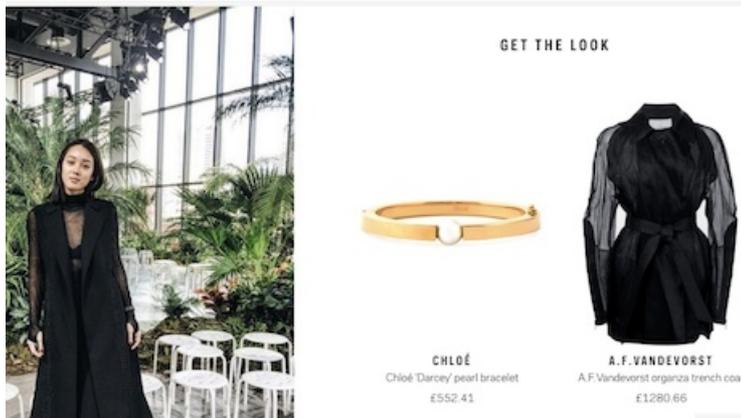


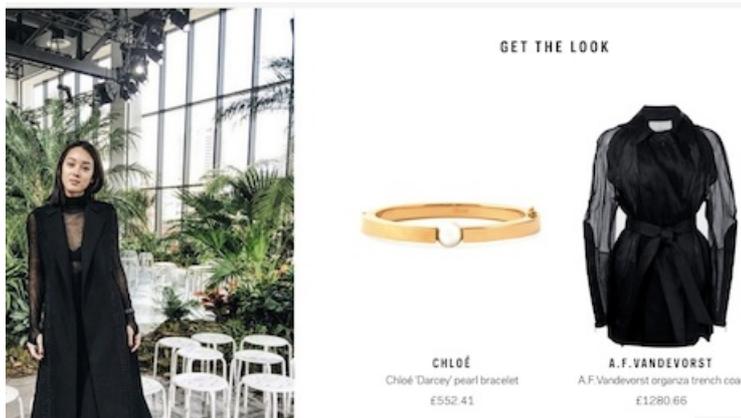
APPAREL AND ACCESSORIES

## Farfetch inspires consumers to find the perfect product

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By BRIELLE JAEKEL



Online retailer Farfetch is seeking help from social influencers to inspire purchases for this year's fall and winter through the use of imaginative imagery and organic activity.

Farfetch's #TheOne campaign is aggregating content posted on Instagram by special influencers. The curators are promoting posts regarding the one item they cannot live without this fall and winter, hoping to usher in purchases through direct links and inspire posts from general consumers as well.

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"We worked with creative agency Wednesday on the campaign, entitled #TheOne," said Stephanie Horton, chief marketing officer at **Farfetch**. "The premise of the campaign is to communicate that Farfetch lets you access and explore the world's greatest selection of luxury from our global curators of boutiques and brands."

### Influencing through social

Popular social media users with large followings, such as Pari Dust, Tina Leung, Pandora Sykes, Giotto Calendoli and Alberto Ortiz Rey, were asked by **Farfetch** to share social media regarding items they cannot live without this season. The idea is to embody the notion of finding that one item you have been searching for by using Farfetch.

Three video spots are prompting consumers to get involved in on the conversation regarding products they have

found through Farfetch that celebrate the campaign's theme. Each video promotes a different product based on a specific scenario a consumer could be looking for.

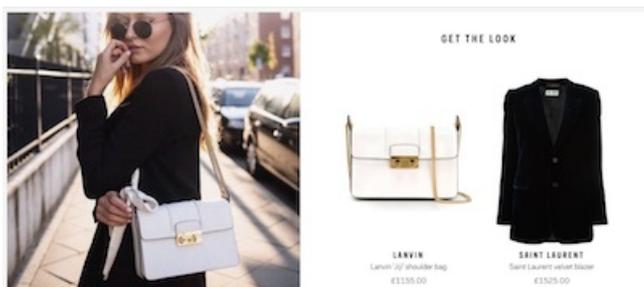


*Farfetch's #TheOne campaign video*

For instance, The Bag video showcases a woman walking in to meet her friends for lunch in West Hollywood while carrying a trendy bag. Text appears, reading, "The bag, for a lunch by the pool with friends in West Hollywood."

The video is then shown in reverse, ending with text that says, "#TheOne, find the perfect bag."

Posts by social influencers follow a similar format by showing their favorite luxury pieces bought of Farfetch that were just what the user was hunting for. For instance, one post by Instagram user @kimcamjones features the social influencer wearing an A.F.Vandevorst organza trench coat and a Chlo 'Darcey' pearl bracelet that can be purchased on Farfetch.



*Farfetch promotes products featured in Instagram posts from the community*

The online retailer tapped its staff members to share their own stories of finding the perfect product for posts as well.

### Fetching experiences

Online retailer Farfetch also recently thanked its social community after 1 million consumers shopped its network of boutiques.

To celebrate, Farfetch shared a video clip of a model spinning a brightly printed skirt by Peter Pilotto and black Jimmy Choo pumps. Farfetch's retail strategy of 400 high-end boutiques at one address has been successful at disrupting the traditional store model and has excelled at positioning omnichannel retail for smaller storefronts ([see more](#)).

Farfetch also raised competition in the luxury ecommerce space with the close of a series F round.

An additional \$110 million in capital was raised in the round, which was led by players including Temasek, IDG Capital Partners and Eurazeo, bringing the total amount the company has raised to more than \$305 million, per Business of Fashion. The fashion ecommerce startup space has seen a lot of interest from investors, as newcomers change the way luxury does business ([see more](#)).

"Due to our unparalleled range and quality of pieces, you don't have to settle - when you shop on Farfetch, you can find The One piece you've been looking for and often can't find anywhere else," Ms. Horton said. "We've often been told by our customers that one of the things they love about Farfetch is the variety of pieces on offer and that they have discovered some of their most unique and treasured items solely on our site."

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