

RETAIL

Lyst touts extensive inventory to seekers in cross-channel project

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Lyst's "Seek" campaign

By SARAH JONES

Ecommerce platform Lyst is positioning itself as the place for fashion finds with an unbranded multichannel effort.

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For its "Seek" effort, Lyst partnered with a handful of artists to visually interpret the campaign concept in works of art that are now on display in New York's SoHo neighborhood. Without including the Lyst name, the campaign forces consumers to actively seek out the meaning behind the ads, creating an interactive extension of its message.

"As the largest fashion site in the world, we enable customers to shop all of their favorite brands and retailers at the same time in the same place," said Christian Woolfenden, CMO of **Lyst**.

"Helping them find the things they really love is what we stand for and we feel it is this search, the seek, that should be celebrated," he said.

Finders keeper

According to Lyst, it has the largest inventory of fashion anywhere in the ecommerce space, giving consumers access to the rare and hard to find. The site connects consumers and allows them to follow retailers such as Burberry, Valentino, Saks Fifth Avenue and Lane Crawford.

The Seek campaign is meant to portray the fashion hunt, in which settling is not an option.

Lyst worked with Baron Von Fancy to create two large-scale billboards. Situated at the intersections of Grand Street and Sixth Avenue and Lafayette and Bleeker Streets in downtown New York, the signs read, "You are what you seek" in the artist's signature bold black lettering on a white background.



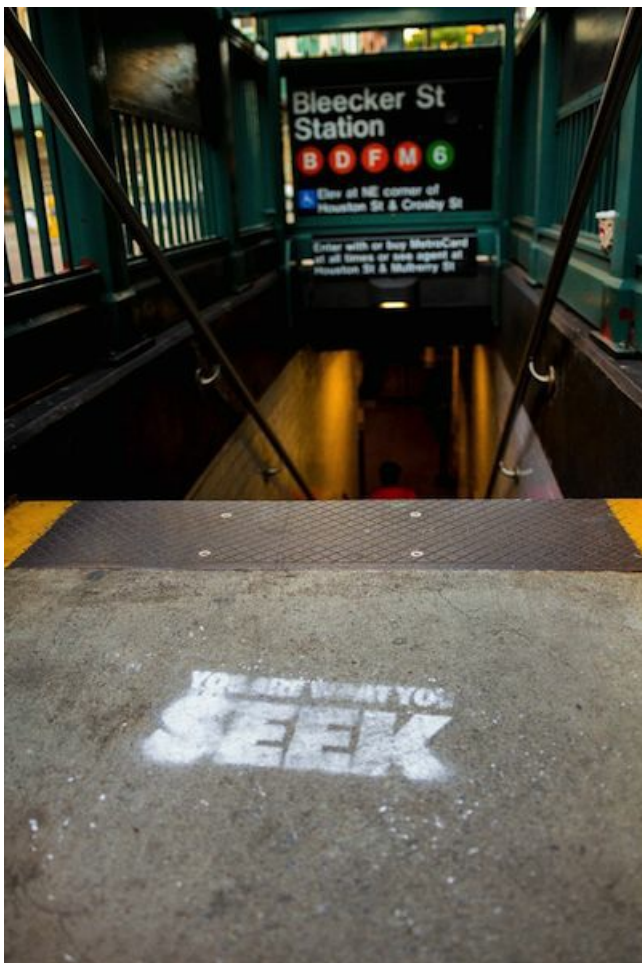
Lyst billboard and truck

In addition to the billboards, Lyst has put up additional wild postings on lampposts, construction barriers and subway entrances, as well as sidewalk paintings. These also include no mention of the Lyst brand, with the site prompting its in-the-know followers to take photos and tag them if they see a poster in the wild.

"We wanted people to discover and literally seek out the campaign," Mr. Woolfenden said. "There is much more intrigue and fun behind unbranded work, which we felt tied well to the idea of seeking out things you love and appealing to our 'seekers' the most.

"Visually we also love the word as a tag or an iconic piece of propaganda mixed within New York's downtown environment," he said. "We worked with relevant New York artists to adopt and interpret the word in their own style such as Baron Von Fancy, who was given full artistic license so that the campaign felt natural and organic to it's surroundings.

"To tie this back to Lyst, we're using social media and our homepage to explain the connection. Anyone who searches Google online for a variety of terms such as 'What is seek' or 'You are what you seek' will be brought to Lyst."

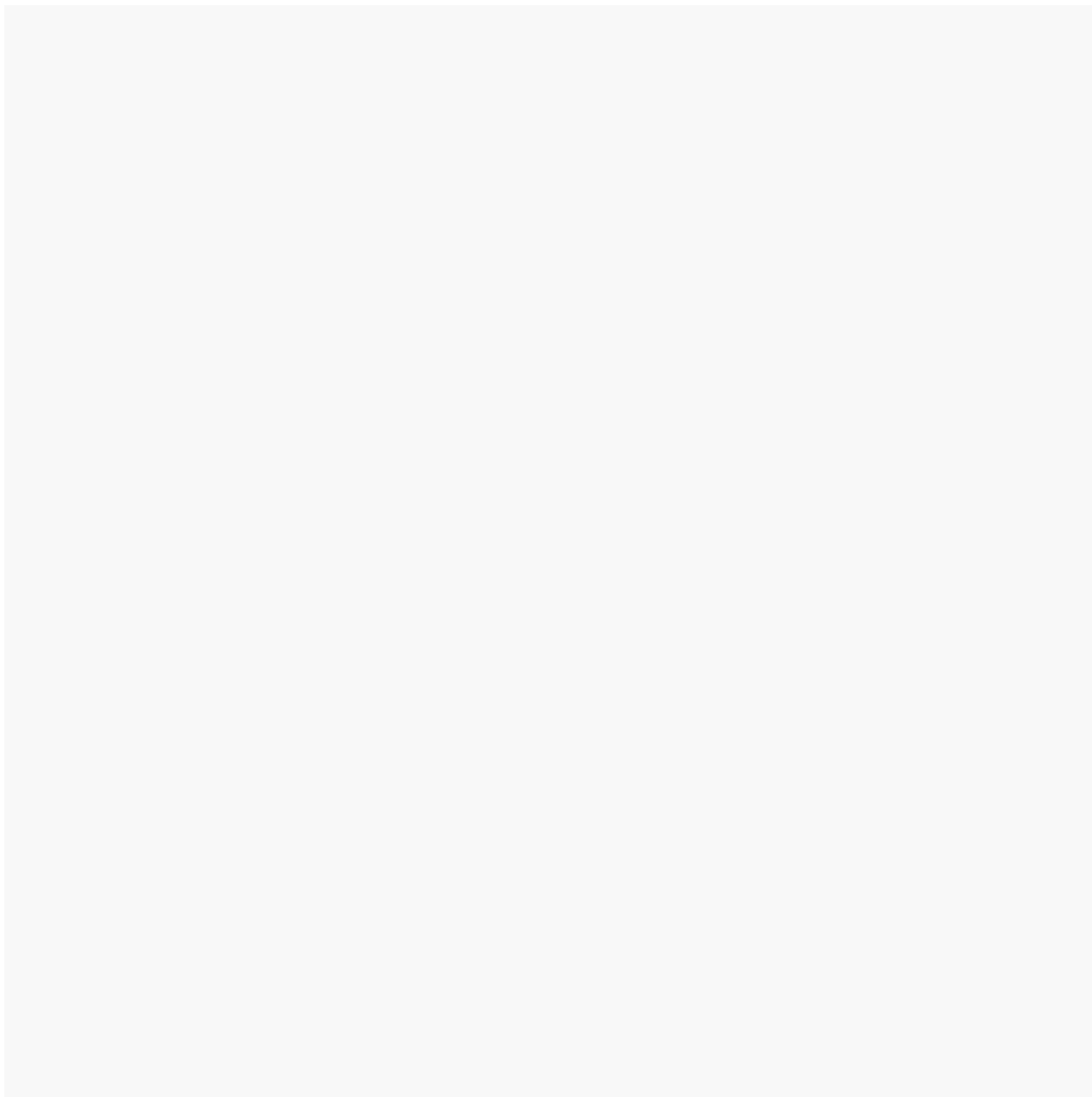


Lyst stencil

Multimedia artist Edward Granger has created a series of trucks for Lyst, which also promote the act of seeking.

Other works include a one of a kind hand painted leather jacket by Elizabeth Ilsey, a limited-edition pin by Pintrell and decorative cake art by Joy Wilson, the creator of the @DrakeOnCake Instagram account.

On Lyst's social media accounts, it is chronicling the campaign and sharing additional creative. A "Seeker Files" feature on its Web site is adding a new profile each day, chronicling the passions of everyone from street style photographer Adam Katz to restaurateur Thomas Lim.



Go [#seek.](#) [@lyst](#)

A video posted by Lyst (@lyst) on Jul 20, 2016 at 10:21am PDT

On Sunday, July 31, the Seek campaign will conclude with a Seeker's Trail event. Consumers will be led on a tour of SoHo's best coffee shops, brunch eateries and art venues.

Eventually, participants will end up at The Supermarket, where they will be guided through a one-day art show curated by Art Baby Gallery's Grace Miceli. The show, open to the public from from 10 a.m. to 5 p.m., will include works by emerging artists such as Signe Pierce, Natalia Mantini and Brad Ogbonna, including an original video by Ms. Miceli herself.

In the wild

Lyst has previously looked toward unconventional placements to raise awareness for its site.

Inspired by the post-commute online shopping surge at 7 p.m., Lyst worked to generate even more sales with a guerrilla subway placement.

Basing its creative off the notifications posted within subway stations by the Metropolitan Transportation Authority, Lyst is showing its solidarity with riders with comical takes on shared experiences. The station placement will give Lyst the chance at a captive audience as riders wait for the next train ([see story](#)).

As a pure ecommerce player, Lyst frequently focuses on the technical to differentiate itself from other fashion players.

Lyst positioned itself through statistical wordplay in its first brand advertising campaign.

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 ([see story](#)).

"The Seeker's Trail is a fun interpretation of the seek customers experience digitally on Lyst," Mr. Woolfenden said.

"The campaign is about discovery and we wanted to portray how Lyst is the only place to find your favorite things."

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