

MULTICHANNEL

Lyst focuses on the numbers for provocative brand campaign

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Image from Lyst's brand campaign

By SARAH JONES

Fashion ecommerce platform Lyst is positioning itself through statistical wordplay in its first brand advertising campaign.

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Each of the 10 advertisements juxtaposes fashion editorial imagery shot by photographer Charlotte Wales with playful headlines based on data collected by Lyst. As a brand of the digital age, this campaign helps to create a distinction of Lyst's strengths in a crowded fashion field.

"[The campaign] reflects who and what we are," said Joanna Christie, head of brand and communications at [Lyst](#).

"We have 3 million products on our site, 40 million annual shoppers, we generate hundreds of millions of dollars in sales but we don't ever touch any products," she said. "We are a data company - we crunch 4.5 million data points every hour. That gives us a huge amount of insight.

"Data feeds our performance marketing and our product, so it only made sense for it to feed our brand marketing too. We work with every player in the fashion ecommerce space; they are all partners."

Data-driven marketing

Lyst's ad campaign launched officially on Nov. 16. In New York's SoHo, Nolita, Lower East Side, West Village and Williamsburg and London's Shoreditch, taxis, billboards and wild posters will carry the ad imagery for a month.

Additionally, Lyst will use its own social channels and partnerships with online influencers to spread the word to an international audience.

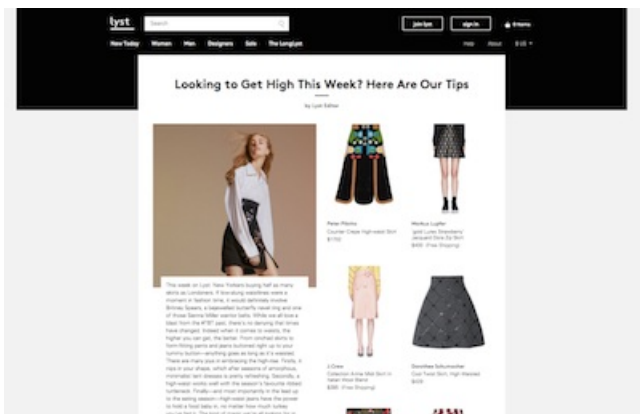
Each image in the ad campaign, produced in partnership with creative agency Anomaly, features an attention-grabbing headline. For instance, "Pointless" is accompanied by the explanation that round and square-toed shoes outsell pointy-toed options three to one on Lyst.

"Rip Off" reflects the six times increase in searches for Velcro shoes on the site, while "Drop More Acid" elaborates the fact that Londoners are three times as likely to be looking for acid wash denim as their New Yorker counterparts.



Ad campaign image from Lyst

On Lyst's Web site, the brand elaborates on the campaign's figures in blog posts. For instance, one invites consumers to "Get High" with some shoppable high-waisted skirt options, providing some nostalgia for clientele by referencing Britney Spears' opposing penchant for all things low rise.



Screenshot of Lyst Web site

Coinciding with the launch of the campaign, Lyst has announced the hire of its first CMO, who will oversee all global communications, acquisitions, brand performance and marketing. Christian Woolfenden, who was most recently managing director at Paddy Power and has previously held the global marketing director position at Bacardi, will take the reigns in January.

"This campaign is our first step in really turning on brand marketing across the company," Ms. Christie said.

"Obviously other marketing functions - specifically paid and organic acquisition - have been at the heart of the company since launch, and we wanted to ensure that all activity was aligned and supporting each other.

"This is going to be escalated next year," she said. "It is also a natural hire given the rate of growth of the company and our positioning now after five years.

"Christian has that killer mix of being a brand builder - who happens to be brave, strategic and creative - with a

finance background. He gets the commercial, and the consumer. He brings a huge amount of experience to the company and will drive brand awareness as a priority."

Causing disruption

Lyst has previously selected outdoor placements over the traditional glossy magazine ad to raise awareness among urban fashionistas.

The platform ran its first out of home effort in New York and London, which celebrated personal style.

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

The platform, which works with the likes of Burberry, Valentino, Alexander McQueen, Saks Fifth Avenue, Harrods and Neiman Marcus, has recently been noticed by another major player in the luxury industry.

In April, Lyst raised \$40 million in a Series C investment round that included contributions from LVMH controlling shareholder Groupe Arnault.

The additional funds will be instrumental in Lyst's global expansion of its universal shopping cart, which allows consumers to purchase from multiple retailers in one transaction. Lyst is seeing transactions from hundreds of countries, and the platform has grown 300 percent year-on-year over the past three years ([see story](#)).

"We have spent the first four years focusing on our product, building proprietary technology, launching fashion's first universal checkout and building up an inventory of over 3 million fashion products in real time from over 11,000 of the world's greatest stores and designers," Ms. Christie said. "We are now ready to turn our focus to brand marketing, following our raise earlier this year with contributions from the fund behind LVMH.

"Lyst is a challenger brand, we are very much part of the fashion world, but we approach it differently - we are disrupting the way people can shop for fashion," she said. "Our brand campaign needed to reflect the same drive to be different and disrupt. We wanted to focus on dissonance and salience, and make our media spend work hard."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York