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Enjoy Before Returning /

Diesel

Fashion brand empowers wearing and enjoying its clothes before returning them at full price

► <https://www.youtube.com/watch?v=aD1FwcnpYN8>

Ahead of New York Fashion Week last year, **Diesel** launched a campaign embracing the act of wardrobing (buying an item and returning it after one use).

Created with **Publicis Italy**, Milan, the campaign shines a light on the common behaviour of buying an item, wearing it once and then returning it. The overarching message of the spot is, Diesel won't hold a grudge against customers for doing so.

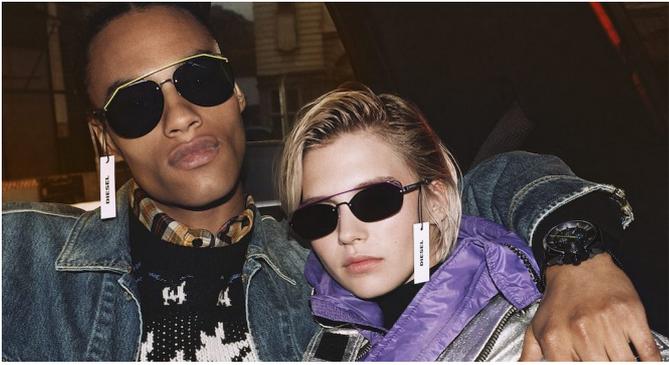


In the ad, a narrator spells out Diesel's return-policy as the film follows well-dressed characters going on a night out or getting messy in a restaurant, all with the clothes' labels still intact.



Wardrobing is a trend that costs the fashion industry an average of \$15bn a year. Instead of outright condemning the behaviour alongside other retailers, Diesel's return policy became the central part of its global AW19 campaign.

The campaign was timed for Fashion Week events around the world and Diesel's event parties were only accessible to those who wore their price labels on the outside of their clothes, whatever the brand.



Results / The campaign won a Grand Prix for Brand Experience & Activation at Eurobest 2020. According to the agency, sales increased by **24%**, returns went down **9%** and the campaign garnered **96 million** media impressions.

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If you can't beat 'em / The challenge for Diesel here is one we've seen brands tackle in the past. The visual culture surrounding Instagram cultivates and encourages fast fashion. People want to be seen in the latest trend and often only wear outfits once. A behaviour fuelled by hashtags like #OOTD (outfit of the day) which has 339 million posts. To fight the fear of being caught in the same garment twice, startup Dress-X develops digital products from high-end fashion brands. That way, content creators can switch it up online without having a detrimental effect on the environment. And in 2018, the startup Tulerie created a peer-to-peer lending network to give wardrobes a refresh.

Here, Diesel isn't taking on the issues of sustainability or fast fashion. But it is shining a light on the practical problem that short-term purchases pose for retail brands. With this campaign Diesel turned the issue on its head and boldly leaned into an existing behaviour. Returned clothes are a category-wide problem that is difficult to resolve yet costs the sector billions. This campaign addresses the problem in a way that doesn't scold or alienate the consumer and surprisingly, in spite of encouraging people to return products, sales increased.

Cultural chameleon / Diesel has demonstrated its cultural fluency in the past by authentically engaging with trends and behaviours. In 2018 the brand addressed cyber bullying by creating a Hate Couture collection featuring hateful quotes posted online. And during New York Fashion Week in the same year, Diesel opened a fake knock-off shop offering products at very low prices, to shed light on its products' quality. The controversial nature of this current campaign matches the tone of previous activations. As Renzo Rosso, president of OTB Group (Diesel's parent company), told us in 2018, the brand strives to 'stay relevant while being consistent with the values we always stood for: being irreverent and thought-provoking, always offering our audience an alternative point of view'. This attention-grabbing move from Diesel came at a time when consumers are inundated with comms from fashion brands. As a result, it cut through the noise and got noticed. On wardrobing, Diesel found fame by zagging when other brands zigged.

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