

Fashion Relief

WINNER

'Corporate Leadership in the Coronavirus Era Award' at the TV of Tomorrow Show

Two gold awards in e-commerce, and experimental new technology at the 2020 Horizon Interactive Awards for excellence in interactive media production.

SHORTLISTED

'The Innovation & Ingenuity Award' at The VideoTech Innovation Awards 2020

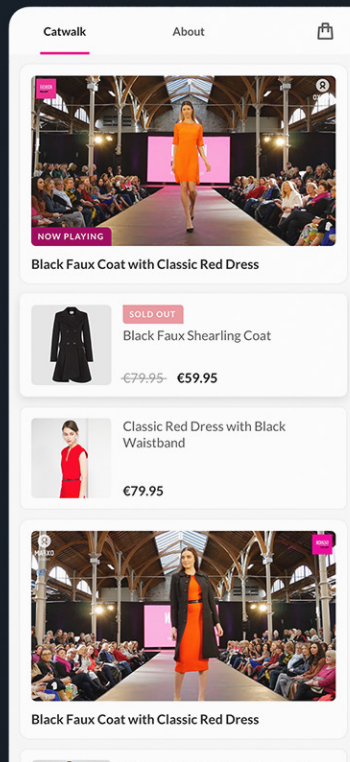
axonista



Fashion Relief and Oxfam Lead the Way in Innovation with Shoppable Video

In March 2020 when the COVID-19 pandemic forced businesses to a halt, Axonista stepped in to help a highly-anticipated fundraising campaign to pivot online using the power of shoppable video.

Axonista's Ediflo video CMS platform was used to build an interactive, shoppable video channel. Built in just three weeks, Fashion Relief TV smashed sales targets and delivered a remarkable **25% conversion** rate to basket. More importantly, Fashion Relief TV captured the best aspects of the real world event and brought it online. In doing so, Fashion Relief TV opened up a much bigger audience for Oxfam and Fashion Relief.





— TAKEAWAYS

3 WEEKS

To design and implement the entire channel

8 DAYS

To reach month one online sales targets

60 %

Of stock sold within the first two hours of the show going live



Online has opened up new markets and international sales channels



Shoppable video now a viable channel for all stores across Ireland in the future

— ABOUT THE PROJECT



Fashion Relief was founded in 2018 by Irish broadcaster Lorraine Keane in partnership with Oxfam. With a focus on sustainability, the event helps the fight against 'fast fashion' and landfill reduction. Fashion Relief does this through the sale of pre-loved pieces, donated by stylists, stores and fashionistas all over Ireland.

In a few short years, Fashion Relief has become one of Ireland's biggest fashion fundraisers. With support from leading names in media and fashion, its main event in the RDS brought fashion followers out in droves every year. Queues would form for hours in advance.



Queues for Fashion Relief 2019 at the RDS, Dublin



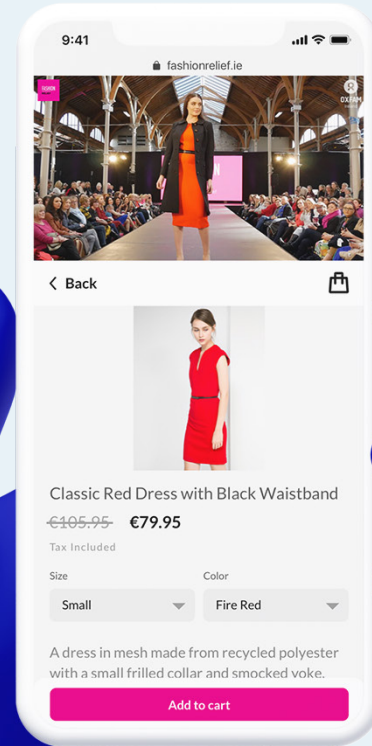
— OPENING DAY

When the doors opened, excited shoppers who had queued for hours, clamoured for the best bargains. By January 2020, over €200,000 had been raised by Fashion Relief. Funds have continued to support Oxfam's work in some of the world's most poverty-stricken countries.

Shopping safely and securely in a COVID world

2020 was shaping up to be Fashion Relief's biggest year yet when COVID-19 restrictions brought plans to a standstill. With their keynote Dublin event cancelled, and participating stores now shut, the team reached out to video technology experts Axonista to discuss possible online alternatives.

Fashion Relief and Oxfam wanted to translate the catwalks, rails and product demonstrations to the small screen and allow viewers to shop safely, and securely, from the comfort of their own homes. Ediflo's shoppable video technology, which powers some of the world's leading shopping channels, including QVC and the Home Shopping Network, provided the solution.





Turning Fashion Relief into a Wholly Online Shoppable Video Event

There were a number of project challenges facing the team, made even more difficult because of lockdown restrictions. Lorraine Keane and the Fashion Relief team had any number of desirable clothes and accessories – both new and pre-loved – ready for sale. Axonista had the technology that could create shoppable TV and open the brand up to online audiences across multiple screens. But everything would need to be filmed and coordinated remotely.

- 01 _____ **The Fashion Relief team set up at-home studios with ad-hoc backdrops and lighting.**
- 02 _____ **Using volunteer models, they recorded the video clips which would fill the show each week.**
- 03 _____ **Once uploaded to Ediflo, sizes, stock levels, pricing and descriptions were easily added by the Fashion Relief team via Ediflo's cloud-based content management system.**
- 04 _____ **Great audio tracks added a professional finish and unified show clips.**
- 05 _____ **The Fashion Relief team was able to choose what products would go live each week and in what order with Ediflo's content management system.**
- 06 _____ **Each show was 'bookended' with an intro and outro from broadcaster Lorraine Keane, giving each show its own unique identity and sense of flow.**
- 07 _____ **In the middle of the show, where people would expect an ad break, the show returns to Lorraine Keane. She then introduces a video that highlights the work that Fashion Relief and Oxfam do in less fortunate countries. This segment gives viewers an insight into where their donations go.**



— LAUNCH

On the 12th of June 2020, after weeks of planning and preparation, the first show went live. This was a 30 minute programme that brought high-end and sustainable fashion to online audiences through the medium of video. Thousands of people logged onto the website, and raced each other to view, click and buy their favourite pieces. Fans were encouraged to add the weekly event to their email calendars so they wouldn't miss out on new bargains each week. The energy and excitement of the campaign was supported with timely social media and PR, driving interest and awareness.



Shoppable Video — Sales Stats



14-25 %

Conversion rate to basket range

20.2 %

Average conversion rate over the first five shows

3.12 MINUTES

Time average shopper spends on site before making a purchase

57 %

Of all traffic coming from mobile and tablet

30 %

Of buyers return to the show more than once



FOUNDER OF FR
Lorraine Keane

Founder of Fashion Relief, Lorraine Keane, shared her thoughts on the turnaround of events.

After so much preparation, it was such a disappointment to have to postpone the majority of our Fashion Relief 2020 events. We were delighted to be able to bring Fashion Relief straight to an online audience.





AXONISTA CEO
Claire McHugh

Axonista's CEO Claire also spoke of what providing a solution to such a great cause has meant to Axonista.



We were really happy to bring interactive video technology to the aid of Fashion Relief. With years of shoppable video expertise gathered from our work with QVC and the Home Shopping Network, it was easy to bring that knowledge to bear for such a good cause. This campaign is truly remarkable, both for its inherent sustainability and meaningful impact on communities ravaged by climate change. These people need our support now more than ever.



— LAUNCH

So much of what made Fashion Relief successful comes from real-life experiences that can't be replicated; The queues on the way into the event and the countdown for things to kick off. The sense of anticipation and frenzy as shoppers scramble to get in early and grab the best bargains. The delight at seeing top-billed items being bought, even when a complete stranger is the buyer.

On Friday the 12th of June, Oxfam Ireland and Fashion Relief experienced first-hand the power of shoppable video. The kickoff time of 7pm, the live event feel and seeing items on screen selling out fast, all added to the sense of anticipation. That excitement and rush to buy that the team recognised from previous events now played out online with 60% of all stock sold-out within 2 hours.

#

fashion relief



Mo Kelly
@MoKellyDJ

@fashion_relief 2020 launch yesterday! I'll be providing the tunes 🎧 again to 3 events this year. In aid of @oxfamireland @lorrainekeanedevlin @thegalmont #galway 1st March and @rdsdublin 28th & 29th March. Tickets @fashion_relief #sustainability #oxfam



Maïa Dunphy
@MaiaDunphy

Great fun at the launch of #fashionrelief yesterday for @OxfamIreland with @lorrainekeane and gang! It's going to be bigger than ever this year. 👍



Norah Casey
@NorahCasey

The final countdown @lorrainekeane @OxfamIreland #FashionReliefTV #bagabargain #shopforacause Starting at 7.00pm on fashionrelief.ie



Broadcaster Lorraine Keane and Oxfam announce Fashion Relief TV...
oxfamireland.org



Laura Mullett
@LauraMullett

All dressed up earlier to do an @RSVPMagazine insta live with the lovely @lorrainekeane (as she was mid highlights in the salon 🤪👏) to chat all things @OxfamIreland & #FashionReliefTV



Mo Kelly
@MoKellyDJ



Through the partnership with Axonista we were really excited to find a tech driven way to engage our supporters and donors in a new and innovative way. Our shows have enabled us to raise vital funds for some of the most vulnerable communities in the world while engaging our networks and supporting local businesses that have also felt the economic effects of lockdown and COVID.

As an organisation, Oxfam has always been on the frontline of new innovations in our long-term development programmes and humanitarian responses - finding the best ways to support people to lift themselves out of poverty. It has been a really exciting opportunity to work with Axonista to explore, build and deliver new innovations.

OXFAM IRELAND

Caroline Reid

Summary



With Fashion Relief TV, Lorraine Keane, Oxfam Ireland and Axonista have managed to capture all the best aspects of Fashion Relief and replicate them online. What started as a Covid-19 workaround has become something far more meaningful. A 3 month trial has been extended indefinitely. For Oxfam Ireland, the Fashion Relief TV campaign has showcased its ability to lead the way in innovation and resilience.

This outstanding organisation has used the power of shoppable video to truly transform its business landscape. This is even despite the disruption of a global pandemic. Our work has ensured that Fashion Relief's key strategic goals can be supported today and well into the future.

The logo features a large, stylized 'X' composed of four dark gray triangles meeting at the center. The word 'axonista' is written in a white, lowercase, sans-serif font, centered horizontally and partially overlaid by the 'X' shape.

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