

# Farfetch.com presents 'Unwrap'

**FARFETCH.COM**

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Farfetch.com, the online hub for 250 of the world's best fashion boutiques, is to collaborate with four creatives from the worlds of art and design on four exclusive gift-wraps for its Christmas 2012 campaign. To celebrate the launch of the festive season, farfetch.com has brought on board dynamic design duo Meadham Kirchhoff, visionary photographer Melinda Gibson, artist and DJ Margot Bowman and set designer/illustrator, Gary Card.

Each creative was commissioned to produce an exclusive illustration, using their artistic know-how, designer fashion finesse and illustrative expertise to create one-off designs, which will then be transformed into a series of festive gift-wraps and form the basis of farfetch.com's 'Unwrap' Christmas concept.

Elements of which include an on-site and social media based animated game titled '[Pass the Parcel](#)', where customers can play to win daily designer gifts and share with their friends to gain more entries into the grand prize draw to win £3,000 to spend on farfetch.com. Taking the form of a world 'map', the game will feature a live feed of worldwide players, gradually revealing the spread of participants across the globe.

Each creative, who will host a site takeover in the lead up to Christmas, will have their physical gift-wrap distributed as a complimentary gift in every global customer order; bringing the essence of the campaign to the doorsteps of a worldwide customer base.

Each one unique and reflective of their creator's signature style, the initiative brings to life the collective visions of these influential figureheads from their varied creative fields. [farfetch.com](#) will follow their illustrative journeys from sketchpad to sign-off, documenting the individuals' thought and design process through a series of fly-on-the-wall films and interviews to be shared online with their expanding worldwide audience. The exclusive gift-wrap will also harness image recognition technology from Aurasma, allowing users to scan the designs and watch videos of the respective creative's design process.

CEO and Founder of farfetch.com, Jose Neves, said: "We are delighted to be collaborating with four dynamic names from the worlds of art and design,

bringing these one-off creations to our online platform and sharing with a worldwide, fashion-forward audience. The campaign as a whole will offer users and customers exclusive access to the entire 'Unwrap' journey, creating what we hope will be an unrivalled online shopping experience."

Launching on Cyber Monday; the biggest online shopping day of the year, farfetch.com will also be bringing the collaboration to the streets of London in the form of 'Taxi Wraps'. In a move that fuses the worlds of digital and physical, for one week only from November 26th the exclusive Meadham Kirchhoff print will adorn the exterior of classic London taxis, taking to the streets of the city and offering passengers festive inspired cakes from food blogger April Carter of Rhubarb & Rose, and a chance to win designer gifts, courtesy of farfetch.com and their boutique partners.

Farfetch.com's 'Unwrap' concept for Christmas 2012 launched on-site on 7th November 2012, and the collaborators' artistic takeover occurring 21st November onwards.

#### **About farfetch.com**

farfetch.com is the online marketplace that brings together designer fashion of over 250 of the best independent global fashion stores, making their 60,000 highly curated products available such as [designer boots](#) and [womens coats](#).

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