

APPAREL AND ACCESSORIES

Farfetch highlights boutique network in forward-thinking campaign

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Farfetch is launching a new global ad campaign. Image credit: Farfetch

By SARAH RAMIREZ

Ecommerce marketplace Farfetch is debuting a global campaign that reveals a new brand identity while reminding shoppers it is more than luxury site.

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The multichannel campaign positions Farfetch as a unique resource for shoppers, making luxury and boutique apparel accessible worldwide without the constraints of distance. Farfetch's campaign emphasizes optimism and open-mindedness about the future, a departure from luxury houses that may emphasize heritage or craftsmanship.

"Our campaign is enriching and uplifting, beautiful and forward-looking," said Ronojoy Dam, brand and culture director of Farfetch. "Our vision is heartfelt we wanted it to feel inclusive, elegant and idiosyncratic in equal parts.

New doors

Farfetch's "Open Doors to a World of Fashion" campaign features a diverse cast of talent, including Broadway playwright and actor Jeremy O. Harris, Chinese actor Angelababy and model Kesewa Aboah.

"We are proud to have worked with visionary international talent to bring this campaign to life," Mr. Dam said.

The non-narrative film begins with a woman overlooking a city from a sparse room with floor-to-ceiling windows. It evolves into a montage of people, including a woman posing in a field surrounded by sheer curtains and another modeling on a bed in the middle of a river.



Open Doors to a World of Fashion features an international cast. Image courtesy of Farfetch

A female narrator adds context to the campaign.

"New doors are opening, to new voices, new ideas, new communities," a voice says. "To the freedom of choice, where the most beautiful boutiques are within reach and no distance seems too far."

Bright colors, both in wardrobe and the scenery, evoke a sense of excitement and self-expression.

"Open doors to a world of possibility," the female narrator concludes. "Open doors to a world of fashion."

Accompanying campaign images echo this bold message with more bright colors and unexpected settings.

The campaign which will span out-of-home, print, social and online also features Farfetch's new double "F" logo. The brand is calling the monogram "The Farfetch Fuse."

The Fuse monogram, which uses a bespoke "Farfetch Basis" typeface designed in partnership with Colophon Foundry, is meant to reflect the platform's duality. Since its founding, Farfetch has leveraged technology to become a resource for shoppers seeking products from both established luxury labels and more experimental boutique brands.

Farfetch attitude

Farfetch has also touted its nonconformity in previous campaigns.

With its first advertising campaign back in 2015, Farfetch highlighted the sense of individuality that can be achieved through its network of boutiques which numbered 300 at the time.

"Unfollow," which ran in print, digital and outdoors, showed models photographed with their backs to the camera, communicating that instead of following a fashion pack to conform, Farfetch's consumers shop for their own loves of fashion. Containing the same tagline, "300 boutiques, 1 address," the ads contained varied headlines, which speak to the concept of leading rather than following ([see story](#)).

"Fashion is about dreaming, storytelling and expression designed now more than ever to be empowered and lives at the intersection of two worlds fashion and technology," Farfetch's Mr. Dam said.