

RETAIL

Matchesfashion explores new possibilities with fall edit

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Matchesfashion celebrates its new fall edit with an ode to the creative process. Image credit: Matchesfashion

By NORA HOWE

Online retailer Matchesfashion is embracing change, personal development and fall style through a new film effort centered on new seasons and opportunities.

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With the fall season underway, Matchesfashion is celebrating its established, emerging and exclusive designers with an autumn edit and an examination of the creative process. A new vignette follows separate individuals as they attempt to create within their crafts, from writing and photography to painting and dancing.

New season, new possibilities

The film opens with a young woman approaching a large blank canvas, holding a paintbrush. She examines the white surface, presumably imaging ways in which she can transform the empty space.

A young man sits at a small desk in a dark, nearly empty room, staring at a typewriter. He adjusts his position, plays with a pen and ultimately puts his fingers to the keys.

A woman sits in the chair of a room examining film strips and begins to play with colored translucent paper and natural light.

Matchesfashion explores the complexities of the creative journey, suggesting its ability to lead to new discoveries

In another room, a man dances on a bed of white sand as a woman illustrates his movements.

For the duration of the film, creative pieces come to life a painting comes of a blank canvas, words are printed to paper, a light show arises from film and dance is documented through illustration.

Each artist appears to be hitting their strides until the painter tears through her canvas, the writer rips up his pages and the dancer lays on his stage.

They leave their respective areas, wearing new clothes and accessories, each walking intently to a new destination.

By the end of the video, the artists convene in one room, giving the impression they had all been in separate rooms

of the same abandoned house the entire time.



The edit includes both established and emerging designers. Image credit: Matchesfashion

Consumers may shop the "New Season" edit on the retailer's [ecommerce site](#). Brands in the edit include Gucci, Alexander McQueen, Bottega Veneta, Balenciaga and more.

Self-expression through diversity

Creativity and diversity continue to serve as the foundation for Matchesfashion's product offerings and communications strategies.

At the beginning of 2021, Matchesfashion encouraged consumers to embrace the optimism of fashion after an exhausting year combating the effects of the COVID-19 pandemic. In a colorful film, the London-based retailer inspired self-expression through an appreciation of dynamic prints, patterns and colors.

The "Express Yourself" campaign aimed to boost consumer moods despite the current state of the world ([see story](#)).

In May, the retailer joined the [15 Percent Pledge](#) commitment, which encourages companies to give Black-owned businesses at least 15 percent of their shelf space ([see story](#)), after continuing its partnership with Frieze New York and exploring the deep-rooted connect between fashion and art.

A year-long initiative, "Art.Matches.Fashion" explores the intersection of the two creative industries, beginning with an installment with Frieze featuring contributions from various artists. This year's project includes an audio guide spotlighting these artists as well as art institutions to visit in New York ([see story](#)).

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