

CAMPER STEPS INTO AVATAR MARKETING

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Camper autumn/winter 2018 campaign



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Camper AW18 campaign

Spain – The shoe brand has created nine sci-fi inspired characters for its autumn/winter 2018 campaign, with a [mini-site](#) that encourages consumers to choose their avatar player in order to explore its new footwear collection.

The Augmented Reality campaign features characters including Rolling Chan, a rainbow-haired samurai, and evil lost soul Night Helix. Presented like gaming characters, each is classified according to their specific traits and special powers – credentials that also describe the Camper shoe that has inspired each character.

The brand has also worked with a notable line-up of creatives for the campaign, including creative director Romain Kremer, stylist Anna Trevelyan, make-up artist [Isamaya Ffrench](#) and hairstylist Charlie Le Mindu.

Like Louis Vuitton and Fenty Beauty, Camper has turned to fantasy gaming characters and CGI avatars to create storytelling around its new collections. For more, explore our [Avatar Influencers](#) microtrend.