

Topman offers augmented live stream experience of Topman Design show

Submitted by: pr-sending-enterprises

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Topman has taken digital catwalk show streaming to the next level by enabling fans to not only watch the Topman Design show live on 360 cameras, but also interact with show V.I.P's who were tweeting live from the front row. Throughout the live stream of the show - which forms part of the second London Collections:Men showcase, kick starting the international men's AW13 show calendar - select industry insiders, influencers, bloggers and Editors will critique live with each tweet appearing above their real location.

Fans will be able to scroll left or right, up or down as if they were actually on the front row themselves in this exciting 360-degree experience. Using the "shoot the show" feature, customers will be able to press a camera icon, share the image across social channels without it interrupting the show. Customers are encouraged to live chat with the VIPs, Tweet reviews in 140 characters or less with prizes for the best as well as share content with friends.

The campaign launched on December 19th when an official Facebook App went live. The App enabled fans to enter a competition to win a pair of front row tickets to the Topman Design show plus other prizes - as well as showcasing the live stream of the show on the 7th January. In addition to Facebook, Topman.com also hosted the live streaming to over 100 countries worldwide with the show also being broadcast live on Topman Generation, Topman's digital magazine.

Topman have worked alongside TBG Digital to create this the unique experience. Jason Griffiths, Marketing Director at Topman said: "Having streamed the Topman Design show for several seasons now and commenting separately via our social channels we really wanted to try and achieve a multi-faceted live stream experience which amalgamated all in one and make the experience as personal and unique for each viewer - we are excited to be working with TBG and look forward to where this could lead in June for the next installment of Topman Design at London Collections:Men."

About Topman

Topman offers the latest in men's fashion encompassing a range of styles to suit every shopper. Topman's extensive men's clothing collection embraces everything from the latest men's fashion trends to classic pieces, and extends to shirts, suits

(<http://www.topman.com/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33056&storeId=12555&la>
jeans

(<http://www.topman.com/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33056&storeId=12555&la>
shoes, chinos

(<http://www.topman.com/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33056&storeId=12555&la>
accessories and formal wear.

For further information on the #Topman360 Campaign and the Topman Design show at London Collections:Men please contact:

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