

RETAIL

Farfetch kicks off new collaborative series with Opening Ceremony, Peter Do

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Farfetch Beat is launching with a collaboration from Opening Ceremony and Peter Do. Image courtesy of Katsu Naito/Farfetch

By SARAH RAMIREZ

Online fashion platform Farfetch is spotlighting forward-thinkers in style with a new collaborative retail concept.

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Farfetch Beat will partner with global creators and curators on exclusive, limited-edition releases bringing progressive, creative voices to a global audience. The series is launching on June 8 with fashion label **Opening Ceremony** and designer **Peter Do**.

"We came up with the concept of Farfetch Beat pre-COVID as we knew our global luxury customers wanted access to exclusive pieces with a story behind them and this is exactly what this collaboration encapsulates," said Holli Rogers, chief brand officer at **Farfetch**, in a statement.

"We believe that the emotion you get from finding rare pieces that you can cherish for years to come is just as strong as ever," she said. "Opening Ceremony and Peter Do have always driven vital conversations in fashion, consistently putting their family first and celebrating a coming together of cultures.

"This exclusive Farfetch Beat collaboration is an expression of all those shared values."

Beat of fashion

First teased in early 2020, Farfetch Beat stylized in all capitalized letters was meant to leverage the drop model while giving customers access to products, brands, services and a community of curators worldwide ([see story](#)).

The collaboration is the first between Opening Ceremony, which is celebrating its 20th anniversary, and Mr. Do, founder of his eponymous fashion label.

Bringing together Humberto Leon and Carol Lim, cofounders and creative directors at Opening Ceremony, with Mr. Do, the creative partnership is built on the shared values and cultural pride of two generations of Asian designers.

"Opening Ceremony has always been a pioneer in concept retail," Mr. Leon and Ms. Lim said in a statement.

"We're excited to be able to bring that approach to online retail with Farfetch Beat," they said. "For us, Peter Do exemplifies the best in New York fashion today, and we found so much similarity in how our shared Asian heritage

informs everything we both create."



One of the Opening Ceremony x Peter Do varsity jacket designs. Image courtesy of Farfetch

For the collaboration, Mr. Do was inspired by Opening Ceremony's signature varsity jacket.

Two designs, one black and one white, are made in the "spacer" material that has become ubiquitous in Peter Do creations. A third jacket is made with upcycled parachute material from Mr. Do's first runway show.

Each piece is numbered because of its limited quantity and each jacket pocket includes a cardholder and a handwritten note from the designers. The jackets will be presented in an Opening Ceremony x Peter Do cotton mousseline tote bag, which is not sold separately.

The collection will be available exclusively through Farfetch.

To promote the launch, Farfetch tapped Japanese photographer Katsu Naito to shoot a series of "family portraits" in his trademark black-and-white style.

The photographs bring together the three designers Mr. Leon, Ms. Lim and Mr. Do as well as the teams, friends and collaborators of both brands. The cast also includes Christine Sun Kim, Maia Ruth Lee, Jawara Wauchope, Angela Dimayuga and Alan Kim.

The two brands have different origins but have still come together for a cohesive creative effort.



From left to right: Peter Do, Carol Lim and Humberto Leon. Image courtesy of Katsu Naito/Farfetch

Founded in 2002, Opening Ceremony evolved to become a global fashion community with bricks-and-mortar locations in New York, Los Angeles and Tokyo. The brand has pivoted, and now owns an in-house clothing line and ecommerce store.

Opening Ceremony was acquired by New Guards Group, part of the Farfetch Limited portfolio, in 2020.

Meanwhile, Mr. Do is a graduate of FIT and the inaugural winner of the 2014 LVMH Graduate Prize. He established his New York-based label in 2018 and was a co-winner of the 2020 LVMH Prize ([see story](#)).

Looking ahead, Farfetch Beat will continue to partner with innovators in fashion and culture on ad-hoc collaborations and product experiences.

Rethinking luxury ecommerce

Farfetch continues to reimagine what an online luxury retailer can encompass.

In April, the platform introduced Farfetch Beauty launching with more than 100 partners, from noteworthy luxury houses to smaller beauty brands. With the new platform and campaign is Farfetch's first **Beauty Global Collective** a community of brand founders, industry experts and creative leaders with the goal of reshaping the beauty sector ([see story](#)).

Farfetch also recently expanded its in-house fashion brand, There Was One (TWO), to include both women's and men's fashion. TWO was jointly developed by Farfetch and New Guards Group using consumer data gleaned from the ecommerce marketplace ([see story](#)).

Last month, Farfetch closed its \$200 million minority investment in the Neiman Marcus Group. As part of the investment, Farfetch Platform Solutions will replatform the ecommerce site and mobile app of NMG's Bergdorf Goodman ([see story](#)).

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