

OUT OF HOME

## Lyst spotlights individuals' street style in first outdoor campaign

March 10, 2015



*Street style photo used in Lyst outdoor campaign*

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By STAFF REPORTS

Fashion ecommerce platform Lyst is running its first out of home effort in New York and London, which celebrates personal style.

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**Luxury Daily**

Launched March 9, "Own It" aims to inspire consumers to achieve their own unique fashion statement by featuring photography of real women rather than professionally styled models. This communicates Lyst's business model of enabling consumers to follow the brands and retailers they like, creating a personalized shopping experience.

Personal approach

Own It is running as fly posters to further the "stripped-back" feeling of the ads, as well as the ecommerce site's start-up setup.



### *Lyst posters in London*

Lyst took candid images captured by photographer Adam Katz Singing of Le21ème blog and is running them unretouched on the posters. Each image is accompanied by a headline of the woman's name, telling consumers she "owns it."

Before appearing in the ads, the women's photos were included on Lyst's homepage and Instagram, which may help the marketplace's online audience recognize it in a new medium.

Black posters run between the street style efforts, encouraging consumers to show Lyst how they #OwnIt.



### *Lyst outdoor effort in New York*

New Yorkers will see the ads in SoHo, the Meatpacking District, West Village, Chelsea, East Village and Williamsburg. In London, the ads are running as a takeover of Old Street Station, as well as placed around South Kensington.

Furthering its voice and point of view during fashion month, Lyst also launched an editorial site, [The LongLyst](#).

Sections of the site include Read(dress), which will feature cheeky opinion pieces about style; Vetemology, a historic look at various trends; What I Wore When, shoppable anecdotes connecting clothing choices to moments in time; and Mavericks, in which creative minds in fashion, tech, business and the arts divulge life lessons.

## The Long Lyst

### Mavericks

Madeline Liza lessons from independent models

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### Vitaminology

Madeline Liza: Taking a brand from beginning to end

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### What I Wore

What were you wearing when your life changed?

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### Read(dress)

Read(dress) Opinions on style. Not always our own.

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## Screenshot of The Longlyst

Read(dress) will take submissions from consumers who have a strong opinion on style, and Lyst will be prompting social media content around What I Wore When, asking for personal photos of particular outfits chosen for special occasions in consumers' lives.

Last year, Lyst rebranded its online presence with a new logo, homepage and revamped platforms across desktop and mobile, which gave brands more space to tell their stories ([see story](#)).

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