

APPAREL AND ACCESSORIES

Farfetch unveils exclusive capsule collection for Ramadan

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Farfetch celebrates Ramadan with a new collection. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch has launched a new Ramadan campaign highlighting exclusive collections from 30 Middle Eastern and international designers.

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The newly released campaign takes on various interpretations of modest dressing, showcasing 200 styles for Ramadan and Eid al-Fitr. The collection can be found exclusively on Farfetch.

"For the coming Ramadan season, we wanted to ensure we could deliver a take on modesty with an 'Only on Farfetch' angle by working with a variety of global and local brands across core categories that we know to be in demand during the period," said Edward Sabbagh, managing director of Farfetch Middle East, in a statement. "At Farfetch, we aim to curate the customer journey to their needs and keep exclusive options fresh and unique.

"We listen, we study the customers shopping trends and we react to it in what we believe to be the best fusion of supply and culture."

Celebrating Ramadan

The inspiration behind the capsule collections is comfort and elegance, providing customers the freedom to be creative in making pieces work for them. From tailored suiting to kaftans and modest evening dresses to luxe loungewear, this curated collection aims to bring to life looks for every occasion.

Eid al-Fitr is celebrated at the end of Ramadan, and will be celebrated by Muslims this year on May 12.



Collections are now available on Farfetch's ecommerce site. Image courtesy of Farfetch

Participating in the exclusive collection are: Annoushka, AS29, Astley Clarke, Bambah, Baruni, Carolina Herrera, Chopard, David Morris, David Yurman, Dion Lee, Dolce & Gabbana, Elle B Zhou, Golden Goose Kids, J.W. Anderson, Karl Lagerfeld, Marchesa, Nicholas Kirkwood, Off-White, Oscar de La Renta, Pinko, Proenza Schouler, Pucci, Rasario, Sandra Mansour, Sem Sem, Shatha Essa, Stella McCartney Kids, Taller Marmo, Tory Burch and Yoko London.

Combining both classic favorites with looks directly off the runway, the collections aim to speak to those who need form and function, blending traditions and global influences.

Shot in Dubai by Francesco Scotti and styled by Warren Leech, this campaign showcases a celebration of modesty and its many different interpretations represented in all the collections available.

On March 1, Farfetch officially launched its flagship store on Alibaba's Tmall Luxury Pavilion, marking a key milestone in its effort to digitize the luxury fashion industry. With this launch, Alibaba's 779 million consumers now have access to products from more than 3,500 luxury brands, 90 percent of which did not previously have a presence on the platform.

Farfetch's new storefront occupies a premier position on the Tmall Luxury Pavilion's homepage with one of the five main navigation buttons and a premium permanent banner ([see story](#)).

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