

A Glimpse of a Great Outfit



Imagine this: you're on the subway, and catch a glimpse of someone running to catch the next train. All you see is a lace sleeve disappearing through the crowd of people, but you think to yourself, "Wow, that's a great outfit." Even without seeing the entire look, you know. These moments happen all the time - you're in line for a photo booth, and under the curtain you see beautiful, flowy, colorful pants. You're looking through your camera and someone walks in front of you. Through the lens, you see a studded belt over a denim skirt. This time, you look up in time to compliment the outfit before the girl is out of earshot, and she replies, "Thanks, it's Free People."

This is an example of a campaign I would love to work on. The point? It focuses on real people. Real outfits out in the real world. It's important for people to see that these outfits are really wearable. It's for all of us - We the Free. It's dreamy, authentic, and individual. And even with just a glimpse of a great outfit, you know.

It's Free People.



Social Initiatives

Instagram: a mix of photos and short form videos showing parts of outfits and full looks in the wild; reposting UGC with #aglimpseoffreepeople

TikTok: short form videos of real life moments featuring statement pieces, lots of motion & fluidity, real life moments styled by creators

Email: glimpses of outfits teasing the full looks, increasing click-through rate, evoking curiosity, and encouraging readers to shop the full collection



Messaging & Storytelling

Slogan Options: A Glimpse of a Great Outfit, Just a Glimpse and You Know, It Speaks for Itself, A Glimpse of Free People

Messaging: Free People is made for everyday wear, for all of us. It is impressionable, individual, and instantly recognizable. The consumers are authentic, effortless, and confident.

Storytelling: Fleeting, everyday moments where you catch a glimpse of a great outfit - and it stays with you. Each frame feels fluid, mysterious, and real.



Influencer Collabs

