views #ethicalclothing | 7.1M views **#recycledmaterials** | 7.7M views **#sustainablematerials** | 7.7M views #organiccotton | 16M views

On TikTok over

1 in 2

Feels part of the ecoconscious community



Creators are the key for trusting in brands'

Of TikTok thinks that sustainability-centered collaborations between TikTok Creators and brands are much more honest compare to other platforms



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Of TikTok users follow expert Creators to learn about the environment and sustainability



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The luxury and fashion journey on TikTok

Maximize reach showcasing brand experience

Discovery



65%

Say they are more likely to buy a luxury item they saw on TikTok

Consideration



Source: TikTok Marketing Science Global Luxu<mark>ry Insi</mark>ghts Survey via Suzy, June 20

Capitalize on shopper interest converting research into purchase and action

Review



41%

are likely to follow the brand on TikTok after purchase

Participation





On TikTok entertainment drives luxury content On TikTok entertainment impacts on fashion online sales

On TikTok fashion drives cultural relevance On TikTok fashion and luxury have a meaningful role along the journey



