



Integrated concept

# **Vintage clothes with stories from vintage people**

Alex Wilson-Smith    0044 (0) 7968 163 627    alexxws@yahoo.co.uk    alexwilsonsmith.eu

# The idea

Age UK partners with leading online vintage fashion store Beyond Retro, so that vintage clothes can include stories from the people who used to wear them.

The stories are sourced on Instagram:

Users are asked if they know someone who wore one of a selection of Beyond Retro items back in the day.

And if the person has a story about it, to share it in a video.

So it has a chance of becoming famous.

Stories don't necessarily have to be about the past, and this is made clear in the Instagram post.

Once sourced, stories can be accessed via QR code labels sewn into items, and via item listings on [beyondretro.com](https://beyondretro.com).







age\_uk • Follow



age\_uk • **How come vintage people aren't as popular as vintage clothes?**

Maybe it'd help if vintage clothes came with stories from those who used to wear them?

To find out, we've partnered with online vintage fashion store Beyond Retro.

Know someone who wore one of these [Beyond Retro items](#) back in the day? If they've a story about it, then [share it via video](#), so it has a chance of becoming famous.

It could be a story from when they used to wear the item. Why they still like wearing it. Or even a sci-fi story about it being worn in 2085. Humorous, serious, arty, sporty, fashion-ey. Anything goes.

[#LoveVintage](#) [#AgeUK](#) [#BeyondRetro](#)



Liked by Johnstone234 and 3 others

JANUARY 28, 2020



Add a comment...

Post

Story-sourcing post on Age UK's IG channel. (Beyond Retro could run a similar post on their own channel.)

## RED 1970S LONG SLEEVED MAXI DRESS - S

£58.00

Estimated Delivery Date Between 13th, May 2023 - 16th, May 2023

### Description

Long-sleeved red 1970s maxi dress complete with a high neck and raglan sleeves.

Bust: 30 inch  
Waist: 26 inch  
Length: 52 inch

What condition will my item be in?

Sizing

Vintage Care

SKU: E00900439

CONDITION: GOOD

MORE INFORMATION: BACK METAL ZIPPER

ERA: 1970S

FABRIC: BLEND

ADD TO BAG

Buy with shop Pay

More payment options



VINTAGE CUSTOMER STORY INSIDE





Stories could also be sourced for V&A Museum vintage clothes.

One male and one female video per decade, from the 1930s to the 1990s. And the forthcoming Noughties vintage collection.





PRESS RELEASE: Age UK invites King Charles to submit a story for a shirt style on [beyondretro.com](https://www.beyondretro.com)

# Campaign benefits

1.

Bridging the generation gap and combatting ageism by:

- Young people being encouraged to source stories from older people
- Stories getting traction on social among vintage clothes-loving younger generations

2.

The videos would add salience and value to Beyond Retro stock. This would finance the campaign.

3.

Users who participate may not have previously subscribed to Age UK, and can be targeted with CRM messaging. (Either during their video submissions, or subsequently.)

# What's the story submission process?

Age UK and Beyond Retro staff select a variety of vintage clothes, and run IG posts to source stories for them. They give users a three-month deadline to submit videos.

Age UK and Beyond Retro staff choose the best video submitted for each item.

These are assigned QR codes which are printed on fabric labels, and sewn onto the items at Beyond Retro distribution centers.

The QR codes are also displayed with the items' listings on [beyondretro.com](https://beyondretro.com).

Users are congratulated by email that their stories are live.

Runners up are told there's still a chance their stories could go live later, if similar vintage items come into stock.



# What kind of stories would the QR codes link to?

All sorts, from a diversity of people.

And as explained in the Instagram post, they don't necessarily have to be about the past. They can be about the present, or even the future too.

Stories have a min length 30 secs, and max length of 3 min.

**Some are interesting**, E.g. Someone comparing advanced, brutalist 1960s architecture with twee 1960s car design.

"And fashion, like this jacket, was a psychedelic escape from both." (He holds up photo of himself as a young man in the 1960s jacket.)

**Some are funny**. E.g. Someone gives an item a 1-star review and provides absurd reasons not to buy it.

**Some rambling**. E.g. A 75 year-old woman: "So yes, nice 1970s Laura Ashley dress. I think mine had a pink sash, but otherwise very similar. And what I wanted to say was... uh... Yup. If I'd bought more garb like this, I might have fallen in with the literary crowd at Oxford, given up medicine and become a half-decent writer, instead of a so-so doctor. Or is that's just being melodramatic? I'd probably still have become a so-so doctor. Unless that's the so-so doc in me over-reasoning. (Hang on, can a so-so doc over-reason? Aren't they under-reasoners?) Anyway, sorry, am I going on a bit here? Either way, lovely dress. Check the stitching on the inside. If the finishing's at all scrappy, it's a fake. Yup, they had fakes back then too. Good luck.

**Some anecdotal**.

**Some historical**.

**Etc, etc**.