

RETAIL

Farfetch's There Was One pushes into menswear

March 31, 2022



Farfetch's There Was One is introducing menswear. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Farfetch has expanded its in-house fashion brand to menswear.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

There Was One (TWO) was introduced last fall as a women's wear brand of sustainably made, elevated wardrobe essentials. Now for the second TWO collection, Farfetch is applying that same aesthetic to men's fashion.

There were two

TWO is exclusively available on Farfetch, with the newest offerings launching on March 30.

The men's collection includes versatile pieces, including a denim shirt, a zip-up jacket, straight-leg jeans, neutral-colored sweaters and drawstring pants and shorts. Prices for the menswear range from \$110 for a pocket T-shirt to \$1,095 for a leather jacket.

The TWO women's collection similarly includes wide-leg pants, pastel sweaters, blazers, midi skirts and dresses and other spring essentials. Prices range from \$90 for tank tops to \$1,095 for a biker leather jacket in white.



Pieces from the TWO collections are meant to be mixed and matched. Image courtesy of Farfetch

For the new TWO campaign, senior menswear editor Luke Raymond and senior womenswear editor Celine Seidel were responsible for styling.

TWO was jointly developed by Farfetch and New Guards Group using consumer data gleaned from the ecommerce marketplace.

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 a nod to sustainability, TWO also uses eco-friendly materials that meet Farfetch's conscious and certified standards. Packaging for delivery will be minimal, with materials that can be recycled or composted ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.