

## “AXONISTA WINS TV OF TOMORROW AWARD FOR ‘CORPORATE LEADERSHIP IN THE CORONAVIRUS ERA’ FOR ‘FASHION RELIEF’ FUNDRAISER DURING PANDEMIC LOCKDOWN”

- Axonista teamed up with Lorraine Keane’s Fashion Relief with Oxfam to transform fundraiser into a digital event in just three weeks -

**(Dublin, Ireland) September 9 2020.** Axonista, an Irish technology firm providing cutting edge solutions in interactive and shoppable video, has won an award for **Corporate Leadership in the Coronavirus Era** at the prestigious US TV of Tomorrow (TVOT) Awards. TVOT also recognised Disney +, Fubo TV, Zoom, Broadway HD, Peacock, Imagine Communications, Byte Dance and Vizio at the awards. Axonista was shortlisted in two categories in the awards which recognise Leadership in Interactive and Multiplatform Television.

CEO and Co-Founder of [Axonista](#), Claire McHugh said of the award, “We are delighted to be recognised by TVOT, alongside market leading innovators such as Vizio, Peacock and Disney +. Fashion Relief TV is a brilliant example of how shoppable video can help direct-to-consumer brands pivot when their traditional customer routes are closed off. Lorraine Keane and Oxfam Ireland were determined to explore options to keep Fashion Relief alive despite the restriction on movement as a result of the pandemic. Together, we were able to take the best aspects of the real world experience online, transforming what was a highly popular annual fashion show into a digital event, without compromising on the goal of raising much needed funds for Oxfam.”

Claire added: “Many of our customers experienced massive acceleration when the coronavirus hit. Axonista was able to quickly get on board and bring our expertise from years of working with leading shopping and media channels to this project. What was an initial Covid-19 workaround has shown how shoppable video has the potential to become a key part of Oxfam’s digital strategy and as the virus keeps shoppers away from traditional stores, we are continuing to see other retailers explore the potential of shoppable video as route to reach their customers.”

In May, when it became clear that Lorraine Keane’s Fashion Relief with Oxfam - a series of sustainable fashion events - would have to be cancelled as a result of lockdown restrictions, Axonista teamed up with broadcaster and Fashion Relief Founder, Lorraine Keane and Oxfam, to create a digital event that would open up the event to reach an even larger online audience than the annual fundraiser.

The Fashion Relief TV channel was designed and built by Axonista in three weeks and has turned what looked like a potential failure into a successful OTT event. Fashion Relief TV has smashed sales targets, selling 60% of stock within two hours of the programme, reaching one-month sales in just eight days, delivering a remarkable 25% conversion rate to basket and opened up potential new markets and international sales channels. What was envisaged as a three-month trial has now been extended indefinitely.

Founder of Fashion Relief, broadcaster Lorraine Keane, congratulated Axonista on the award. “Initially we thought it was not going to be possible to host Fashion Relief in 2020 but Axonista’s innovative and focused approach has brought our events to an even wider audience than we previously reached. Every year, we’re overwhelmed with the generosity of our customers, supporters and corporate partners as well as the brands and celebrities and influencers that support us. So, it was so wonderful to be able to switch our offline events online so quickly and provide a quality online experience that brought the rails and catwalk of Fashion Relief straight to our customers, allowing them to continue to shop sustainably and raise vital funds for Oxfam’s work worldwide – all from the comfort of their living rooms!”

Launched on Friday June 12 2020, Fashion Relief TV uses Axonista’s interactive video CMS platform, Ediflo. The always-on platform enables viewers to watch each 30 minute show and shop at any time from any device. On Fridays at 7.00pm on [www.fashionrelief.ie](http://www.fashionrelief.ie), Fashion Relief TV updates the shop with new hand-picked clothes, accessories and shoes which can be purchased and posted directly to consumers. Both new and preloved clothes are donated and sold, allowing shoppers to shop sustainably, reducing landfill all while raising vital funds to support Oxfam’s work in some of the world’s poorest and most vulnerable countries, all the more important with the arrival of COVID-19.

Axonista’s technology powers some of the world’s most popular streaming apps. Customers include QVC, Virgin Media, The Home Shopping Network, WaterBear and the Irish Film Institute. Axonista has won numerous awards for its groundbreaking work in video, and was recently named one of the 250 most significant Irish Corporations invested in the US.

**- ENDS -**

**For further information, please contact:**

Ruth Burnside

Axonista/Inkvine

[ruth@inkvine.ie](mailto:ruth@inkvine.ie)

**Notes to Editors**

**About Axonista:**

Axonista is the award-winning team behind Ediflo, a video technology platform that enables media companies and brands to build interactive video applications across all screens. Based in Dublin and New York, and employing a team of 30, this interactive video technology company helps their customers to tell stories and sell to their customers in entirely new ways.

Axonista’s technology powers some of the world’s most popular video streaming apps. Customers include QVC, Virgin Media, The Home Shopping Network, WaterBear and the Irish Film Institute. Over a ten year history, Axonista has won numerous awards for its ground-breaking work in video, and was recently named one of the 250 most significant Irish Corporations invested in the US.

For more information on shoppable video, visit [Axonista](http://Axonista) or follow us [@axonista](https://twitter.com/axonista)

**About The TV of Tomorrow Show Annual Awards for Leadership:**

The 17th Annual Awards for Leadership in Interactive and Multiplatform Television are hosted by Interactive TV Today (ITVT) and The TV of Tomorrow Show (TVOT) as part of the **TVOT Leadership Congress**. Taking place **September 9th and 10th**, the TVOT Leadership Congress will bring together industry leaders to celebrate the achievements of their peers and share and debate their visions for the future of the television industry as our society and economy re-emerge from the current crisis. The

event will provide an unparalleled opportunity not only to hear from but to interact with the women and men who are leading our industry into tomorrow.

**About Fashion Relief:** Fashion Relief is a fundraiser extraordinaire that offers people the unique opportunity to bag a bargain from the wardrobe of their style icon or beloved brand, boutique or designer. It started in May 2018 and has since rolled out annual events in Dublin, Cork and Galway. All profits support Oxfam's work in some of the world's poorest countries, helping people to lift themselves out of poverty and thrive as well as saving lives when disaster strikes.

**About Oxfam Ireland:** Oxfam is a global movement of people who won't live with the injustice of poverty. Together they save lives and rebuild communities when disaster strikes. They help people build better lives for themselves. They speak out on the big issues that keep people poor, like inequality and discrimination against women. And they won't stop until every person on the planet can live without poverty. Oxfam Ireland is one of 20 Oxfams working in over 90 countries worldwide.