

WHAT GOES AROUND COMES AROUND

CAMPAIGN RECAP

‘CAMP’

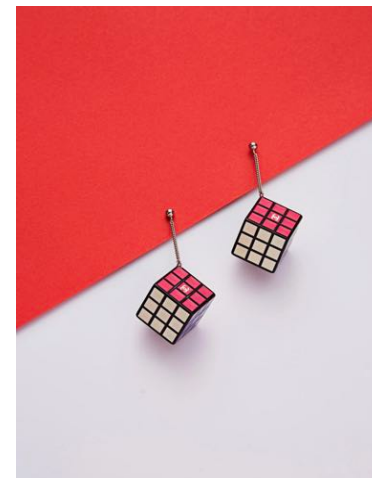
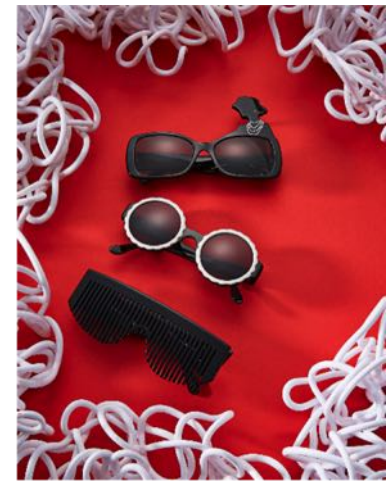
MAY 2019

CAMPAIGN OVERVIEW

In honor of the MET's costume exhibition, CAMP: Notes on Fashion, What Goes Around Comes Around curated an exclusive collection of archival vintage clothing & accessories in celebration of the theme. WGACA tapped influencers Zizi Donohoe & Nadia Lee to be the faces of this campaign, and they shot their own content utilizing pieces from the collection.

Objectives:

- Position WGACA as the leading purveyors of luxury vintage
- Highlight WGACA as the ultimate destination for archival fashion
- Instigate brand awareness, leads and sales



RESULTS

EMAIL, WEB & SOCIAL

E-MAIL: CAMP EDIT LAUNCH (5.4.19)

- Sent to: 27,130
- Open Rate: 1.80%
- Sessions: 381
- Transactions: 2
- Revenue: \$707.60

WEB: CAMP CAPSULE SITE TRAFFIC METRICS

- Page Views: 1,784
- Unique Page Views: 1,357
- Entrances: 351
- Total Units Sold: 2
- Total Net Revenue: \$3,200

*950 Page views in the first week of launch

SOCIAL: OWNED

- 5 organic Instagram posts
- Likes - 12,500
- Impressions - 256,375
- Reach - 194,546
- Comments - 62
- Saves & Shares - 1561
- Website clicks - 197
- Profile visits - 5,342
- Product views: 7,424
- Direct follows: 162

RETAIL

TOTAL SALES

- Grand Total: \$62,205 at 22 units
- Designer RTW Sales: \$6,413 at 5 units
- Luxury Accessories Sales: \$55,793 at 17 units

BY LOCATION

- Beverly Hills: \$27,150 at 4 units
- SoHo: \$18,718 at 9 units
- Madison: \$9,188 at 6 units
- Roslyn: \$3,950 at 1 unit
- Web: \$3,200 at 2 units

BY BRAND

- Chanel: \$34,725 at 13 units
- Louis Vuitton: \$20,000 at 1 unit
- Balmain: \$2,450 at 1 unit
- Fendi: \$1,075 at 1 unit
- Misc: \$2,588 at 3 units

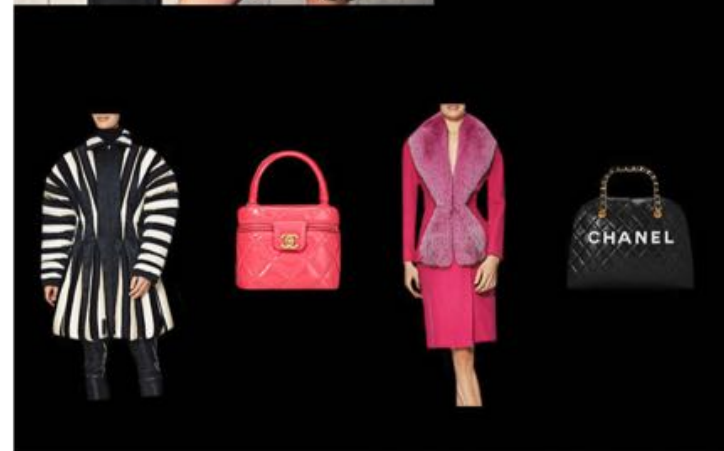
WHAT GOES AROUND COMES AROUND

THE CAMP EDIT



A CURATED COLLECTION
OF ARCHIVAL VINTAGE
CLOTHING & ACCESSORIES
IN CELEBRATION OF
THE MET'S UPCOMING
COSTUME EXHIBITION
CAMP: NOTES ON FASHION.

[SHOP NOW >>](#)



USD

SEARCH

SIGN IN / REGISTER

WHAT GOES AROUND COMES AROUND

THE FINEST LUXURY VINTAGE

FEATURED

SHOP BY BRAND

BAGS

APPAREL

ACCESSORIES

JEWELRY & WATCHES

LIFESTYLE

SALE

HOME

FEATURED

THE CAMP EDIT

THE CAMP EDIT

A CURATED COLLECTION OF ARCHIVAL VINTAGE CLOTHING & ACCESSORIES IN CELEBRATION OF THE MET'S UPCOMING COSTUME EXHIBITION CAMP: NOTES ON FASHION.

NARROW BY:

BRAND

COLOR

PRICE


SORT BY:

FEATURED

+


29 items

VIEW: 80 120 ALL



CHRISTIAN DIOR


1990S PINK WOOL FOX-TRIM SKIRT SUIT



JUDITH LEIBER

RED CRYSTAL WATERMELON MINAUDIERE


\$4,950



SONIA RYKIEL

PINK MARABOU FEATHER VEST


\$1,750



CHANEL


BLACK ACETATE COMB SUNGLASSES

\$2,950



CHANEL


FAUX PEARL & GRIPDIX 'CC' NECKLACE



YSL

1960S COUTURE MULTICOLOR LAMÉ GOWN & SHOE SET


\$14,500



YSL


1960S COUTURE MULTICOLOR LAMÉ GOWN & SHOE SET

\$14,500



OLEG CASSINI

1970S BLACK SEQUIN MINI DRESS



CHANEL

GOLD & PINK CRYSTAL 'CC' CHAIN BELT

EDITORIAL SHOOT



Look 1:
Louis Vuitton 1996 Monogram Vivienne Westwood
Bum Bag
Chanel Spring 1993 Gold/Black Tiered Chain belt



Look 2:
YSL Black Velvet Feather Trim Dress
Chanel Cruise 2015 Clear Acrylic



Look 3:
Sonia Rykiel Pink Marabou Vest
Chanel 1980's Green Coy Fish Dangle Earring
Chanel Green Python Milk Carton

EDITORIAL SHOOT



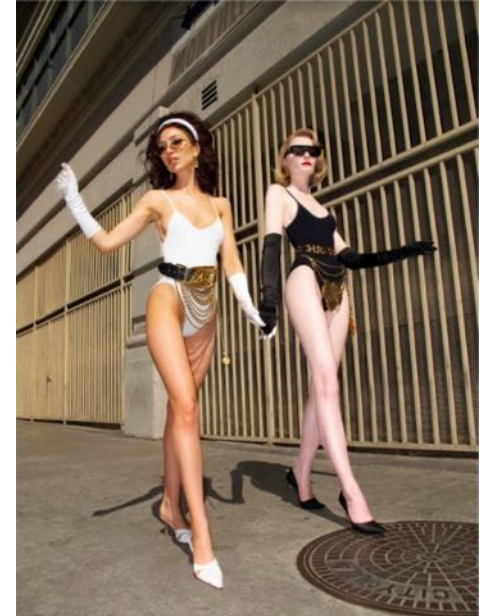
Look 4:

Fendi Black & White Ostrich/Fox Vest 9
Dior By Ferre S/S 1995 Polka Dot Dress



Look 5:

CASSINI 1970's BLACK SEQUIN DRESS
YSL 1980's Black Sequin & Bow Pillbox Hat
Chanel Spring 1993 Black Acrylic Comb Sunglasses



Look 6:

Chanel Fall 1991 Black & Gold Champion Waist Belt
Chanel Spring 1993 Gold/Black Tiered Chain Belt
Chanel Spring 1992 Black Leather Fig Leaf Chain Belt
Chanel Fall 1992 Black/Gold Coco Chain Belt

EDITORIAL SHOOT



Look 7:

Fendi Black & White Ostrich/Fox Vest 9
Chanel 1990's Black & White Tweed & Sequin Mini Kelly
Dior By Ferre S/S 1995 Polka Dot Dress



Look 8:

Versace F/W 1992 S&M Collection Black & White Silk Down
Coat
Alaia S/S 1992 Black Papa Bodysuit
Chanel Fall 1994 Black Lambskin Chain Belt
Chanel Black/White Lamb Shoulder

EDITORIAL SHOOT



Look 9:
Dior F/W 1998 Pink Fur Trim Suit
Chanel Spring 1995 Multicolor Gold Gemstone Chain Belt
Chanel Green Python Milk Carton



Look 10:
Chanel Spring 1995 Pink Patent Heart Mirror Vanity
Chanel Spring 1995 Multicolor Gold Gemstone Chain Belt
Chanel Spring 1993 Black Acrylic Comb Sunglasses



Look 11:
Chanel Spring 1993 Black Acrylic Comb Sunglasses
Chanel Spring 1993 Gold/Black Tiered Chain Belt
Chanel Black/White Lamb Shoulder

SOCIAL COVERAGE(EARNED)

INSTAGRAM POSTS



[Nadia Lee Cohen](#) – 265k Followers

SOCIAL COVERAGE(EARNED)

INSTAGRAM POSTS



[Zizi Donohoe](#)– 39.7k Followers

SOCIAL COVERAGE(EARNED)

INSTAGRAM POSTS



[Zizi Donohoe](#)– 39.7k Followers

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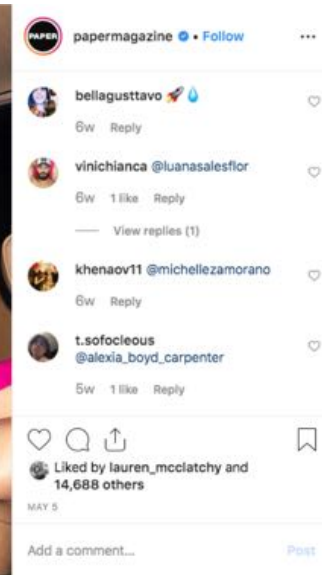
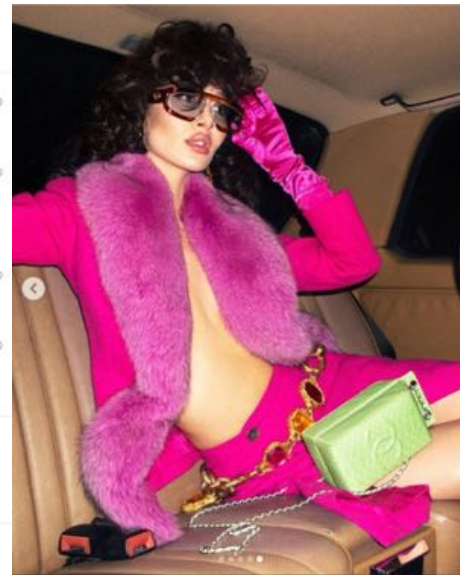
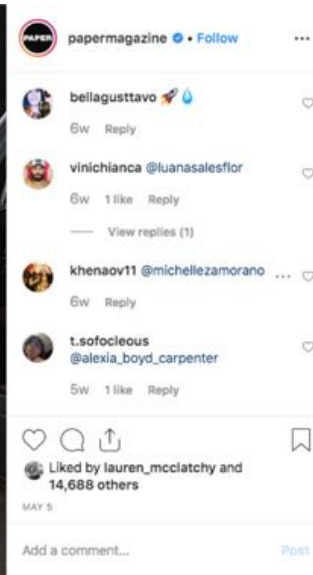
INSTAGRAM POSTS



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SOCIAL COVERAGE(EARNED)

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seawavediamonds Cool! 5d 1 like Reply

yvettegarciatamez Omg 🥰 4w 1 like Reply

bonnierzm Wow 3w Reply

fionabriseno Amazing

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katta_love 🥰 2w Reply

bonnierzm Amazing 🥰 3w Reply

rickyserbin What a fabulous dress 3w Reply

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Add a comment... Post

SOCIAL COVERAGE(OWNED)

INSTAGRAM POSTS



PRESS COVERAGE

ONLINE EXCLUSIVE



A Lesson in Camp From Nadia Lee Cohen and Zizi Donohoe

By Rachel Minton

It's that time of year again. The Metropolitan Museum of Art's Costume Institute Gala is on Monday, May 6, and the theme is an ambiguous, abstract one: camp. While the museum's exhibition is loosely based on the definitive 1984 work by Susan Sontag, "Notes on 'Camp,'" the dress code for the red carpet could still prove to be an elusive idea for attendees.

A lot has changed since the 1980s, and with campy sensibilities dominating pop culture by way of the *sniggle* phenomenon and its penchant for *campification* and *artifice*, the possibilities are endless for what goes. (Even though it's impossible for anyone to clearly define camp as one particular thing, the next few days are sure to unveil many examples of what it is and isn't.)

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Keeping in line with the spirit of camp, luxury vintage seller *What Goes Around Comes Around* has created the ultimate chest-thrust-through-a-curved-capsule collection for those struggling to define this year's Met theme. Co-founders Gail Messer and Gerard Maino were so inspired by this year's dress code, they immediately went to work digging through their archives.

"There's so much history associated with camp, and we felt we could really tell that story through the lens of our incredible pieces," Messer told PAPER. Equally excited, Maino "took a holistic look at the vision [they] wanted to achieve with this collection," and enlisted another dynamic duo for the project.



Hence the rightful appointment of influencers *Zizi Donohoe* and *Nadia Lee Cohen* to create and star in the capsule's campaign imagery. The London-based, Los Angeles-based 21st-century camp queens know a thing or two about the nuances of the theme and, together, created some fabulous images true to their respective styles.

"It's great to have so much creative freedom on this project," Lee told PAPER. "As we work together so often, the process is natural. We have the same interests, but different aesthetics; they merge together really well."

"Wearing an entire year's tuition in the form of Chanel accessories is definitely well within my comfort zone."

No strangers to living quotidian life in couture, the ladies took a natural approach to working the clothes into everyday scenarios. "The ostrich feathers and Dior ruffles felt very at home in my wardrobe, so *campification* wasn't even a consideration," Donohoe said. "Wearing an entire year's tuition in the form of Chanel accessories is definitely well within my comfort zone."

Lee added that she naturally feels "very in tune with anything camp. I have always been drawn to cinema that expresses this, I am a big fan of John Waters films and all of his collaborations with Divine."

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As experts in this kind of expression, the ladies put together a stunning campaign that sees them milling about the sidewalk in heavily accessorized one-piece swimsuits, piling loaves of bread in black feathers and making calls at the payphone in Chanel.

Get into the beautiful campaign images and experience what Donohoe calls, "the fun and the irony smothered with fabulousity." The camp-inspired capsule will be launching online and in-store on May 4th. For more information, visit whatgoesaroundcomesaround.com.

Photos courtesy of *What Goes Around Comes Around*

Paper Magazine

UVPM: 460,142

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