PIPERLIME

LET'S GET DRESSED

the strategic thinking that led to the campaign

LET'S GET DRESSED

the marketing problem

WIN THE PIPERLIME BUSINESS.

GET MORE PEOPLE TO SHOP AT PIPERLIME.

LET'S GET DRESSED

the background

We were a conceptual creative agency pitching a fashion account. Fashion was a fairly new world to us. And if you look at fashion advertising, it's very different than conceptual advertising. Fashion advertising is all about a mood, a look. But Piperlime was more like a boutique, selling lots of brands, and having to show lots of different looks. We had to figure out how to create a framework that would package looks that would be ever-changing and that may or may not be related to each other.

Oh yeah, and win the business.

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LET'S GET DRESSED

the thinking

One way to go could have been to explain what Piperlime was and figure out a clever way to communicate "online, on-trend clothing boutique." But what would make people shop there? What made them different than ShopBop or Revolve? Selling clothes isn't unique. And if you're going to introduce yourself to people you have to have something unique to say about yourself. They had to stand for something. Or against something. But what?

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the aha moment

The aha moment came in the airport when I saw what I'll call a GROWN ASS WOMAN wearing an M&Ms T-shirt. Not in a hipster or ironically high-fashion way. In a sincere "I like M&Ms way." With sweatpants and flip flops. Didn't people used to wear suits to fly? And hats? When did adults start dressing like children? Worse than children?

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the insight

This was also around the time when Juicy Couture, Uggs, and rubber flip flops were huge. It was a time before Athleisure brought polish, upscale fabrics and cuts, and intent to comfortable clothes. It was a time when things were pretty tacky and pretty sloppy.

DING!

Pipelime didn't sell sloppy.

LET'S GET DRESSED

how that
led to the work

PIPERLIME DIDN'T SELL SLOPPY.

They sold designer jeans, dresses, cute shoes and boots, dressy blouses, jackets, and gobs of accessories.

Piperlime sold the opposite of sloppy.

PIPERLIME SOLD PUT-TOGETHER.

Piperlime had an opportunity to push against the sloppy trend

and to be the brand to rally people to dress well again.

That's how I got from "get people to shop Piperlime" to "Let's Get Dressed."

LET'S GET DRESSED

SAY NO TO SWEAT PANTS.

PIPERLIME.COM LET'S GET DRESSED

Shop piperlime.com for Mia Limited Edition boots, J Brand and more. | FREE SHIPPING & RETURNS.

LET'S TRY HARDER THAN T-SHIRTS.

PIPERLIME.COM LET'S GET DRESSED

Shop piperlime.com for Twelfth Street by Cynthia Vincent, J Brand and more. | FREE SHIPPING & RETURNS.

OK IT'S TIME.

TIME TO LEAVE THE PAJAMA PANTS AT HOME, AND THE FLIP-FLOPS AT THE BEACH.

IT'S TIME TO STOP WEARING SNEAKERS TO WORK AND SWEATPANTS TO THE AIRPORT.

IT'S TIME TO GIVE UP LAZY DRESSING ALTOGETHER. BECAUSE IT'S TIME TO LOOK FABULOUS AGAIN.

LET'S SHOW EACH OTHER, AND OURSELVES A LITTLE MORE RESPECT.

LET'S PUT SATURDAY NIGHT EFFORT INTO SUNDAY AFTERNOON.

LET'S REMEMBER, YOU GET WHAT YOU DRESS FOR. SO LET'S GET DRESSED.

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LET'S GET DRESSED

truth found

Our agency did some research with young women in the target market and found that they, too, had this feeling about clothes. They put effort into looking pulled-together to feel more professional and confident, and to show respect. And they, too, felt like dressing too far down just brought things down for everyone.

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bonus points:

The spirited public reaction to the campaign on social media further proved that "Let's get dressed" harnessed a feeling that a lot people were having, but hadn't expressed yet.

LET'S GET DRESSED

win win win

"Let's get dressed" won us the business, and its social media component brought a lot of buzz, followers, and new customers to Piperlime while establishing a clear identity and personality for a previously quiet brand.