

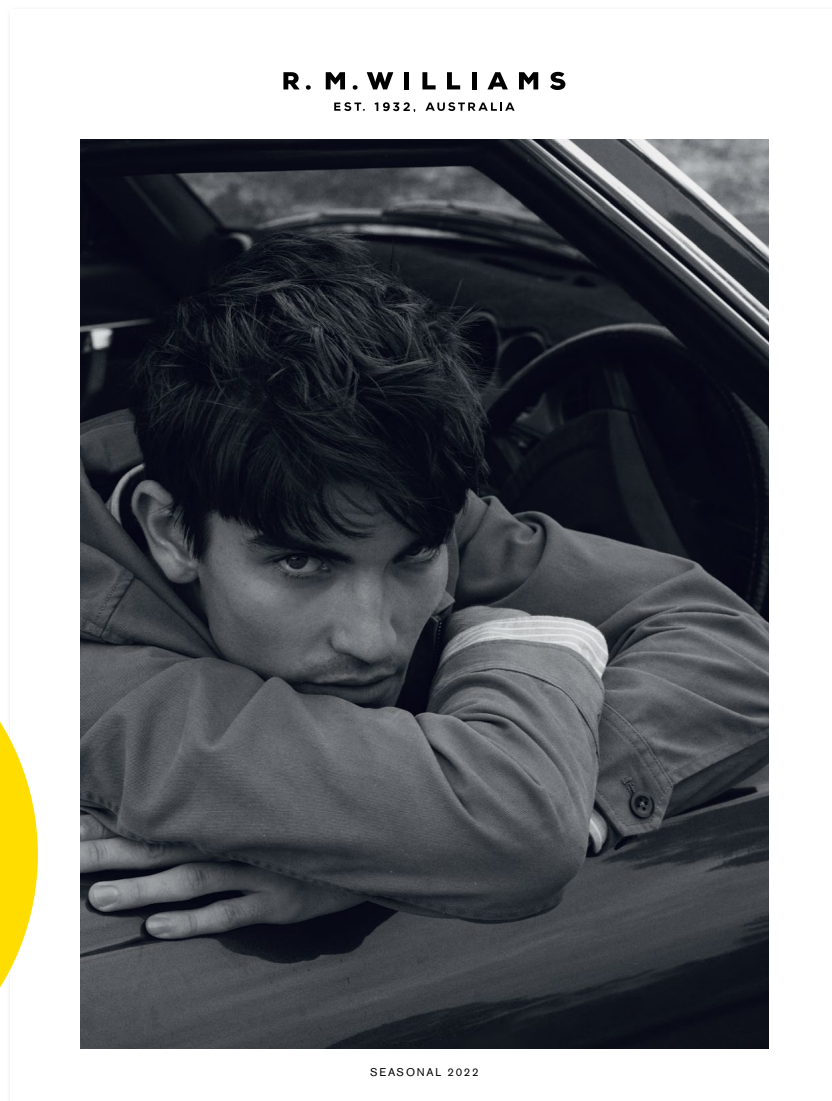


# R.M Williams: Seasonal Catalogue

**R.M Williams** is an Australian heritage brand, famous for its high-quality footwear and clothing. In 2022, the brand launched a multi-channel campaign to draw attention to their new seasonal styles.

## Objective:

The objective was to introduce customers to R.M Williams's new seasonal styles, focusing on the women's collection. It also aimed to promote denim and footwear, in particular R.M Williams's country boots which are a signature of the brand. >>



The campaign achieved improved sell-through of the Spring and summer range

