



Case study by
StudentBeans

& Other Stories

Collaboration is in & Other Stories' DNA. The H&M-owned fashion brand has designers working in Stockholm, Paris and LA, and high-quality collections from all three are sold alongside one another, emulating the way in which their demographic mix and match their wardrobes.

& Other Stories faced the challenge of convincing students to make long-term investments in their wardrobes. Out of this, their collaboration with Student Beans was born.

Back in 2018, & Other Stories wanted to reach all women with "a heart for fashion". After their popularity soared among young professionals, they set their sights on a demographic soon to graduate into the working world - students.

As a design-focused brand with a strong emphasis on lasting quality, & Other Stories faced the challenge of convincing students to make long-term investments in their wardrobes. Out of this, their collaboration with Student Beans was born.

Solution

With over a decade of experience connecting fashion brands to students - and with a bright history working with sister H&M brand, Monki - Student Beans was the perfect collaborator for & Other Stories.

Challenge

- In 2018, & Other Stories set their sights on a new generation of fashion-forward consumers. They wanted to reach the student market and welcome tomorrow's customers today.

Solution

- With Student Beans, & Other Stories delivered a year-round, stackable student discount of 10% - plus a concentrated Freshers 2019 campaign to propel them into students' minds and wardrobes.

Result

- At the end of Freshers 2019, & Other Stories' profits increased by 82% from the previous month, while discount codes issued grew by 130%.
- A stackable student offer on 19 April saw & Other Stories' revenue skyrocket by 299.9%.

Want to be students' go-to brand? Find out more about Student Beans' Student Verification, Student Marketing, and Student Research today.



& Other Stories launched a 10% year-round student discount online and instore. We seamlessly integrated our secure student verification technology into & Other Stories' footer and displayed their discount year-round on StudentBeans.com, to reach students however and wherever they chose to shop. Once we got everything up and running, we gave & Other Stories the flexibility to boost their discounts as and when it suited them - and they quickly learned that stackable discounts worked best for them.

We propelled & Other Stories before our extensive student user base, putting them on their minds - and in their wardrobes.

& Other Stories wanted to make a first impression on their customers of tomorrow - and the best first impressions are made during Freshers week. With students across the country arriving at uni ready to define their styles and spending habits - with their first loan drop fresh in their bank accounts - it's a crucial window of opportunity.

Student Beans collaborated with & Other Stories to deliver a showstopping Freshers campaign in 2019. Through tactically-timed media placements across the Student Beans website and newsletter, we propelled & Other Stories before our extensive student user base, putting them on their minds - and in their wardrobes. All of this was underpinned by a strategic tile in our seasonal Freshers Hub: the one-stop-shop for 2019's incoming students.

Result

During the campaign we ran with them during Freshers 2019, & Other Stories saw a 130% increase in codes issued compared to the previous month, with profits increasing by 82%. & Other Stories made a strong first impression during the most important month of the student calendar - and using Student Beans' technology and reach to offer stackable discounts throughout the year, they skyrocketed to the top of fashion-conscious students' minds. Their most recent stackable offer with us - 20% off dresses plus 10% student discount and exclusive student pre-access - saw their revenue quadruple overnight. With Student Beans, & Other Stories were able to secure a loyal customer base that will continue to buy from them until graduation and beyond.

4x

growth in revenue from running exclusive student deal on 19 April.

82%

uplift in profit compared to previous month.

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