

Hitwise Industry Report for Lifestyle - Fashion

Based on New Zealand Internet usage
for the week ending February 20, 2010



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About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) www.experiangroup.com and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com/nz.

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at weblogs.hitwise.com and the Hitwise Data Center at www.hitwise.com/nz/resources/data-center/.

About Hitwise Industry Reports

This Hitwise Industry Report provides a concise analysis of market trends within the online 'Lifestyle - Fashion' industry. Hitwise monitored 1,042 websites in the 'Lifestyle - Fashion' industry for the week ending 20/02/2010. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Lifestyle - Fashion' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the New Zealand market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit www.hitwise.com/nz.

Hitwise Methodology

Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit www.hitwise.com/nz.



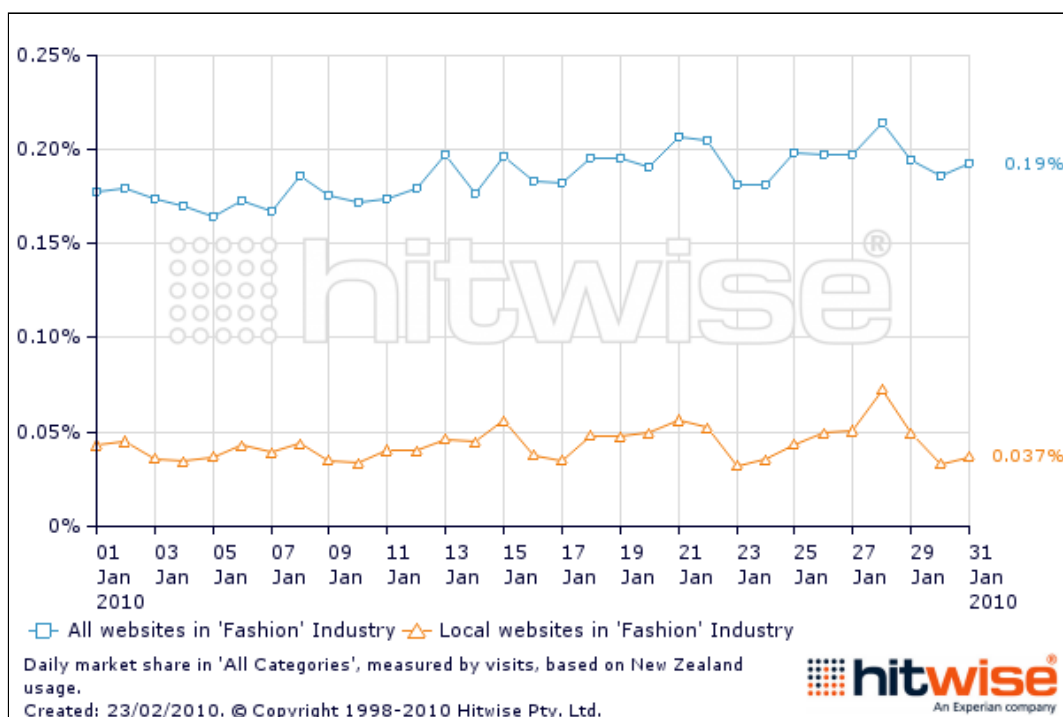
Industry Description

Lifestyle - Fashion

This category includes sites that spotlight the latest fashion trends in clothing, or particular labels.

Traffic Analysis

The chart below represents the market share of all websites in the 'Lifestyle - Fashion' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of January, 2010, all websites in the 'Lifestyle - Fashion' industry captured an average of 0.19% of visits, while local websites in the 'Lifestyle - Fashion' industry received 0.043% of visits. Local websites contributed 23.28% of all traffic to the 'Lifestyle - Fashion' industry, which means New Zealand Internet users prefer global to local websites.



Traffic Distribution Analysis

27.79% of all visits to the online 'Lifestyle - Fashion' industry went to the top 10 websites for the week ending 20/02/2010. 38.89% went to the top 20 websites and 72.82% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'Lifestyle - Fashion' industry was 6 minutes, 28 seconds for the week ending 20/02/2010. This is a minimal increase from last weeks average visit duration of 6 minutes, 9 seconds.

Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'Lifestyle - Fashion' industry for the week ending 20/02/2010 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since 13/02/2010.

Websites that entered the Top 100 were:

13/02/2010 Rank	20/02/2010 Rank	Website	Domain
104	43	Jay Jays	www.jayjays.com.au
201	49	Swannndri	www.swannndri.co.nz
106	58	The Cue Clothing Company	www.cue.cc
183	76	Street Peeper	www.streetpeeper.com
135	77	Womens Wear Daily (WWD)	www.wwd.com
123	85	Trelise Cooper: Fashion Designer	www.trelisecooper.com
117	91	H&M	www.hm.com
115	92	Refinery29	www.refinery29.com
107	97	Slam X Hype	www.slamxhype.com
114	98	FashionGuide	www.fashionguide.com.tw

Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

13/02/2010 Rank	20/02/2010 Rank	Website	Domain
48	141	Rodd & Gunn Australia and New Zealand	www.rodandgunn.co.nz
73	115	Fashion Model Directory	www.fashionmodeldirectory.com
77	107	Illicit Clothing	www.illicit.co.nz
82	101	Face Hunter	www.facehunter.blogspot.com
85	103	Stylelist	www.stylelist.com
89	134	Lacoste Pop Edition	www.lacostepop.com
92	106	August Models	www.augustmodels.co.nz
94	117	The Uniform Project	www.theuniformproject.com
98	108	Sneaker Freaker Magazine	www.sneakerfreaker.com
99	126	Coolspotters.com	www.coolspotters.com

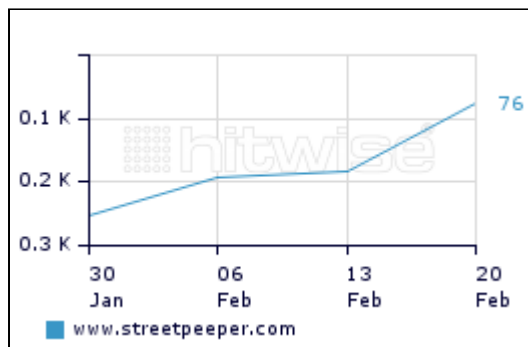
* Note: DNR = Did Not Rank

Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'Lifestyle - Fashion' online industry. Charts show rank in the 'Lifestyle - Fashion' online industry for the four weeks ending 20/02/2010.

Street Peeper

<http://www.streetpeeper.com/>

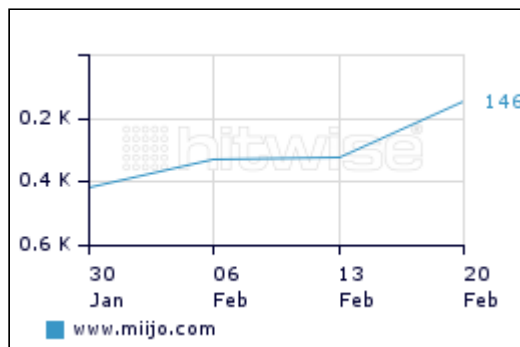


▲ 107 places

Street Peeper is a website that features photos of fashion trends around the world.

Miijo

<http://www.miijo.com/>

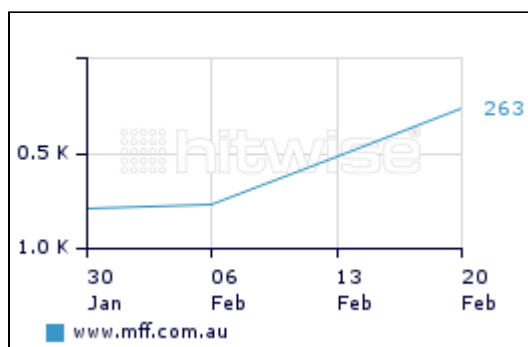


▲ 177 places

Miijo is an online fashion retailer for those hard to find items. Features of the website include an online shop, blog, company information, customer service and contact details.

L'Oreal Melbourne Fashion Festival

<http://www.mff.com.au/>

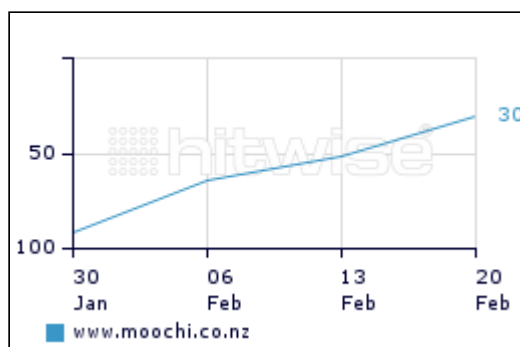


▲ 254 places

This website contains the homepage of the L'Oreal Melbourne Fashion Festival. The website contains information for exhibitors and visitors, a photo gallery and ticketing information.

Moochi

<http://www.moochi.co.nz/>



▲ 22 places

Moochi is a New Zealand designer fashion label by Kellie Taylor. This website features clothing collections, accessories, stores and contact details.

Hitwise Industry Report for Lifestyle - Fashion

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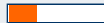







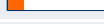
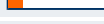


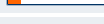


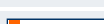


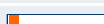
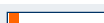
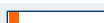
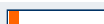
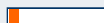

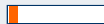



Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Lifestyle - Fashion' online industry for the week ending 20/02/2010 based on visits.

This category includes sites that spotlight the latest fashion trends in clothing, or particular labels.

Total websites that ranked with currently selected options: 1,042

Category Contribution Percentage: 0.20%







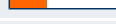



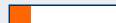
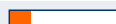
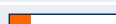
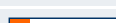

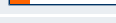
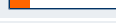



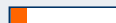
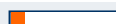

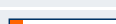

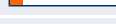




Rank	Website	Domain	Market Share	13/02	06/02	30/01
1.	QQ Show	show.qq.com	8.38% 	1	1	2
2.	Pumpkin Patch New Zealand	www.pumpkinpatch.co.nz	4.31% 	2	2	1
△ 3.	Glassons	www.glassons.com	2.41% 	4	4	3
▽ 4.	LookBook.nu	www.lookbook.nu	2.26% 	3	3	4
5.	FashioNZ	www.fashionz.co.nz	2.14% 	5	6	5
△ 6.	Coco Perez	www.cocoperez.com	1.73% 	8	9	7
△ 7.	Style.com	www.style.com	1.67% 	13	20	20
▽ 8.	SoleJam	www.solejam.com	1.64% 	7	8	8
▽ 9.	Model Mayhem	www.modelmayhem.com	1.63% 	6	7	9
▽ 10.	The Fashion Spot - Forum	forums.thefashionspot.com	1.63% 	9	13	15
△ 11.	Yoka	www.yoka.com	1.36% 	15	11	11
12.	Supre	www.supre.au.com	1.25% 	12	12	6
△ 13.	American Apparel	www.americanapparel.net	1.24% 	18	10	16
▽ 14.	Lippy	www.lippy.co.nz	1.22% 	11	15	13
▽ 15.	HypeBeast	www.hypebeast.com	1.10% 	10	14	17
▽ 16.	asos	www.asos.com	1.08% 	14	16	10
△ 17.	Men.style.com	men.style.com	1.04% 	22	5	36
△ 18.	Cotton On	www.cottonon.com.au	0.96% 	32	25	26
▽ 19.	MSN China - Fashion	msn.yoka.com	0.92% 	17	21	18
20.	Louis Vuitton	www.vuitton.com	0.91% 	20	27	21
21.	Victoria's Secret	www.victoriassecret.com	0.88% 	21	23	22
△ 22.	i-DressUp	www.i-dressup.com	0.87% 	27	19	12
▽ 23.	JK Kids Gear New Zealand	www.jk.co.nz	0.86% 	16	17	14
▽ 24.	Pagini Fashion Label	www.pagani.co.nz	0.86% 	19	54	42
▽ 25.	Forever 21	www.forever21.com	0.86% 	24	22	23
△ 26.	Karen Walker	www.karenwalker.com	0.84% 	30	37	43
△ 27.	Yoka BBS	bbs.yoka.com	0.83% 	31	29	31
△ 28.	Vogue Australia Forums	forums.vogue.com.au	0.79% 	29	24	19
▽ 29.	Country Road	www.countryroad.com.au	0.78% 	23	18	28
△ 30.	Moochi	www.moochi.co.nz	0.69% 	52	64	91

Note: DNR = Did Not Rank

Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **20/02/2010**, that resulted in traffic to websites classified by Hitwise within the **'Lifestyle - Fashion'** industry. For example, the most popular search term was **'glassons'** representing **2.56%** of all search terms that delivered users to websites classified by Hitwise within the **'Lifestyle - Fashion'** industry.

Displaying 1 to 30 of 49,552 search terms.

Rank	Search Term	Clicks
1.	glassons	2.56% 
2.	supre	1.57% 
3.	lippy	1.17% 
4.	pumpkin patch	1.06% 
5.	cotton on	1.05% 
6.	just jeans	0.87% 
7.	country road	0.80% 
8.	pumpkin patch nz	0.67% 
9.	principals	0.54% 
10.	jeans west	0.49% 
11.	hannahs	0.49% 
12.	jay jays	0.49% 
13.	karen walker	0.46% 
14.	pagani	0.46% 
15.	glassons nz	0.46% 
16.	witchery	0.44% 
17.	supre nz	0.41% 
18.	asos	0.39% 
19.	victoria secret	0.37% 
20.	portmans	0.32% 
21.	gucci	0.31% 
22.	jk kids	0.30% 
23.	lv	0.30% 
24.	billabong	0.29% 
25.	forever 21	0.28% 
26.	dotti	0.26% 
27.	louis vuitton	0.25% 
28.	moochi	0.25% 
29.	62 models	0.24% 
30.	just jeans nz	0.24% 

Report Glossary

All Categories: All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

All Sites: The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

Average Visit Time: The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

Churn: The movement of top ranking websites within an industry.

Clickstream: Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

Demographic Variable: An aggregate term used to refer to age, gender, household income, or region (state).

Domain: The unique name that forms the basis of a URL, such as www.yahoo.com.

Downstream: Downstream websites or industries are those visited immediately after leaving the subject website.

Fast Mover: The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

Index: An index value indicates strength or weakness in comparison to an average.

Industry: Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

Industry Clickstream: Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

Keyword: One word entered into a search engine. For example: 'car', 'engine', 'motor'.

Local Site: The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

Market Share: The percentage of all traffic to a particular online industry category that is received by an individual website.

MOSAIC™ Group: Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

MOSAIC Type: Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

Organic Traffic: Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.



Report Glossary (continued)

Page Impression: A measurement of responses from a Web server to a page request from the user's browser.

Page Request: An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

Paid Traffic: Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

PRIZM NE Lifestage: A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

PRIZM NE Segment: Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

PRIZM NE Social Group: A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

Representation: A method of comparing two groups or audience, and expressing the difference between the two as an index.

Search Engine: An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

Search Term: Multiple keywords entered into a search engine. For example, 'toyota used car'.

Session: See Visit.

Social Grade: A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

Social Group: A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

Swing Comparison: A method of comparing two groups or audience, and expressing the difference in percentage between the two.

Traffic: Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

Traffic Share: Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

Upstream: Websites or industries that users visited immediately prior to the subject website or industry.

Visit: A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

Website: A distinct set of URLs that make up a particular content offering.