



THE WORLD OF VOGUE ON EBAY

Vis

A short film featuring Twiggy recreating her 1967 Vogue cover (Vogue.com – “Iconic Looks Recreated”)

Stylized editorials blending past and present

AI-powered visual search on eBay to locate vintage items from Vogue archives

uals

(2024)

ILLUSTRATION & SKETCHING

In 2024, eBay and Vogue joined forces to launch “The World of Vogue on eBay,” an award-winning campaign that reimagined the secondhand fashion experience through the lens of Vogue’s iconic archives. With stunning recreations of editorial moments by stars like Twiggy, Wisdom Kaye, and Rita Ora, the campaign fused vintage allure with digital innovation.

Objecti

Archive (Folder)

Elevate brand perception of eBay as a destination for luxury and vintage fashion

Encourage sustainable fashion consumption through curated secondhand shopping

Drive measurable brand awareness and engagement across key markets

Channel

Strategy

- Media Strategy:** Developed by Essence Media, focusing on first-party consumer behavior data to precisely target fashion-forward audiences
- Social & Digital:** Utilized Instagram, YouTube, and eBay's platform to distribute storytelling content
- Editorial & Print:** Extended into Vogue's print and digital spaces to maintain high-fashion credibility
- AI Technology:** Integrated visual search tools on eBay to help customers find "Vogue-worthy" vintage pieces

RESULTS

+29% brand awareness for eBay

253 million impressions

\$1 million earned media value

Top 10 consideration growth in 3 key markets



strongly believe in the moment you do

strongly believe in the moment you do



THE BIG IDEA: "FASHION IS TIMELESS"

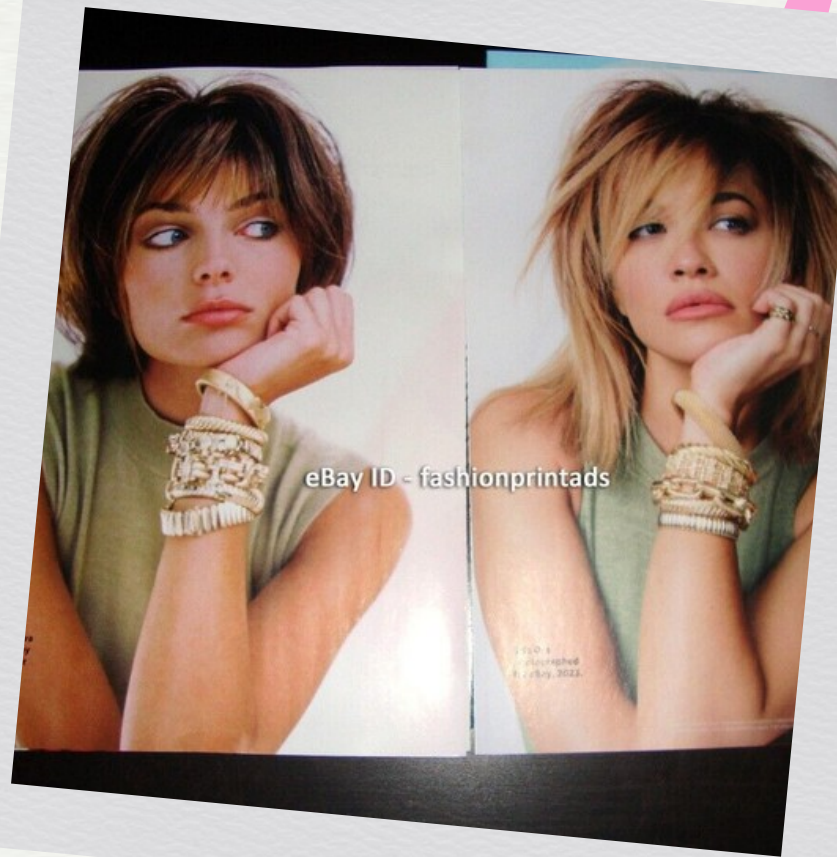
The campaign's central concept emphasized that fashion's greatest moments are not just behind us—they're alive and wearable today. By bringing Vogue's archives to life, the campaign connected the timeless allure of vintage fashion with today's circular economy movement.



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also beautiful. You
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SOCIAL MEDIA

#VogueonEbay: Used to
promote user
engagement and repost
UGC around vintage
styling



Influencer Participation: Figures
like Wisdom Kaye were chosen to
bring Gen Z appeal to legacy
content



Video Editorials: Creators
filmed themselves "living
inside a Vogue editorial"
with secondhand finds

engagement you decide

strongly

Bridging Past and Present

Instead of focusing on trends, the campaign celebrated Vogue's editorial legacy—offering audiences a historical and emotional connection with fashion.



"The World of Vogue on eBay" wasn't just another collaboration—it reshaped how digital platforms can curate, personalize, and elevate secondhand fashion. It succeeded by blending:

- Timeless fashion storytelling
- Sustainable values and tech innovation
- Strategic media placement backed by data
- Visual beauty with measurable business results

This campaign proved that fashion heritage, when married with modern platforms, can be both aspirational and actionable—earning its place among 2024's most celebrated marketing efforts.

WHY?



1 Bridging Past and Present
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Sustainability Meets Luxury
Unlike most fast fashion or luxury campaigns, this effort educated consumers on the beauty of reusing and recycling, reinforcing eBay's commitment to sustainable commerce.

Personalization
eBay's AI-driven image recognition brought a new kind of user experience—allowing shoppers to search for archive-inspired pieces with a few clicks.

Storytelling Over Selling
It wasn't a product push. It was a narrative-driven homage to fashion history—using celebrity moments to evoke nostalgia and build aspiration.



WHY?

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