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French copywriting and transcreation

JOB DATE: 24.05.2021

VERSION: 1

CLIENT: VCCP Retail

PROJECT: McArthurGlen

HEADLINE: FASHION HACKED

FRENCH	ENGLISH + RATIONALE
La mode piratée	Fashion hacked
La mode décodée	Fashion decoded
J'ai les codes de la mode	I've got the codes of fashion <i>Rhymes</i>
À moi le code de la mode À moi le code mode	Got myself the fashion code
À moi tous les codes de la mode	Got myself all the fashion codes
Le laissez-passer de la mode	Access all-areas of fashion <i>Refers to the all-importance of fashion week and designers collections in France</i>
Les coulisses du défilé	The backstage of the catwalk <i>Refers to the all-importance of fashion week and designers collections in France</i>
Au premier rang de la tendance	First row of trend <i>Refers to the all-importance of fashion week and designers collections in France</i>
La tendance piratée	Trend hacked
Les codes et les scoops de la mode	The codes and the scoops of fashion <i>Alliteration</i>

La mode hackée	Fashion hacked <i>We can use the word hacked in English in a French line. It gives it a trendy and exclusive connotation. Very positive.</i>
Les hackeurs de la mode	The hackers of fashion
Où j'hacke la mode	Where I hack fashion
McArthurGlen Les hacks, codes et scoops de la mode	McArthur Glen The hacks, codes and scoops of fashion <i>Alliteration</i>

ACTIVATION

Insight: The length of the journey to the centre may be an obstacle to some visitors.

Idea: Visitors can send a message and a code code (discount) with their picture on site to a friend for them to redeem on their next visit in order to incite them to make the journey.