

RETAIL

Farfetch debuts sustainable fashion line in design pivot

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Rym Beydoun and Ellie Grace Cumming in the debut campaign for There Was One. Image courtesy of Farfetch

By SARAH RAMIREZ

Online luxury retailer Farfetch is expanding its stylish offerings with the launch of its first in-house fashion brand.

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Debuting exclusively on Farfetch on Oct. 20, **There Was One** (TWO) is a line of sustainably made, elevated wardrobe essentials. The women's wear brand was jointly developed by Farfetch and New Guards Group using consumer data gleaned from the ecommerce marketplace.

"There Was One is exactly what so many people are looking for now enduring fashion that will be in their closets for years to come," said Holli Rogers, chief brand officer at **Farfetch**, in a statement.

"This collection was born out of the customer-first approach of Farfetch coupled with the strong fashion credentials of NGG."

Farfetch flirts with fashion design

TWO is unique because of its customer-centric origins.

The retailer leveraged its own consumer data to understand what Farfetch shoppers were searching for and buying, namely pieces that were timeless and sustainable. These findings were then applied to the fashion design process, spearheaded by New Guards Group.

In 2019, Farfetch acquired 100 percent of NGG in a deal worth \$675 million. The Milan-based group has a majority stake in seven brands and holds the licenses for the labels Off-White, Palm Angels, Marcelo Burlon County of Milan, Heron Preston, Alanui, Unravel Project and Kirin Peggy Gou.



The There Was One line is made with sustainable materials and has classic designs. Images courtesy of Farfetch

The acquisition was enticing in part because of the potential of combining Farfetch's reach and resources with NGG's expertise in strategy to create a "brand platform" that will be able to support young labels, creating the "Brands of the Future" ([see story](#)).

TWO is launching with a collection of sweaters, dresses, trousers, joggers, outerwear, blouses and denim. With a primarily neutral color palette, the pieces are both elegant and simple and are meant to be worn for years to come. Prices range from \$90 for tanks to \$1,400 for coats.

In a nod to sustainability, TWO uses eco-friendly materials that meet Farfetch's conscious and certified standards. A drop model, as opposed to seasonal collections, is intended to reduce overproduction.

Finally, packaging for delivery will be minimal, with materials that can be recycled or composted.

To promote the release, Farfetch turned to editor and curator Penny Martin to serve as creative director for a new campaign. The end result honors the modern woman and emphasizes self-styling.

Three stylists were tasked with styling women who they believed represented TWO's fashion philosophy of self-expression, adaptability and timelessness their "Ones" or muses.



DJ Honey Dijon for There Was One. Images courtesy of Farfetch

Karen Binns tapped DJ and electronic musician Honey Dijon, Emilie Karih selected Lebanese and Ivorian designer Rym Beydoun and Ellie Grace Cumming worked with English-Malaysian Chinese musician and composer Lucinda Chua.

German fashion photographer Katja Rahlwes shot the editorial campaign.

Shopper data meets sustainability

In response to consumers' increasing social and environmental awareness, more luxury brands and retailers are introducing sustainable lines and collections.

From creating collections using recycled materials to hosting seminars on climate change and sustainability, a considerable number of fashion industry leaders have taken strides toward responsibility ([see story](#)).

Technological advancements can also promote sustainability in luxury fashion.

Online retail group Yoox Net-A-Porter, a Farfetch competitor, similarly used consumer data to inform the design

process in The Modern Artisan project.

The participants, who were students and recent graduates from the United Kingdom and Italy, received access to five years of YNAP consumer data, allowing them to gauge the long-term preferences of 4.3 million luxury shoppers. This data influenced various design choices for the sustainable ready-to-wear capsule, such as the colors in the menswear pieces and the silhouettes for the womenswear collection ([see story](#)).

With There Was One, Farfetch is deploying a similar strategy.

"TWO has been created with our diverse customers front of mind," said Farfetch's Ms. Rogers. "There is no one person, no one age or no one style we want people to wear the pieces from TWO in their own unique way.

"We see TWO as a collaboration not only between ourselves and NGG, but also with our customers."

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