boohoo.com Create Shoppable Music Video With Little Nikki For Their Latest Campaign

Monday 5 August, 2013

Manchester-based online fashion retailer boohoo.com has teamed up with young, London-bred singer Little Nikki in a multifaceted brand partnership deal. The global deal will be headlined with an ad running internationally on terrestrial channels and supported online with a shoppable music video including 'Buy it Now' features on digital platforms. boohoo are the first retailer to be solely responsible for production & product in an ad of this nature with the Q4 advertisement showcasing their AW13 collection, as worn by Little Nikki & her team of dancers.

Carol Kane, Joint Chief Executive at boohoo says 'boohoo.com are thrilled to be working with Little Nikki. We think she's the perfect match for the brand. Stylish, cool and extremely talented. As we're now a global brand, we're proud to be supporting home grown talent in a forward-thinking & innovative way'.

Of her experience working with Nikki said 'It was so cool when boohoo asked me to be involved with their TV campaign. My sister and I already have a wardrobe packed full of their clothes. So being asked ' do you want to come and sing your single in our advert and wear our clothes was the easiest "yes" ever! Sick clothes, hot fashion label, great people, I love them'

Little Nikki's collaboration with boohoo.com will see her styled in two of boohoo's key AW13 trends - Rebel and Future Sports - in the latest TV ad. The partnership will also see the brand & artist join forces for product
placement in the Little Nikki Says video, social media activation, events, live performances and a boohooTV special - available to watch exclusively on boohoo.com and on boohoo's YouTube channel.

Marina Mansour who brokered the deal at 8lbs Entertainment Partnerships between the talent & brand, says 'as a retailer, boohoo is a real marketing pioneer & their want to work with music through so many touch-points has given us the opportunity to create something really exciting with Nikki, as the first artist boohoo has worked with.'

Social Media will also form a large part of the campaign, with boohoo's Facebook, Twitter and Instagram sites offering Little Nikki fans exclusive behind-the-scenes updates on the collaboration.

The advertisement will air in August and Little Nikki single Little Nikki Says is out on 9th September, keep up to date with what she's up to by following her on Twitter @LittleNikkiSays, and Instagram: LittleNikkiMusc.

-Ends-

Notes To Editors:

About boohoo:
boohoo.com is the UK's fastest growing online fashion retailer, with 9 million visits to the site every month. The brand recently scooped 'Best Online Retailer' in the Lorraine High Street Fashion Awards for the second year running, with the retailer launching a new trend on site every week and adding almost 100 styles per day to their collection of on trend pieces at affordable prices.
www.boohoo.com

About Little Nikki:
Little Nikki - whose new video 'Little Nikki Says' will be live next week - is signed to Columbia Records a division under Sony Music UK and hailed as one of MTV's 10 best new acts for 2013. She's also been named 'One to Watch' by Reveal magazine, Grazia and The Sunday Mirror. Little Nikki also has a huge online following, with nearly 19k followers on Twitter & almost 1 million views on her YouTube channel.
http://www.littlenikki.com/

About 8lbs:
8lbs is a music specialist dedicated to servicing the needs of brands, talent & rights holders.
www.8lbs.co.uk

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