

RETAIL

Farfetch remixes The Nutcracker in shoppable form for festive dressing

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Ballet flat featured in Farfetch's Festive Remix

By STAFF REPORTS

Online retailer Farfetch is putting a modern twist on a seasonal classic to spur inspiration for holiday party wardrobes.

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With the majority of holiday marketing concentrating on gift giving ideas, Farfetch is keep its focus on consumers' self-gifting to ensure they are appropriately dressed for all the festive outings on their calendar. Choosing a fan-favorite such as "The Nutcracker" ballet taps into consumer sentiment surrounding the holidays, and may cull the attention of Farfetch shoppers to view the retelling.

Holiday party rock

Farfetch's version of The Nutcracker includes "magic, gifting and glamour" with a twist of modernity.

The shoppable, minute-long video opens with a troupe of ballerinas backstage preparing for an upcoming show. The traditional instrumentals of The Nutcracker ballet play in the background.

In the next scene, the well-known tune is modernized with a remixed soundtrack. The dancers that once were in athleisure and leotards are now shown in men's and women's formal wear, dancing to the upbeat remix.



Farfetch holiday 2016 banner

For consumers well-versed in The Nutcracker narrative, Farfetch's scene resembles when the toy soldiers battle the Rat King.

While watching the dancers perform, consumers can tap on the viewer to create a shopping bag of favorite items without navigating away from Farfetch's campaign. As items are added, a small circular icon with a number is shown that then becomes a gallery when the video concludes.

A click-through on the items redirects to a product page where brand and item details are provided. Purchases can then be made through a buy now button.

Farfetch presents The Holiday Remix

Assisting consumers find the perfect product is at the root of Farfetch's business online retail model.

Earlier this year, Farfetch sought help from social influencers to inspire purchases for fall and winter through the use of imaginative imagery and organic activity.

Farfetch's #TheOne campaign aggregates 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 ([see story](#)).

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