

INTERNET

Moda Operandi puts fashion insiders' companions to the test

March 15, 2016

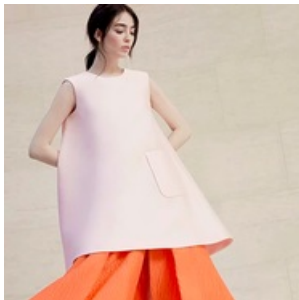


Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi is taking a humorous look at the fashion knowledge gap between insiders and those closest to them.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

"Everybody Knows About Fashion" sees personalities such as designers, models and influencers posing questions to their friends and families, showing the lack of understanding about the fashion industry from those who work outside it. For Moda Operandi, this series of films enables the brand to highlight its own expertise while also making its shoppers feel like a part of a likeminded club.

Pop quiz

Moda Operandi's series opens with an introduction video.

Model Pat Cleveland opens the video, sitting next to her husband as she talks about how everyone knows about fashion. Her words are written on the screen, and the "knows" is crossed out, and the phrase is corrected to "Everybody thinks they know about fashion."

The first film tackles the discrepancy between what fashion insiders actually do and what their loved ones think they do. Other topics include the definition of pre-fall and a trunkshow. The cast includes fashion editor Zanna Roberts Rassi and her children, makeup artist Gucci Westman and trainer Taryn Toomey.

Everybody Knows About Fashion

Additional videos highlight stylist Jeanann Williams' daughter singing her rendition of Drake's "Hotline Bling" and designer Brandon Maxwell's mother's dream to go to the Hamptons with her son and Tom Ford.

Fitting with its image as a retailer that brings consumers closer to their favorite designers, Moda Operandi has created other video series that ask insiders to dish.

Online retailer Moda Operandi is continuing its firsts in fashion with a video series that features individuals from the industry.

Released in the midst of fashion weeks last February, Moda Operandi supplemented its runway shopping experiences with this video series that gave personal insights to the first fashion experiences from fashion designers, stylists, models and editors. Including a range of industry experts allowed this campaign to appeal to

every fashion enthusiast and drew attention to Moda Operandi's runway shopping opportunities ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.