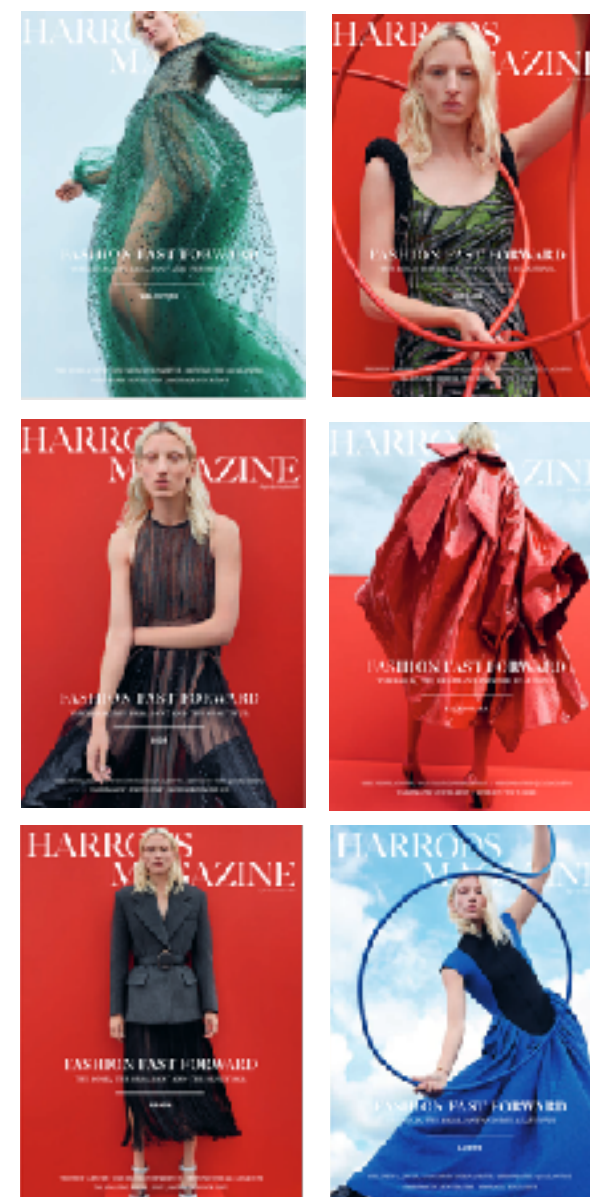


Fashion Fast-Forward

Loewe and Valentino *Case Study*

A true 360 campaign



Six bespoke covers were created for the September/October issue of *Harrods Magazine*

SUMMARY

Loewe and Valentino* took centre stage in the September Fashion Fast-Forward campaign, which featured bold, fantastical imagery designed to create a sense of joy and optimism about the future. The campaign was seamlessly executed across multiple touch-points of the customer journey.

OUTLINE

- Harrods.com – homepage placement clicking through to advertorial
- Harrods app – digital magazine
- Social media – organic in-feed posts
- Email marketing
- Dressed windows – Brompton Road
- Publishing – *Harrods Magazine* cover and editorial

SUCCESS

Loewe and Valentino achieved fantastic uplift in sales in September vs August:

Online trade

+51% Loewe WW
+161% Loewe ACC

+51% Valentino WW
+65% Valentino ACC

Store trade:

+38% Loewe WW
+56% Loewe ACC

+13% Valentino WW
+112% Valentino ACC

*Bottega Veneta also featured at the forefront of the campaign however included online elements only.

