

APPAREL AND ACCESSORIES

Anya Hindmarch to trial see-now, buy-now via consumer happenings

December 13, 2017



Anya Hindmarch was the first accessories brand to present at London Fashion Week. Image credit: Anya Hindmarch

By STAFF REPORTS

British accessories maker Anya Hindmarch will no longer present its latest collections during London Fashion Week.

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

The first accessories brand to present during London Fashion Week, Anya Hindmarch, known for its whimsical designs and crisp-bag clutch, showed its collections in two shows per year. Instead of staging its usual visual feast, Anya Hindmarch will end its fashion show run, swapping out the traditional runway format for an event series.

It's happening

As experiential retail and trends continue to take hold of the consumer mindset, brands must be willing to adapt to how their buyers prefer to interact. For many, events have become a go-to method to delight dedicated enthusiasts and prompt awareness among unfamiliar consumers.

Although Anya Hindmarch will no longer present during London Fashion Week, the brand will have a presence through what it is calling "consumer happenings."

Going forward, Anya Hindmarch will organize four of its consumer happenings each year.

The first of these special projects is already in motion for February's London Fashion Week. The consumer happening in February for fall/winter 2018 will demonstrate Anya Hindmarch's see-now, buy-now strategy.



Anya Hindmarch has also be strengthening its ready-to-wear selection. Image credit: Anya Hindmarch

In addition to the consumer happenings, Anya Hindmarch will privately show its collections to press and buyers in line with the usual buying cycles.

Anya Hindmarch's strategy update follows the May launch of Build-A-Bag collection, a personalization option ([see story](#)), and Anya Smells, the first collection of fragrances by the brand in November ([see story](#)).

The brand is also no stranger to staging memorable points of sale. In 2015, for example, Anya Hindmarch caused a traffic diversion in Selfridges' parking garage.

Anya Hindmarch brought to life its fall/winter 2015 "Diversion" collection of leather goods and accessories, inspired by British road signage, through a petrol station-themed pop-up ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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