



# Footwear with a conscience

Moda in Pelle believes in fashion with a conscience, and partnered with Visualsoft to run the 'Pink Friday' campaign. The offer gave customers 50% off selected lines, donating 5% of sales from all Pink Friday lines to the Pink Ribbon Foundation, online and across their stores in the UK.

## MODA IN PELLE

The success of the campaign meant that Moda in Pelle were able to donate over £10K to the Pink Ribbon foundation, and achieved an increase of 3,000 followers across the business's social media platforms.

**+3000**

Social media followers

**+33.13%**

In transactions

**£10k - £15k**

Donation to Pink Ribbon Foundation

“We achieved our best ever sales performance outside of a Black Friday week. It was clear that both our customers and in-store colleagues really bought into what we were trying to do, making a difference to people's lives in our own way”.

Anil Patel, Moda in Pelle

