



OXST: FASH/FORWARD

Autumn: Fashion Campaign
July 2023

CAMPAIGN OBJECTIVES

Position Oxford Street as a key destination to visit for Autumn Fashion in London

Demonstrate the joy of shopping/dining experiences on Oxford Street

Drive traffic to website and social channels

Encourage spend and loyalty throughout Autumn season

Drive awareness of brand news, activities or offerings for September

Connect with new audiences and build positive sentiment for Oxford Street brands

CAMPAIGN APPROACH

OXST: Fash/Forward is a digital, content-rich campaign that shines light on the Autumn fashion trends and new products and experiences on Oxford Street in September/October 2023

Campaign elements include:

- OXST: Fash/Forward edit and editorial series
- The OXST: Fash/Forward content partnership
- The OXST: Fash/Collective gifted influencer content
- Social media content plan

How you can get involved

- Provide top three products for Autumn that can be featured on the Fash/Forward edit
- Confirm capacity to host content partner and gifted influencers in store for shopping or dining experience
- Tell us about any Autumn offerings or activities you have so we can help promote this and incorporate into the editorial series



THE CAMPAIGN NARRATIVE

OXST: FASH/FORWARD

Look ahead to the new season with Oxford Street this autumn! From new season drops, fresh seasonal menus, delicious autumnal cocktails and a wealth of must-visit, exciting experiences.

Where else to go shopping during the most important moment within the style calendar; than the original home of the high street.

Pacey, intriguing, stand out...

Fashion, as obviously an autumn campaign is all about what is fashionable, whilst **Forward** nods to the new season, new fashion, new vibes that can only be found on Oxford Street.

THE OXST: FASH/FORWARD EDITORIAL SERIES

The OXST: Fash/Forward Editorial series will feature several articles on the Oxford Street website, highlighting the incredible Autumn offerings.

A style guide will be curated comprising the ultimate guide of 50 A/W fashion, lifestyle and top picks across Oxford Street in September.

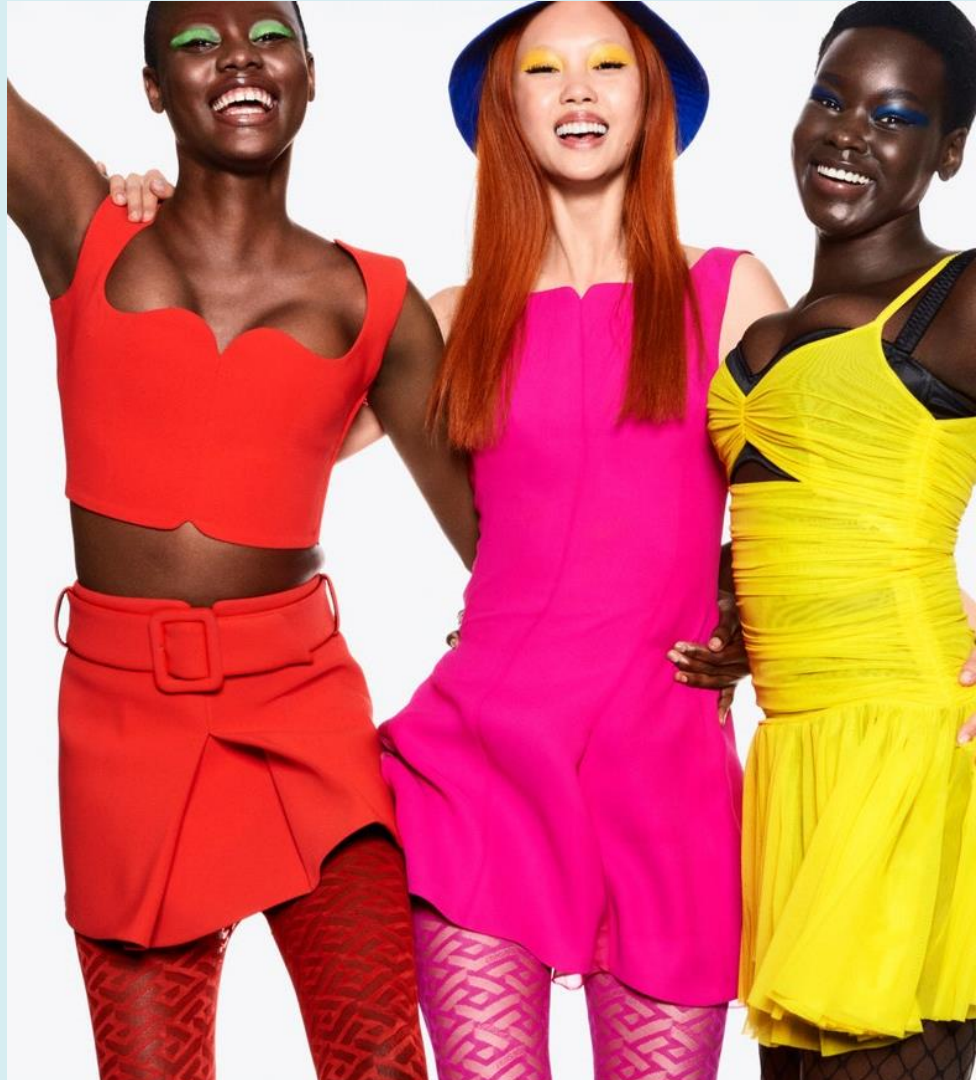
The style guide will inform the five themed articles: *Autumn Fashion Trends* | *Sustainable Styles* | *Elevate on a Budget* | *Family Day Out* | *Everyday Essentials*.

How can you get involved

Provide top three products for Autumn that can be featured under any of the themed categories: Include:

- Product name and descriptor
- Price
- Link to product online
- USPs

Share with us any news, activities or special offers for the month of September.



OXST: FASH/FORWARD - THE CONTENT PARTNERSHIP

We'll secure an impactful content partnership with a high profile Instagram content creator such as, Alex and Olivia ([@oliviadbowl](#) & [@ab_bowl](#)) who share a collective reach of 4.6 million, to curate engaging social content which showcases the fashion and lifestyle experiences on Oxford Street.

Ahead of campaign launch, the content creator will visit Oxford Street to capture video content of the key products and retailer activity.

How can you get involved

- Host content partner in store as part of their day of shopping and dining to capture a range of video content
- Gifted dining experience for content partner to promote any Autumn offerings
- Share any special Autumn offerings that they could experiences or highlight



OXST: FASH/COLLECTIVE - INFLUENCER CONTENT

The OXST: Fash/Collective is an exclusive influencer programme where 5 gifted influencers will be invited to spend a day shopping and exploring the first-class experiences on Oxford Street, generating content to showcase the OXST: Fash/Forward edit.

How can you get involved

- Host the influencers in store for the ultimate shopping experience and showcase products from the Fash/Forward edit
- Host influencers for a gifted dining experience
- Share any special Autumn offerings that they could experiences or highlight



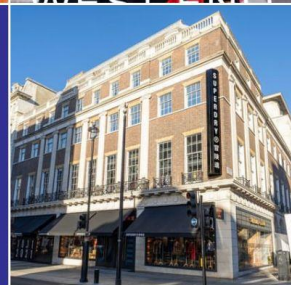
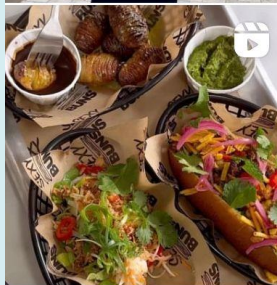
OXST: FASH/FORWARD - CONTENT PLAN

A proactive social media content plan will drive awareness of the OXST: Fash/Forward edit and the brands autumn offerings.

A giveaway element will be run via Oxford Street's Instagram account to drive further engagement.

How can you get involved

- Share any special Autumn offerings that to highlight
- Provide any image assets which can be included across social channels
- Our social media team may come in store to capture content to promote across owned social channels



WEST END CLUB PARTICIPATION

The West End Club is our loyalty programme exclusive to local workers, with over 18K registered users on the platform. Promote your Autumn offers, experiences and events through the dedicated app to drive footfall and incremental spend to your business across September and October.

These perks will be promoted to our database through newsletters (6K subscribers) and push notifications throughout Autumn, providing additional reasons to visit the district.

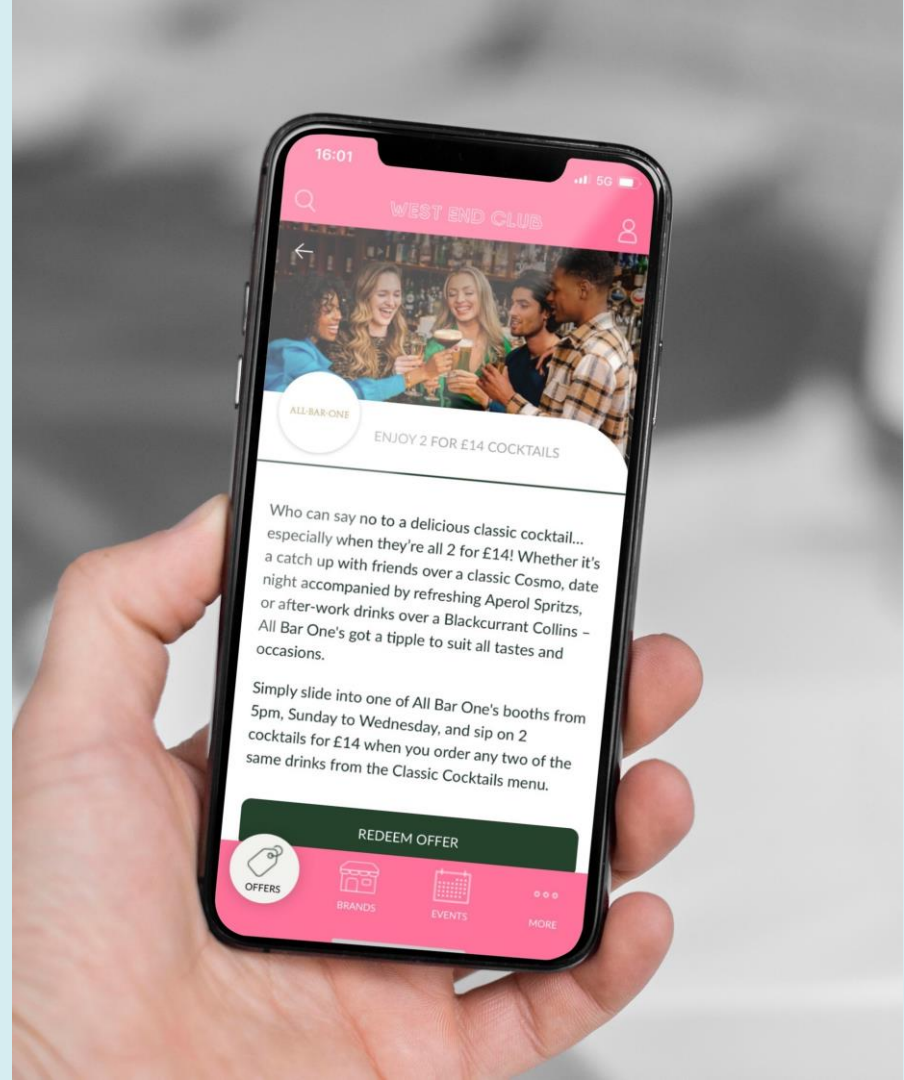
How you can get involved:

Share your exclusive offers with us which will be added to the app by NWEA.

These could be:

- Access to in-store experiences and events
 - E.g. AW23 showcase & styling session
- Gift with purchase promotions
 - E.g. Complimentary Autumnal fragrance sample with every purchase from the new collection while stocks last
- Exclusive value adds and discounts
 - E.g. Complimentary seasonal cocktail with lunch

Download and complete the [brand participation form](#) and return to kate.stephenson@newwestend.com along with assets



KEY DATES AND DEADLINES

Activity	Timing	Key contacts
Confirm participation in OXST: Fash/Forward	Friday 11 August	Danny Sullivan (danny.Sullivan@newwestend.com)
Share top 3 product selections and assets to be featured on style edit	Wednesday 23 August	Kate Stephenson (kate.Stephenson@newwestend.com)
Share any additional seasonal news, offerings or activities for September to include in editorial series	Friday 25 August	Kate Stephenson (kate.Stephenson@newwestend.com)
Share all relevant offers for inclusion on the West End Club app via the dedicated form	Friday 25 August	Kate Stephenson (kate.Stephenson@newwestend.com)
Share any assets for social content plan	Thursday 31 August	Francesca Thesen (francesca.thesen@newwestend.com)