



## FATFACE ANNOUNCES LAUNCH OF LIVE SHOPPING

This week FatFace launches a live shopping channel on its website as part of the brand's digital-first focus.

Launching at 12:30pm on Thursday, it'll be the first in a series of sessions aiming to inspire customers and encourage conversion in the run up to Christmas. The emphasis will be on peak product and initiatives and consist of a number of episodes including: tips, tricks and style essentials for the festive season, how to update your favourite pieces, great gifting ideas for every budget and an introduction to furoshiki and mindful wrapping.

Presented by FatFace's Head of Womenswear Design Jo Collins, as well as some expert influencers including The Gift Wrapping Queen (@janemeans), FatFace live shopping will run throughout the peak period in the lead up to Christmas. The technology, powered by Go Instore, will allow shoppers to watch each episode live on [fatface.com](https://www.fatface.com) and buy products instantly from the video. Following each live, the episodes will be available for customers to watch at a later date online.

*Keely Stocker, Marketing and Brand Communications Director at FatFace said "At FatFace we're always looking for innovative ways to engage with our customers – whether that be in store or online – and live shopping has seen a real surge recently. Customers love our brand and our product, and this is an exciting opportunity to bring both to life in a digital way."*

The launch of live shopping is part of a number of developments FatFace has made as part of its digital-first transformation strategy which aims to reach a sales mix of 60% digital over the next five years. This includes both back-end improvements to systems as well as new initiatives for customers to engage with the brand and shop.

### Media enquiries

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### About FatFace

FatFace is a British, family, lifestyle clothing brand that is Made for Life. With a unique heritage, FatFace creates product ranges across womens, mens, kids, footwear and accessories for the whole family to live life in. Our products are designed with purpose and built to last. Considered Style. Trusted Quality. Sustainably sourced.

FatFace is a multichannel retailer with a thriving international digital business as well as over 180 stores in the UK, 24 stores in the US and a highly engaged social community. FatFace is a brand with sustainability at its core with clear strategy around three key pillars – product, planet, and community. Devoted to style, dedicated to sustainability.