

Is prettylittlething.com.au legit? TrustSniffer's high-trust assessment: 100/100

prettylittlething.com.au

Verdict

100

OUT OF 100

HIGH TRUST

prettylittlething.com.au appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-01 by automated analysis. Classification confidence 75%.

What this site appears to be

PrettyLittleThing Australia online fashion storefront offering women's clothing, accessories, shoes, swimwear, seasonal collections, promotions, account services, and newsletter signup.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	Not available No registration record was returned	NOTED
Web archive	Archived since 2016 3267 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Public web-archive history exists since 2016.
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

PrettyLittleThing Australia is an established online fashion storefront presenting women's clothing, accessories, shoes, swimwear, seasonal collections, promotions, account services, and newsletter signup for direct-to-consumer retail.

Scam/Impersonation Risk

No contradictions were observed. The site's retail presentation is coherent, with no detected phishing, impersonation, blacklist, malicious-content, hidden-form, wallet, or credential-exfiltration indicators. Its historical record also shows sustained, continuous operation rather than suspicious repurposing.

- Homepage analysis found 0 red flags and classified the site as an established ecommerce business.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with blacklist status false and a global traffic rank of 150195.
- Domain telemetry: approximately 2015 registration and age 10.35728952772074 years.
- Archive telemetry: 3267 snapshots from 2016-03-23 through 2026-07-29, spanning 11 tracked years.

Regulatory Verification Notes

The available content supports a conventional fashion-retail identity rather than a regulated financial-service model. The registration record names ADVERTISING ADVANTAGE PTY LTD and identifies Domain Directors Pty Ltd trading as Instra as registrar. No financial-services license claim or license number is presented in the reviewed retail content; this is a limited disclosure point for regulatory confirmation, not evidence of deception.

- Registration record: owner ADVERTISING ADVANTAGE PTY LTD; registrar Domain Directors Pty Ltd trading as Instra.
- Homepage content describes direct-to-consumer retail and includes privacy, cookie, returns, and shipping information.
- Hosting telemetry: AS16509, Amazon.com, Inc.
- TLS telemetry: issuer YR2, DV validation, valid to 2026-09-28T11:21:52+00:00.

What to Verify Next

Before a transaction, review the published returns, shipping, and privacy terms and confirm that payment details remain within the expected checkout flow. If the business is considered for any activity beyond ordinary retail, independently confirm the applicable Australian registration or licensing requirements.

- The site provides returns and shipping information within its retail navigation.
- Cookie controls provide accept, reject, and preference-management options.
- The observed form activity was limited to newsletter subscription.

Summary Verdict

The website presents a legitimate, established, and trustworthy online retail presence with strong alignment between its identity, content, historical continuity, and technical operation. Normal interaction, including account login and standard purchasing activity, is appropriate.

Infrastructure Integrity

The site is protected by CDN/WAF infrastructure, with observed edge addresses hosted through Amazon.com, Inc. on AS16509. This protective architecture reduces direct origin exposure and is a mitigating infrastructure signal, although it is not independently proof of legitimacy.

Closing Assessment

Prospective users may proceed with normal browsing, account, login, and purchasing actions while applying ordinary online-retail hygiene.

Written analysis generated 2026-08-01 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of prettylittlething.com.au.

- The request stayed on prettylittlething.com.au. It was not redirected to another domain. CLEAR
- Registration is published under Domain Directors Pty Ltd trading as Instra. CLEAR
- DNS for this domain is served by awsdns-51.org, across 4 name servers. NOTED
- The earliest public archive of this site is from 2016-03-23. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	Domain Directors Pty Ltd trading as Instra
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Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	76.223.34.124
Name servers	ns-1438.awsdns-51.org, ns-1728.awsdns-24.co.uk, ns-495.awsdns-61.com, ns-858.awsdns-43.net
SSL issuer	YR2
SSL expiry	2026-09-28
Domain age	Not available (no registration date was returned)
Domain expiry	Not available
Archive first seen	2016-03-23
Archive snapshots	3267
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about prettylittlething.com.au at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/prettylittlething.com.au> · assessed 2026-08-01