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SELFRIDGES - DENIM LOVERS

Selfridges came to us looking to achieve a co-created campaign visual. The campaign itself was designed to support Selfridges' new Denim Studio department, and the launch of 'Denim Lovers' – the store's celebration of denim as "the world's most democratic, style statement fabric".

To achieve this we built a system that collected and organised images sent from mobile devices and DSLR cameras by 300 collaborators attending a special Denim Lovers campaign fashion shoot.

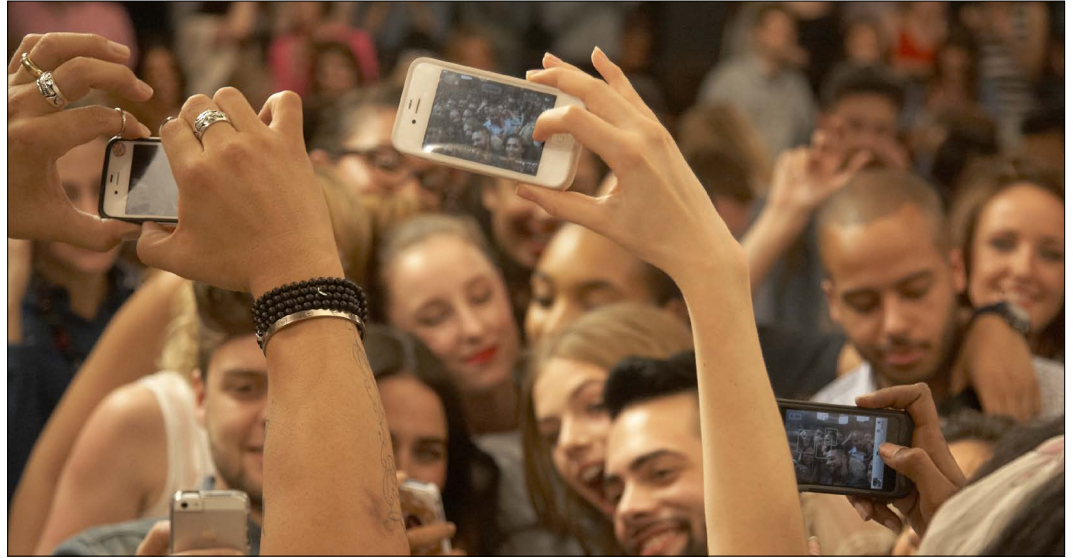


Image by Jerome Hunt



Image by Daisy Argyle



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CO-CREATION

As each image was received, computer vision tracking software was used to analyse, adjust and finally combine all the images into one complete composition. The result is a true collaboration.





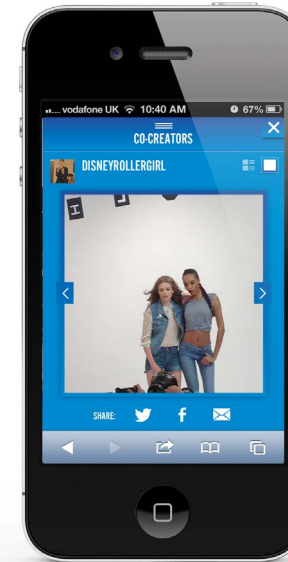
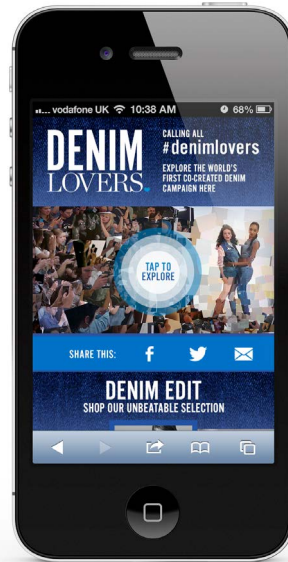
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THE OUTCOME

The process, from collectively photographing the models through to the delivery of the final campaign ad, was less than 24 hours. The ad appeared on DOOH sites across the country the next day and as an interactive experience on Selfridges.com, accessible across desktop and mobile. This interactive version we created allows visitors to explore the composition and discover each individual photographic contribution.



DOOH Holborn



Selfridges Homepage