



# Farfetch appoints MediaCom as global media planning and buying agency

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Leading global luxury fashion retailer, Farfetch, has appointed MediaCom as their media planning and buying agency, while Anomaly has been selected as the creative agency. It marks the start of the online retailer's plans to launch a comprehensive integrated campaign, alongside a new brand identity, this September.

A renewed focus on their brand proposition comes at a time when online retailers are seeing an accelerated growth due to the global pandemic. Farfetch's intersection between fashion and technology has positioned them to cater to this demand, offering modern luxury fashion to global consumers wishing to express their individuality and find pieces they cannot find elsewhere.

Both MediaCom and Anomaly will run the campaigns from London offices but will use local talent from offices worldwide to target specific markets, including Shanghai and New York.

Our global CEO, Nick Lawson, commented:

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“We are delighted to be partnering with such an innovative brand and help to take them to the next level of their growth. We have found a brilliant cultural fit with the team at FARFETCH and we look forward to helping them empower more global consumers to express their diverse individuality.”

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Visit Farfetch's website [here](#).

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