

Fashionworld / Yalook.com

Online Fashion Store

Yalook.com is an online start up of the Otto Group which focuses on fashion retail of more than 60 “trendy” brands such as Diesel, Lagerfeld, Kookai, etc.

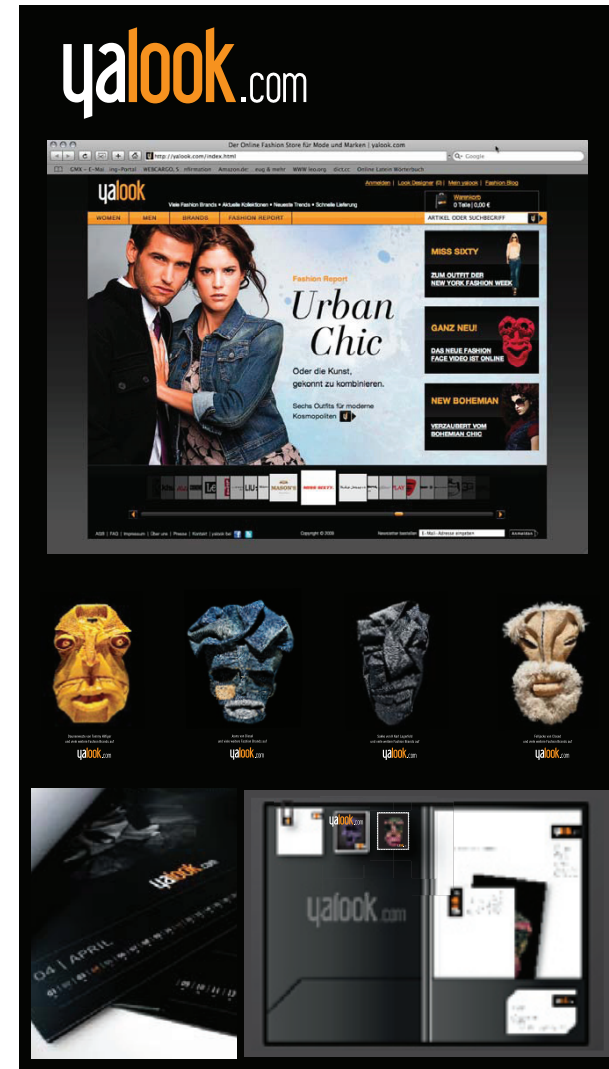
The given task was to create an online fashion portal from naming and website to a communication concept that is more competent and convenient than any other online shop on the European market.

Our challenge and key objective was the introduction and positioning of yalook on an established online fashion market. Developing a communication concept that differentiates Fashionworld from its competitors in a unique way. Developing an online platform that has the consulting competency of a real fashion shop and the service quality of an Amazon online shop.

On top of that we developed a unique communication concept that uses real designer clothes as fashion faces. These faces are used in a calendar, viral videos and a print and poster campaign. We also have innovated new online tools that help Fashionworld to offer a never seen service to its customers.

Year: 2009

Office: Hamburg



FutureBrand

