

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



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