Simply Be launches fit-focused campaign

By Sandra Halliday - May 10, 2022

N Brown’s Simply Be brand has launched its latest campaign that “takes a bold stand against badly fitting fashion”. Titled “F-IT”, it’s fronted by a group of female influencers.

It’s built around the fit expertise the brand has “and pushes the need for change to make fashion truly fit women with sizes ranging from 10-32”.

The influencers are all known for their championing of body diversity and include Naomi Shimada, Hollie May Saker, Tania Nwachukwu, and Trina Nicole.

It’s a 360° marketing and advertising campaign that features across AV, out of home, paid social and display, aiming to “inspire women of every size with the same looks and trends, with fit at the heart of the message”.

The label has conducted research that showed “fit was a top-of-mind concern for most women when choosing where to shop, regardless of dress size, and customers want to be able to see all sizes available on the same page online”.

The imagery features the cast showcasing the “best-fitting SS22 collection, including swimwear and lingerie, as
The imagery features the cast showcasing the "best-fitting SS22 collection, including swimwear and lingerie, as well as denim jeans and formalwear, with a focus on solving fit problems like jeans with a gap and straps that dig, hero-ing product that offers 'structure and freedom'."

Included are mom jeans with a back waist adjuster designed to eliminate back gape and "intelligent seaming" that curves into the pocket, for added shape and to flatter curves.

There’s also a pink twist front dress in stretch fabric with an adjustable side twist tie to the waist, to give a cinched-in silhouette; Neon Lights lingerie sets that provide structure and support to the bust; and an orange crinkle swimsuit “engineered to move and stretch with the body, supporting the bust to avoid side boob and [with] adjustable straps for a comfortable fit, whatever the height or body length”.

Sinead Donohoe, Head of Marketing at the firm, said: “We truly understand how frustrating bad fit in clothing can be and want all sizes and shapes to feel seen. This campaign celebrates the sense of freedom that good, quality fit gives women.”

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