Lyst Fashion Ad Campaign

Advertisement campaign can be found here

http://creativity-online. com/work/lyst-launchposters/44253

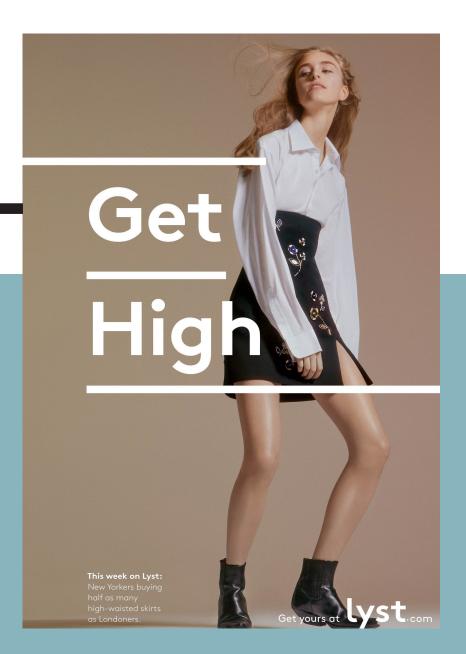
This week on Lyst:

Get

High

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.



Typography

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

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

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

Get

Color

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

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

Get

Hig

White font keeps the advertisement clean and easy to read.

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 originial ad through typography font and layout.



Photo by xusenru on Pixabay