

FASHION
Friendly

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MEDIA SOLUTIONS



Fashion Friendly www.fashionfriendly.uk.com is a Kingstown Associates brand that focuses on shoes, accessories and clothing for senior women and men.

A catalogue was launched to meet growing demand in 2015 and a website followed in 2018. Both are favourite ways for older people to find clothing and shoes due to affordability and adaptive features for comfort and ease.

Fashion Friendly is a programme that works particularly well for companies in the mobility sector, home shopping, charities, mail order gift buying and finance.

PROFILE

Gender: 70% female/30% male

Age: 55+

Demographic: BC1/C2

THE FIGURES

Catalogue mailing: 120,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45/000

FURTHER INFORMATION

Please contact one of the sales team on **01892 557733** or email info@griffinmediasolutions.com.

