

RETAIL

Farfetch honors individual flair with star-studded campaign

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Singer Mara Isabel is one of the stars of the campaign. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online platform Farfetch is commemorating personal style with a new campaign.

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The #YourChoiceYourFarfetch celebrates personal style, what influences it and how Farfetch can assist in cultivating it for consumers. For the campaign, Farfetch has tapped several public figures including Canadian actress Kim Cattrall, American actor Josh Hartnett, Dominican-American Latinx singer Mara Isabel and American musician Steve Lacy.

"We really wanted to create a campaign that ultimately communicates to consumers that there are no expectations when it comes to their self-expression through fashion," said Holli Rogers, chief brand officer at **Farfetch**, in a statement.

"Our protagonists in the #YourChoiceYourFarfetch campaign represent fashion lovers across a range of ages and style references, choosing the pieces that make them feel more confident and empowered," she said. "Farfetch makes this possible with a range of fashion like no other from the mini skirt of the moment and timeless must-haves, to the pieces you didn't even know you had to have offering countless possibilities and endless ways to express what makes you, you."

What makes you, you

With the new campaign, Farfetch is showcasing its luxury fashion offerings and how they assist shoppers in achieving their truest and most confident self-expression.

The campaign has launched globally and with paid social media content in the United States in Miami, Los Angeles and Houston, three cities known for encouraging creativity and diversity.



Kim Cattrall joins the Farfetch campaign, which encourages consumers to cultivate their personal styles. Image courtesy of Farfetch

Farfetch will also be working with the social media community through TikTok, tapping creators and Instagram curator accounts to share their favorite style icons while employing interactive stickers, gifs and other features.

The campaign is the first implemented by Farfetch under its new creative director, Yannis Henrion.

"Our new #YourChoiceYourFarfetch campaign celebrates individual fashion choices beyond the algorithm and endless possibilities over seasonal trends, starring a cast of some of the internet's most talked-about future and forever American style icons," said Ronnojoy Dam, senior global brand and culture director at Farfetch, in a statement.

"It's about the freedom to wear what you want, for yourself," he said. Everything is a remix."

In January, Farfetch acquired luxury beauty retailer, Violet Grey, as it continues preparing to launch a new category on its platform later this year.

Violet Grey has become a beloved beauty destination and content channel with a highly engaged, devoted customer base. The acquisition brings beauty expertise as well as a curated selection of products to the Farfetch marketplace and provides a global reach for the beauty retailer ([see story](#)).