

PERMANENT STYLE

The world leader on bespoke, craft and luxury

MEDIA PACK 2019

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 580,000 page views every month, with over 1 million unique visitors every year.

Since its launch in 2007, 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, among others:

- **The New York Times:** One of the best menswear sites
- **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:** Simon is also the author of six books on tailoring and luxury brands, including *The Finest Menswear in the World* and *The Sartorial Travel Guide* (both Thames & Hudson)
- **Collaborations:** Permanent Style has created tweeds, shirts, polo shirts and knitwear, in collaboration with brands such as Private White VC, Drake's and Albini
- **Events:** Permanent Style has held its own conferences, book launches and other events around the world. Its most high-profile have been the Symposium discussions, which have been held everywhere from New York to Hong Kong to Tokyo

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

Permanent Style reader, Chicago

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Readership

Schedule:

- Articles, three times a week
- Editorial newsletter, to over 15,000 subscribers
- Calendar newsletter, to over 14,000 subscribers

Large, international readership:

- Up to 580,000 page views every month
- Over 1 million unique visitors a year
- Geographic spread: 50% US; 35% UK; 15% rest of the world

Highly engaged readership:

- 65% repeat visitors, with an average time on site of 3:20 minutes
- Open rate of 30% and clickthrough rate of 9% on newsletters
- Advertisers report the highest engagement rate of any website, in terms of time on site and active queries
- Active attendance at events and pop-up shops

High-end readership:

- Online store sold 65 £1350 trench coats in one month
- Average spend of £243
- Bespoke tailors report any new commission featured will lead to eight new commissions from customers, on average
- One denim company reported: “Following our launch, we asked bespoke customers why they had tried us. Of twenty new orders, twelve came from Permanent Style. The next biggest was Esquire Big Black Book, with four.”

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

Luxury men’s retailer, London

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Activities

Collaborations and e-commerce

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. They have included:

- The Friday Polo. A polo shirt designed to be worn with a tailored jacket. Long in the body, high in the collar, with bespoke-level handwork
- The Bridge Coat. A pea coat made long enough to cover a jacket, with bespoke-level cloth and buttons, and a sweeping button design drawn from archive coats
- Everyday Denim. Shirting cloth designed to fade as it is washed, creating a garment-wash look in a bespoke shirt.

Events

Permanent Style is involved in several events every year, including conferences, dinners and book launches. The largest and most regular are the Symposium talks and the Permanent Style Presents pop-up shop.

The Symposium is an in-depth panel discussion that takes place in front of an audience of 120-200 readers. It has been held around the world, including in Florence, New York and Hong Kong.

Permanent Style Presents is a pop-up shop that is held in London roughly every season, and brings together brands that have no retail in the country – either because they are abroad, or online only. It normally takes place on Savile Row, and is on its fourth incarnation.

Books

Simon is the author of six books including:

- *The Sartorial Travel Guide* (Thames & Hudson, 2019)
- *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)
- *The Snob Guide to Tailoring* (Hardie Grant, 2011)

“As a reader I love 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

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Advertising

Advertising options

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

- An MPU advert among those that appear on the website homepage and article pages
- A dedicated MPU advert on the mobile site or shop site
- One of two banner adverts on the weekly newsletter
- One of two banner adverts on the Trunk Show Calendar and newsletter

Generally, the MPU adverts are best for consistent but shared exposure to the readership, while the newsletters are best for one-off but exclusive exposure.

MPU adverts

All advertisers pay a monthly fee for their banner, with fees ranging from £300 to £500 a month depending on their position on the page.

All advertisers have their places on the site fixed and guaranteed. New advertisers therefore cannot start at the top of the list, but do have the opportunity to move up as others leave.

The minimum term is three months, with one month's notice to leave. There are also adverts on the mobile and shop sites, which are not shared but are seen by a reduced share of the readership.

Newsletter

The weekly newsletter goes out every Thursday afternoon to over 15,000 subscribers, all of whom have signed up on the site to receive it over the past 10 years.

There are two adverts available, at the top and bottom, for £500 and £400 each per month. Advertisers can only book one month at a time.

The trunk-show newsletter goes out once a fortnight, and allows artisans to highlight upcoming shows. There are two adverts, costing £400 each.

Companies cannot pay for editorial, for links in editorial, or for any social media coverage. Simon's belief is that this is not transparent enough for the reader.

“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

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Contact us

Email:

- Simon@PermanentStyle.com

Phone:

- +44 (0) 7834 687 097

Further information:

- www.Permanentstyle.com
- www.SimonCrompton.co.uk