



LONDON FASHION WEEK



INSIGHT

- **London Fashion Week** is taking place 14th-18th September following by **London Fashion Week Festival** 20th-23rd September
- 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.
- LFT brings in over 5000 press and buyers with orders of over £100 million.
- With visitors attending from over 70 countries it is a truly global event that generates large scale social media involvement.
- The fashion industry is consistently growing - it is predicted that by 2020 Womenswear sales will grow 23% to £32 billion.

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.
- 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.

THE OPPORTUNITIES

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