

Lyst Fashion Ad Campaign

Advertisement campaign
can be found here:

<http://creativity-online.com/work/lyst-launch-posters/44253>



Get
High

This week on Lyst:
New Yorkers buying
half as many
high-waisted skirts
as Londoners.

Get yours at **lyst**.com

Design



The design of this ad goes well with the advertisements audience. The witty play of the words “Get High” and selling high-waisted skirts is clever.



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Typography



The font used, Triomphe, is neat and keeps the advertisement clean and legible.



Get High

The font color sticks out nicely against the colors of the advertisement.

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Color



The brown background has a nice warm feel that is welcoming to audience members.



Get High

White font keeps the advertisement clean and easy to read.

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New Ad





Consistent layout
of slogan and
information.

Photography is similar
to the original.



Though the background color of the picture is different, it still blends with the original ad through typography font and layout.

Photo by xusenru on Pixabay