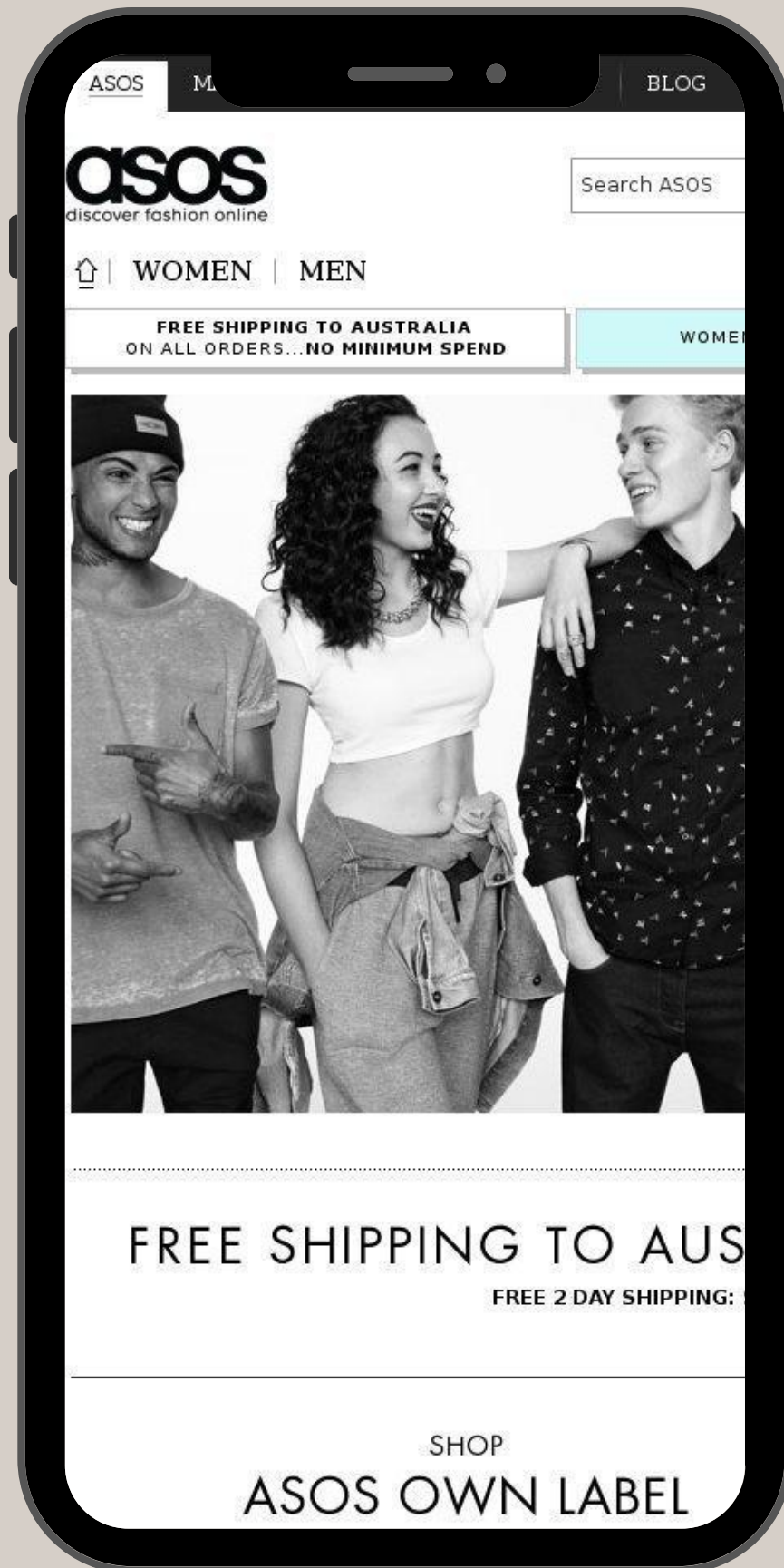


A close-up photograph of a person wearing a black blazer. A brown strap with a crocodile-embossed texture is draped over their right shoulder. The person's hand is visible near their face, wearing a gold ring. The ASOS logo is overlaid in large white letters across the center of the image.

ASOS

OF THE CLOTHING CARE



ASOS — BRITISH ONLINE
CLOTHING AND
COSMETICS STORE. THE
COMPANY WAS
FOUNDED IN 2000 IN

LONDON

The website sells more
than 850 brands

WHERE TO BUY THE SAME CUP / SWEATER AS RACHEL'S/MONIC

And so, in 2000, the website
"As Seen On Screen
appeared"



Nik
FOUNDER OF
Robertson
ASOS





Brad Pitt's red leather jacket from the movie "Fight Club"

"AS SEEN ON SCREEN"

The name ASOS originally stood for the phrase "As Seen On Screen" with the slogan "buy what you see in movies and on TV".





"THE BEST TRENDSETTER" ACCORDING TO THE SUNDAY

ASOS is starting to sell copies of
TIMES
the outfits of the stars in which
they went on the red carpet

OWN CLOTHING LINE

In the same year, Asos launches its brand, which includes several lines. These are clothes for tall girls (ASOS Tall), petite girls (ASOS Petite) and girls with shapes (ASOS Curve).



A REVOLUTIONAR Y SOLUTION!

To shoot a video for each item so that customers can evaluate how it looks in motion and on a real person. No store has ever done this before.



Brand
Fashion



asos

THE TIMES CALLS ASOS "THE UNDISPUTED LEADER OF ONLINE FASHION," AND ESQUIRE MAGAZINE "A BRAND IMMUNE TO THE ECONOMIC CRISIS."
