

PERMANENT STYLE

About us

Permanent Style is the UK authority on classic and luxury menswear, founded by professional journalist and editor Simon Crompton. One of the biggest such sites in the world, it receives up to 340,000 page views every month.

Since its launch in 2006, Permanent Style has grown largely on the back of word-of-mouth recommendations by men looking for an independent voice and intelligent advice on style and luxury clothing.

Simon's background and unique access to industry figures have enabled him to assess everything from the best bespoke tailors to the value chain in luxury retail, giving his followers unvarnished reports and in-depth analysis.

Permanent Style has been recognised by:

- **The New York Times:** One of the best menswear sites in the world
- **GQ:** One of the top 10 men's blogs in the world
- **The Times:** One of the world's top 10 menswear sites

Simon's access and experience comes from over a decade of using bespoke makers, visiting factories around the world and interviewing both craftsmen and designers. He is now an industry figure himself, frequently chairing events and called upon by brands to give them media advice. Simon has also been profiled as a style icon in publications as far apart as Spain, Japan, Italy, Sweden and Peru.

Aside from the website Permanent Style's activities include:

- **Books:** The first book, 'Permanent Style 2015' was published in May 2015. Simon is also the author of three books on tailoring and luxury brands
- **Collaborations:** Permanent Style has created tweeds, ties, polo shirts and knitwear, in collaboration with brands such as John Smedley, Drake's, Begg & Co and Globe-Trotter
- **Events:** Permanent Style has held its own conferences, book launches and other events around the world. Its most high-profile have been the Symposia during Pitti Uomo



"Permanent Style has always been unique online. I discovered it five years ago and immediately read the entire back catalogue."

Permanent Style reader, Chicago

PERMANENT STYLE: Readership

Schedule:

- Blog posts, three times a week
- Weekly newsletter, going to over 10,000 subscribers
- Annual magazine, each a limited edition of 2000 numbered copies

Readership statistics:

- Up to 340,000 page views every month
- 140,000 unique visitors every month
- Geographic spread: 50% US; 35% UK; 15% rest of the world

Highly engaged readers:

- Readers are highly engaged: 70% repeat visitors, with an average time on site of 3:20 minutes
- Advertisers report the highest engagement rate of any website, in terms of time on site and active queries
- Readers buy into collaborations: Neapolitan polo shirts sold all 50 units in two days; Permanent Style 2015 book sold 500 copies in one week

High-end readers:

- Bespoke tailors report that any new commission featured on the blog will lead to 3 new commissions from customers, on average
- One denim company reported: “Following our launch, we asked bespoke customers why they had tried us. Of 20 new orders, 12 came from Permanent Style. The next biggest was Esquire Big Black Book, with 4.”
- One collaboration for \$100 socks sold all 100 pairs in a single week
- One reader reported on the site that he bought a £3500 Loro Piana gilet based on coverage in a post



“Only three things bring us sales: Permanent Style, How to Spend It and Country Life.”

Luxury men's retailer, London

PERMANENT STYLE: Activities

Collaborations

Permanent Style conducts collaborations with manufacturers around the world to create unique accessories and clothing. In each case, the collaboration is based on Simon's belief that there is a gap in the market for a particular item. Readers get first or exclusive access to what are often limited editions. They have included:

- **John Smedley:** Designing the 'Finagon' knitted waistcoat, which is now part of Smedley's permanent collection, and the 'Dartmoor' sweatshirt.
- **Globe-Trotter:** Designing a unisex tote bag as part of the company's Propellor leather collection
- **Drake's:** A Permanent Style club tie, now sold out, and handkerchiefs

Books

Simon is the author of four books:

- **The Finest Menswear in the world:** The craftsmanship of luxury (Thames & Hudson, 2015)
- **Best of British:** The stories behind's British iconic brands (Prestel, 2015)
- **Permanent Style 2015**
The first in an annual series bringing together the year's best posts
- **The Snob Guide to Tailoring**
(Hardie Grant, 2011)

Events

Permanent Style is involved in several events every year, including conferences, dinners and book launches. The Permanent Style 2015 book involved launch events in Milan, London and Beijing.

Permanent Style has held two events at Pitti Uomo in Florence: the Shoe Symposium in January and the Tailors Symposium in June. Both events brought together master craftsmen from around Europe, putting them on stage together for the first time in front of an audience of enthusiasts, before hosting everyone to a gala party.



"As a reader it's great to be involved in the collaborations. The reasons behind each one are clearly laid out - and so often fill a need I've thought of myself before."

Permanent Style reader, Stockholm

PERMANENT STYLE: Advertising

Advertising options

Permanent Style works on a fixed-fee, display-advertising basis. There are four main advertising opportunities:

- MPU adverts on the website homepage and article pages
- MPU adverts on the category pages
- Banner adverts on the weekly newsletter
- Sponsorship opportunities, of dedicated parts of the site, publications or events, such as the Permanent Style books and Symposia

MPU adverts

All advertisers pay a monthly fee for their banner, with fees ranging from £200 to £500 a month depending on their position on the page. Companies cannot pay for editorial or for links in editorial. Payment is never per-click or per-sale.

All advertisers have their places on the site fixed and guaranteed. Any new advertiser must start at the bottom of the list, although it will have the opportunity to move further up.

It is also possible to book places on the category pages ('Suits', 'Shoes').

Newsletter

The newsletter goes out every Thursday afternoon to over 10,000 subscribers, all of whom have signed up on the site to receive it.

There are two banner adverts available, at the top and bottom, for £400 and £300 each per month. Advertisers can only book one month at a time. This enables them to gain maximum exposure for a short period of time, unlike the other adverts which mix exposure with other brands, but over longer periods.



"We've been advertising on Permanent Style for five years and it has proved to be great value. It is our window onto Simon's unique community."

Men's accessories retailer, London

PERMANENT STYLE: Contacts

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