

MOBILE

Farfetch appeals to global voyagers through Departures effort

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Farfetch Unfollow campaign image

By SARAH JONES

Luxury marketplace Farfetch is reaching out to the world travelers reading Departures online through a display advertisement to build awareness for its international network of boutiques.



Farfetch's ad features its first brand campaign, which is designed to express a sense of varied fashion awaiting consumers at one single Web site. The ad's bright South African setting will likely pique the interest of wannabe travelers as they await their next trip.

"As a global ecommerce marketplace, Farfetch made a strategic choice by choosing Departures to house their mobile ads because Departures is a luxury magazine that draws in an audience looking to indulge in the best of travel, hotel, culture and fashion," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), a Havas company.

"Although this is a great opportunity for Farfetch to position them selves as a luxury brand their messaging may be disconnected with that goal based on their focus on promotions and exclusive sales," she said.

Ms. Adhami is not affiliated with Farfetch, but agreed to comment as an industry expert.

Farfetch was unable to comment directly before press deadline.

Travel guide

Farfetch appeared in both a banner ad and side efforts on Departures' site when viewed on mobile or desktop.



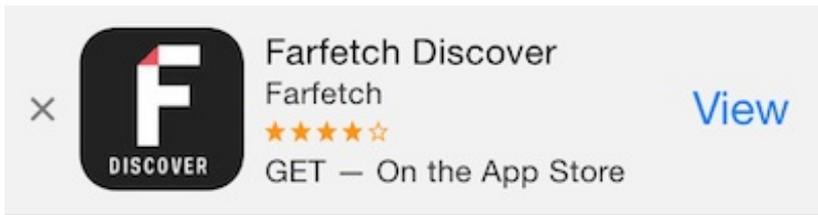
Screenshot of Farfetch mobile ad

The banner ad features limited imagery, showing only a tile floor background with the brand's logo and the tagline "Explore 300 boutiques at 1 address." In the side bar are ads showing a man with his back turned to the viewer, with the word "Unfollow."

"Unfollow," is Farfetch's first brand campaign, which will run in print, digital and outdoors. The ads show models photographed with their backs to the camera, communicating that instead of following a fashion pack to conform, Farfetch's consumers shop for their own loves of fashion and express their individuality (see story).

On the click-through, consumers are taken to Farfetch's Web site homepage, where they can shop an array of striped apparel for men and women.

When viewed on an iOS mobile device, the landing page invites consumers to download the retailer's Discover application through a pop-up at the top of the page.



FARFETCH

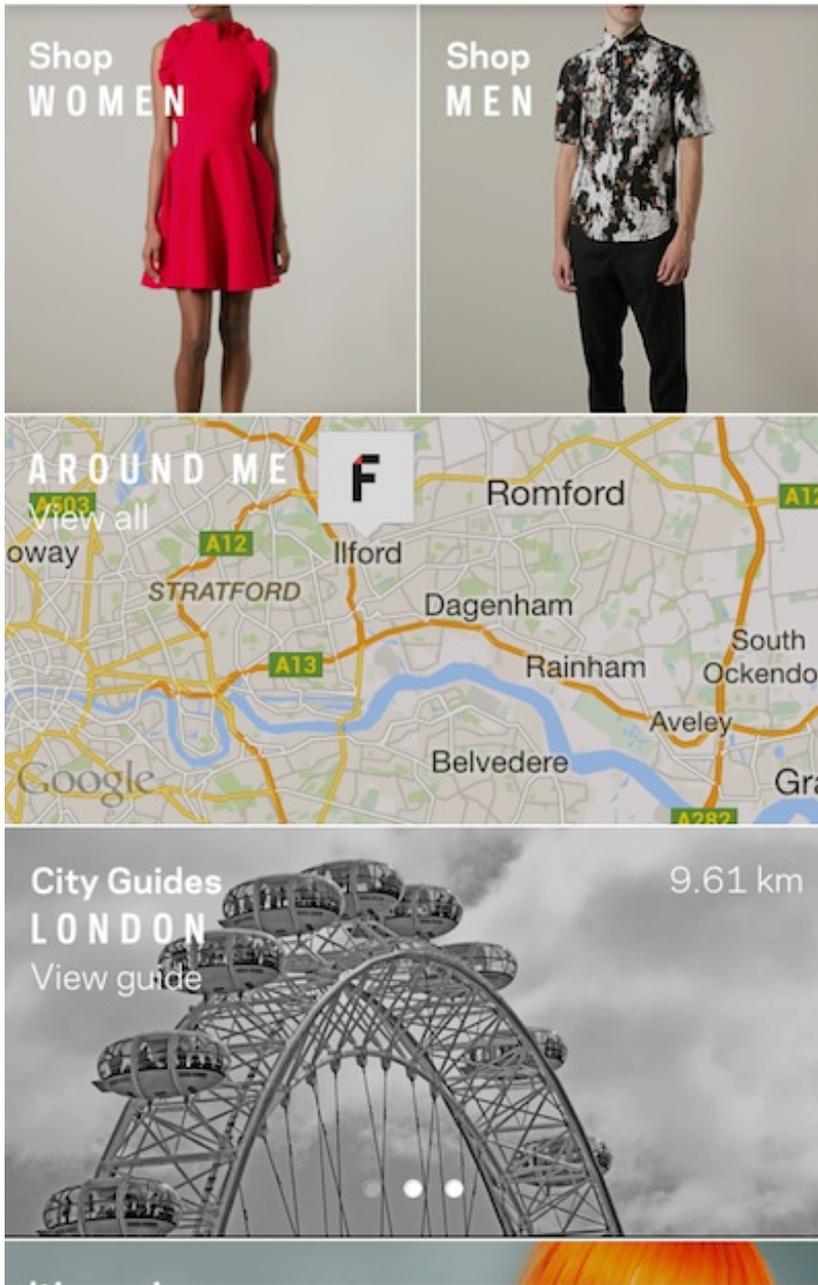


Landing page

The Discover app serves as an ecommerce portal as well as a form of travel guide.



DISCOVER



Screenshot of Farfetch Discover app

Consumers can search for the independent boutiques in Farfetch's network nearby to them via an interactive map.

Farfetch also compiled the collective expertise of its international boutique owners into city guides. Currently available for 15 cities, from Montreal to Milan, each guide includes tips on where to eat, drink, stay and explore.



LONDON

About

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Steeped in cultural diversity, London is the ultimate juxtaposition of the old and the new. Historic architecture sits alongside headline-making skyscrapers, while new subcultures emerge as often as they did in the swinging Sixties, and the inner boroughs birth experimental street styles that are quickly snapped up by the fashion industry.



Famed for

Tate Modern, King's Road, Notting Hill, rock music, Kate Moss, Bond Street, the London Underground, Naomi Campbell, Pimm's

Screenshot of Farfetch Discover app

Each recommended spot tells consumers which boutique the tip comes from, so they can connect with the store in person over a particular restaurant or hotel. A map feature plots suggested stops.

For the travel-inclined readers of Departures, this app will hold appeal, giving them insider tips from residents of the various cities.

"Farfetch Discover made good use of mobile ads to drive downloads and to better engage their user base through the app," Ms. Adhami said. "This allows for a richer mobile user experience that travelers beyond fashionistas can enjoy.

"Farfetch presented unique images and messages that may inspire their target audience to download the Farfetch app, but unfortunately for those who are Android users, the application is only available to iOS users."

Farfetch just raised \$86 million in a Series E round of investment headed by DST Global, which values the company at \$1 billion. The new funds, partially from existing investors Condé Nast International and Vitruvian Partners, will be used to further the marketplace's global expansion, including setting up offices in key cities, adding additional language sites and opening new markets as suppliers.

In good company

Other fashion retailers have sought the attention of Departures' jet-setter audience.

British apparel brand Burberry showed the versatility of its handbags through a banner advertisement on the travel publication's Web site.

At first glance, readers of Departures may have assumed that Burberry placed an ad for its new Bee handbag due to the roomy bowler style, making it ideal for travel as a small catch-all. Brands often place ads that are relevant to the content primarily featured on a publication's mobile and desktop Web page ([see story](#)).

This imagery in this effort from Farfetch will stand out from the editorial on Departures, bringing attention for the marketplace.

"Farfetch's campaign 'unfollow' is eye catching and intriguing to early adopters," Ms. Adhami said. "As for awareness, although their messaging was a bit unclear, with more emphasis on customer loyalty their effort has potential to drive a lot more downloads and sales."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/9HrHKD5KE9c>

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