

# Lorraine Keane's Fashion Relief with Oxfam Gets Digital Makeover with Shoppable Video Partner Axonista

Lorraine Keane and Oxfam Ireland take nationwide campaign online following COVID-19 restrictions.

11<sup>th</sup> June 2020

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**[Dublin, Thursday 11th June]** Broadcaster Lorraine Keane and Oxfam Ireland have 'pivoted to virtual' for their annual Fashion Relief campaign, in response to COVID-19 restrictions that put paid to a string of highly anticipated fashion events scheduled to take place around Ireland. The team partnered with Axonista, an Irish technology firm providing cutting edge solutions in interactive and shoppable video, to harness the power of video and reach an even larger online audience.

Launching on Friday 12<sup>th</sup> June 2020, Fashion Relief TV is an always-on platform enabling viewers to watch back and shop at any time. Each 30 minute programme will also allow viewers to click and buy from any device. Each Friday at 7.00pm on [fashionrelief.ie](http://fashionrelief.ie), the Fashion Relief TV will update the shop with new hand-picked clothes, accessories and shoes which can be purchased and posted directly to consumers.

**Lorraine Keane said:** "It was such a disappointment to have to postpone the rest of our Fashion Relief 2020 events after so much preparation, so we are delighted to be partnering with Axonista to bring Fashion Relief straight to an online audience."

Axonista's technology powers some of the world's most popular streaming apps. Customers include QVC, Virgin Media, The Home Shopping Network, VideoElephant, 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.

The team utilised Ediflo, Axonista's award winning Video CMS platform, to open up the online audience opportunity for Lorraine and the Oxfam team. The Oxfam team worked hard in lockdown to create the video assets, which were then curated in Ediflo. Interactive features and ecommerce functionality enabled them to create an end to end shopping experience through video that would present and engage beautifully on any screen.

**Claire McHugh, CEO of Axonista said:** "We were delighted to bring our interactive video technology to the aid of Fashion Relief. We've learned a lot about shoppable video through our work with global brands like QVC and the Home Shopping Network. This campaign is truly remarkable, both for its inherent sustainability and meaningful impact on communities ravaged by climate change, who need our support now more than ever."

Fashion Relief was started by Lorraine Keane in May 2018. 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.

**Keane continued:** "As part of Fashion Relief, I've travelled to Ethiopia, Somaliland and more recently Bangladesh to see first-hand how the profits raised help some of the poorest and most at-risk people through Oxfam's work – people made even more vulnerable because of the deadly threat of COVID-19.

"In Cox's Bazar in Bangladesh, I met families who live alongside almost one million other Rohingya refugees who fled unimaginable violence in Myanmar. Since then, they have faced the double threat of COVID-19 in an overcrowded and woefully inadequate camp where social distancing is impossible alongside monsoon season and the strongest ever recorded cyclone in Bengal Bay.

"When you support Fashion Relief, you're helping to raise vital funds for people in dire need in Cox's Bazar and across the world - funds that are needed more now than ever before."

Fashion Relief Friday launches on Friday 12<sup>th</sup> June 2020 at 7.00pm on [www.fashionrelief.ie](http://www.fashionrelief.ie).

**-ENDS-**

## CONTACT

### Notes the editor:

**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. For more, visit [oxfamireland.org](http://oxfamireland.org)

**About Axonista:** Axonista is the award-winning team behind Ediflo, an enterprise-level 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 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, VideoElephant, 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 visit [axonista.com](http://axonista.com).