



# LONDON FASHION WEEK - AW19



## INSIGHT

- London Fashion Week is taking place **15<sup>th</sup> – 19<sup>th</sup> February**.
- Showcasing over 250 designers to a global audience of **influential media and retailers** it is one of the "Big Four" fashion weeks along with New York, Milan and Paris.
- The LFW hashtag has nearly 2 million interactions on Instagram and 1.2m twitter followers.
- The fashion industry is consistently growing - it is predicted that by 2021 womenswear value sales will reach £28.7m
- Menswear only accounts for 26% of the total market but growing at a faster rate up by 3.5% in 2017.
- Online fashion accounts for **24%** of total fashion spend.

Source – Mintel 2017

## RATIONALE

- An opportunity for brands to associate with one of the key retail events of the year.
- Increasing number of **content opportunities in OOH** amplifying and projecting the event to the public.
- Full motion DOOH has opened up a fully complementary **4<sup>th</sup> space for brands** looking to use video advertising to connect with consumers (+23% brand effectiveness when FMDOOH was added o a social plan) .
- A brand's ad can be placed in proximity to purchase – further reinforcing the link between LFW and the brand itself.
- **Premium DOOH** screens are the perfect match for fashion and luxury brands as they act as a priming agent – providing status, fame and stand-out.

## THE OPPORTUNITIES

Please speak to Talon regarding opportunities in OOH around this event.