

RETAIL

Farfetch spotlights global boutiques in perfect match campaign

April 14, 2021



In The Perfect Match, Farfetch brings products from Browns boutique in London to actor Huang Jingyu in Shanghai. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is reinforcing its commitment to the boutique community with a new campaign, The Perfect Match.

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The Perfect Match reflects the Farfetch mission of giving consumers access to the world's best fashion boutiques, retailers and brands. The campaign comes in the form of a multimedia series of portraits and films, shot across five continents during lockdown, each illustrating the inspiring stories behind six disparate shopping experiences rooted in the shared love of fashion.

"Farfetch operates a unique business around a very clear proposition: connecting the world's best fashion boutiques and stores to a global audience," said Ronojoy Dam, brand and culture director at Farfetch, in a statement. "Our boutique community is at the heart of Farfetch and this campaign gives our platform over to them, putting them front and center of our message and our media in a very simple way.

"People want to connect to something real and discover something new," he said. "The campaign is very true to who we are and what we do, and I think that's very important today."

Bridging consumers and boutiques

The Perfect Match series, a collection of photographs and vignettes illustrating six immensely different yet equally positive shopping experiences, was shot by photographer and director Frank Lebon and styled by Max Pearmain. Farfetch refers to the people and boutiques featured in the campaign as friends of the platform.

Consumers and boutiques yearn to meet, and Farfetch is the medium that is making it happen.

"From T.A. in New York, To You" illustrates how Farfetch works with global boutiques

Some illustrated shopping journeys include artist Chloe Wise modeling clothes from the 10 Corso Como boutique in Milan, actor Huang Jingyu sporting a jacket and shoes from Browns boutique in London and additional public figures fashioning the products they obtained through Farfetch in other notable markets like New York City and Chicago. Each portrait illustrates the retailer's ability to bring a sought-after fashion and means of expression to

consumers from boutiques all around the world.

The short films within The Perfect Match campaign illustrate the fun satisfaction of finding one's perfect sartorial match.

The campaign aims to show the symbiotic relationship and importance of both the consumer and boutique under the Farfetch umbrella. Farfetch is highlighting its ability to bring together consumers and outlets to help all put their best fashion feet forward.

The Perfect Match celebrates fashion and retail in all its forms, including in-person and ecommerce experiences. The series fosters excitement as boutiques continue to reopen, framing Farfetch as a platform that allows boutiques and consumers to thrive in both the brick-and-mortar and virtual arenas.



The Perfect Match campaign features images, videos and social media features. Image credit: Farfetch

The campaign will feature WeTransfer takeovers and TikTok features, Instagram filters, as well as digital billboards and livestreaming of in-store music performances via Farfetch's YouTube channel.

"We are hopeful that a new normal and getting back to doing what we love best is around the corner for us all; especially our retail partners that have been hugely affected by the closing of brick-and-mortar stores worldwide," said Holli Rogers, chief brand officer at Farfetch, in a statement. "As a platform for the luxury fashion industry, Farfetch has had the honor of championing our partners during this difficult time, and this campaign celebrates them, our customer's love of fashion and the customer-centric innovation at the core of everything that we do."

This is the latest effort from Farfetch to highlight its technological abilities to connect consumers with fashion, especially during restrictive times due to the COVID-19 pandemic.

Last month, Farfetch partnered with tech startup [Zeekit](#) to create new "try-on" experiences for its customers for products available on its ecommerce site. Customers shopping on Farfetch were able to see how products look on different sizes and skin tones as they shop, using Zeekit's "Switch Model" technology feature ([see story](#)).