

TED BAKER AND THE MIRROR MESSAGE

When shopping for clothes we've come to expect the windows of designer retailers to tempt us in with their fantastical displays. We expect to be greeted by young "on-brand" beauties, we expect the clothes to look good on the hangers. We also expect that the changing room will be too small with bad lighting and an unflattering mirror. We don't like it, but we expect it. We are prepared to feel hot, bothered and unattractive. Not a pleasant experience and not great for the brand trying and failing to flog us that frock.

While every other fashion retailer competes to wow us with their front of house media, Ted Baker also finds a new and surprising way to woo us at the crucial point of decision; a handwritten message on the mirror in the changing room that says 'You look Lovely'. A simple compliment - right when we need it most - that communicates humanity and humour. You know it is there for everyone, but for a minute you stand there in your dress, looking at the mirror on the wall, feeling fairest of them all. And you might just want to take that feeling home.

The new soon becomes the norm. Find ways for your media to...SURPRISE, SURPRISE...and delight.



PRINT



CUT



PAPERCLIP



FLICK!

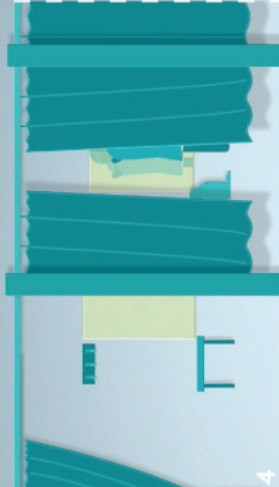
SURPRISE SURPRISE

Ted Baker and the Mirror Message

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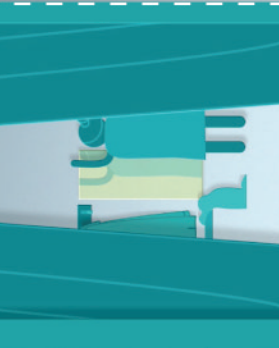
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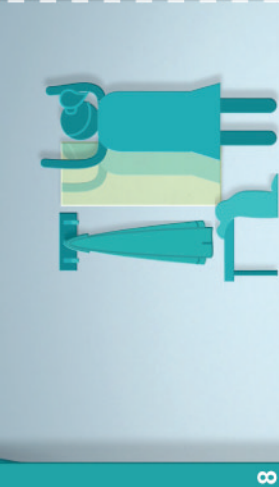
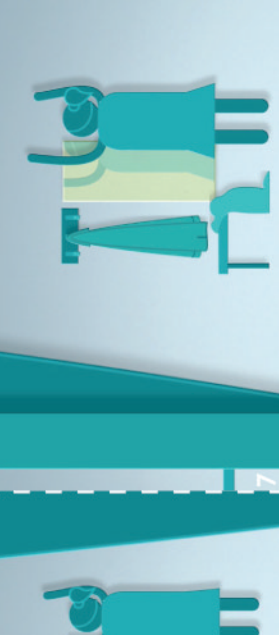
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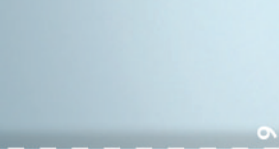
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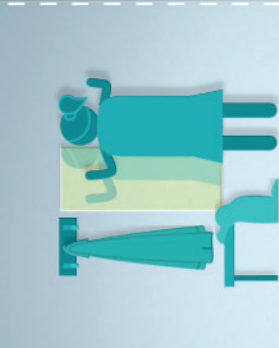
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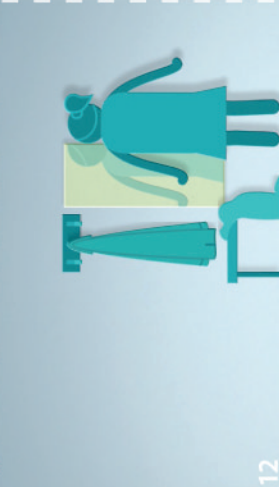
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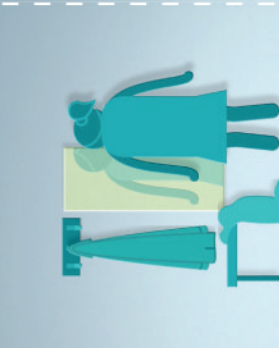
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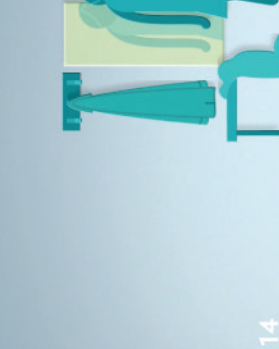
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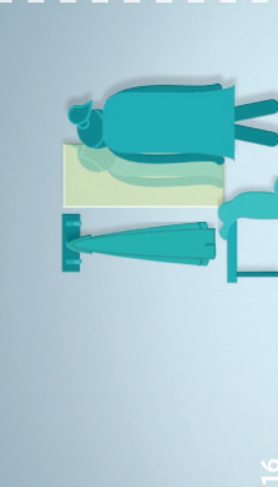
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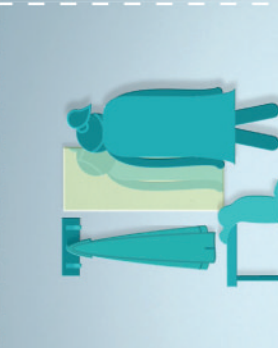
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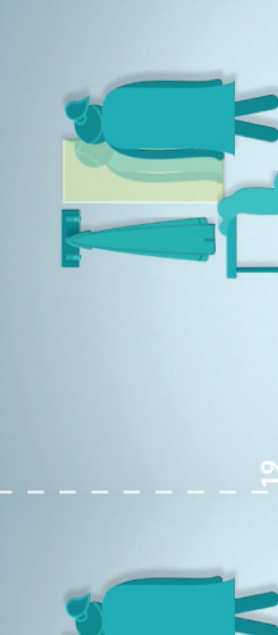
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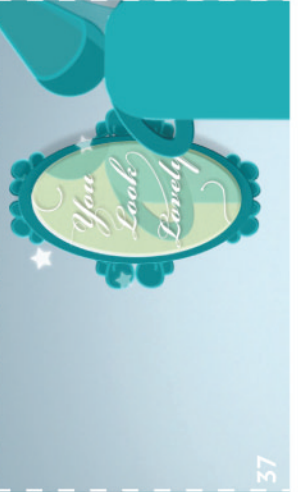
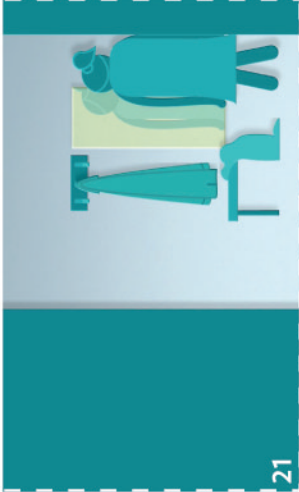
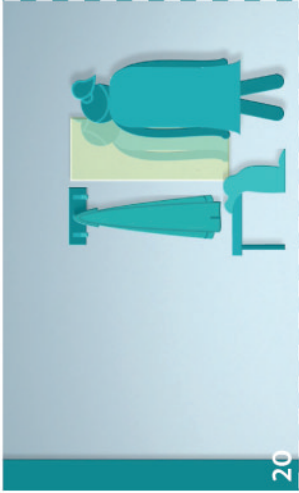


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