

RETAIL

MatchesFashion celebrates self-expression, inclusivity in vibrant campaign

February 18, 2021



Still image from the "Express Yourself" campaign. Image credit: MatchesFashion

By NORA HOWE

U.K. retailer [MatchesFashion](#) is encouraging consumers to embrace the optimism of fashion after an exhausting year combating the effects of the COVID-19 pandemic.

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

In a new colorful film, the London-based retailer inspires self-expression through an appreciation of dynamic prints, patterns and colors. The "Express Yourself" campaign aims to boost consumer moods despite the current state of the world.

"The colorful clothings, sets, upbeat music and diverse set of people was incredibly uplifting," said Chelsea Cawood Trinidad, owner and CEO of [Scout Sales Management](#), Tulsa. "The subjects in the video seemed to radiate love."

Express Yourself

The minute-long film opens on a group of models dressed in vivid patterned ensembles lounging together in the frame.

A multitude of short videos play within the video as if on a film strip and slowly move across the screen like a conveyor belt.

Express Yourself Matches

Contrast and texture play a huge role in the campaign with models posing against brightly painted walls denim ensembles against magenta backdrops and green sweaters against red patterned rugs.

Styled by Morgan Pilcher and David St. John James and shot by Pablo di Prima, the "Express Yourself" film campaign showcases both established and rising designers carried by MatchesFashion, an advocate for young designers.

In 2017, the retailer launched the Innovators program, an initiative to showcase and encourage a broader dialogue in regards to up-and-coming designers. The program offers mentorship and publicity across MatchesFashion's marketing and content channels ([see story](#)).



[View this post on Instagram](#)

A post shared by MATCHESFASHION Woman (@matchesfash...)

The overwhelming themes of individuality and inclusivity will likely resonate best with Gen Z and millennial consumers, as social consciousness has become essential for these value-driven cohorts.

"It's unclear whether life inspired art or if art inspired life, but the general public is very conscious of a deeper level of inclusion not just racially, but inclusive of body weight, age and ability as well," Ms. Cawood Trinidad said.

Inclusive retail

The retail space can ignite systemic change by empowering people to produce and consume with positive social impact. As the fashion industry becomes more value-driven, luxury retailers have made efforts to launch these changes.

This month, U.S. department store Bloomingdale's partnered with [The National Museum of African American History and Culture](#) (NMAAHC), the [Black Artists + Designers Guild](#) (BADG) and the [American Ballet Theatre's Representation and Inclusion Sustain Excellence](#) (ABT RISE) program for its biannual philanthropic campaign dedicated to celebrating diverse and inclusive voices. The Shop for Good campaign offers in-store and online donation opportunities, and continues the retailer's ongoing partnerships and support for these organizations ([see story](#)).

To celebrate Black History Month, U.S. retailer Neiman Marcus Group launched a campaign focusing on uplifting Black excellence. As part of its "Celebrating Black History by Supporting Black Futures" campaign, the retailer is hosting virtual events and showcasing Black businesses and designers on its ecommerce site.

The group will also continue to support various philanthropic efforts that work with Black communities ([see story](#)).

Centering these causes is becoming essential to high-end retailers.

"It's nice to see companies leading the way in tackling this horizon, building a more thoughtful society," Ms. Cawood Trinidad said.