

INTERNET

## Farfetch supplements menswear launch via social media campaign

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*Facebook post from Farfetch's Men Swear By campaign*

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By STAFF REPORTS

Luxury marketplace Farfetch is reaching out to male consumers in preparation for its menswear site launch with a new hashtag urging them to share their passions.

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**Luxury Daily**

Farfetch is asking men to post on Instagram and Twitter with the hashtag #MenSwearBy to share some of their favorite things with the brand. Celebrating the launch of a new Web site with a social media campaign is a great way to connect with consumers and generate excitement among fans.

### Sworn identity

Farfetch currently works to help consumers find the latest trends in apparel and accessories from over 300 partner retailers. Expanding its offerings to include menswear will allow Farfetch to connect with a much wider range of consumers.

The new menswear site will be edited by Tony Cook, who has previously worked at British GQ. The "Men Swear By" campaign will likely encourage consumers to browse the new Web site and experience more of Farfetch's content.

Farfetch has previously introduced marketing campaigns to highlight its new initiatives.

For example, earlier this year the global ecommerce marketplace highlighted the sense of individuality that can be achieved through its network of 300 boutiques with its first advertising campaign.

“Unfollow,” which ran in print, digital and outdoors, showed 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. Eschewing famous faces and shooting models in a different concept may help Farfetch stand out from other luxury retailers ([see story](#)).

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