

RETAIL

Farfetch delights in the paradox of choice for fall/winter 2022

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A talented cast of four was selected in light of their unique fashion identities and impressive collective ability to push culture forward. Image courtesy of Farfetch

By AMIRAH KEATON

Online retailer Farfetch is choosing to outfit a few close friends in coveted fall fashions for its latest campaign an ode to the beauty of personal style.

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The tech-forward platform presents #YourChoiceYourFARFETCH by way of newly-released fall/winter 2022 marketing materials, which feature the likes of actress and songstress Leighton Meester, supermodel Paloma Elsesser, bilingual singer-songwriter Omar Apollo and London-based music star Bakar. After the success of a spring/summer 2022 effort of the same name, Farfetch is collaborating with stylishly expressive celebs to uplift its expansive options.

"Our new campaign celebrates individual style choices and the unrivaled range available only on Farfetch," said Holli Rogers, chief brand officer at **Farfetch**, in a statement.

"Using #YourChoiceYourFARFETCH, the Farfetch #community will explore, celebrate and be inspired by their favorite icons' clothing choices in order to craft their own individual styles."

The "Farfetch Four"

Tapped to front Farfetch's latest campaign, the talented cast of four were each selected in light of their unique fashion identities and impressive collective ability to push pop culture forward.

This particular slot is set to the tune of KT Tunstall's "Suddenly I See," the selection of which pays homage to the opening scene of fashion cult-classic "The Devil Wears Prada," a culture driver of a film in its own right.

Shot by fellow Brit and self-taught talent Fenn O'Meally, a film framed by their varying style preferences kicks off the campaign. The lot proceed to perform their own suave equivalents of a digital content classic, as they invite viewers to watch them get ready.

In just the first few seconds, Ms. Meester rises to the occasion in a dazzling turquoise top and pants with a disco-ball effect, a head-to-toe fit from Spanish label Paco Rabanne.

The sequined bottoms piece meal specks of sunshine onto the couch upon which she is seated. She fastens her heels, grabs a gold clutch with "B" emblazoned, and is out the door.

Ms. Elsesser appears on screen shortly thereafter. The starlet gets dolled up before the audience's eyes, seen applying rouge and lining her lips, in a presumable bid from the brand to showcase its newest category and accompanying sizeable offering.

Farfetch Beauty, the retailer's global cosmetics destination boasting more than 100 of the best brands, launched in April of this year ([see story](#)).



Model Paloma Elsesser stars in Farfetch's latest campaign, which takes a casual approach to luxury. Image courtesy of Farfetch

In a move that further promotes the subcategory and rejects gender norms in the ultimate show of style, Mr. Apollo dips painted fingers into a jar of moisturizer amid a new scene, choosing to treat his base before throwing a sweater over shoulder.

Last to the Farfetch party is Bakar, who is seen pulling at a full Marni tracksuit set in the mirror, a designer durag affixed atop his head.

The film proceeds to intersperse the going's-on of each campaign face, as they make their way around in wear scored via the site: Ms. Elsesser places a gown-length Coperni coat upon her shoulders, Mr. Apollo heads down a chic spiral staircase in an oversized, deconstructed Balenciaga blazer, Ms. Meester clicks into her car.

A mirage of clothing counts enters the equation, as the online marketplace highlights its diverse product offering with smart, simple sentences.

"There are 1126 suits," the screen reads, as Bakar descends down a set of stairs. "There are 72907 shoes," says the all-caps white text topping Mr. Apollo's gait.

A count for cocktail dresses and coats marks the girls' exits, as a message with resonance "But today they chose this one" brings the video to a close.



Actress Leighton Meester centers a flash-filled campaign shot. Image courtesy of Farfetch

Amid a sea of aspirational fall fashion assets, Farfetch's clip takes an incredibly honest tone.

There is a layer of relatability to be found in almost every preparatory action. One sees themselves reflected in a

star's second glance at their face or quick and determined outfit adjustment, and yet, is encouraged to go for sartorial gold anyway, in spite of the natural level of hesitation that surely afflicts more fashion-lovers than not.

In the quiet moments before each cast member faces the world, they choose themselves, opting for bold, individualized looks in the utmost expression of self-care.

Future of Farfetch

Besides the aforementioned creative, Farfetch's fall/winter 2022 effort includes an elevated social element the retailer has engaged influencers across TikTok, Instagram and Pinterest content creators for a corresponding digital activation and paid outdoor, connected TV and online video media executions in Miami and Los Angeles.



Musician Omar Apollo appears dapper atop a branded Farfetch cube in campaign imagery. Image courtesy of Farfetch

The channel mix is likely reflective of an attempt to build a solid foundation for skyrocketing growth, in the face of powerful retail partnerships ([see story](#)) and against the background of a transformative recent business deal ([see story](#)).

As far as the current season is concerned, though, Farfetch's campaign stands out.

"It's about highlighting personal choice and self-expression in fashion and beauty, choosing for you, without expectation," Ms. Rogers said.

"It's about the individual storytelling of getting dressed for any occasion."