

THE VAIMO PLAYBOOK: CONTENT & COMMERCE

Digital First, Brussels

Oct 18, 2018

Pete Georgallou, Partnerships and Client Services Manager





10+

YEARS OF
OMNICHANNEL
EXPERIENCE

100+

CERTIFIED
MAGENTO
DEVELOPERS

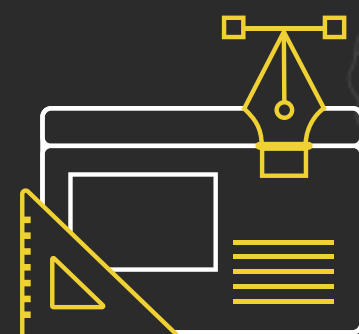
350+

DIGITAL
COMMERCE
EXPERTS

DRIVING SUCCESS IN DIGITAL COMMERCE



STRATEGY



DESIGN



DEVELOPMENT



SERVICES



SWEDEN



DENMARK



NORWAY



FINLAND



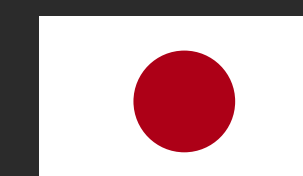
UNITED KINGDOM



BELGIUM



UAE



JAPAN



SOUTH AFRICA



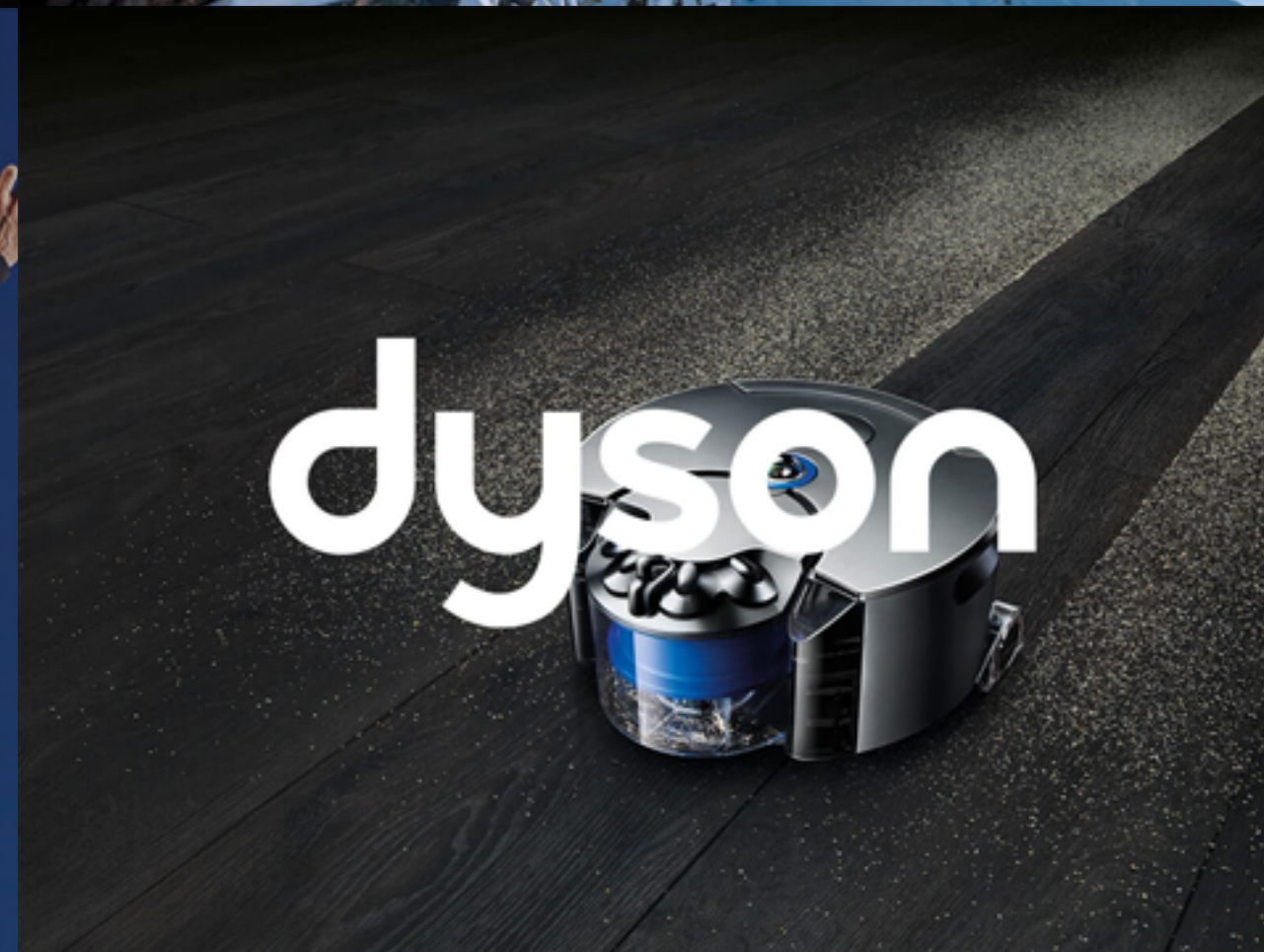
ESTONIA



LATVIA

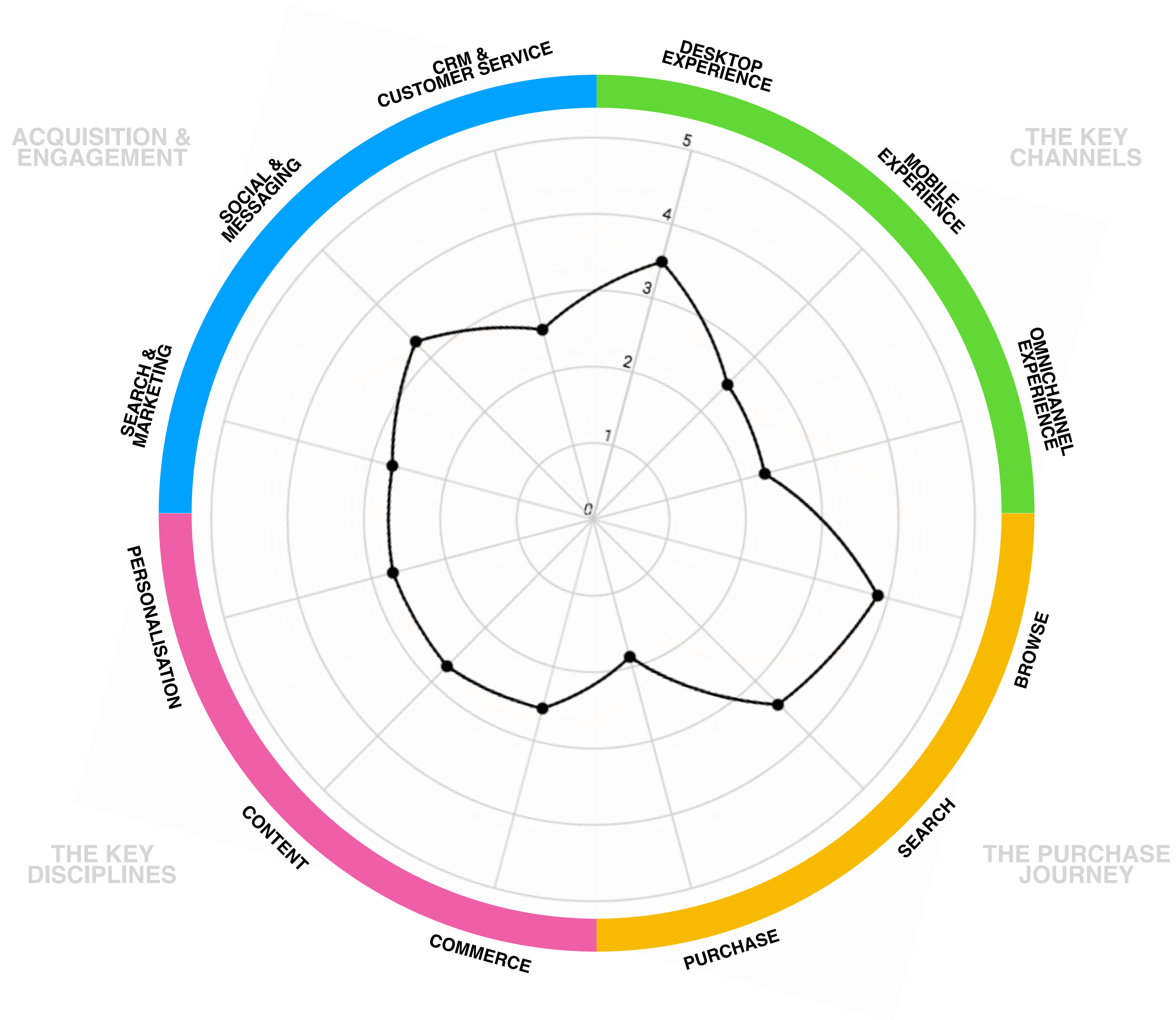


UKRAINE



CUSTOMER EXPERIENCE RATING





DESKTOP EXPERIENCE

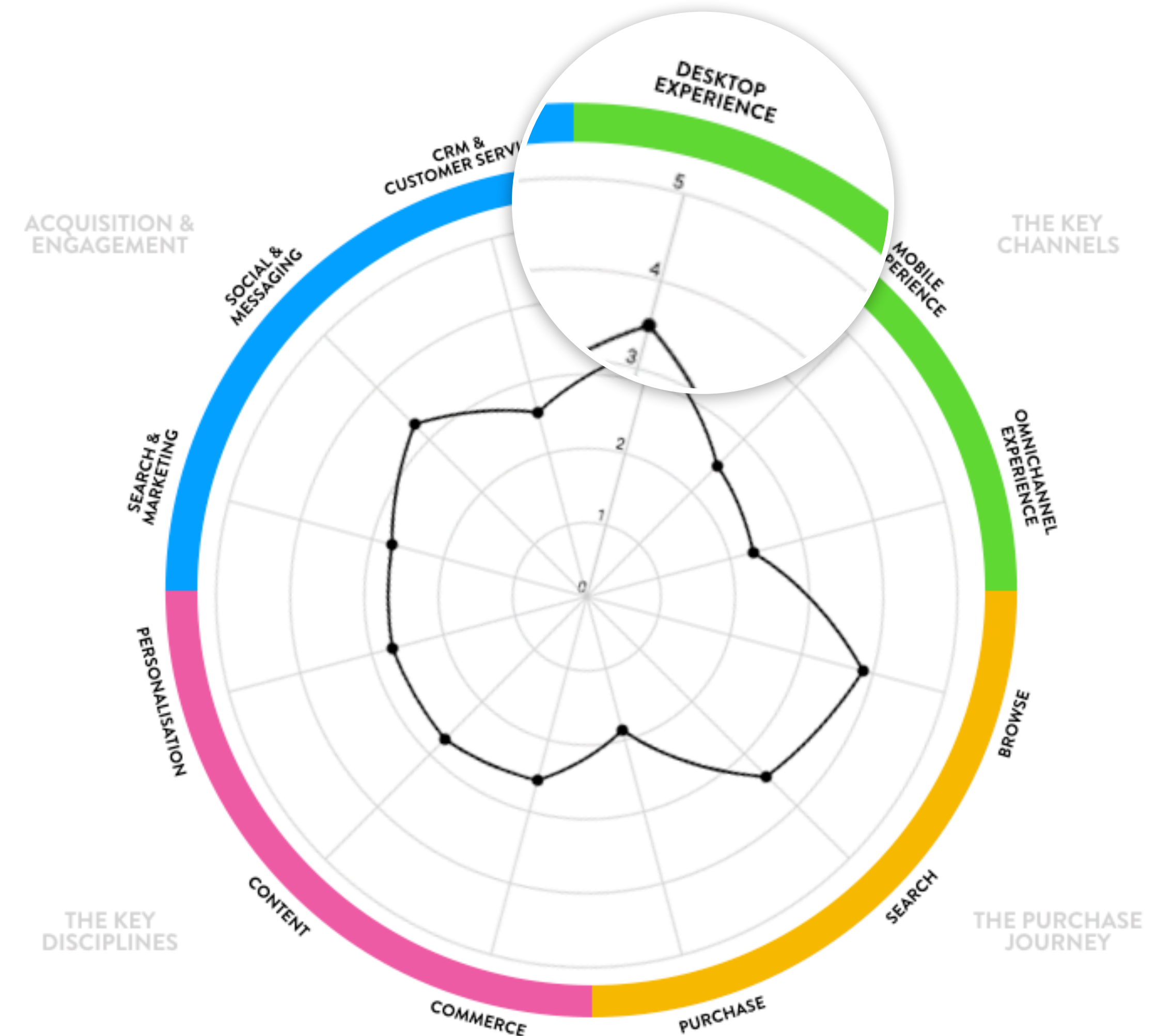
"I want a fast and smooth experience"

"I want to know where I am"

"I want a clear taxonomy"

"It should be easy to get around"

"I want to easily refine a selection"



MOBILE EXPERIENCE

"I hate to wait"

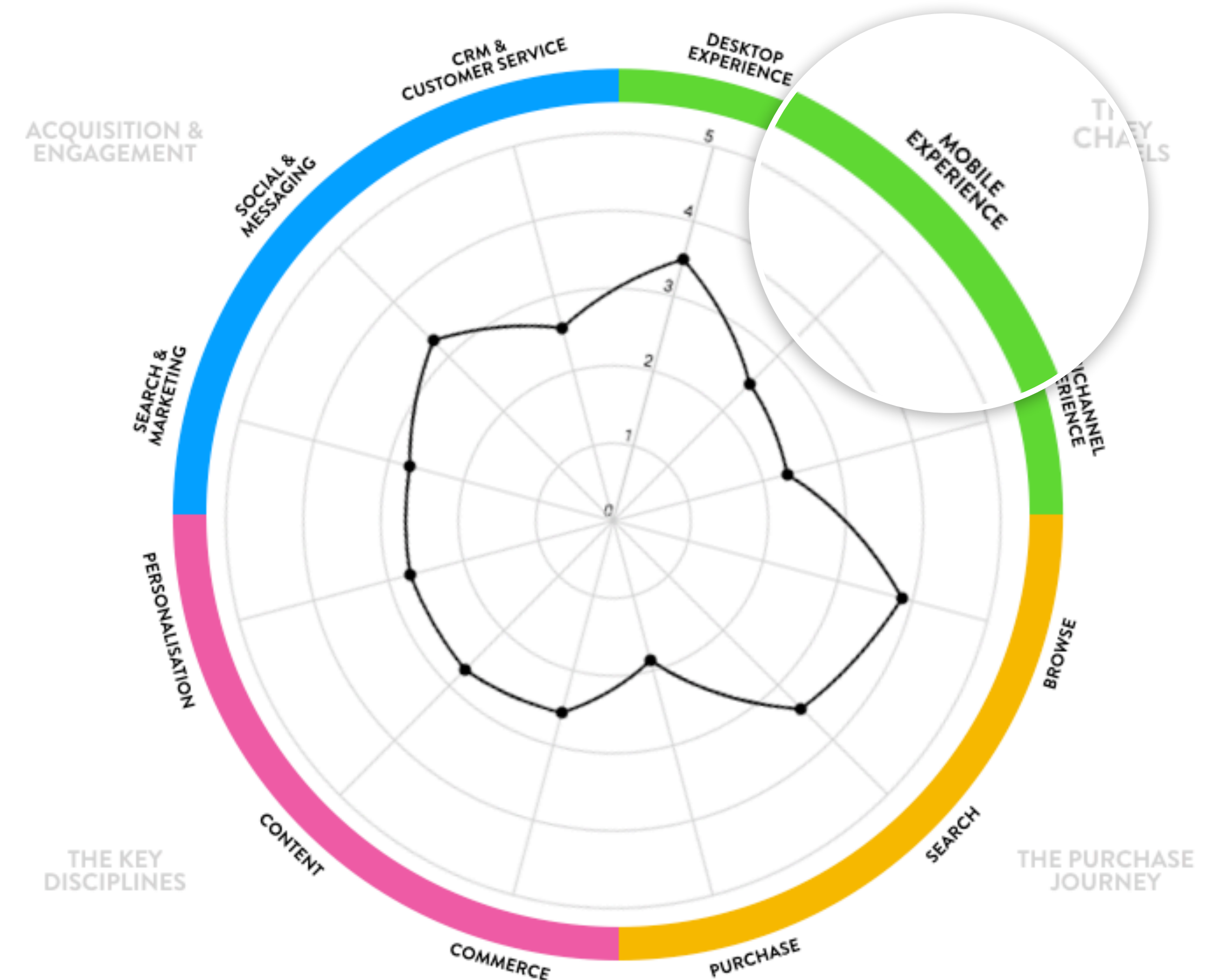
"I need to find the information I need fast"

"I want to quickly browse through all products in a category"

"Don't make me tap twice"

"I don't want surprises"

"I'm limited in the capabilities of my phone"



© 2005 Blackwell Publishing Ltd

"I want to search for everything"

"I want my search history"



PURCHASE

"I want my preferred payment method"

"I want smooth payments"

"I want fast shipping"

"I want shipping to my door"

"I want to track my item"

"I want easy returns"



CONTENT

"I want to be inspired"

"I want the brand experience"

"I want staff recommendations"

"I want to seamlessly jump between content and commerce"

"I want social proof"

"I want to contribute"



CX RATING: CONTENT SCORE

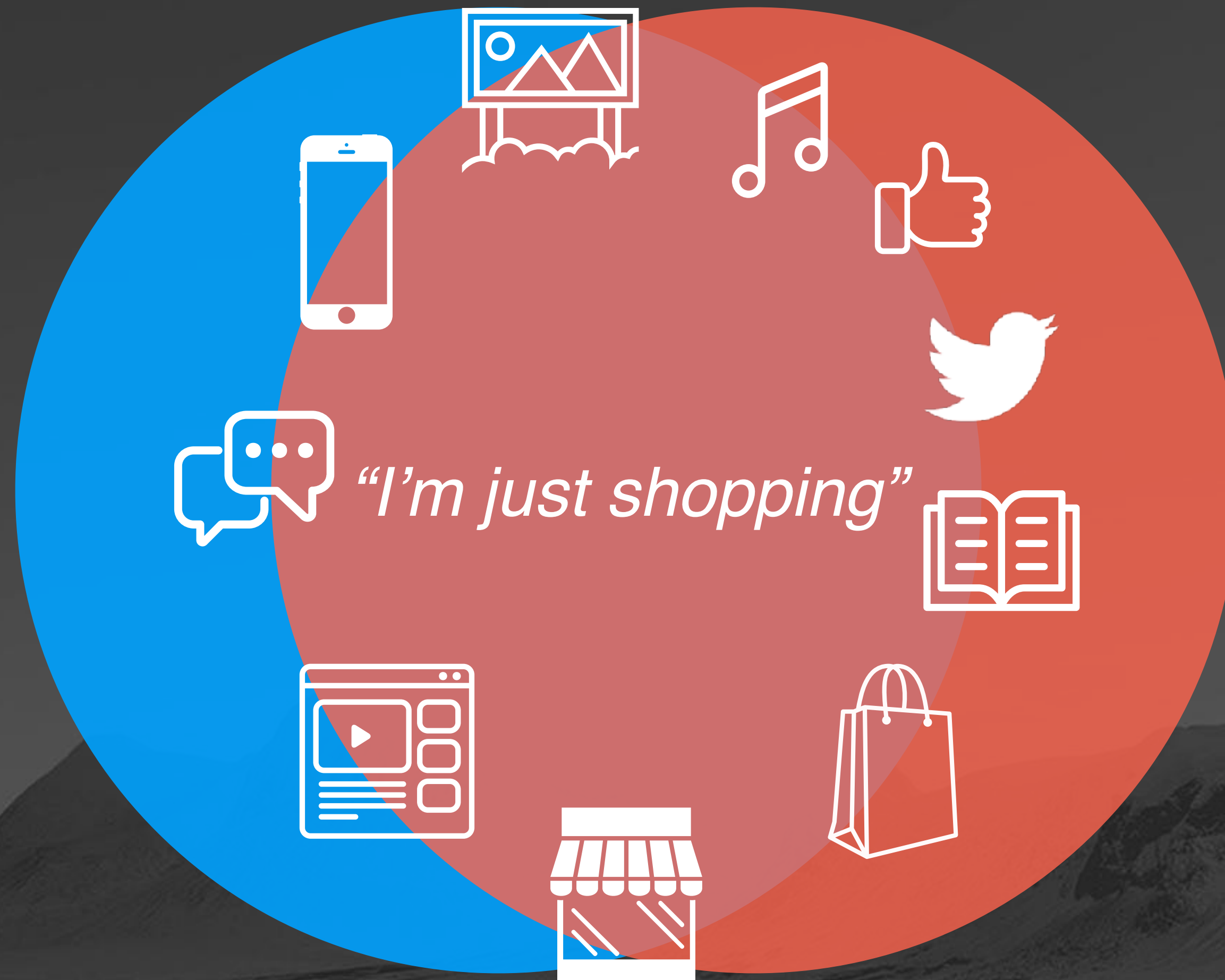
- Is content and catalog well integrated?
- Can I search for all content?
- Can I shop from content area?
- Is content localised?
- Is it relevant?
- Is it personalised?
- Is it mobile optimised?
- Is it frequently updated?
- Is it SEO friendly?
- Does it drive traffic?
- Is it social friendly?
- Is it voice friendly?
- Is it trustworthy?
- Does it provide value?
- Does it drive engagement?
- Content parity?
- Are images searchable?
- Are videos searchable?
- Product Reviews + Q&A?
- ...

CONTENT?

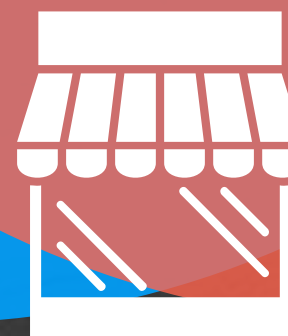


COMMERCE?





"I'm just shopping"



“I’m managing content”



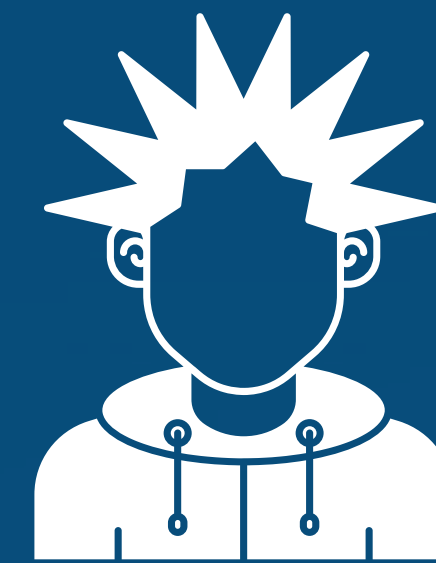
“I’m merchandising”



EDITORIAL



USER GENERATED



WHAT IS CONTENT GOOD FOR?

- **Increased traffic**
 - Content that matches organic search (text, images, video)
 - Relevant landing pages
- **Clearer differentiation**
 - Richer user experience
 - Build relationships
- **Inspiration**
 - Drive awareness & demand
- **Increased conversion**
 - Extra product information
 - Curation & Social Proof
- **More sales**
 - Up-Sell & Cross-Sell
- **Higher engagement**
 - News, guides & tips
- **Feedback from customers**

FILIPPA K

- Polished Editorial Content
- Beautiful Videos
- Curated Social Integrations
- Carefully Closed Loops
- Deep & Relevant Product Stories



Free shipping worldwide & free 30-day returns, always

Filippa K

WOMAN

MAN

SOFT SPORT

SHIP TO: UNITED KINGDOM

HELP

SEARCH

ACCOUNT

SHOPPING BAG: 0



New Collection:
A Personal Statement

SHOP NOW



New Collection:
Refined Core Pieces

SHOP NOW



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The Story About Us

Where we come from & where we are going

Initiatives



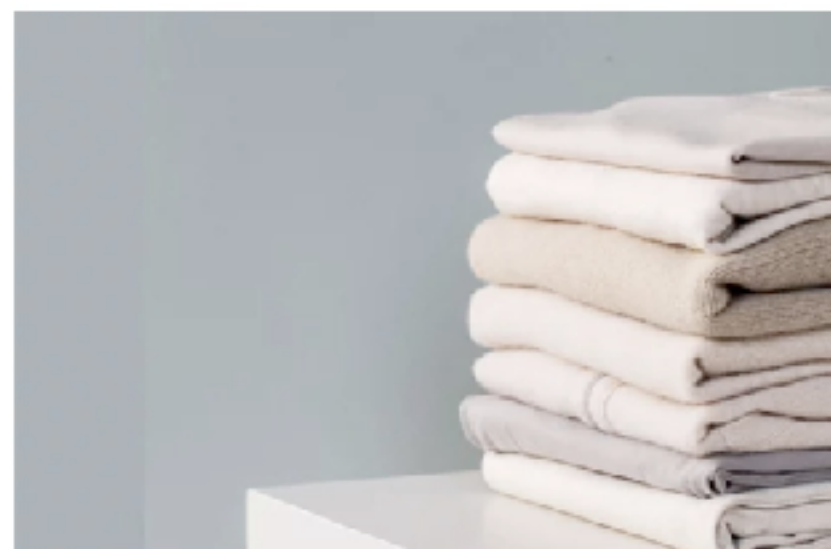
Front Runners

Teaching ourselves to become sustainable



Lease

A way to sustainable consumption



Collect

Give your garment a second life

Front Runners

How we work to make our wool garments last forever



Filippa K's journey towards sustainability is guided by our Front Runners – our garments developed as sustainably as is possible today. The Front Runners go through thorough sustainable life-cycle assessments, where every phase of the garments' lifecycle; from raw material to afterlife; is examined and adjusted with minimal eco-system impact in mind. Looking at one material at the time, our plan is to make our entire collections sustainable by 2030 – with the Front Runners leading our way.

After a long process behind the scenes, the second set of Front Runners is now reaching our stores, and this time, they are made of recycled wool. Here is a peek into the process of making the *Front Runners: Recycled Wool*.





The Story About Us

Where we come from & where we are going



Traceability

We have full traceability from cutting waste to ready made garment.

Minimised cutting waste

The skirt is made out of one piece of fabric creating practically zero cutting waste.

Recycled lining

We are using recycled polyester for the lining and have chosen an extra strong fabric since we want it to last as long as possible. The lining is usually one of the components that gets worn out first.

Recycled sewing thread

We are using recycled polyester sewing thread in instead of virgin one.

Recycled zippers

The zippers are made of recycled polyester.

Sustainable buttons

We use corozo buttons. Corozo, known as "vegetable ivory", is the fruit of *Phaielaphas Macrocarpa*, an autochthonous palm tree which grows in Ecuadorian micro-climates. The farmers collect the ripe nuts when they have fallen from the trees and then sun-dry and process the nuts into button 'blanks' in a 100% natural way. When sent to the button supplier, where all the remaining steps are undertaken to fashion a button 'blank' into a finished product, the 'blanks' that are not perfect are ground together and used to polish buttons. Dyeing is executed using natural substances where at all possible.

Full traceability from cutting waste to garment



Initiatives



Front Runners
Teaching ourselves to become sustainable



Lease
A way to sustainable consumption



Collect
Give your garment a second life



10 years of care

10 years of care is a kind of warranty system, meaning we will help the customers to care for their products during ten years. We are also inviting our customers to contribute with information that can be valuable for us in the future. When a customer brings in a Front runner with some kind of problem to a store we treat or repair the garment according to the need.

Recycled grey labels

We are trying out a new kind of label, 100% recycled and in a grey tone. Since caring for your garment is an essential part of a making it last longer, one of the most important messages is not to wash your clothes too often. Wool is a "self-cleaning" anti-septic material that does not need to be washed very often. Most of the time airing is enough. A white neck label can appear a bit grey after a while of usage. Therefore we changed the label to grey for the Front runners.

Hangtag

The hangtags are made of 100% recycled paper and the string is made of 100% recycled polyester.

Polybag for transport

Most polybags are made of polythene. Once they are made they cannot be destroyed, as polythene is not biodegradable. We instead use a biodegradable plastic bag made out of corn starch which is a more sustainable choice and does not have the same dangerous impact on environment and people.

#NotThatComplicated

7 Pieces Is All You Need



Seven pieces transformed into 18 looks. A simple, versatile and long-lasting wardrobe that makes dressing easy. Because our philosophy is that simplicity is the purest form of luxury. Shop less but with greater consciousness and care.

Alongside, we introduce [Filippa K Style Service](#). It's our online and in-store guidance on how to find your perfect pieces, customized to your wardrobe and lifestyle.

No. 1: The Black Dress

“Style is confidence, constancy and playfulness. It may sound contradicting, but I believe you can be both consistent and playful within your style.”



With its soft flare cut, the V-neck Dress is an updated little black classic, easy to vary with layering and accessories.



#NotThatComplicated

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No. 2: The White Shirt



“Try to wear the pieces you already have in your wardrobe in new ways. You can wear a crisp white shirt in so many ways.”



A classic skirt with a textured finish, and endless styling opportunities. Button up, or down, or simply wrap it and tuck into dressed trousers.

#NotThatComplicated

7 Pieces Is All You Need



Seven pieces transformed into 18 looks. A simple, versatile and long-lasting wardrobe that makes dressing easy. Because our philosophy is that simplicity is the purest form of luxury. Shop less but with greater consciousness and care.

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Our Eden Coat is a kind classic, made from traceable wool, with recycled polyester lining and Cowi nut buttons. It's a Filippa K key piece, to wear and love forever.



SHOP THE STORY



No. 1: The Black Dress



No. 2: The White Shirt



No. 3: The Knit



No. 4: The Black Shirt

Simply Slip Into: Dress Less Complicated

Simply Slip Into: Dress Less Complicated

Whether your mornings are calm and quiet, or signified by chaos and whim – our belief is that simplicity is the purest form of luxury. Simplicity in the form of garments that you simply slip into, that looks and feels good no matter where the day takes you. Ever inspiring **Nike Fellén**, stylist and co-founder of *Space Matters*, and her boyfriend **Elliot Gillström** talk about morning matters, how to reduce the stress of getting dressed, and make time in the morning for what matters more.

SHOP THE STORY

SWEATER & SILHOUETTE

The key to sweaters lies in the fit. We've worked closely to find the right silhouette for our range of knits – from textured round-necks to high cashmere and Merino wool pullovers – balancing volume and flattering shapes. Find your fit and simply layer over a dress or team with dressed trousers, classic jeans and skirts.



FEATURED PIECES



My five must-have wardrobe pieces:

A rib knit sweater, ballerinas, an oversized blazer, denim and a turtleneck.

My workweek uniform:

An A-line rib knit sweater, high-waist jeans, an oversized blazer, and boots or ballerinas, depending on the season.

The key to feel good in what you wear?

I like simple clothes with a relaxed feel.

My style safe card:

Turtlenecks make you elegant and well-thought-out!

FEATURED PIECES



THE WHITE SHIRT

There is much more to a white shirt than the meets your eye, and its appearance alters endlessly. The shape changes with the way the shoulders are cut, how the fabric resonates with the silhouette, with buttons and endings, if it's made neat for tuck-in or with volume for a play with proportions. Build your own wardrobe of shirts, from flowy silk blouses to crisp white tuxedo shirts – and they will ultimately save your day.





Simply Slip Into: *Dress Less Complicated*

Whether your mornings are calm and quiet, or signified by chaos and whim – our belief is that simplicity is the purest form of luxury. Simplicity in the form of garments that you simply slip into, that looks and feels good no matter where the day takes you. Ever inspiring **Nike Fellén**, stylist and co-founder of *Space Matters*, and her boyfriend **Elliot Gillström** talk about morning matters, how to reduce the stress of getting dressed, and make time in the morning for what matters more.

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What makes your morning good?

I'm an early bird, so maybe I go to a hot yoga class before I come into my office around 10am, if I'm not on a photo shoot that day. Practicing yoga and going to the gym have made it so much easier to find balance in my everyday life.

What is simplicity?

Being true to yourself.

What is love?

Compassion.

FEATURED PIECES



SHOP THE STORY



SLINKY TANK DRESS BLACK
£ 180



LIVEN V-NECK SWEATER HEMP
£ 180



PIBBED CORD-DOWN SHORTS PLASTER
£ 80

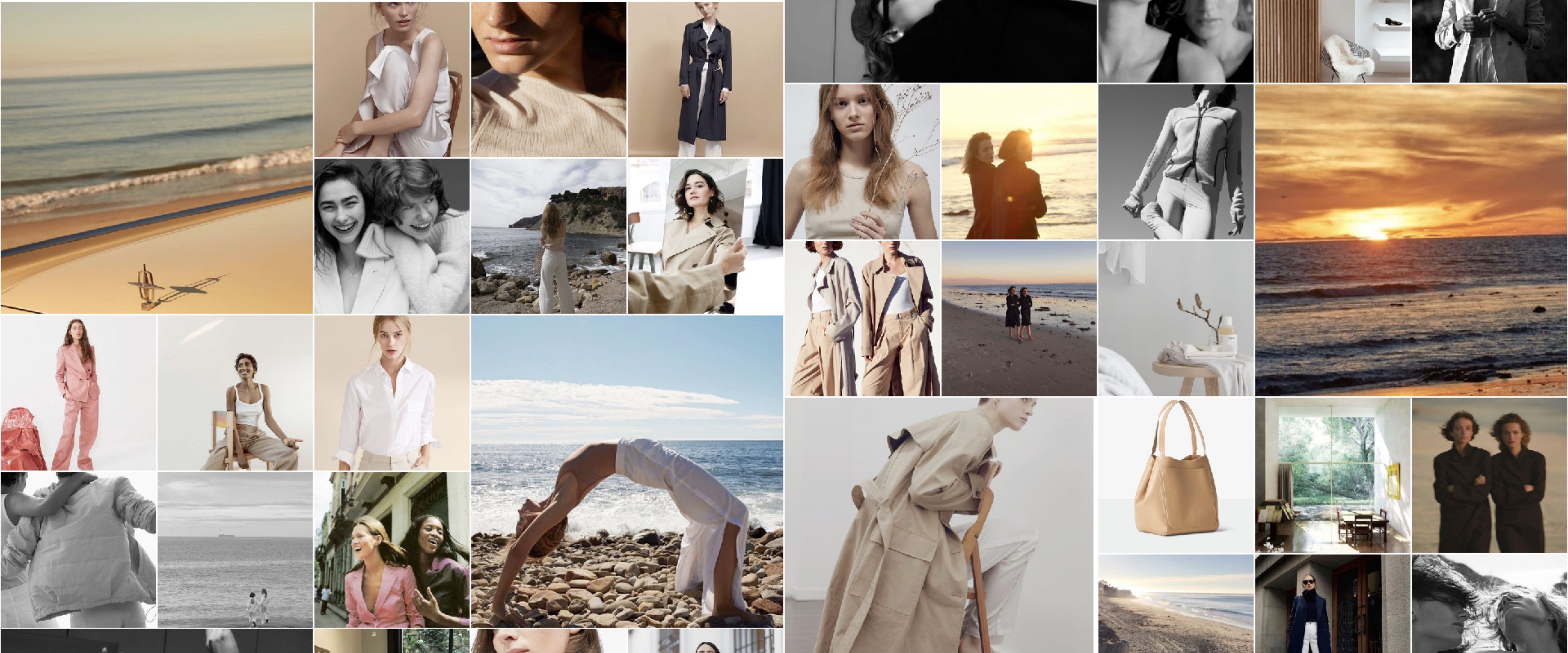


FINE RIB TANK WHITE
£ 60



#FILIPPAK

Share your style and be inspired by others! By using *#filippak* you'll get the chance to be featured on *filippa-k.com* and can easily find out what others are wearing right now.

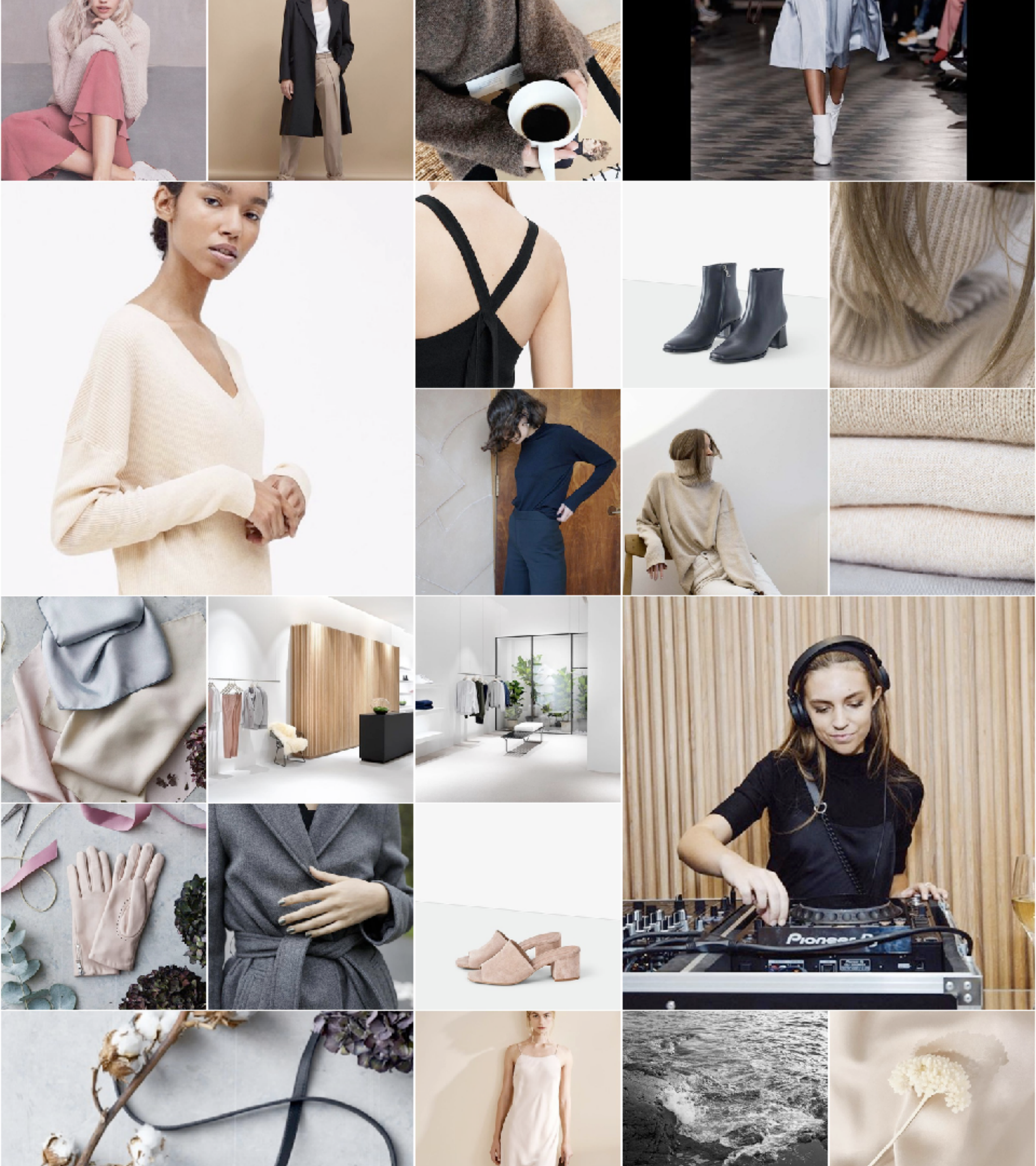
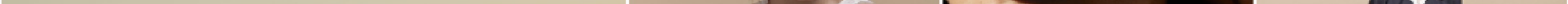


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Filippa K WOMAN MAN SOFT SPORT SHIP TO: UNITED KINGDOM HELP SEARCH ACCOUNT SHOPPING BAG: 0

#FILIPPAK

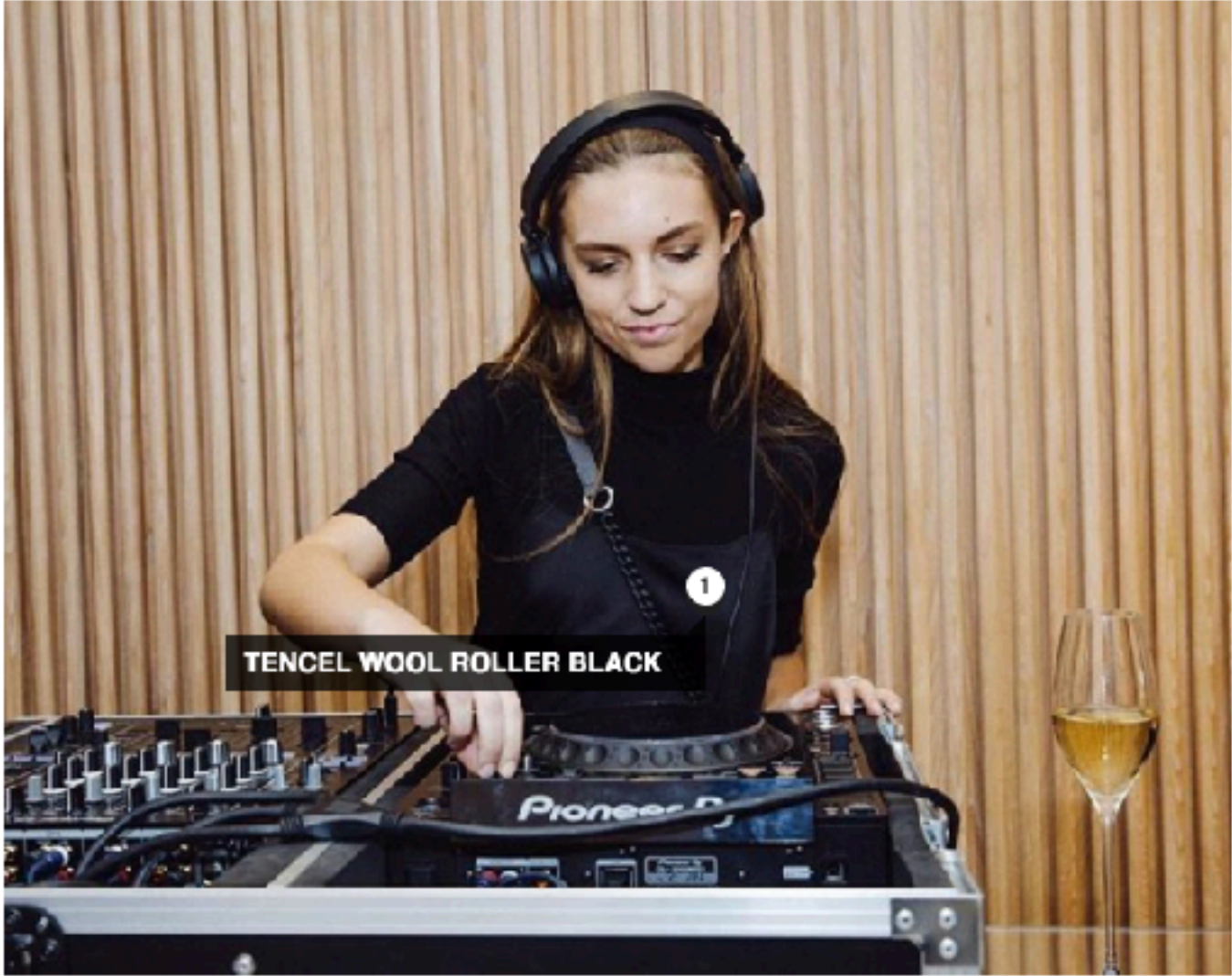
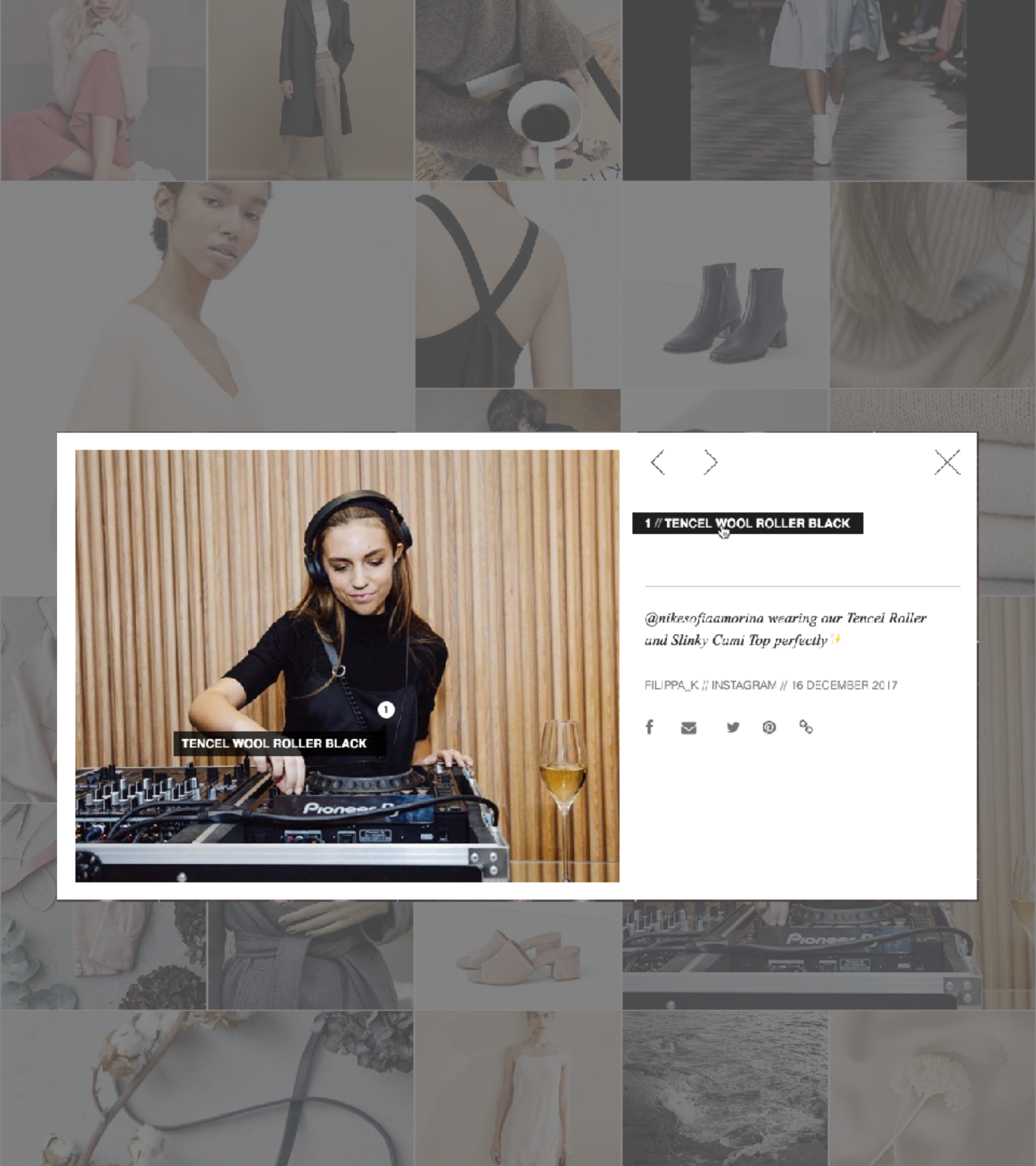
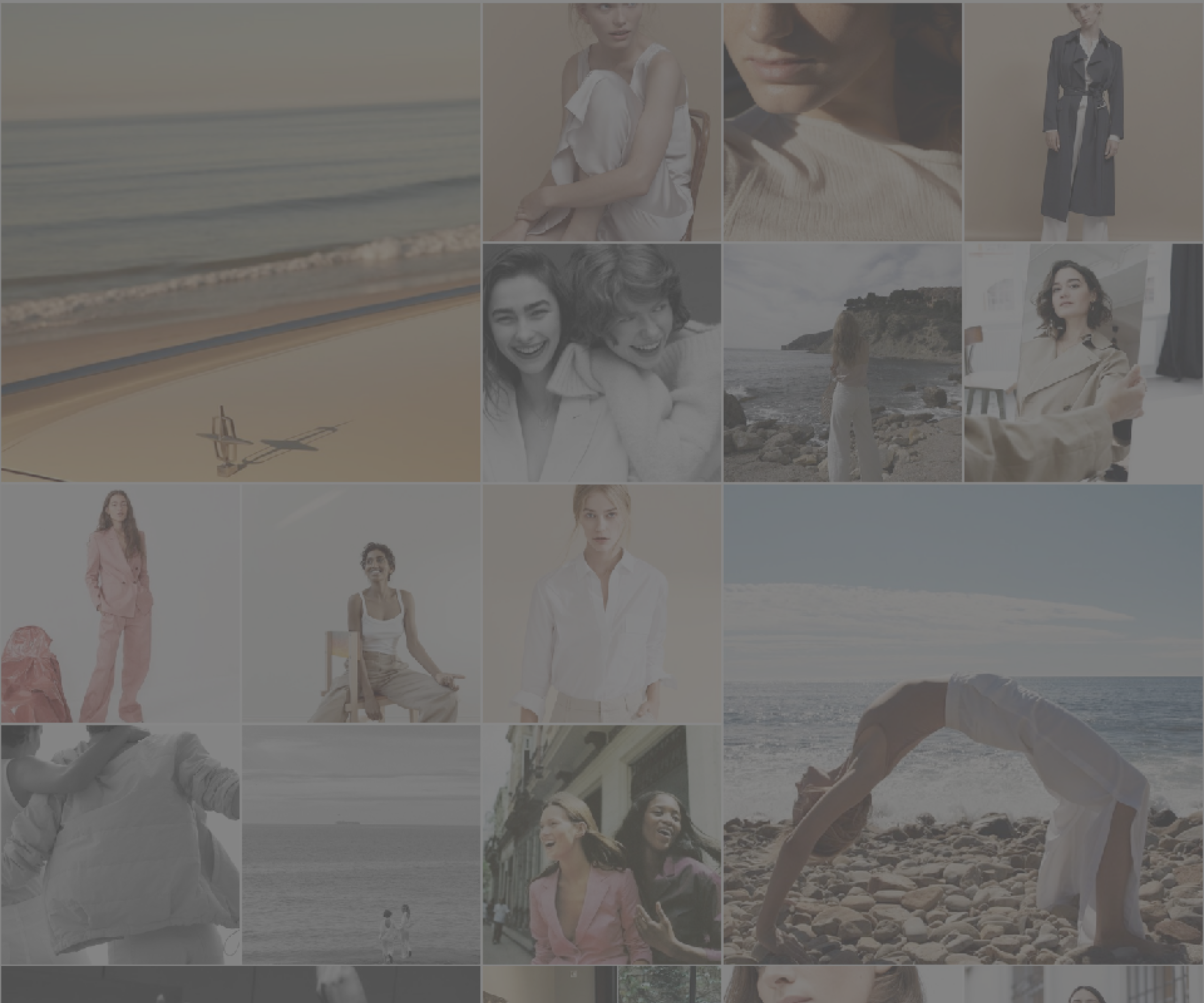
Share your style and be inspired by others! By using #*filippak* you'll get the chance to be featured on filippak.com and can easily find out what others are wearing right now.



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#FILIPPAK

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TENCEL WOOL ROLLER BLACK



1 // TENCEL WOOL ROLLER BLACK

@nikesofiaamorina wearing our *Tencel Roller* and *Slinky Cumi Top* perfectly! ✨

FILIPPA_K // INSTAGRAM // 16 DECEMBER 2017





TENCEL WOOL ROLLER BLACK

€ 120

DESCRIPTIONDETAILSSHIPPINGWHO MADE IT?

Slim turtleneck top, mindfully made from a tender and super soft Lyocell and wool blend. It's cut to reach below the hip, with elbow length sleeves. Perfect to wear as a simple layer underneath a dress or to a tailored suit jacket.

- Lyocell and wool blend
- Below hip length
- Elbow length sleeves

The model is 179cm and wears size S.

SELECT COLOUR



SELECT SIZESIZE GUIDE

XS S M L XL

ADD TO BAGADD TO WISHLIST

WEAR WITH | SHIRT



BLUE LIGHT BLUE WASH

OTHERS ALSO LIKED



TENCEL WOOL ROLLER
PORCELAIN



REA TIE FRONT JACKET
NAVY



TENCEL POLO NECK TOP
BLACK



TENCEL WOOL ROLLER
PORCELAIN



REA TIE FRONT JACKET
NAVY



TENCEL POLO NECK TOP
BLACK



How others are wearing it



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Filippa K

WOMAN

MAN

SOFT SPORT

SHIP TO: UNITED KINGDOM

HELP

SEARCH

ACCOUNT

SHOPPING BAG: 0

HOME / SOFT SPORT


Shop Soft Sport



Vacation Wardrobe



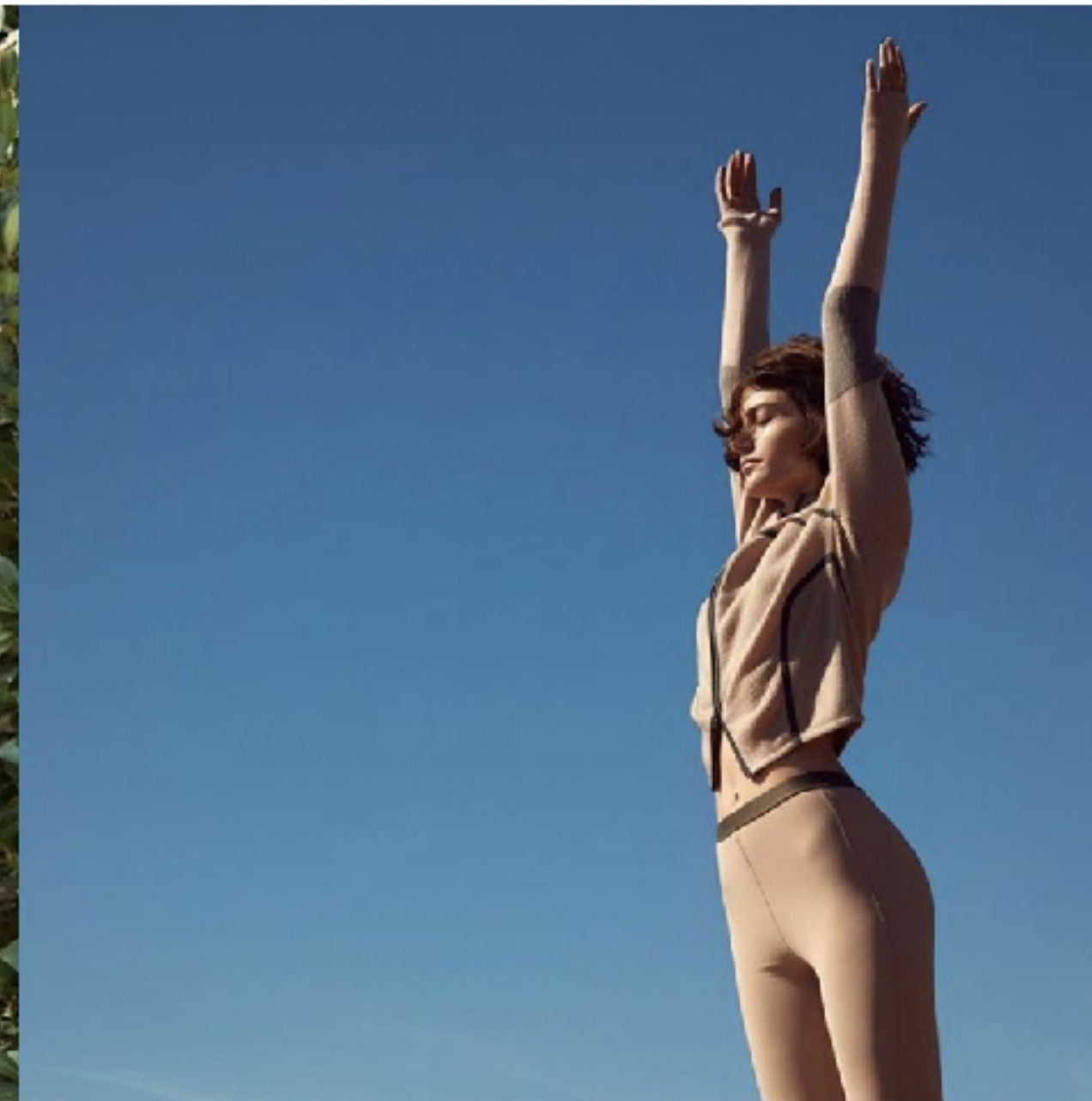
Leggings



Sweaters & Jackets

#filippaksoftsport

Share your style and be inspired by others! By using *#filippaksoftsport* you'll get the chance to be featured here and can easily find out what others are wearing right now.





BANDEAU BIKINI TOP KHAKI

BANDEAU BIKINI TOP KHAKI

SHOP NOW

JASMINE THAI PANTS KHAKI

SHOP NOW

Perfect Pairing: Our Bandeau Bikini paired with our
Jasmin pants 🌿 #filippaksoftsport

FILIPPAK_SOFTSPORT // INSTAGRAM // 24 MARCH 2018





TENCEL WOOL ROLLER BLACK

£ 120

[DESCRIPTION](#) | [DETAILS](#) | [SHIPPING](#) | [WHO MADE IT?](#)

Slim roller neck top, mindfully made from a tender and super soft Lyocell and wool blend. It's cut to reach below the hip, with elbow length sleeves. Perfect to wear as a simple layer underneath a dress or to a tailored suit jacket.

- Lyocell and wool blend
- Below hip length
- Elbow length sleeves

The model is 179cm and wears size S.

SELECT COLOUR



[SELECT SIZE](#) | [SIZE GUIDE](#)

[XS](#) [S](#) [M](#) [L](#) [XL](#)

ADD TO BAG

ADD TO WISHLIST

[WEAR WITH](#) | [SHARE](#)





TENCEL WOOL ROLLER BLACK

£ 120

DESCRIPTION | DETAILS | SHIPPING | WHO MADE IT?

We believe that openness and transparency throughout the production chain plays an important role in modern, sustainable manufacturing. This is the supplier that helped us make this piece of garment:

Made in: China

Supplier: South Ocean Knitters Ltd.
Address: 3/F, Novel Industrial Bldg, Lai Chi Kok Rd Cheung Sha Wan, 850-870 Kowloon, Hong Kong
Collaboration started: 2012
Number of Employees: 371 (105 men /266 women)
Visited by the Filippa K Supply Team

Factory: Mulum Knitting Factory
Address: BaiShiGang, Changping Town, 523 529 Dongguan, Guangdong, China
Collaboration started: 2012
Number of Employees: 330 (130 men /200 women)
Visited by the Filippa K Supply Team

SELECT COLOUR



SELECT SIZE | SIZE GUIDE

XS S M L XL

ADD TO BAG

ADD TO WISHLIST

Filippa K Care

How to Wash, Mend & Care



Wash At Low Temperature
When washing delicate clothes in lower temperatures, choose a liquid detergent instead of powder. It dissolves better – and is the most sensitive option.



Mend What You Can
Value your clothes instead of treating them as interchangeable – always consider repairing before replacing.



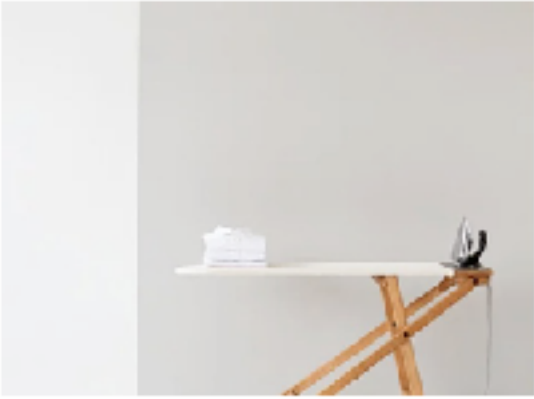
Air Your Clothes
Think twice before washing, hanging a sweater or a pair of trousers to air outside is often enough to regain a fresh feeling.



Reduce & Reuse
Extending the average life of your clothes by just three months leads to a 5-10 percent reduction in carbon, water and waste footprint.



Try a Laundry Bag
Wash your clothes right and they will last longer. Use a laundry bag for fine materials such as silk, viscose, wool and Tencel – and turn the clothes inside out to avoid colour changes.



Keep the Stretch
Elastane and Lytra fibers are sensitive to heat, use a damp cloth in-between when ironing and wash inside out as cold as possible.



Building a long-lasting wardrobe
Every single one of our garments is designed to be long-lasting both in quality and style. They are built to be worn, adjusted, mended, loved and recycled.



Fold Your Knitwear
Avoid hanging your soft knits, they will loose their shape. Instead, lay it flat to dry and to store.



Use a Clothing Brush
Brush your wool clothes with a clothing brush, it reduces pilling and adds shine while removing unwanted residue.



Remove Pilling
Pilling is a common occurrence in natural materials such as cashmere. Brush a sweater stone gently across your clothes to remove pilling, it's the most eco-friendly and gentle alternative.

sweater or a pair of trousers to air outside is often enough to regain a fresh feeling.



SWEATER STONE
£ 8



FK POCKET CLOTHES BRUSH
£ 65



FK CLOTHES BRUSH
£ 26



GUPPY FRIEND WASHING BAG
£ 28



FK FINE WASH
£ 12

ABSOLUT ART

- Rich Content Experience
- Focus on Videos
- Unique Product Photos
- Artist & Product Stories
- Carefully Closed Loops





(exclusive curation)

Absolut Art x Todd Snyder

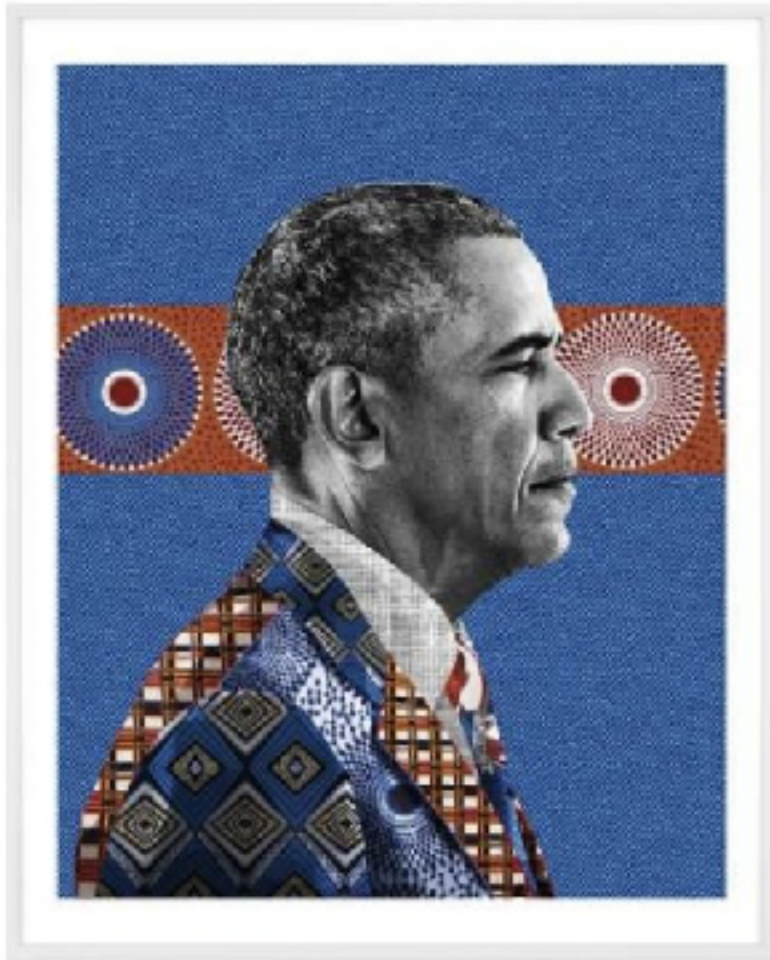
Together with Todd Snyder, Absolut Art will co-curate a collection of Absolut Art artist Ruvan Wijesooriya's pieces for a month-long installation starting May 5. Ruvan's Todd Snyder Selects will be available online and instore at Todd Snyder Madison Park location in NYC.

[Shop the Collection →](#)



We believe in living with exceptional art.

[#nomorewhitewalls](#)



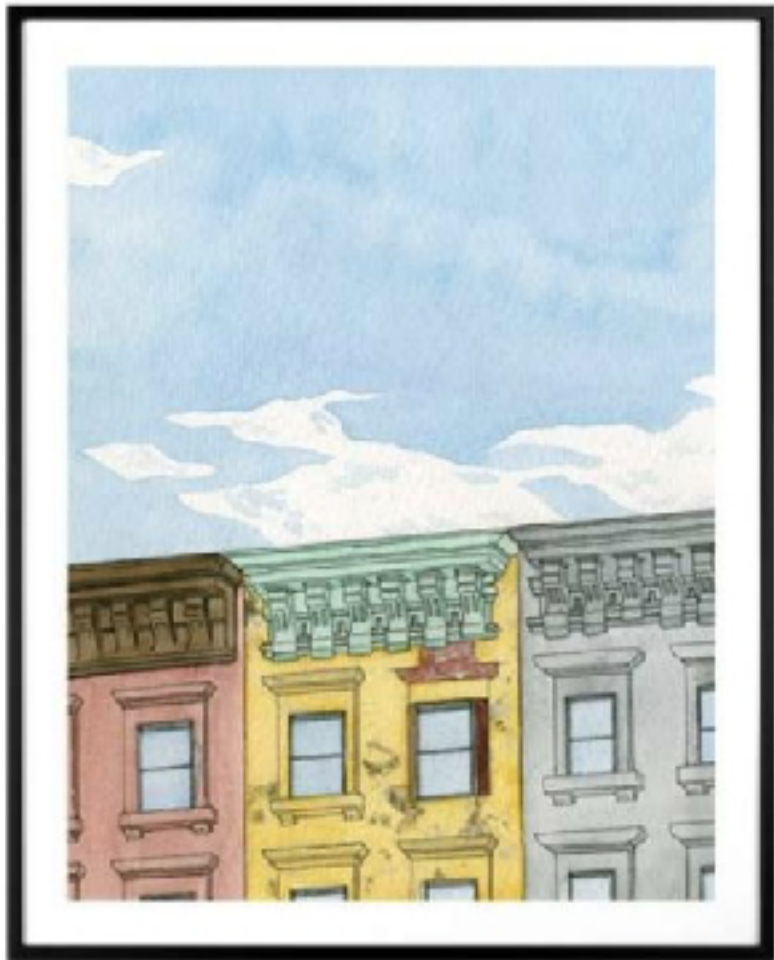
New! **OG President Obama** by Makeba
KEEBS Rainey
2 005 kr

Shop 



New! **Orpheus** by Psychoegyptian
6 005 kr

Shop 



New! **For Sale** by Nick Low
2 450 kr

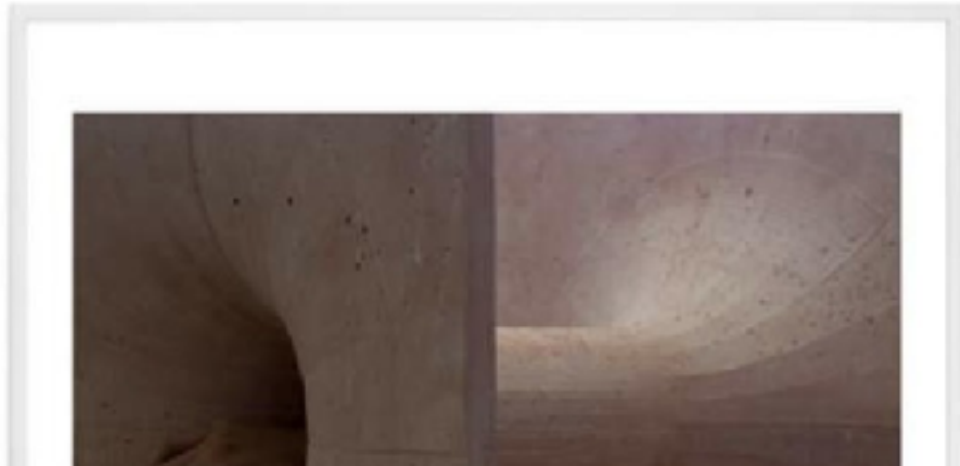
Shop 



New! **The Wall Street Journal** by Lisa Törner
15 000 kr

Shop 

Mother's Day Gift Guide

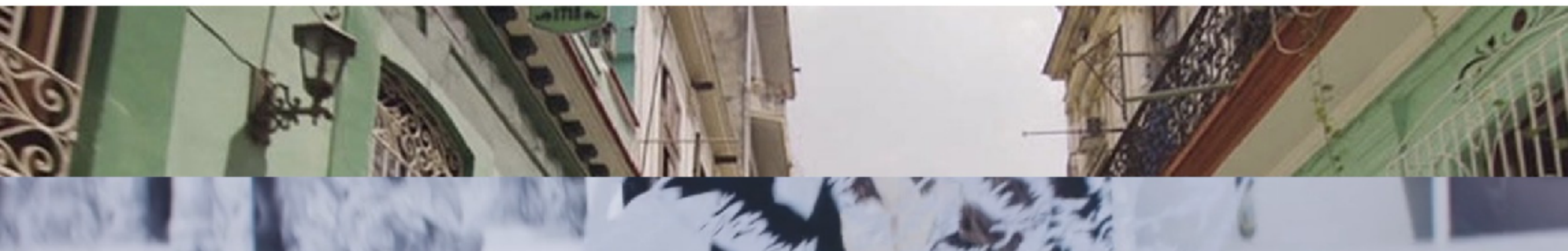


(exclusive curation)

Marcus Samuelsson Harlem EatUp! x Absolut Art

Spruce up your walls with our latest curation by award-winning chef and restaurateur Marcus Samuelsson featuring artworks by Makeba "KEEBS" Rainey, Nick Low & Psychoegyptian, as co-curated with Absolut Art for Harlem EatUp!

[Shop the Collection →](#)



Cuba x Cuba

Limited resources, scarce internet and a very real risk of exile for speaking out. In spite of this, some of the most innovative contemporary art is coming out of Cuba and we are taking



Cuba x Cuba

Limited resources, scarce internet and a very real risk of exile for speaking out. In spite of this, some of the most innovative contemporary art is coming out of Cuba and we are taking note. Cuba's art scene is everything all at once: substantive, striking and self-assured.

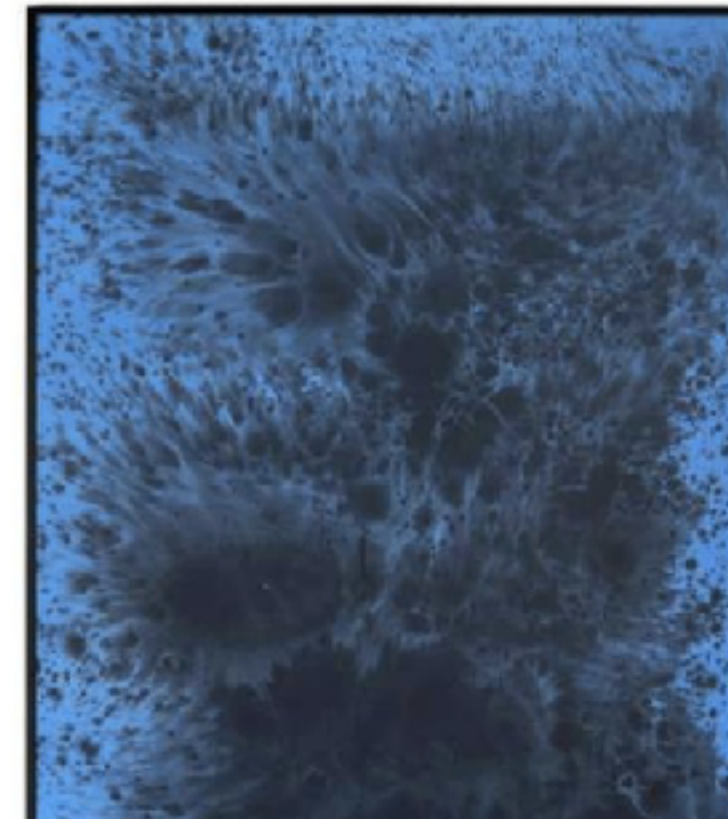
Cuba x Cuba pulls focus on seven of the country's most visionary, boundary-pushing artists to showcase the local art scene. We're taking you inside the artists' studios and sharing their creations on a global stage, to highlight a country of beauty, resilience and remarkable nuance.

[Shop Cuban art →](#)

Shop the series for limited edition Cuba x Cuba artwork.

Bold moves Pops of colour

[Show all >](#)



I'm convinced

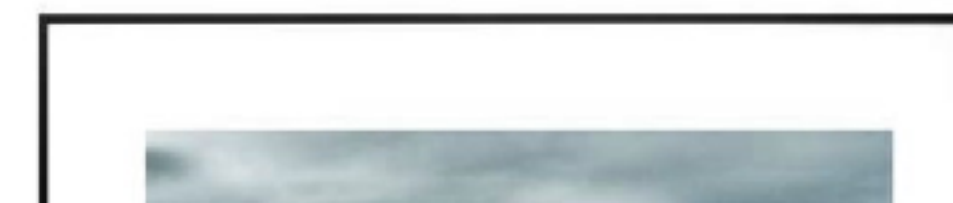
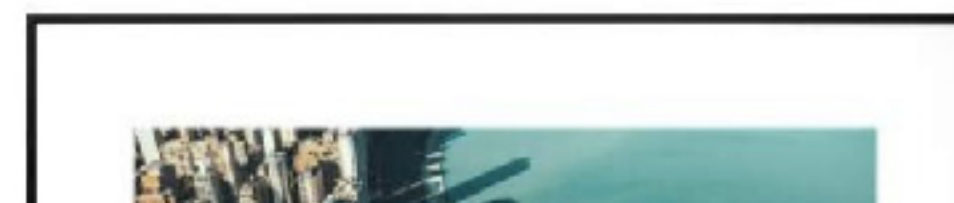


Emanuel
Stockholm, Sweden

"It's incredibly inspiring to scroll through the artists' works. I just want to buy, buy. But I try to control myself."

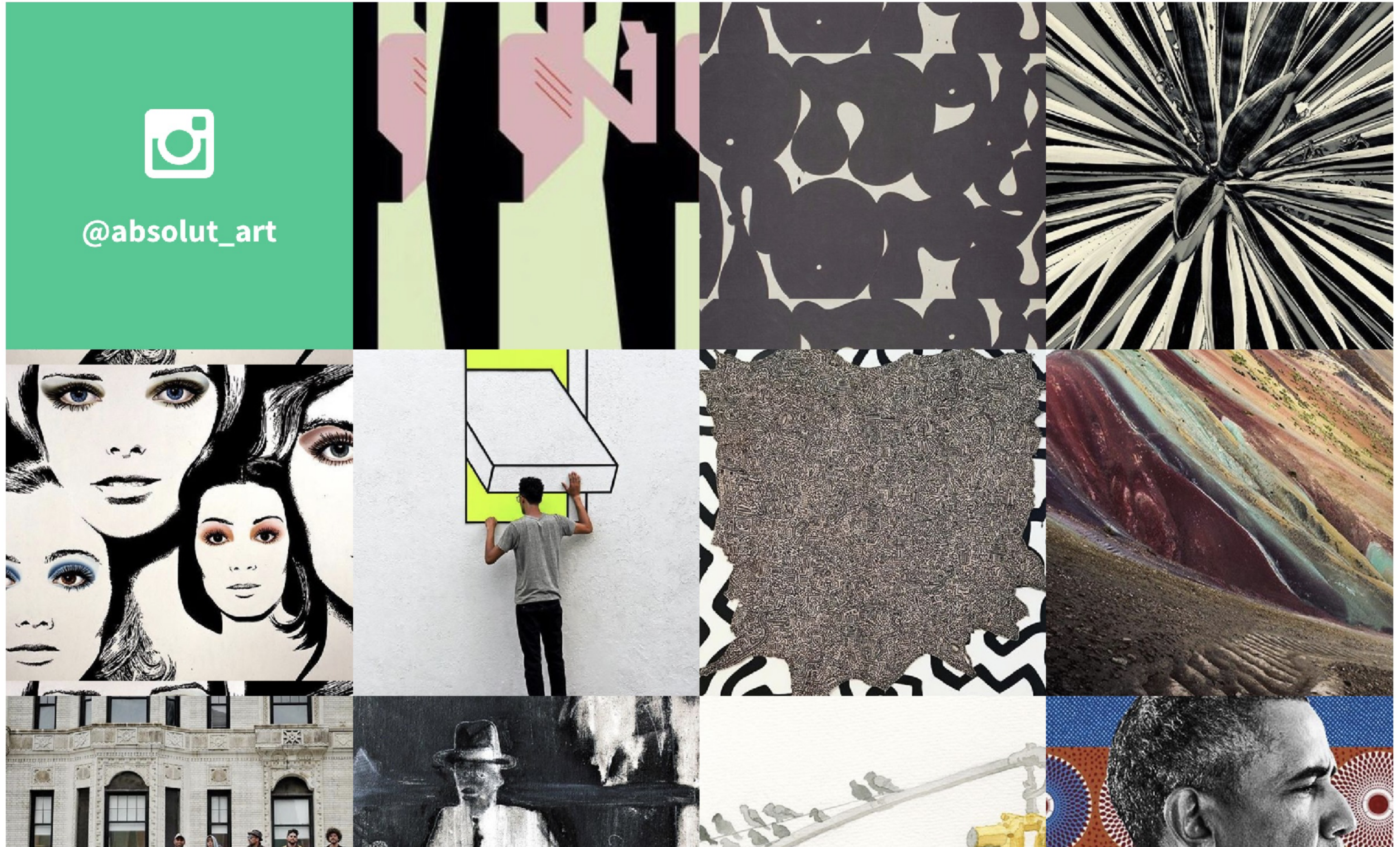
Photography Our favorite shots

Show all >



Get social with us

[Go to Instagram >](#)









Absolut Art

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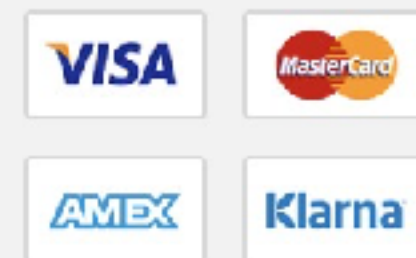
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Fun Frog C

Size

80 x 60 cm

No of editions

100

Frame [Info](#)

☐ Black (recommended)

☐ White

☐ No frame

About Frog King



A live body installation!

"It's our original first nature to use our bodies"

Have you been lucky enough to catch a glimpse of Frog King? You'd know, because you'd be a walking grin. Frog King and his work are harmony and happiness manifested. The Hong Kong based artist's delightfully astonishing works encompass performance, installation, sculpture, painting and photography. He works with ink, found objects and even food to create not just pieces but an entire ecosystem of art and costume. In Frog King's words, he's a "live body installation!"

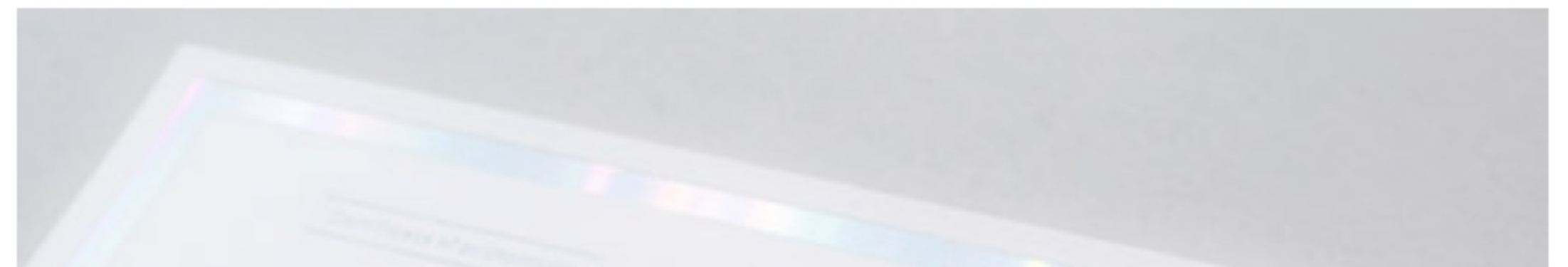
A whip of the brush or a spray from the mouth; his "one second ink" works for Absolut Art are a glorious response to the speedy digital world.

Read more →

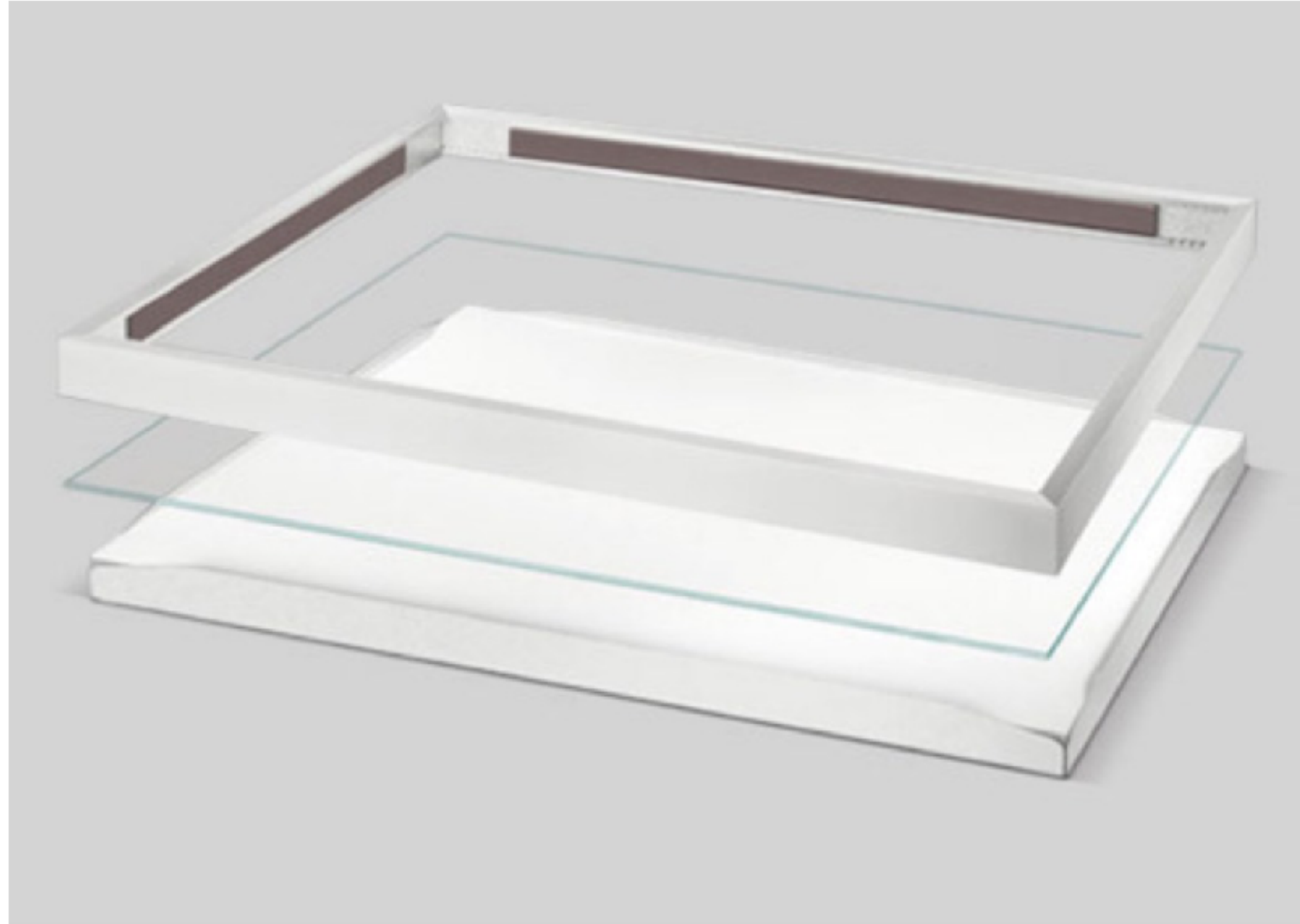
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- 6 millimeter aluminum frames
- UV proof plexiglass
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More from Frog King



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3 500 kr

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Together with Todd Snyder, Absolut Art has co-curated...

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TimesTalks, the New York Times live conversation...

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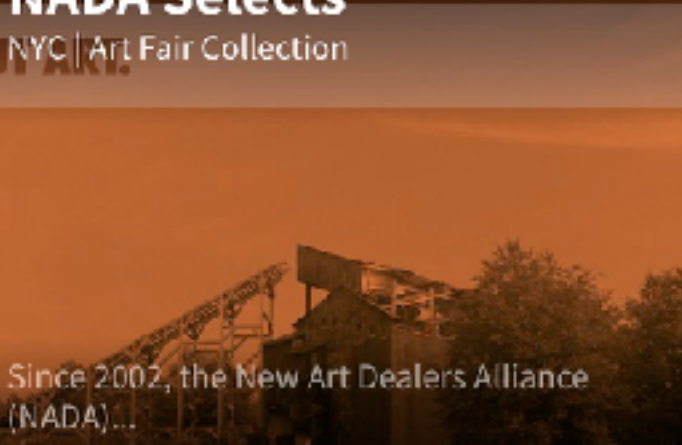
Award-winning chef and restaurateur Marcus Samuelsson will...

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In 1988, feminist activists the Guerrilla Girls famously...

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Hampstead
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Cuba x Cuba
Havana | Artist Collection

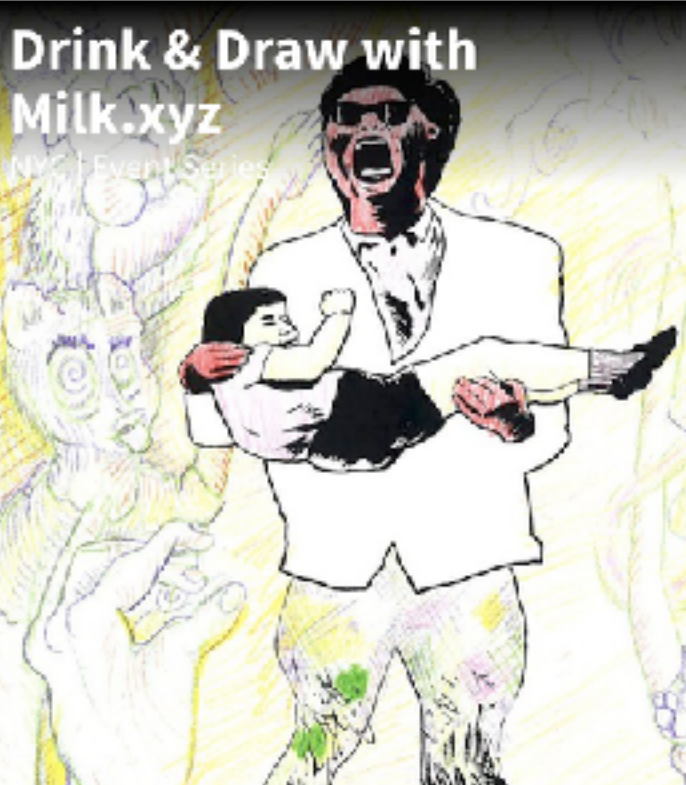


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Marcus Samuelsson Harlem EatUp! x Absolut Art

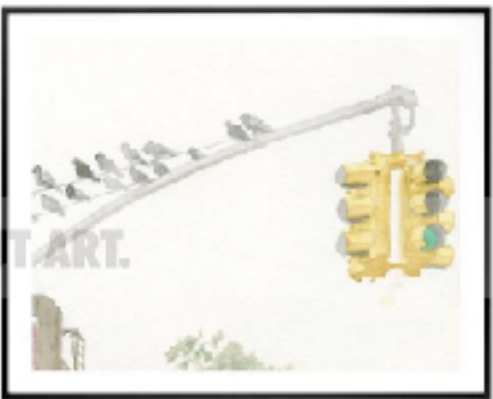
Harlem EatUp! invites the world to taste, see and hear a sampling of what the vibrant New York neighborhood has to offer, per the innovation of its famously food-savvy co-creator, Marcus Samuelsson. Ethiopian-born, Swedish raised and Harlem based, Marcus is an award-winning chef, international restaurateur, and cookbook author. It's his passion for outstanding culinary experiences from street cafes to fine dining that has made this four-day festival a cultural mainstay. Each year, Marcus and his team present artists of the kitchen, stage, streets, and now canvas.

Absolut Art is proud to join forces with Harlem EatUp! this year to bring some of the neighborhood's most pioneering artists to the fore. Together, Marcus and Absolut Art co-curated a collection of artworks featuring Makeba "KEEBS" Rainey, Nick Low & Psychoegyptian that highlight Harlem's dynamic culture and ever-evolving scene. Exclusively commissioned pieces from these amazing artists were displayed as part of the festival, and are now available to shop at absolutart.com.

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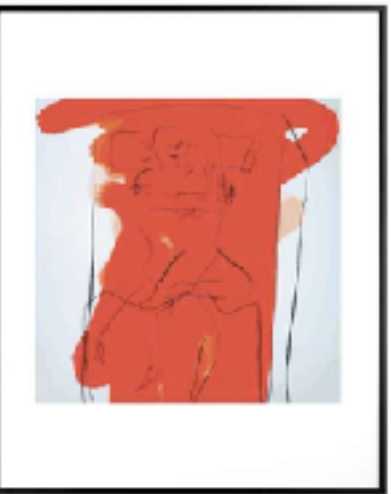
New! OG President Obama by Makeba KEEBS Rainey
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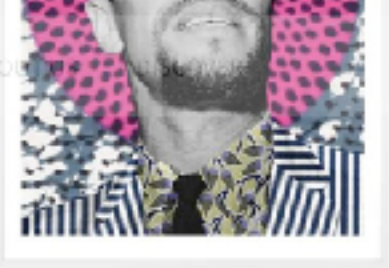
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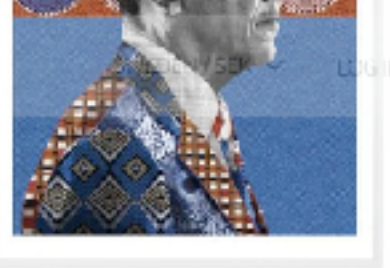
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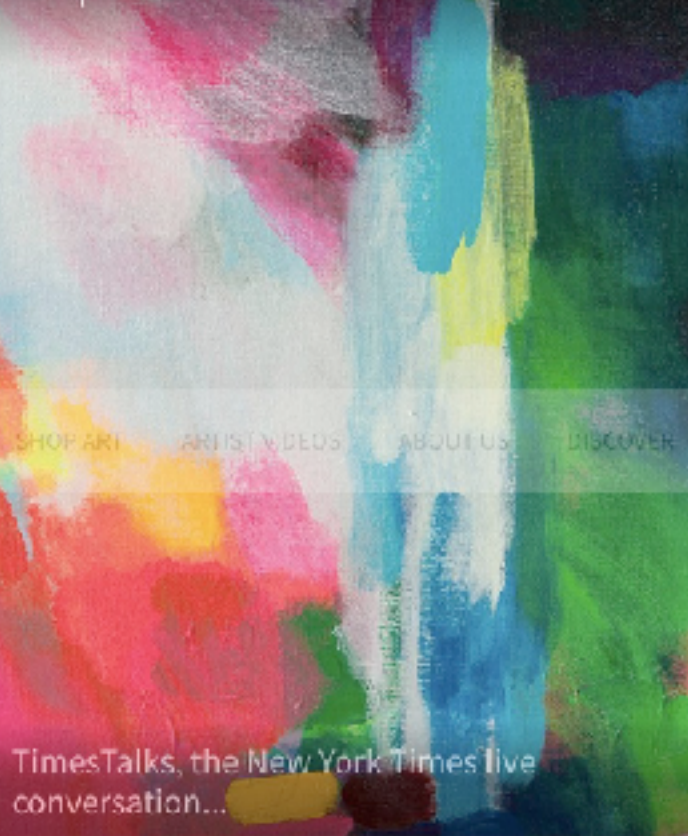
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Women x Women

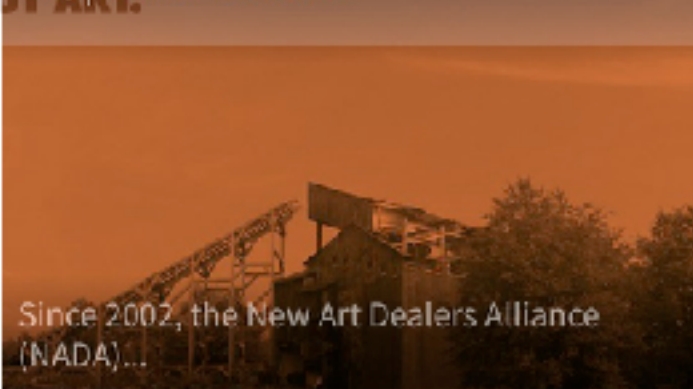
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In 1939, feminist activists the Guerrilla Girls famously...

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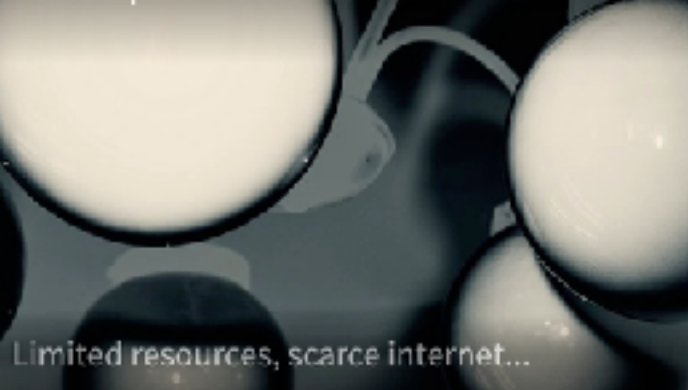
Affordable Art Fair Hampstead

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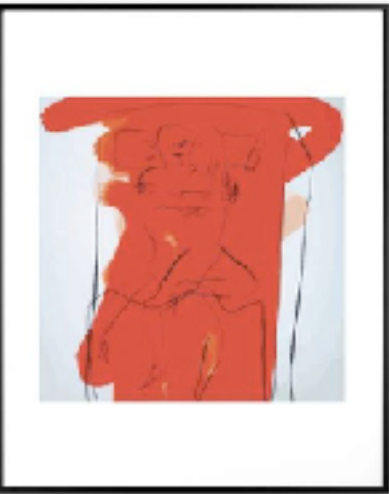
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New! Orpheus by Psychoegyptian

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New! No Covers by Psychoegyptian

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Marcus Samuelsson
Harlem, New York

"Harlem has a lot of murals right in front of the Studio Museum and there's also a beautiful mural right in front of the Government building on 125th between Clayton Blvd and Lenox Ave. If you go over to 126th street and 5th ave, there's a beautiful graffiti piece. Then you have the nature of the parks and the brownstones. Nick Low's work speaks a lot about the nature in Harlem, and that in itself is a very unique space"

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"I have always considered myself to be an outcast, which is why I toy with this idea of outsiders or people who are considered different."

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B. makes magic with Christian Saldert

"Saldert is a true artist and when I saw his work I immediately knew we would create magic together."

Absolut Art brings together famed costume designer and stylist, B. Åkerlund, and emerging artist, Christian Saldert, to create an exclusive series of limited edition prints where fine art meets high fashion.

Swedish-born fashion activist and costume designer B. Åkerlund knows how to make her mark and has done for 20 years. Moving freely between fashion, film, music and art

B. is a force to be reckoned with. Powerful, creative and with an appreciation of the details, she transforms visions into realities and expresses personality through style. A favourite of Beyoncé, Madonna, Lady Gaga, Rihanna and Britney Spears, she has cast her spell over the industry, and come to be known for innovation and impact.

ARTWORKS BY

Bea Åkerlund × Christian Saldert



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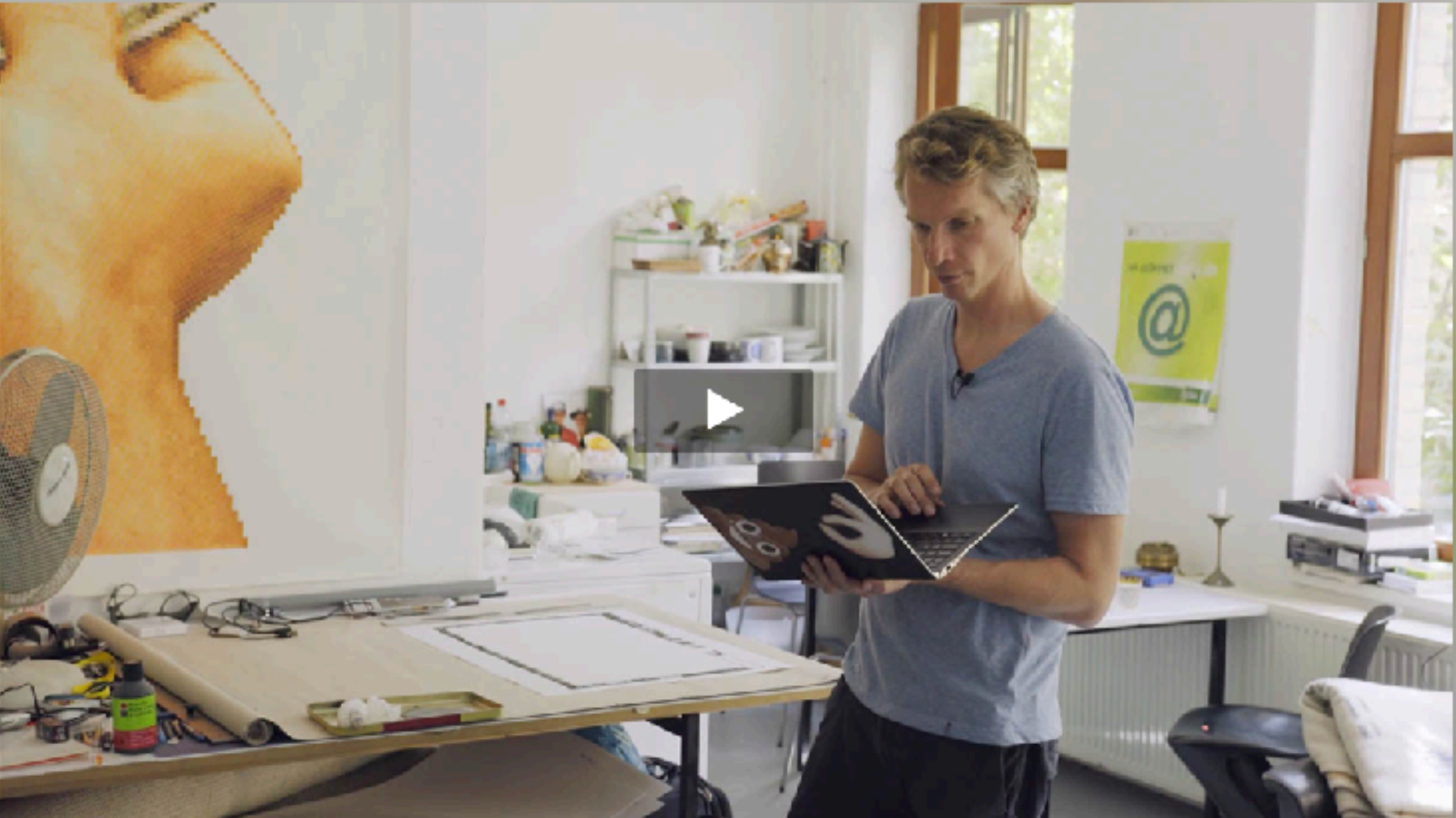
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ARTIST
Aram Bartholl

"While our online lives are becoming more and more important, the systems that are meant to protect our identities seem to fail more and more often."

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The Insistent Gospel of Success

By Bea Åkerlund × Christian Saldert

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No of editions

30

Print type

Litography

Frame Info

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☐ White

☒ No Frame

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About Bea Åkerlund × Christian Saldert



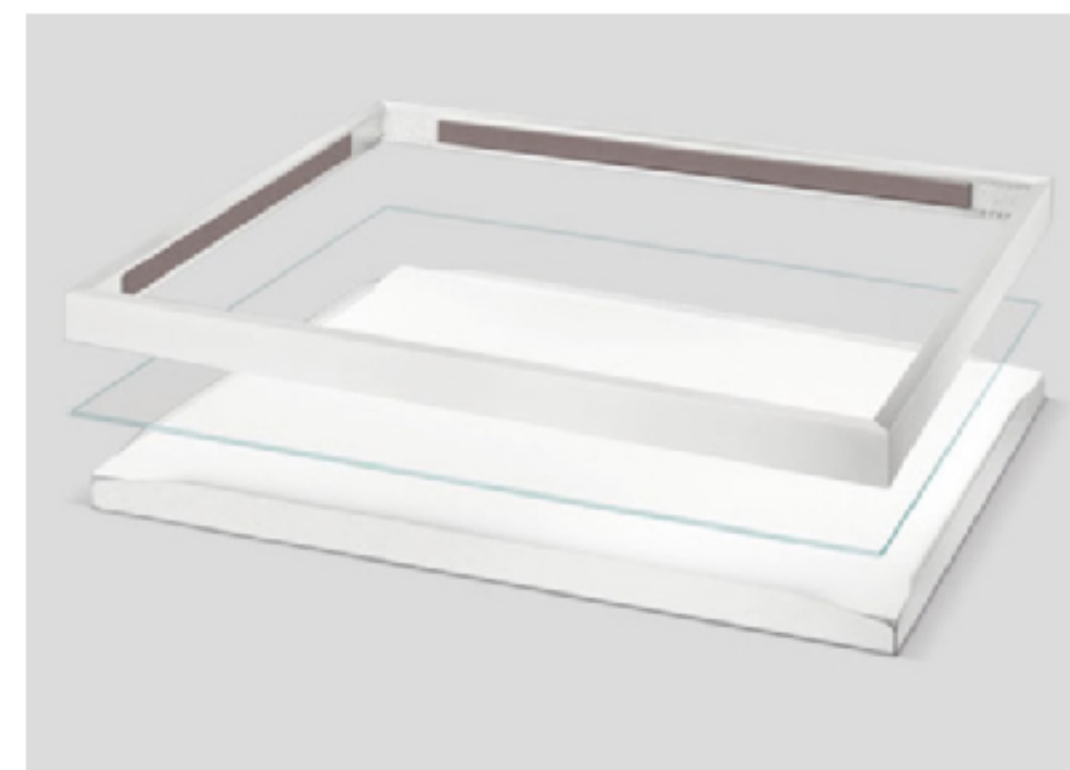
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More from Bea Åkerlund × Christian Saldert



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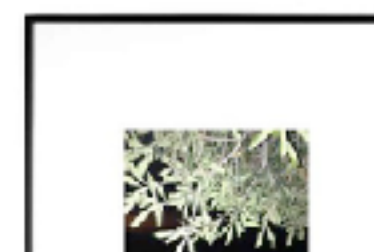


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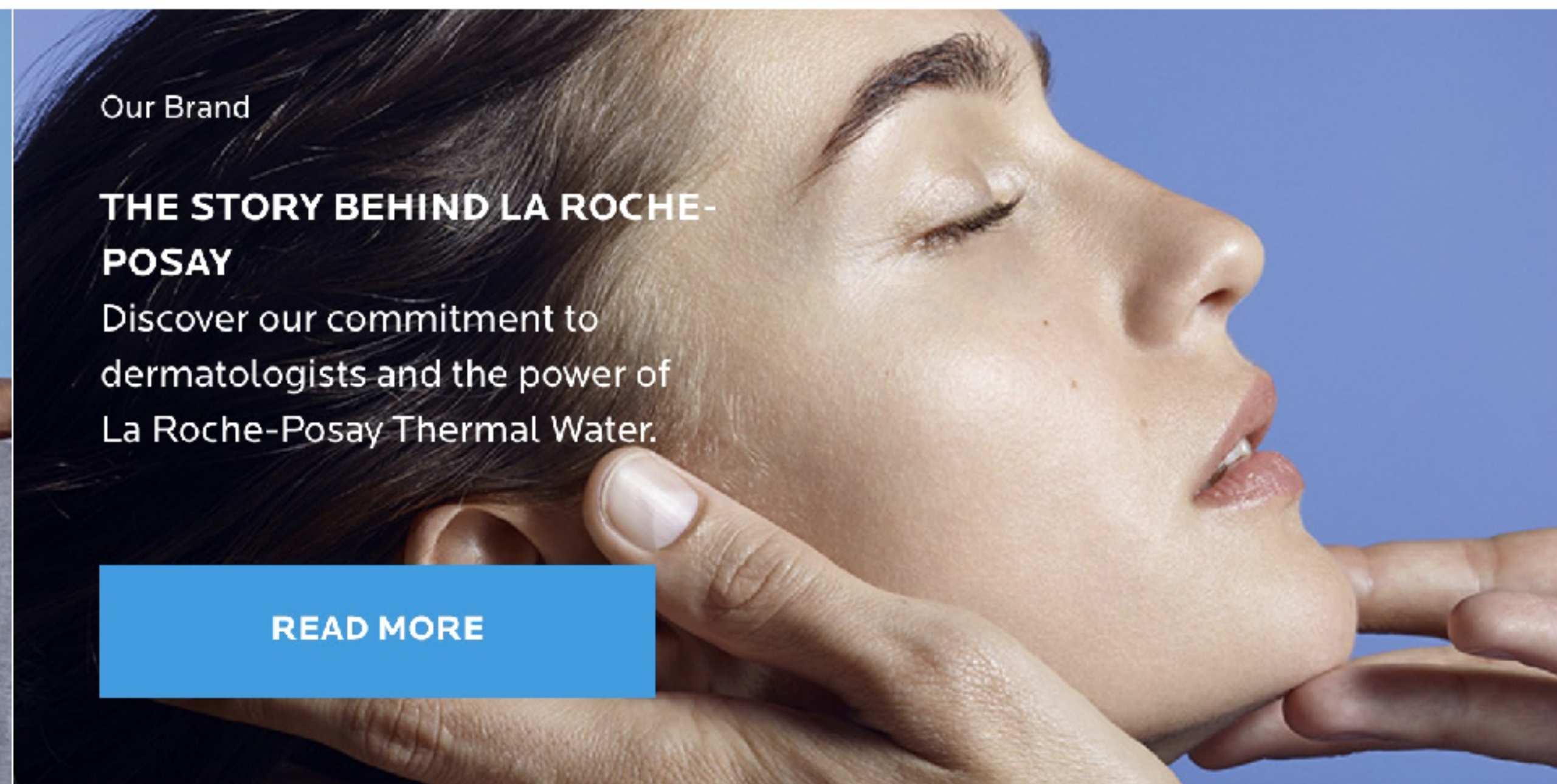


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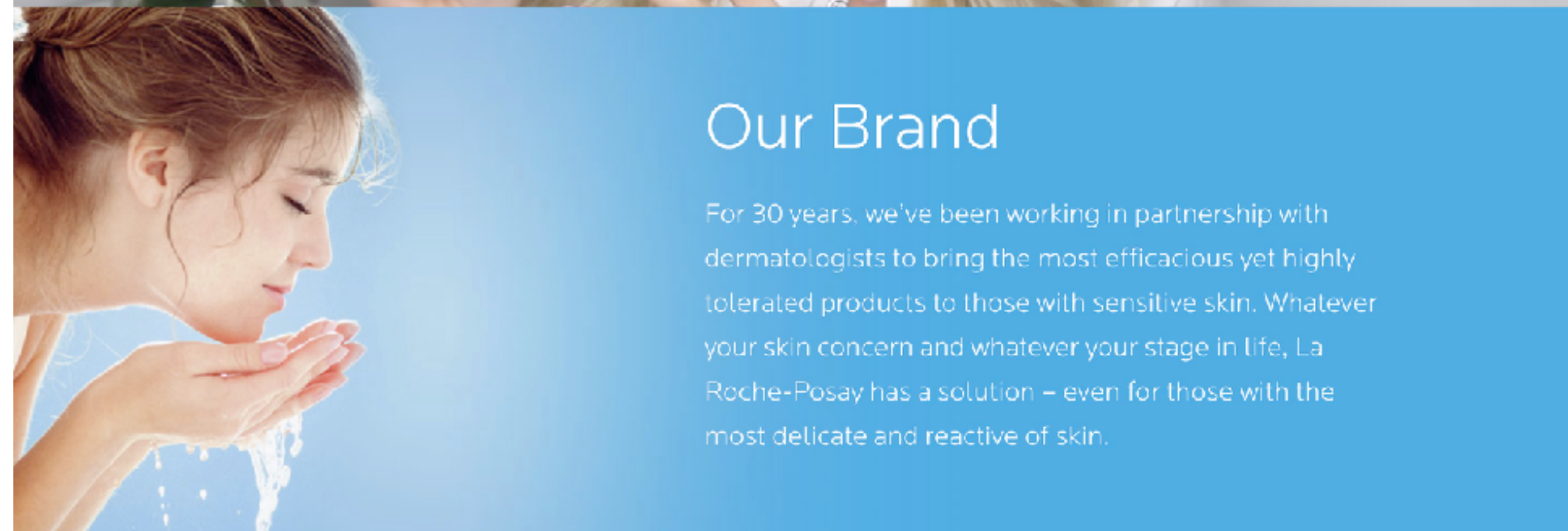
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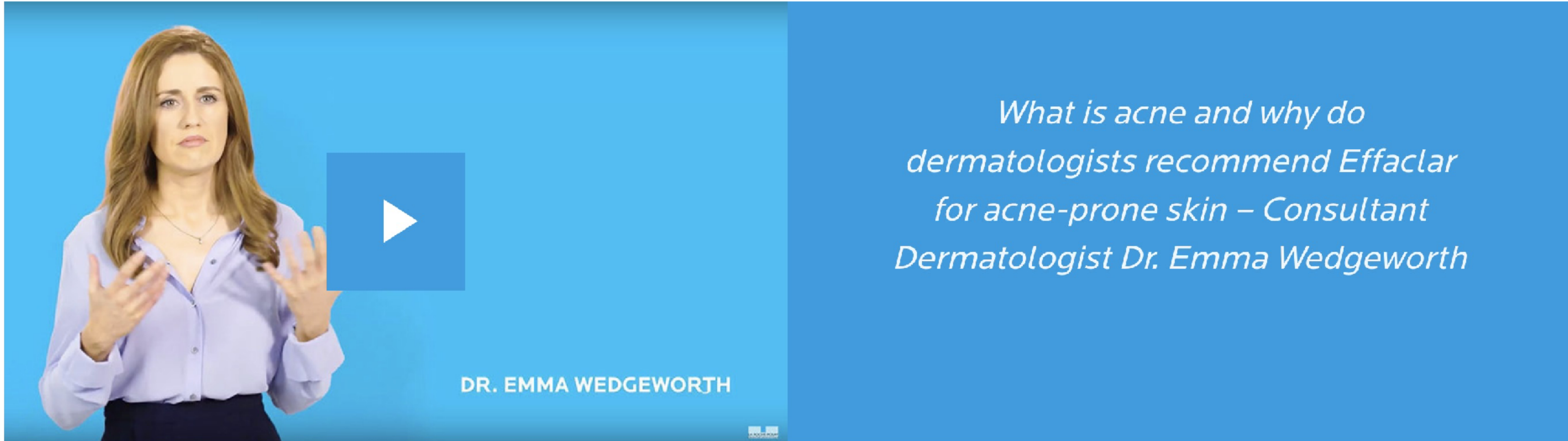


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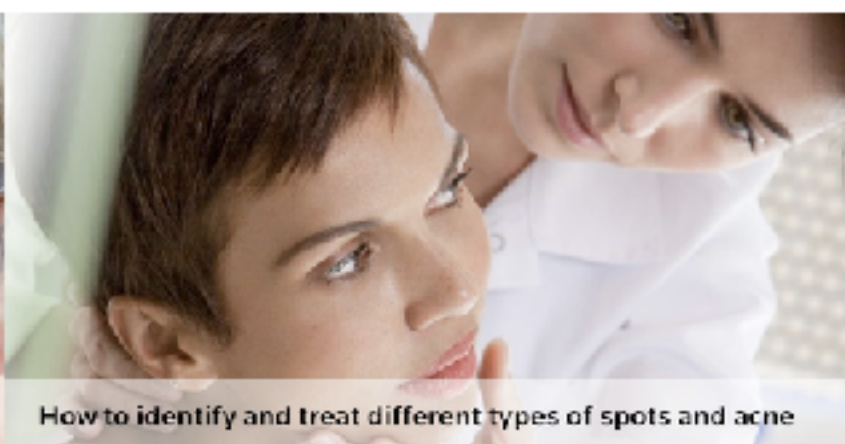


THE SKIN EDIT

our definitive expert guide to caring for all types of sensitive skin. Our specialist hub will arm you with the very best expert information from preventative tips, to common questions, and advice from top dermatologists, bloggers and Beauty Editors.



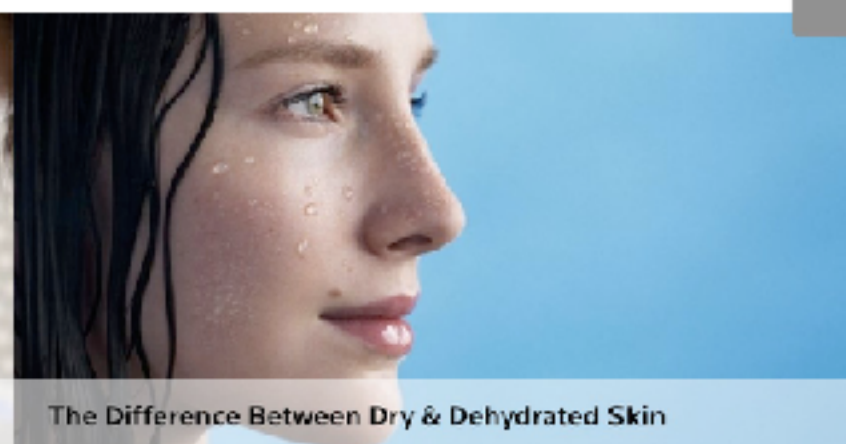
How to properly exfoliate acne-prone skin



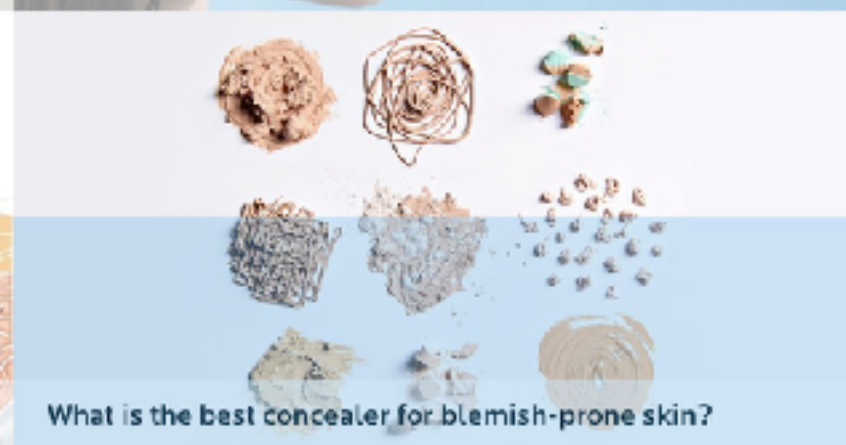
How to identify and treat different types of spots and acne



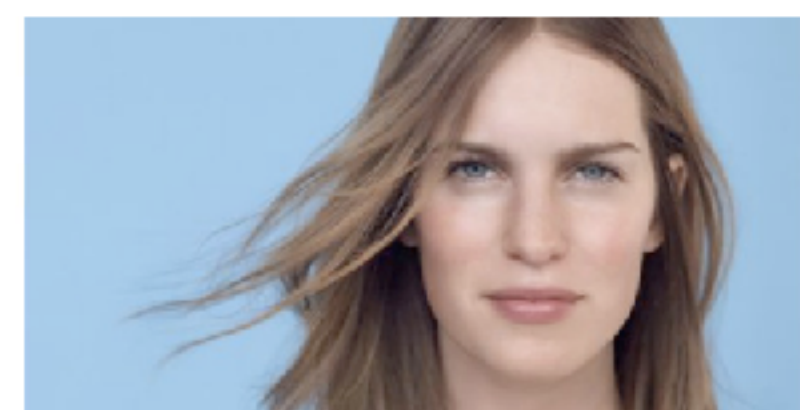
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What is the Difference Between Dry Skin and Eczema?

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How to care for your baby's eczema

THE SKIN EDIT November 28th 2017

Home / Truth or myth: Can your environment make your eczema worse?

Truth or myth: Can your environment make your eczema worse?

December 15th 2017

Eczema is, in part, a genetic condition. If your parents have eczema, you are far more likely to also develop an atopic skin condition (as well as hayfever and asthma.)



That said, can certain environmental factors also affect, even worsen, eczema? We take a look at what the world around us might be doing to our skin...

Pollution

Surprisingly there are fewer studies than one would expect that monitor the correlation between air pollution and eczema, but the ones that have been carried out do show increased likelihood of eczema the higher the levels of pollution. Pollution is at its highest in densely-populated urban areas due to vehicle fumes and factory smoke. Research has also suggested that eczema rates are lower in rural environments compared to urban communities.

The weather

Hot temperatures can also cause an eczema flare-up. This is because the skin's surface tightens in hot temperatures, creating micro-fissures that then allow moisture to escape, drying the skin and providing an ideal environment for bacteria. This results in inflammation, reddening and that all-too-familiar itching sensation. This also goes for central heating whether at work or at home.

Your postcode

Your postcode, or address, determines what water you are supplied with. And it's bad news if you live in a hard-water area, as studies have shown a direct link with eczema (up to 87% increase for children in hard-water areas.) But why would water type make eczema worse? This part is less clear, although theories suggest that calcium

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Your Eczema Questions Answered By Dr. Niki Ralph

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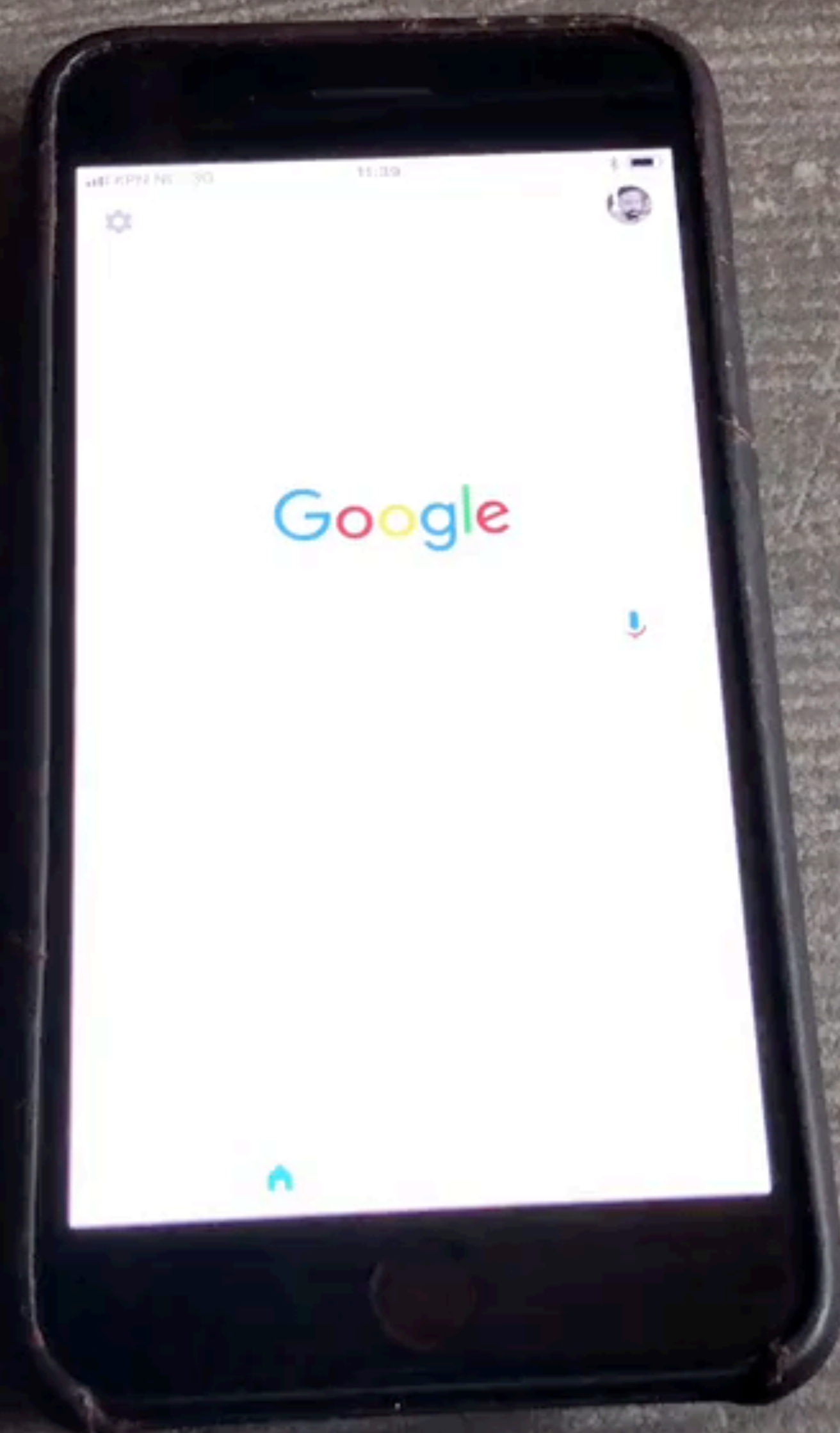
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can pollution cause acne



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VIDE



"As well as air **pollution**, ozone **pollution** also attacks our skin by breaking down the natural oils which protect us; this leaves us susceptible to redness and irritation. ... Like all factors that contribute to **acne**, some people find their skin affected by **pollution** and others do not."

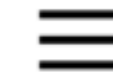
[Can Pollution Cause Acne? | What Causes Pimples | La Roche-Posay](#)

<https://www.laroche-posay.co.uk> > truth-...

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[Understanding the Causes of Acne: Air Pollution and Acne - Annmarie Gianni](#)

<https://www.annmariegianni.com> > air-po...



THE **SKIN** EDIT

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Home / Truth or myth: can pollution cause acne?

Truth or myth: can pollution cause acne?

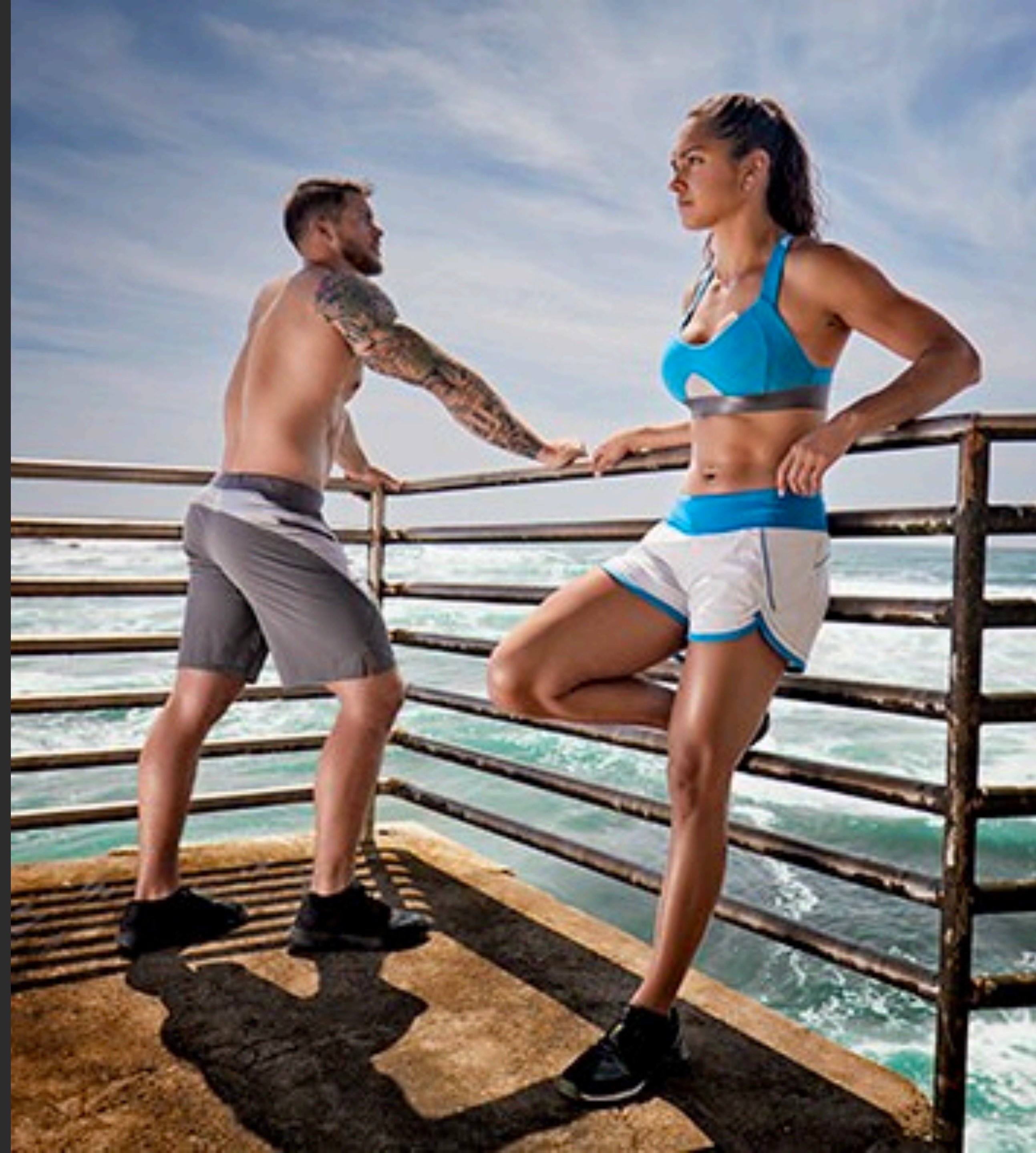
March 01st 2017



We all know that **acne** can be caused by a multitude of factors, but could **pollution** be one of them? City dwellers are becoming increasingly worried that one of the unfortunate by-products of exhaust fumes, smoke, and debris, is poor skin health. So is it a myth that fresh air and open country spaces do wonders for your skin; or

HYLETE

- Heavy Use of Images & Video
- Strong Social Integrations
- Product Reviews + Q&A
- Selective Acquisition Strategy





men

women

shoes

backpacks

community

invest



top picks for men



circuit cross-training shoe
black/cool gray
retail value (?)
HYLETE price



verge II flex-woven zip pocket short
black
retail value (?)
HYLETE price



flexion short
heather slate
retail value (?)
HYLETE price



icon II quad-blend crew
agean
retail value (?)
HYLETE price

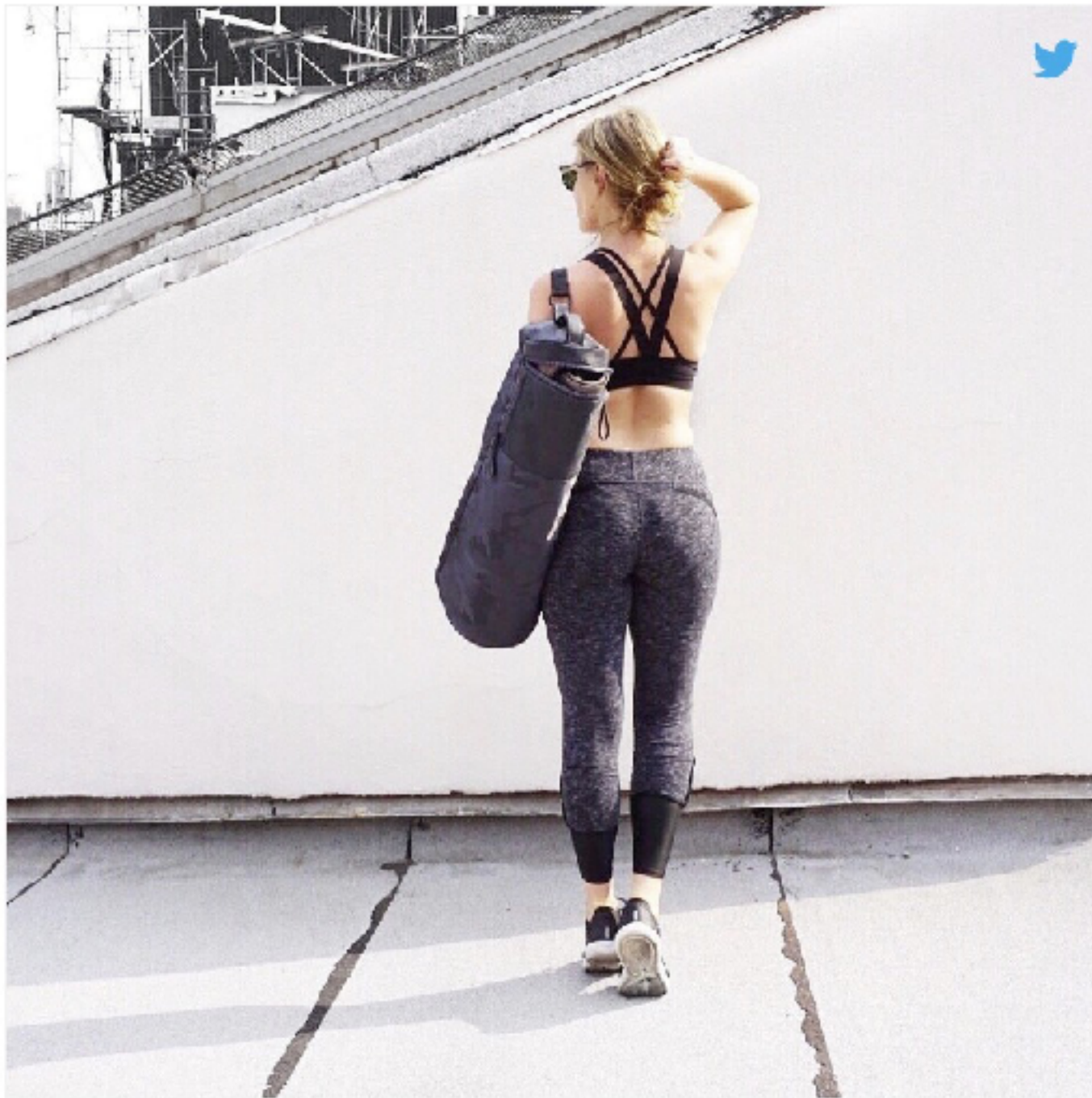
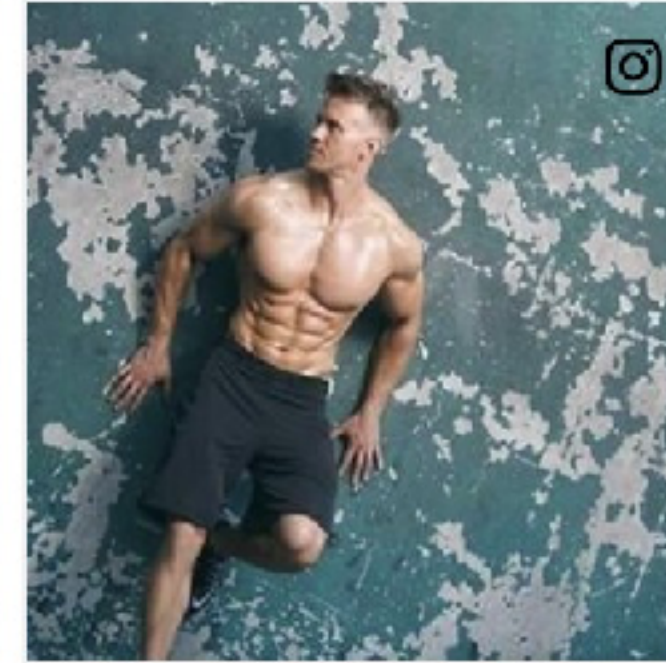
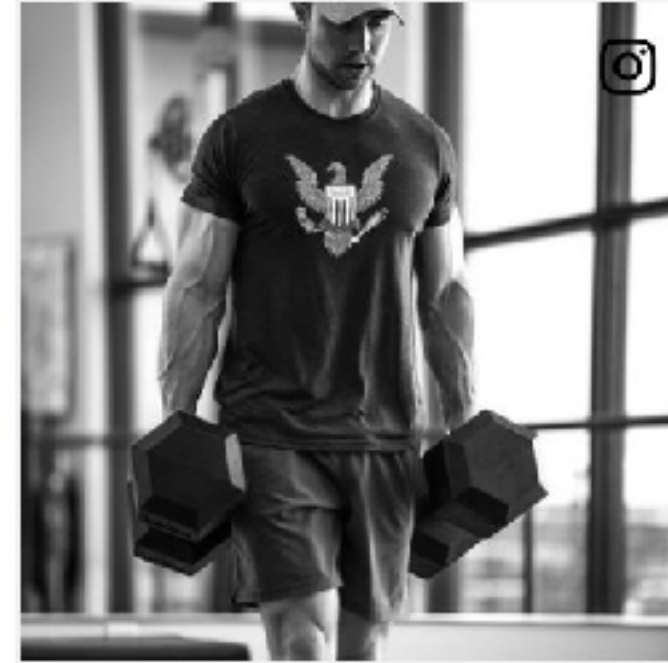
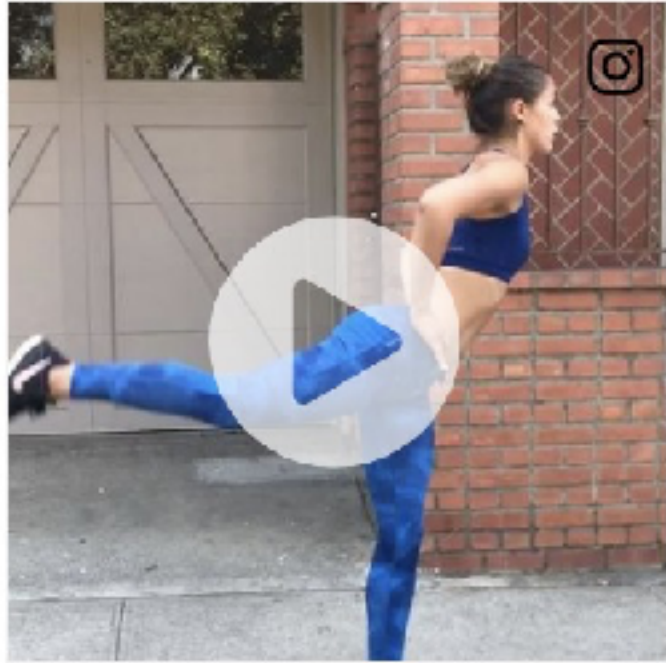
top picks for women



#HYLETE_{nation}

Being part of the HYTE nation means joining a passionate community of men and women who are motivated to lead their best lives, and encourage and inspire those around them to do the same.

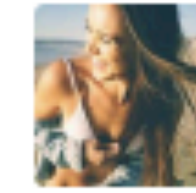
 [CHECK OUT ALL THE COMMUNITY POSTS](#)



#HYLETimation

motiv tight

MORE COMMUNITY POSTS



@allyyyshort

Everyone has to start somewhere... get active!!! Go climb that mountain, walk a dog, stroll the beach, do SOMETHING!! Happy hump day and remember to never give up on yourself. EVER! ❤️ . @trainhylete with the amazing workout fit 🏠



motiv tight

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REPORT

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women

shoes

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home / motiv tight



motiv tight

organic new navy/sea

~~\$85.00~~ retail value ⓘ

\$64.00 HYTE price

select size ▾

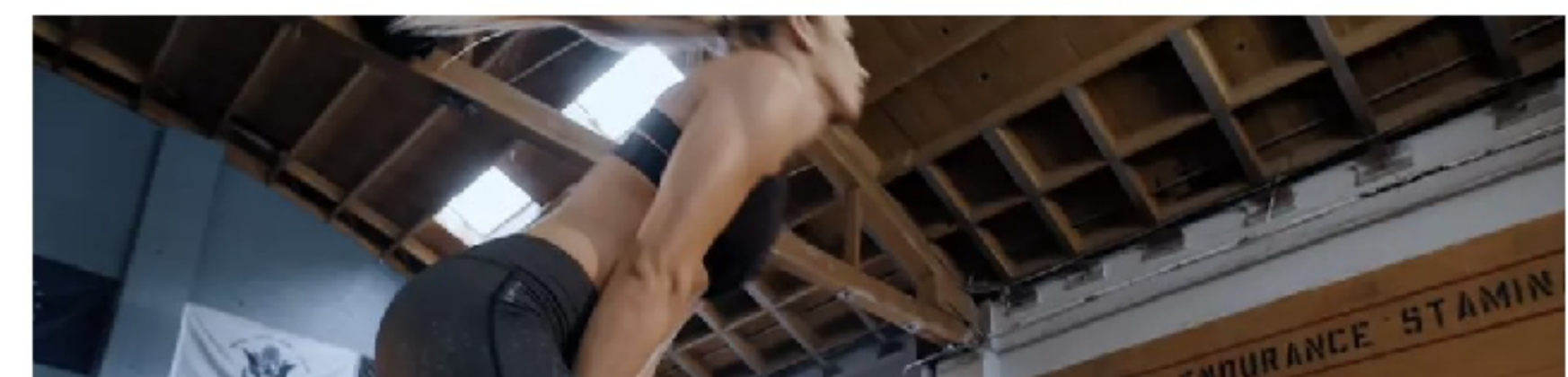
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[size guide](#)

more colors



Bold patterns meet premium performance apparel - the motiv tight's 4-way stretch fabric has a flattering, second skin fit allowing it to move effortlessly with you. The flat, wide waistband offers a smooth fit around your hips.





⊕ Hover to zoom

motiv tight

organic new navy/sea

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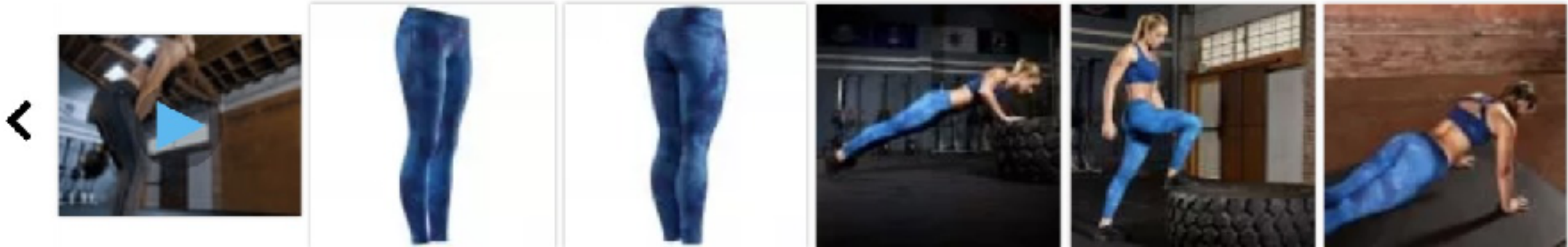
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more colors



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details





motiv tight

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~~\$85.00~~ retail value (?)

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details





motiv tight

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select size



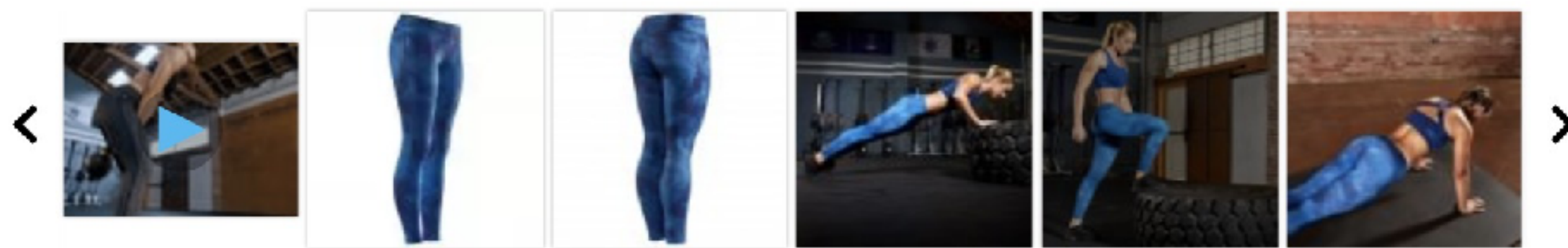
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details



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[shoes](#)

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[home](#) / [shoes](#) / circuit cross-training shoe



circuit cross-training shoe

black/cool gray

~~\$185.00~~ retail value

\$155.00 HYTE price

[view limited time offer](#)

select men's shoe size ▾

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[size guide](#)

Lift, train, and run in one shoe. The circuit cross-training shoe includes 3 interchangeable insoles tuned to optimize stability/energy transfer while lifting, all around versatility while training, or high impact absorption while running; allowing you to change your training discipline without changing your shoe. High abrasion resistance is created by combining ultra durable heat welded TPU, eliminating the need for stitching, with ventilated ripstop nylon, protecting against tears and rips. Lightweight Vibram outsoles offer supreme stability and traction during lateral movements and high impact activity.

click images to enlarge





[view limited time offer](#)

select men's shoe size

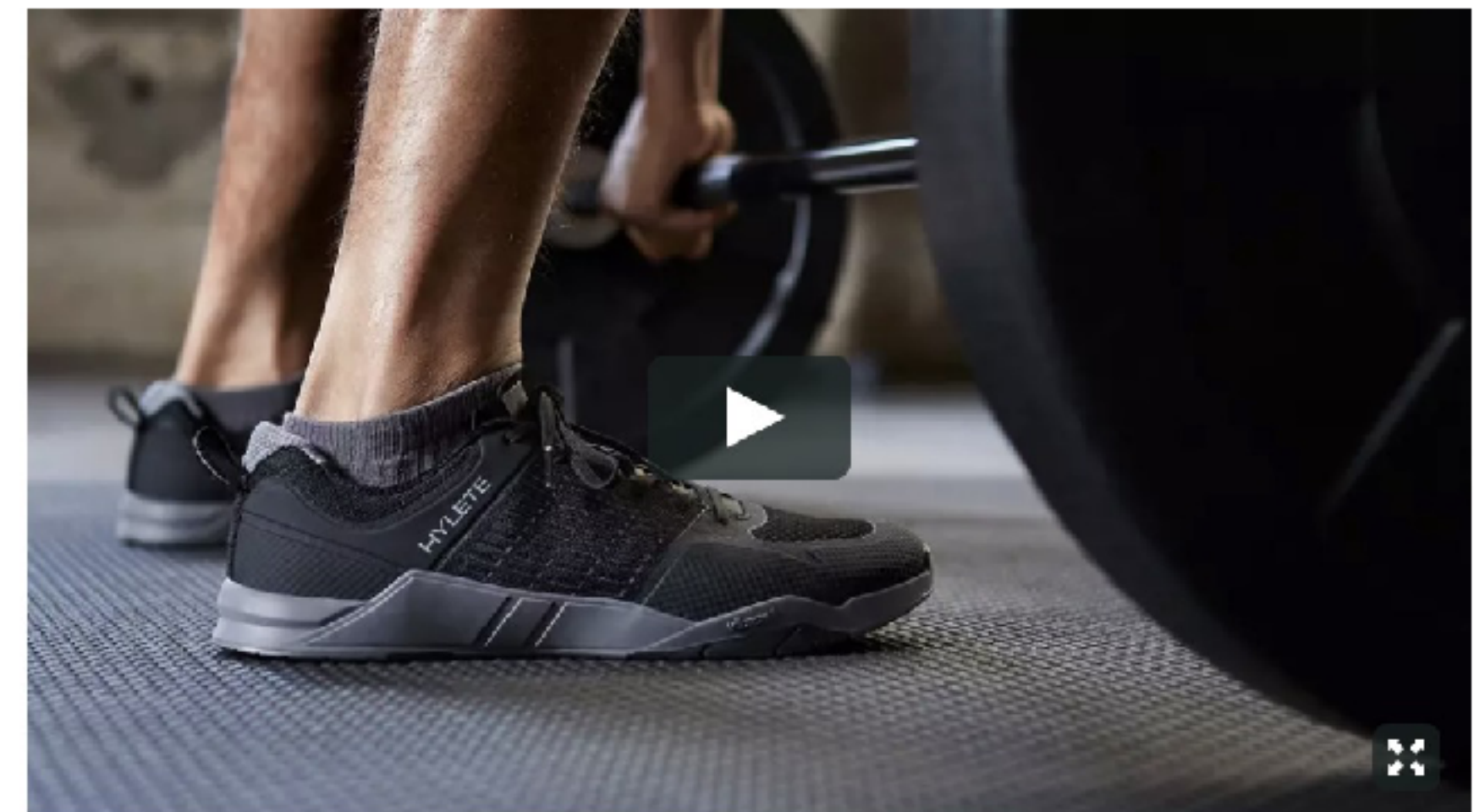


add to cart

[size guide](#)

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click images to enlarge



recommended for you



icon performance boxer brief



flexion short



icon 6-in-1 backpack 60L



flexion short

#HYLETEnation

circuit cross-training shoe

MORE COMMUNITY POSTS





@firemsathlete_nextrung

So stoked that I got my shoes in from @trainhylete. With my programming by @firefighterfurnace it's always changing from lifting to running to functional fitness I don't have to carry around 3 pairs of shoes. #hyletenation #traincompetelive #lift #train #run #nextrung #firefighterfitness #circuit #crosstraining #vibram



circuit cross-training shoe

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@TSullyFitness

#HYLETEnation New shoes in the mailbox today. First workout tomorrow 💪😎🇺🇸
<https://t.co/2HVVmTFxpW>



circuit cross-training shoe

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REPORT

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icon 6-in-1 backpack 40L

black/stealth black

~~\$205.00~~ retail value (?)

\$160.00 HYTE price

[add to cart](#)[size guide](#)

Built on the early success of the icon 6-in-1 backpack 60L, the smaller icon 6-in-1 backpack 40L is the perfect backpack for any situation. As the name suggests, the Icon has 6 distinct conversions: backpack, extended backpack, small duffel, large duffel, removable daypack, and messenger bag.



 140 Reviews

Reviews are testimonials from some of our customers and may not be representative of all customer experiences. They are not a guarantee of performance. Not all reviews will be posted.

Reviews [140] Questions [0]



Jonathan S. Verified Buyer

05/23/18



Fit: true to size

Love it

Love it

 Share |

Was This Review Helpful?  0  0



Sam T. Verified Buyer

05/22/18



Fit: true to size

Awesome bag! Wife stole it from me.

I was on the fence about another bag, but this one promised to be a six-in-one. It lives up to it. What is nice is that it has the right amount of bulk or open storage to put a workout ensemble, toiletry bag, iPad, MacBook Air, workout shake, phone, keys...you get the point. However, my wife, a photojournalist grabbed it and put two big digital ca...[Read More](#)

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Was This Review Helpful?  0  0



Rafael R. Verified Buyer

05/15/18



Fit: true to size

Awesomel

HELLY HANSEN

- Heavy Use of Content
- Product Reviews + Q&A






MEN

WOMEN

KIDS & JUNIORS

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Our Helly Tech® sailing gear is the frontline between you and the elements.

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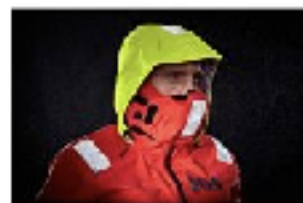
KIDS & JUNIORS

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What are you looking for?

3 Checkout
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AEGIR RACE JACKET

NOK 7,999.00

★★★★★ 14 Reviews

NO. 33869

COLOR: 222 ALERT RED



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AND WIND IN A LIGHT DESIGN WITH FREEDOM



14 Reviews



Reviews (14)



MARTIN N. Verified Buyer

09/15/17

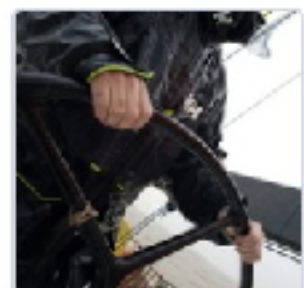


Fit:

Quality Of Product:

AEGIR OCEAN JACKET

The product is incredible, perfect for the most extreme conditions.



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Was This Review Helpful? 7 0



Guest Verified Buyer

07/22/17



Fit:

Quality Of Product:

AEGIR Race Jacket

Super jas, water en winddicht. Goed afsluitbaar rond de polsen.

AEGIR OCEAN SURVIVAL SUIT

AEGIR OCEAN TROUSER

AEGIR RACE SALOPETTE

SKAGEN OFFSHORE BIB

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14 Reviews

Reviews (14)



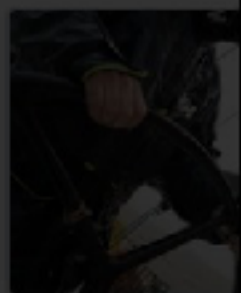
MARTIN N.



Fit:

AEGIR OC

The produ



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MARTIN N. Verified Buyer

09/15/17



AEGIR OCEAN JACKET

The product is incredible, perfect for the most extreme conditions.

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7 0

WRITE A REVIEW

09/15/17

Helpful? 7 0



Guest Verified Buyer

07/22/17

★★★★★ 5 Reviews

ÆGIR OCEAN SURVIVAL SUIT

NOK 19999.00

★★★★★ 5 Reviews

ÆGIR OCEAN TROUSER

NOK 7999.00

★★★★★ 16 Reviews

ÆGIR RACE SALOPETTE

NOK 4999.00

SKAGEN OFFSHORE BIB

NOK 2999.00



14 Reviews

Reviews (14)



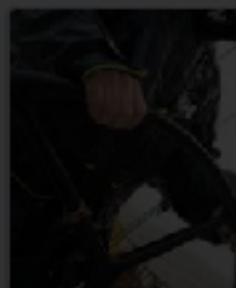
MARTIN N.



Fit: L

ÆGIR OC

The produ



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MARTIN N. Verified Buyer

09/15/17



ÆGIR OCEAN JACKET

The product is incredible, perfect for the most extreme conditions.

Share

7 0



WRITE A REVIEW

09/15/17

Was this review helpful? 7 0

HELLY HANSEN

- Heavy Use of Content
- Product Reviews + Q&A



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45%

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48%

Increase in mobile visitors

68%

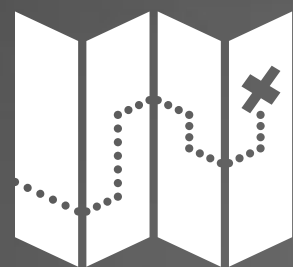
Increase in mobile orders



THANKS!

Pete Georgallouy

Partnerships and Client Services Manager
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