

RETAIL

Matchesfashion, chef Alison Roman dish out Thanksgiving exclusives

November 13, 2023



The brand's latest video shows off its products in Alison Roman's recognizable kitchen. Image credit: Matchesfashion

By EMILY IRIS DEGN

Online luxury retailer Matchesfashion is working with a darling of the foodie world.

While other brands are making merry for the December holidays, the site is working with American chef Alison Roman to contextualize its products around an occasion that is arriving much sooner. Matchesfashion's latest video celebrates Thanksgiving and features Ms. Roman dishing out hosting tips and an exclusive recipe, all while wearing and plating with prestige items from the retailer.

Game, set, Matches

Set in Ms. Roman's recognizable kitchen in Brooklyn, Matchesfashion's video highlights both designer flats and decorative homeware.

The chef dons a Gucci Lam-trim knitted cotton-blend top that goes for \$1,350 on the retailer's site, paired with Another Tomorrow High-rise wide-leg jeans, listed at \$350. While wearing these luxury clothing pieces, she makes an exclusive recipe that she wrote specifically for the brand.



Ms. Roman is candid about not wanting to spill anything on her Gucci top in a shift from the popular, hyper-scripted format that dominates holiday campaigns. Image credit: Matchesfashion

The 38-year-old's "Spicy Roasted Carrots With Dates and Pecans" is able to be made ahead, consisting of simple ingredients. In

true Millennial fashion, it is also completely vegan and gluten-free.

Ms. Roman prepares the autumnal dish on camera, bringing to the table her sense of humor and laid-back attitude that she has become so known for.

This tone, which is present in all of her content, could bode well for Matchesfashion this season, as it has the potential to resonate with most modern shoppers, but especially those in the chef's same generation and younger who are becoming main sales drivers for luxury ([see story](#)).



Ms. Roman makes a dish she invented exclusively for the retailer. Image credit: Matchesfashion

According to a report from Kantar, millennial consumers tend to prefer "curated perfection" while Gen Zers enjoy "messy realness" when it comes to visuals they are drawn toward ([see story](#)). Those in the former group continually embrace aesthetics like minimalism and polished looks that denote a sense of achievement.

From her personal style to the way that she presents herself online, Ms. Roman seems to bring all of these together.

Just as quick to crack a joke as she is to perfectly broil a chicken dressed with decadent aioli, her practical approach to food and authenticity as a creator has garnered her quite the fanbase. Aside from her hundreds of thousands of followers across her social media platforms, Ms. Roman is also a *New York Times* best-selling author.

Perhaps it is for this reason that Matchesfashion is choosing her to anchor the festive campaign, her reputation lending the effort a feel of relatability to a subject that many could consider otherwise intimidating: hosting a Thanksgiving feast.

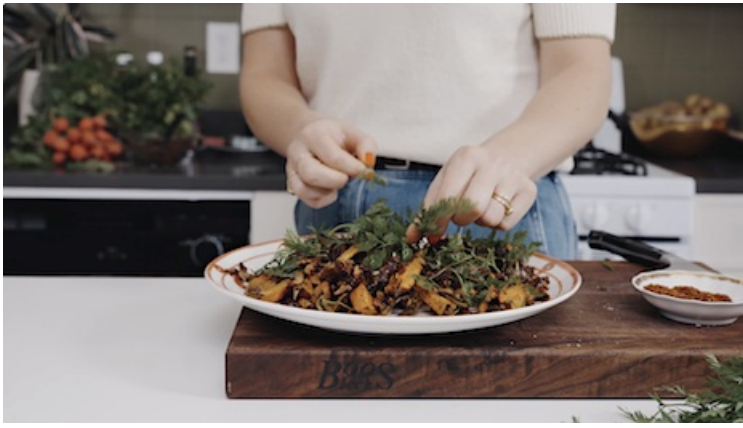


Matchesfashion published an interview with the chef on its site that includes even more Thanksgiving tips and insider details about her life. Image credit: Matchesfashion

As Ms. Roman makes the roasted vegetables, she offers viewers insider tips for how to not only cook to impress but how to plate to impress, using shoppable items, including those from one of its newest categories, homewares, introduced in July 2018.

She stacks the carrots on top of a Themis Z plate, listed on Matchesfashion for \$57. A fan of the monochrome look, she picks the orange version of the product, garnishing it all with mounds of parsley and spices as her gold rings glint in the kitchen light.

Ms. Roman's outfit, accessories and dining items are all sourced from Matchesfashion, possibly making it easy for viewers to picture these goods situated in their own homes and setting the tone for their holiday meals.



The new recipe and links to the pictured plates are published on [Matchesfashion.com](https://www.matchesfashion.com), enabling customers to bring a bit of the retailer to their Thanksgiving table. Image credit: Matchesfashion

The timing and seasonal nature of the video nudges consumers to grab these items quickly. With Turkey Day arriving in just a matter of days, there is inherently a sense of urgency at play.

Though Thanksgiving can be stressful for those hosting, Ms. Roman repeatedly mentions the importance of planning to ensure the day is enjoyable for all. Whether this holiday prep includes purchasing the festive Matchesfashion products pictured in the video or making easy side dishes, the important thing seems to be to do so in advance.

Retail rallying behind relatability

This is not the first time that Ms. Roman has been tapped by a name from luxury ([see story](#)), but this latest involvement with the category adds her to the list of relatable figures that retail specifically is aligning itself with.

Often, prestige sellers seem to be sourcing campaign stars outside of the predictable worlds of modeling, fashion and design. Instead, young people from other industries are brought in, their unifying feature seeming to be that they are widely perceived as being authentic.

Ms. Roman celebrates Thanksgiving with Matchesfashion

For example, in February 2023, American department store Saks turned to American actress Emma Roberts ([see story](#)).

The brand dove into her closet and offered consumers a behind-the-scenes glance at her private life. Ms. Roberts's role as a mother and love of eclectic, functional looks were centered.

Meanwhile, Canadian department store chain Holt Renfrew brought in a local hockey star for a similar slot ([see story](#)), the athlete's personal life was touched on as he built outfits for common situations he finds himself in. The campaign was dropped the same month as the aforementioned Saks release.