EDITION NOVEMBER 2026

Where the *decision* to buy is made.

Partnership opportunities for fashion houses, retailers and brands on the price-comparison platform built for the considered purchase: compare, try on, walk the runway, choose a store.

255,627	2,479	3,760	31
PIECES LISTED	STORES	BRANDS	CURRENCIES



THE CATWALK

Every look on our runway is a real product at its best current price.

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A NOTE TO OUR PARTNERS

“A shopper on FASHION DEALS has already chosen the piece. The only question left is *where* to buy it.”

We built FASHION DEALS for the moment that matters most in fashion retail: the minutes before checkout, when a shopper compares what every store charges, sees the piece on themselves and decides. Our comparison is always ranked by price, and that ranking is never for sale. What we offer partners is presence in that moment: clearly labelled, carefully placed and measured to the standard of the industry.

This edition introduces **Catwalk Promote**, which places a brand's own dress or product on our shoppable runway, alongside our established placements, editorial partnerships and packages.

FASHION DEALS
PARTNERSHIPS

A price-comparison house for fashion, built with an editor's eye.

FASHION DEALS compares the prices of the same designer and premium pieces across stores worldwide and shows the shopper, in their own currency, where each one costs least.

Around that comparison we have built the tools a modern shopper expects from a luxury destination: AI try-on, a personal wardrobe, a shoppable runway and an edited magazine. Every one of them ends in the same place: a decision about which store to buy from.

I	Compare	The same piece at every store, converted to the shopper's currency, with delivery and returns side by side.
II	Try on	Shoppers upload one photo and see a piece on themselves before they choose where to buy.
III	Catwalk	A shoppable runway of walk videos. Every look is a real product at its best current price.
IV	Wardrobe	Saved pieces and outfits, with alerts when a price drops at any store.
V	Magazine	Edited stories and looks, each piece shoppable at the best price we can find.

The ranking is never for sale.

Results are ordered by price. Sponsored placements sit beside them and never move them.

Every ad is labelled.

A Sponsored label in the shopper's language, on every format we sell.

You pay for delivery.

Viewable impressions and filtered clicks only. Spend stops at your cap.

Breadth that brings shoppers back.

255,627
PIECES LISTED
from 2,479 stores

86,335
COMPARED ACROSS STORES
236,245 live offers

3,760
BRANDS
2,132 with multi-store prices

4,164
LUXURY PIECES COMPARED
designer and luxury houses

9.5%
MEDIAN PRICE GAP
between the cheapest and the dearest store

31
CURRENCIES READ
65 categories, 6 departments

CATALOGUE BY DEPARTMENT

Women	90,400	35%
Men	49,820	19%
Bags and accessories	42,345	17%
Shoes	35,865	14%
Kids	35,556	14%
Beauty	1,641	1%

Counted from the live catalogue on 11 November 2026. Prices come from each store's public product feed and are refreshed through the day. Figures in this kit update automatically with every edition.

One piece. Eleven stores. $417 apart.

Our shoppers arrive with a piece already in mind. That is what makes a placement here different: it reaches people at the point of choosing a store, not at the start of a search.

FROM THE LIVE COMPARISON, 11 NOVEMBER 2026

Moncler *Maya hooded down jacket*



11 authorised stores, 7 different prices, a 19% difference between the cheapest and the dearest. Prices converted to US dollars at the day's rate.

THE SHOPPER'S PATH, AND WHERE YOUR BRAND APPEARS

01
Discover
A piece from the magazine, the Catwalk or search.

02
Compare
Every store, every price, one screen.

03
Try on
The piece on their own photo.

04
Choose
A click through to the chosen store.

Shoppers in the moment of choice.

INTENT	Shoppers who already have a piece in mind and are choosing where to buy.
CATEGORY	Designer, contemporary and premium fashion, shoes, bags and accessories.
REACH	International by design: prices read in 31 currencies and shown in the shopper's own.
DEVICE	Phone, tablet and desktop, with every format built for all three.

370

PRICE COMPARISONS OPENED

First-party analytics, last 30 days to 11 November 2026. Bots, crawlers and internal traffic excluded.

WHERE OUR RATED STORES ARE BASED



228 rated stores in the store directory, from 19 countries; 2,479 stores in the catalogue overall.

MARKET TIERS

100% TIER 1

United States, United Kingdom, Canada, Australia, New Zealand, Ireland, Germany, Austria, Switzerland, Benelux and the Nordics

70% TIER 2

France, Italy, Spain and the rest of the EU, the Gulf (UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman), Japan, South Korea, Singapore, Hong Kong, Taiwan, Israel

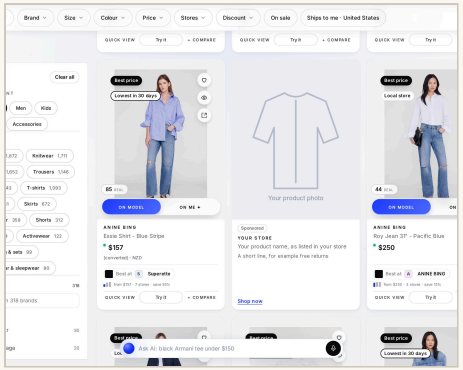
30% TIER 3

All other countries, including Latin America, South and Southeast Asia, Africa, Turkey and Eastern Europe outside the EU

Each click or impression is priced at the tier of the shopper's country. Target one country, a region or the world.

Native placements, beside the comparison.

Real pages of the live site with an example ad in place. Every placement carries a Sponsored label, opens your page in a new tab and is served below the first screen, so it never pushes aside what the shopper came to read.



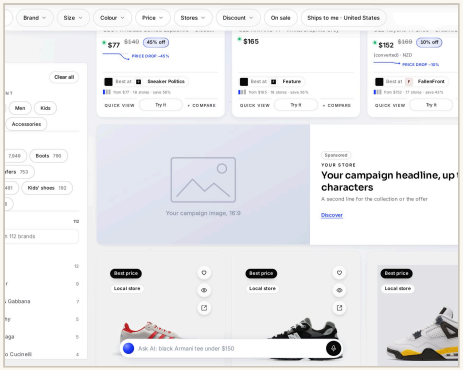
I

Sponsored product card

SHOP AND CATEGORY GRIDS ON PHONE, TABLET AND DESKTOP

Your product as a native card among the results, labelled Sponsored. Shoppers tap through to your product page.

$0.35 PER CLICK, TIER 1



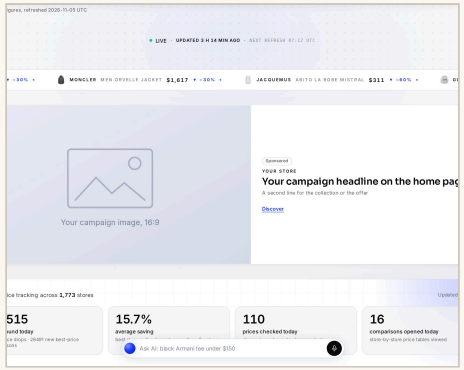
II

Category banner

A FULL-WIDTH ROW INSIDE THE DEPARTMENT OR CATEGORY YOU CHOOSE

A wide banner with your image, headline and button, shown only to shoppers browsing that category.

$8 CPM, TIER 1



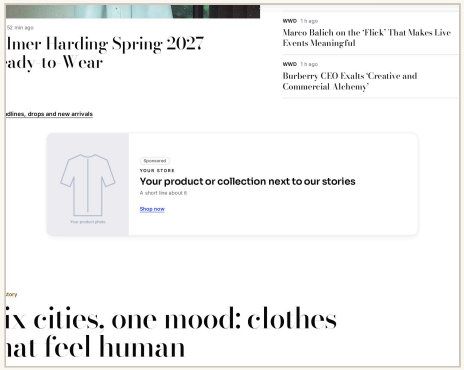
III

Home page feature

A SPONSORED ROW ON THE HOME PAGE, BELOW THE FIRST SCREEN

Your banner or product card on our busiest page.

$10 CPM, TIER 1



IV

Magazine sponsored card

INSIDE THE FASHION DEALS MAGAZINE

A card in the magazine's story feed, next to our editors' picks.

$6 CPM, TIER 1

06 NEW IN THIS EDITION · CATWALK PROMOTE

Put your piece *on the runway.*

The FASHION DEALS Catwalk is a shoppable runway: every look that walks is a real product at its best current price. Catwalk Promote lets a brand or store place its own dress or product in the show, as a media placement and a catalogue promotion in one.

SINGLE LOOK

Catwalk runway feature

Your dress or product produced as a runway walk from your product photography and shown in the Catwalk rotation, labelled Sponsored, with a Shop this look link to your store.

$390 PER LOOK PER WEEK

COLLECTION

Catwalk collection promote

Up to five looks from one collection walked on the runway for four weeks, the opening slot of the show once a week and a Promoted badge on those products in the catalogue.

$1,450 PER MONTH

01

Choose the piece

A dress, a suit or a whole look already sold in your store.

02

We produce the walk

A runway video created from your product photography, approved by you before it runs.

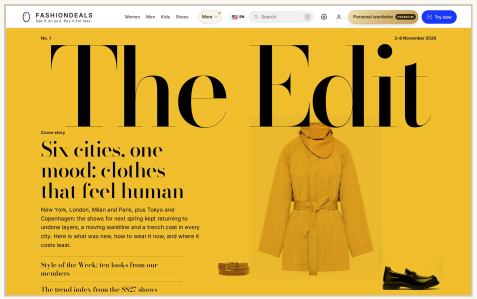
03

It walks, it sells

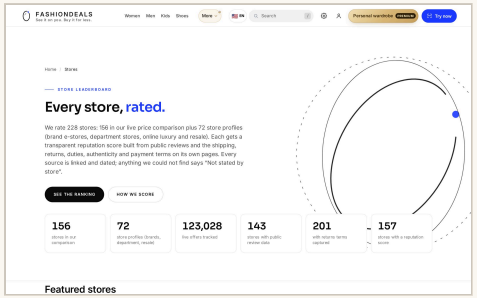
Shown in the Catwalk rotation with a Shop this look link to your store and a Sponsored label.



Stories, sponsorships and the store directory.



The magazine: edited stories built from pieces in the catalogue.



The store directory, with featured and premium rows.

Magazine feature

$250 PER ARTICLE

A styled story about your brand or collection, written by our editors, with try-on links. Clearly labelled as a paid partnership.

FASHION DEALS MAGAZINE, PERMANENT

Style of the Week sponsor

$150 PER WEEK

The week's styling story is presented by your brand, with your logo and pieces from your store.

MAGAZINE, HOME PAGE MENTION AND THAT WEEK'S NEWSLETTER

Newsletter slot

$50 PER ISSUE

A featured slot with image, two lines and a link. The price stays at $50 until the list passes 5,000 subscribers.

THE EDIT, OUR PRICE-DROP NEWSLETTER

Try-on spotlight

$150 PER MONTH

Your pieces offered as suggested looks in the try-on wardrobe, labelled Sponsored.

THE AI TRY-ON WARDROBE

Department takeover

$290 PER WEEK

Only your ads in that department's sponsored cards and banner for the week.

EVERY SPONSORED SLOT IN ONE DEPARTMENT (FOR EXAMPLE WOMEN'S SHOES)

Premium featured store

$99 PER MONTH

The largest card at the top of the store directory, with your logo, tagline and button.

STORES AND BRANDS PAGES, TOP ROW

Featured store listing

$49 PER MONTH

Your store card with logo, tagline and link, in the featured row of our store directory.

STORES AND BRANDS PAGES, FEATURED ROW

Four ways to partner.

Monthly and prepaid; cancel at the end of any month. You only use click and display credit when a real shopper sees or clicks your ad. Credit you have not used carries over to the next month, and we refund it when your booking ends if you ask.

I Starter

Independent stores trying paid placement for the first time

$150

PER MONTH · INDICATIVE

- $125 click credit for sponsored product cards
- Featured store listing
- Up to 5 target countries
- Private live report

VALUE AT LIST RATES $174

Founding offer: $105 for the first month

II Growth

MOST CHOSEN

Stores that want steady clicks plus a place in the store directory

$450

PER MONTH · INDICATIVE

- $300 click credit for sponsored product cards
- $100 display credit for category banners
- Premium featured store
- 1 newsletter slot
- Any countries

VALUE AT LIST RATES $549

Founding offer: $315 for the first month

III Premium

Brands launching a collection across several markets

$1,200

PER MONTH · INDICATIVE

- $700 click credit for sponsored product cards
- $250 display credit on the home page
- Magazine feature
- Premium featured store
- 2 newsletter slots
- Try-on spotlight
- One week on the Catwalk runway

VALUE AT LIST RATES $1,939

Founding offer: $840 for the first month

IV Brand Takeover

One brand owning a whole department for a month

$2,400

PER MONTH · INDICATIVE

- 4-week department takeover
- $800 click credit for sponsored product cards
- $300 display credit on the home page
- Style of the Week sponsor
- Magazine feature
- 2 newsletter slots
- Try-on spotlight
- Premium featured store
- Catwalk collection promote

VALUE AT LIST RATES $4,459

Founding offer: $1,680 for the first month

Founding advertiser offer. 30% off your first booking (up to 3 months) when you book by 31 January 2027, and today's rates stay fixed for you for 6 months.

Performance media

PLACEMENT	MODEL	TIER 1 100%	TIER 2 70%	TIER 3 30%
Sponsored product card Shop and category grids on phone, tablet and desktop	CPC	$0.35	$0.24	$0.10
Category banner A full-width row inside the department or category you choose	CPM	$8.00	$5.60	$2.40
Home page feature A sponsored row on the home page, below the first screen	CPM	$10.00	$7.00	$3.00
Magazine sponsored card Inside the FASHION DEALS magazine	CPM	$6.00	$4.20	$1.80

CPC: per valid, de-duplicated click. CPM: per 1,000 viewable impressions (50% of the ad on screen for one second). Each event is priced at the tier of the shopper's country.

TERMS

- 10% off three months paid upfront; 20% off six months.
- Agencies receive 15% commission.
- Minimum booking $100; minimum media budget $50 a month.
- 15% off three or more fixed-price placements booked together.
- One discount per booking: the best one for you.
- All rates in US dollars, excluding applicable taxes.

Fixed-price placements

Featured store listing	$49	per month
Premium featured store	$99	per month
Magazine feature	$250	per article
Newsletter slot	$50	per issue
Style of the Week sponsor	$150	per week
Try-on spotlight	$150	per month
Catwalk runway feature	$390	per look per week
Catwalk collection promote	$1,450	per month
Department takeover	$290	per week

Creative specifications

FORMAT	ASSET	DIMENSIONS AND FILES	COPY	LEAD TIME
Sponsored product card	Product image	800 × 1000 px minimum, 4:5, JPEG or WebP, product on a plain background	Title up to 80 characters	2 business days
Category banner and home feature	Banner image	1600 × 900 px minimum, 16:9, no text set into the image	Headline 80, second line 140, button 24 characters	2 business days
Magazine sponsored card	Card image	1200 × 1500 px, 4:5	Headline 80, standfirst 140 characters	2 business days
Catwalk runway feature	Product photography	At least 3 images (front, back, detail), 1500 px long edge, plain background; delivered as a 9:16 runway walk	Product link and name	5 business days, one round of approval
Magazine feature	Brief and imagery	6 to 10 images, 2000 px long edge; written by our editors	800 to 1,200 words, labelled Paid partnership	10 business days
Newsletter slot	Image	1200 × 800 px, 3:2	Headline 60 characters, two lines of copy, one link	Booked 7 days before the issue
Store listing	Logo	SVG, or PNG 512 px on transparent background	Tagline up to 60 characters	1 business day

STANDARDS

Landing pages on your own https domain; we add UTM tags so traffic appears in your analytics.

Genuine retailers and brands only: authorised stock, published company details and a returns policy.

No ad profiles: ads follow the page and the shopper's country. Counting uses anonymous signals deleted after two days.

We may decline or ask to amend creative that is misleading or does not match the product page.

From application to live report, in days.

01
Apply
Your store, markets and budget at fashiondeals.ai/advertise, with an indicative price as you type.

02
Confirm
A final proposal within one business day, and a check that your store meets our listing standards.

03
Create
Send your assets, or we build the card from products already in our catalogue.

04
Launch
Your campaign runs on your dates, in your countries, paced evenly, and stops at your cap.

05
Measure
A private live report: impressions, clicks, spend and filtered traffic by day, country and placement.

06
Invoice
Packages are invoiced at booking. Performance media on delivery, never above the cap.

HOW WE COUNT

Viewable impressions only
At least half of the ad on screen for one second, the IAB and MRC display standard.

Bots filtered
Crawlers, automated browsers and our own test traffic never count and never cost you.

Clicks de-duplicated
One billable click per visitor, per campaign, per day. Replays are rejected.

Your cap is the limit
Spend stops at your budget; any small over-delivery is free.

FASHION DEALS

Begin a *partnership.*

Apply in two minutes and see an indicative price as you type. Our partnerships team confirms every proposal within one business day.

APPLY ONLINE	fashiondeals.ai/advertise
PARTNERSHIPS	advertise@fashiondeals.ai
THIS EDITION	11 November 2026



All prices, packages and discounts in this document are indicative, are quoted in US dollars excluding applicable taxes and are subject to change and to confirmation in a written insertion order. Placements are subject to availability and to our advertising standards; we may decline any booking or creative. Catalogue figures are counted from the live site on the date of this edition; audience figures are published only when they pass the thresholds stated. No level of sales, clicks or impressions is guaranteed unless agreed in writing. Catwalk walks are produced from product photography, so fit and colour are a close guide. Brand and store names belong to their owners and appear only as examples from our public price comparison. © 2026 Fashion Deals. All rights reserved.