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Worth New York sees stylistic shift in private shopping model

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Worth New York, spring 2016 campaign image

By STAFF REPORTS

Women's fashion brand Worth New York is taking its personal shopping model to new heights through the introduction of a digital magazine and campaign video.

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To debut its spring 2016 collection, Worth is inviting brand enthusiasts to exclusively view the line at its Fifth Avenue showroom in New York, and through the use of a virtual styling and shopping tool. Traditionally, Worth has been a direct sales brand, with authorized stylists hosting private trunk shows at affluent women's homes and within flagship showrooms.

Worth it, let me work it

Worth recently opened a penthouse showroom in the Crown Building on Fifth Avenue for its mainline. With views of Central Park, the space provides "the ultimate private shopping experience; the feeling of an old world salon in the most modern of settings."

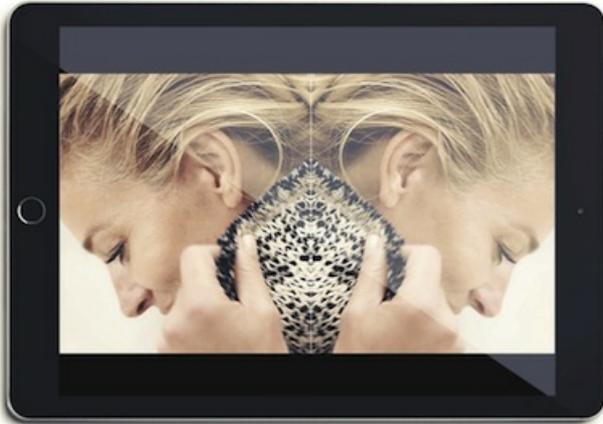
The brand's more contemporary collection W by Worth can be viewed in its dedicated showroom on the sixth floor of the Crown Building. The space includes high ceilings and a mirrored cube housing its dressing room, giving the showroom a downtown loft or gallery feel.

Worth's new direct sales strategy, for those in the New York area, is accompanied by a digitally focused promotional campaign for the spring 2016 collection.

The brand's new digitally focused promotional campaign features models Elaine Irwin and Iris Van Berne in a video effort shot at Spring Studios in New York. Shot by photographer Andreas Sjodin, the creative agency Badger & Winters, created a "stylistic shift" for the fashion brand.

Ms. Irwin and Ms. Van Berne dressed in their favorites from the spring 2016 collection to highlight their personalities, movement and spirit.

INTRODUCING THE DEBUT OF OUR
SPRING 2016 CAMPAIGN VIDEO



SHOP THE LOOKS FROM THE SPRING 2016 COLLECTION VIDEO
AT WWW.WORTHNEWYORK.COM

Worth New York Web site, spring 2016 collection promotion

"We have executed almost exclusively print advertising in the past; launching a collection with a digital campaign is a nod to how women are researching and shopping today," said Britany Larsen, vice president of marketing at Worth.

Worth also re-launched its Web site in the fall to better capture its "fashion gets personal" motto. The retooled site includes the design process, stylist profiles and the use of aggregation technology from Worth's social platforms to show the community of its associate and consumer network.

On the other side of the spectrum, trunk show retailers that have traditionally been online have ventured into the physical.

For example, online trunk show retailer Moda Operandi expanded its reach in Britain with a bricks-and-mortar space, opening just in time for September 2014's London Fashion Week.

This space holds designer trunk shows and curated events, as well as hosting clients. Keeping a level of exclusivity, the physical store is open to consumers on an invitation only basis ([see story](#)).