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**EMBARGOED UNTIL 12.01am (UK, September 15 2021)**

**FARFETCH presents THE ART OF CHOICE**

A NEW GLOBAL PHOTOGRAPHY EXPERIENCE INSPIRED BY

THE CHOICE OF TIMELESS STYLE

* *The Art of Choice* champions FARFETCH’s unparalleled choice of fashion through a photography retrospective
* Modern auteurs FKA twigs, Tyler Mitchell and Carl Gerges curate series from Magnum Photos’ archive with Antwaun Sargent featuring photography by Eve Arnold, Ernest Cole, Bruno Barbey, Chris Steele-Perkins and Herbert List
* Impromptu 24hr street installations appear in London, New York and Dubai, and partners with Magnum Photos for the archival images in the campaign
* Digital programme curated by international community from Seoul to São Paulo including curatorial Instagram accounts coincide with launch of FARFETCH’s TikTok channel

**LONDON, U.K. September 15, 2021,** FARFETCH Ltd (NYSE: FTCH), the global destination for modern luxury fashion, is pleased to present *The Art of Choice*, a new international photography project that re-invents the way we find fashion inspiration: an iconic image from yesterday becomes a tool to talk about fashion today. *The Art of Choice* introduces the idea that we can imagine newness by taking inspiration from an archive of images of the past to discover the unparalleled choice of fashion available only on FARFETCH.

Curation is the act that transforms a repertoire into a statement. *The Art of Choice* campaign connects our day-to-day style curation process to the act of art curation: a timeless collection of artistic images serves as a tool for this exercise. Pop culture auteurs including music artist FKA twigs, photographer Tyler Mitchell and architect/musician Carl Gerges, supported by writer and curator Antwaun Sargent, have selected a themed series of images from Magnum Photos’ iconic archive of 20th century photography, acting as their own ode to people, places and style including the cities they love.

**Holli Rogers, Chief Brand Officer, FARFETCH said:** “With the world’s largest selection of fashion available, FARFETCH customers have a rare level of choice that allows them to transcend seasonal trends and freely curate the looks that express their own style and individuality. *The Art of Choice* is a fun and inspirational way to look back at timeless images of people and style for today’s fashion inspiration and bring to life this concept of infinite choice.

I believe that fashion was born on the streets - the original street style! What others wear, and how they make it their own is a huge inspiration to me - how we interpret what we see outside in the world will often play out in our own personal style. We’ve all been through this extraordinary period in time where so much has changed and we’ve reflected on what’s important to each of us. I believe this will translate into people wanting to express themselves in different ways through fashion - gravitating towards choices which are unique to them, and informed by their own experience and that of the people who have inspired them from times past.”

The *Art of Choice* projectwill also gift New York, London and Dubai with impromptu street installations, utilizing city locations as public galleries before the digital storytelling programme extends the narrative to cities including Berlin, Paris, Mexico City, Moscow, Seoul, Shanghai and Tokyo via the FARFETCH community and curatorial Instagram accounts, also coinciding with the launch of the FARFETCH TikTok channel.

**Ronojoy Dam, Global Brand & Culture Director, FARFETCH said: “***The Art of Choice* introduces the idea of an advertising campaign drawing on nothing short of the history of modern photography. The photographers featured are some of the world’s most renowned. The interaction between hyper-localized presence and universal themes, artistic viewpoints and social storytelling, all underpinned by a digital mindset, is a reflection of times that call for new forms of communication. FARFETCH is about empowering diverse fashion perspectives - and we hope this simple act is a small way of celebrating that.”

FARFETCH partnered with Magnum Photos for the campaign. Magnum is the leading force in the world of photojournalism from the last century. Its iconic archives include some of the most celebrated photographers of all time. Images shot over the past decades by photographers including Eve Arnold, Ernest Cole, Bruno Barbey, Chris Steele-Perkins and Herbert List — see their subjects wearing pieces that inevitably reflect the categories of clothes we wear today – the same we all use to describe, search and buy fashion every day.

The campaign was developed by FARFETCH with New Systems for Ideas, a recently formed international collective focused on pioneering the interaction between fashion and technology through innovative ideas. This is the second part of the year-long partnership, the first being ‘The Perfect Match’ campaign which celebrated FARFETCH’s boutique community.

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**About Farfetch**

Farfetch Limited is the leading global platform for the luxury fashion industry. Founded in 2007 by José Neves for the love of fashion, and launched in 2008, Farfetch began as an e-commerce marketplace for luxury boutiques around the world. Today, the Farfetch Marketplace connects customers in over 190 countries and territories with items from more than 50 countries and nearly 1,400 of the world’s best brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform. Farfetch’s additional businesses include Browns and Stadium Goods, which offer luxury products to consumers, and New Guards Group, a platform for the development of global fashion brands. Farfetch offers its broad range of consumer-facing channels and enterprise level solutions to the luxury industry under its Luxury New Retail initiative. The Luxury New Retail initiative also encompasses Farfetch Platform Solutions, which services enterprise clients with e-commerce and technology capabilities, and innovations such as Store of the Future, its connected retail solution.

For more information, please visit www.farfetch.com