

DEPOP SPOTLIGHTS ITS MOST UNIQUE SELLERS

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14 : 09 : 2018 Fashion : Retail : Youth



London – In its first ever global campaign, the online marketplace is drawing on the app biographies of its most creative users for advertising copy.

The campaign celebrates the app’s diverse, entrepreneurial community by featuring real sellers, the bios from their shops and their account handles. Produced by creative agency DesignStudio, who rebranded Depop last year, the series of advertisements feature the casual language used by sellers, leaning towards the youth demographic. According to the brand, 80% of its sellers are under the age of 25.

The campaign will appear on London’s underground system, New York’s subway and around Los Angeles, the latter two cities being home to Depop’s first physical community spaces. ‘The entire purpose of this campaign is to highlight our community – the different styles, different subcultures and vast creative expressions across our platform,’ says Maria Raga, Depop’s CEO.

The market for Fashion Recommerce is booming, as reselling not only solidifies its position as a bona fide side-hustle, but a tool for young people to express individuality.