

INSIGHT



- London Fashion Week (15th – 19th September) is considered one of the highest profile fashion events in the world. With 5,000 visitors attending from over 71 countries, it's a truly global event.
- The 2018 Spring/Summer collection will be showcased in in the Store Studios, located in the West End of London.
- The event itself generates large scale social media involvement - the LFW hashtag has nearly 2 million interactions on Instagram alone, and over 28,000 on Twitter.
- Individual brands experience a high level of engagement across their social media platforms during Fashion Week. Topshop generated more than 924,000 engagements on Instagram with their AW17 collection.
- The fashion industry is consistently growing; it's predicted that by 2020 Womenswear sales will grow 23% to £32 Billion.

RATIONALE



- Increasing number of content opportunities in OOH amplifying and projecting the event to the public.
- OOH provides a relevant connection to the brand as it gives the ability to live stream and report as it happens.
- 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.