

RETAIL

TWIGGY FULL CIRCLE

Challenge

The fashion industry is responsible for 92m tonnes of textile waste annually, and while successful at creating a pre-loved market for fast fashion items, eBay was still not seen as a credible destination for designer fashion.

Brief

Demonstrate to a discerning, sophisticated and fashion-literate audience that they could buy pre-loved designer items from eBay and have confidence in the eBay Authenticity Guarantee.

Solution

Recreate Twiggy's iconic Vogue shoot from 1967, using the same clothing and vintage accessories as the original, but this time found on eBay.

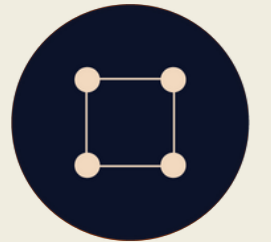


Execution

- The campaign was featured in the October issues of U.S. Vogue and British Vogue, with the digital assets spread across multiple touchpoints.
- A "Making of" video – featuring Twiggy telling the story of how fashion goes around and comes around- promoted the idea of circular fashion.

- The vintage accessories from the campaign, which had all been sourced from eBay, were then auctioned off on the site in support of Canopy Planet Foundation, the non-profit transforming unsustainable linear supply chains.

Results



92.2 million livestreams of Twiggy's Vogue World London red carpet in her recreated eBay look.



52% increase in agreement that eBay sells authentic and luxury fashion / accessories in the UK.



\$64,000 for the Canopy Planet Foundation which funds bold climate action and seeks to end forest degradation.

