

SELFRIDGES :  
MEN'S CONTEMPORARY  
BRANDS

# OBJECTIVE

Promote and create desirability for Selfridges' contemporary men's brands amongst a key millennial male audience

A red garment, possibly a hoodie, is shown with a white price tag and a brown label. The price tag has 'Y-3' printed on it. The brown label has 'SEFRIDGES X COMPLEX' printed on it. The background is dark and out of focus, showing a wooden surface and a white object in a box.

# STRATEGY

Each brand residency was supported by custom video / living fashion editorial created exclusively by complex featuring key pieces from each range



## PROGRAM

Wider partnership also included support of in store events, product galleries and in store co-branding

## CUSTOM VIDEOS

- › [Kenzo](#)
- › [Y-3](#)
- › [Adidas x Kolor](#)
- › [New Era](#)
- › [Tiger of Sweden](#)
- › [Clothsurgeon](#)

## SUCCESS

- › 1.9x Estimated views of custom branded videos delivered
- › 4x Average site dwell time across all branded features

**WOOT!**  
MEDIA