

**TM LEWIN**  
PRODUCT REVIEW



**THE PROJECT**

We helped the client introduce the womenswear arm of their business to a new audience by targeting fashion-conscious young professionals and their audiences.

We selected bloggers based on criteria including DA, social media following and reader engagement.

A white shirt is often cited as an essential part of any modern woman's wardrobe, so we challenged our bloggers to select a white shirt from the TM Lewin womenswear range and style it to fit their personal taste.

The result was a variety of different posts including 'Ways to Wear', 'Day to Night' and 'Outfit of The Day' from a selection of influential fashion blogs showcasing the brand's diverse and quality-driven selection of shirts.

**THE AIM**

To introduce TM Lewin's womenswear range to a new, younger fashion-conscious audience through a white shirt style challenge. We worked with UK fashion and personal style bloggers to create a natural, mixed link profile for the client while increasing awareness of the TM Lewin brand within each blogger's audience.

**THE RESULTS**

The product reviews resulted in high Domain Authority links from high-trafficked, highly-relevant websites.



671,660

**Combined social reach** of the influencers we worked with on this campaign



20

**High quality links** to TM Lewin URLs



1,261

**Instagram** likes on posts featuring TM Lewis



66

**Women's shirts** outranking men's shirts for the first time on Google search results.