

NOMINAL London

Building the Nominal London Brand World

Ten activations. Twelve months.
No shop. No ad spend.
No institutional backing.

£5,000+

direct sales / zero retail presence

3M+

combined influencer reach / no paid media

10

activations across London / Feb 2024 — Feb 2025



A brand strategy and cultural activation case study

Nominal London / February 2024 — February 2025



What this document is.

Nominal London is a high-fashion brand built entirely through cultural activation. No retail unit. No advertising budget. No institutional backing. Over twelve months, ten activations were staged across London — each a deliberate act of brand-building, community-gathering and creative collaboration. This document records what was made, how it was made, and what it produced.

The operating context.

Before the first public activation, the brand was already being tested — prototypes worn by the founders and their circle at private events, ideas stress-tested in real rooms before they ever reached a venue. Every subsequent decision was made under real constraints: limited manpower, no investor capital, no shop floor. The activations weren't marketing support for a business. They were the business.

Feb 24	Apr 24	May 24	Jun 24	Jun 24	Sep 24	Oct 24	Nov 24	Dec 24	Feb 25
Covent Garden	Lucy Wong	100 Wardour	Smiths	Cinema	Dilly Hotel	Disco Noir	Velvet Und.	Red Thursday	BRG

Covent Garden / The Strand

Guerrilla Street Show / London Fashion Week / February 2024



No venue booking. No official LFW accreditation. No permission asked. During London Fashion Week February 2024, Nominal took the Strand, the steps of the Aldwych statue and the cobblestones of Covent Garden and turned them into a runway. Models stood on branded white plinths. Red smoke cut through the grey February sky. A procession of models and collaborators carried Nominal-branded boxes through streets that didn't know to expect them.

By the time it ended, fifty to sixty people were following the procession. Nobody sent them. They just came. This was Nominal's opening statement — entirely independent, entirely self-funded, entirely on its own terms. Everything that followed was built on the confidence this required. Photography by @roscoreckless.



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ACTIVATION 02

Lucy Wong

Haus of Nominal

Community / Soho / April 2024

The portrait collaboration.

Every attendee left with a professional portrait in their inbox, shot on the night by photographer Dani Riot. It served multiple functions: a genuine gift to guests, a data capture mechanism, and a source of branded editorial imagery. Attendees didn't feel processed. They felt seen.

The interview layer.

A hosted interview format ran throughout the evening — guests sharing perspectives on fashion and creativity. The intention was to build a YouTube channel from the footage. Manpower constraints meant it became event recap content instead. The format itself was the signal: Nominal gives its community a voice.

The value exchange model.

Lucy Wong established the template Nominal would return to across every subsequent event. Every collaborator leaves with something. Every attendee leaves with something. The brand sits at the centre of a network of mutual benefit. Live illustrators, portrait photographers, hosted DJs — all variations on the same idea.

100 Wardour Street

Pop-Up Fashion Experience / Soho / 7-8 May 2024

**The concept.**

Two days, four hours each evening. A Soho pop-up combining fashion, music and live product — promoted by a black, white and red flyer campaign seeded across Soho without a single paid placement.

The commerce.

A live accessories price list, jewellery, knitwear belts and leather pieces. The 100 Wardour St neon and the Nominal branded cube created a scene that photographed effortlessly. Attendees left having spent.

The reach.

Attending influencers generated an estimated combined reach of 3 million. No gifting budget. No formal brief. Photography by Paul Winstone and @alanstrutt.

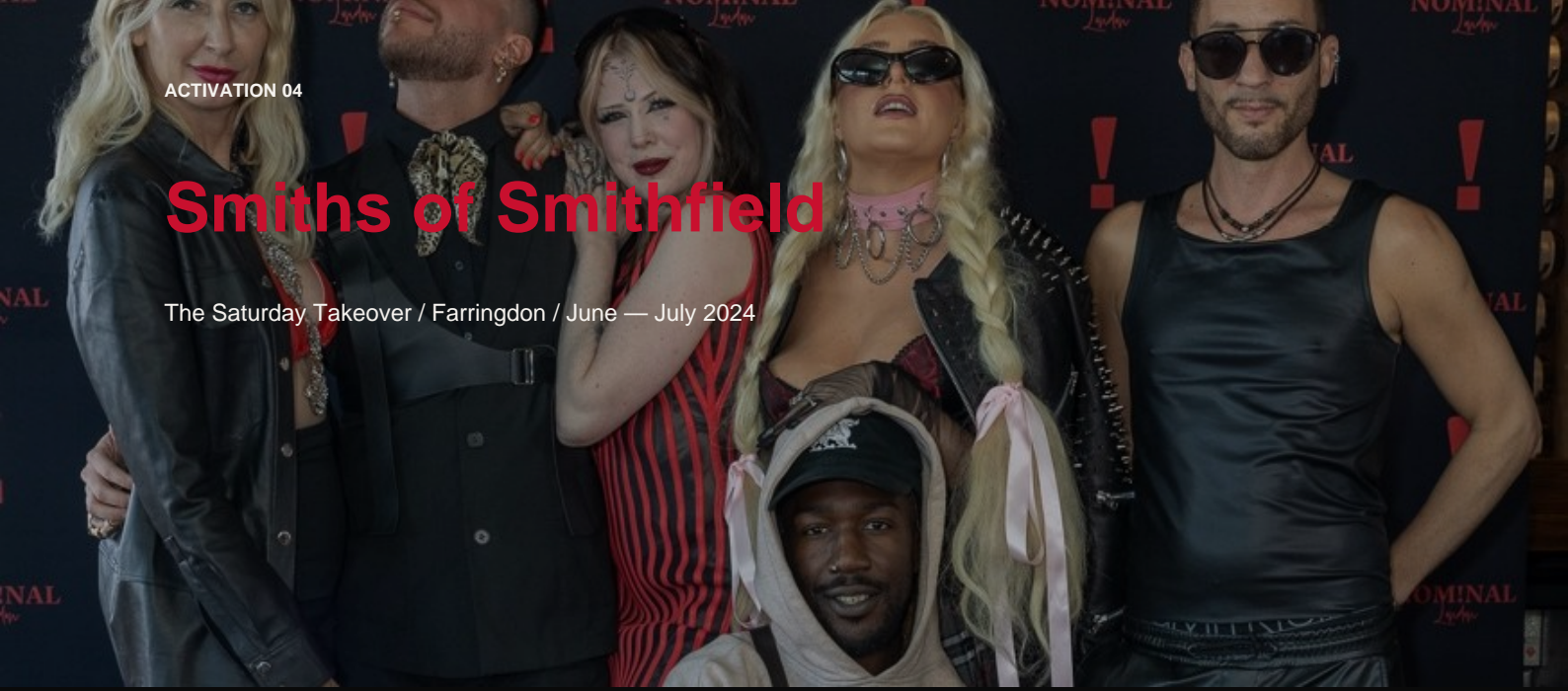
3,000,000+

combined influencer reach / organic / no paid media

04 / 100 WARDOUR ST / MAY 2024

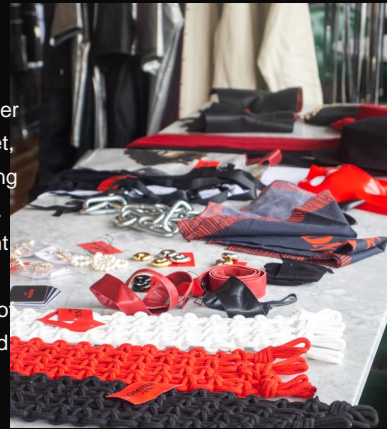
Smiths of Smithfield

The Saturday Takeover / Farringdon / June — July 2024



Smiths of Smithfield ran every Saturday through June 2024, with the final edition spilling into July as the Nominal Music Takeover — five live performers across different genres sharing the same stage. Each Saturday built on the last: product on rails, accessories laid out, the brand's visual world made physical for the first time in a recurring format.

The commercial peak came when a single customer spent approximately £3,000 across a leather jacket, two dresses, accessories and T-shirts — generating over £5,000 in total sales across the run. No shop. No e-commerce push. Just the right room, the right product, the right people. The Ed Chapman collaboration — Ed's original vinyl mosaic portrait of Jimi Hendrix lasered onto Nominal leather, finished by hand with mosaic pieces — debuted here.



Ed Chapman x Nominal London
Jimi Hendrix vinyl mosaic / lasered & hand-finished

£5,000+

direct sales / recurring Saturday format / no retail unit



Nominal partnered with All Is Joy Studios at 75 Dean Street — a working cinema in the heart of Soho — and turned it into a fashion and music event running from 10pm to 4am. The format was simple and deliberate: a DJ set with Nominal fashion content playing on the cinema screen behind the decks. Six DJs across the night: K3, One-Thabs, Polo Soleri, Southern Rebels, Nooru and Yin x Yang.

The visual — a DJ working in front of a cinema screen showing Nominal campaign content — was the concept made literal: fashion and music as a single uninterrupted experience. The venue drew a crowd that dressed for the occasion. Tickets sold through nominalondon.com. The room was full.

DILLY HOTEL IMAGES — TO BE ADDED IN V3

The second London Fashion Week activation positioned Nominal inside one of Piccadilly's most recognisable addresses. The Dilly Hotel provided a prestige backdrop that communicated institutional adjacency without institutional backing — the brand in a room that carries weight, on its own terms, without an invitation from the establishment.

September's LFW activation built on the groundwork of February's guerrilla street show — the same brand, now operating in a different register. From the Strand to Piccadilly. From the pavement to the hotel lobby. The trajectory was deliberate.

DISCO NOIR IMAGES — TO BE ADDED IN V3

Disco Noir was the first full fashion show format under the Nominal banner. The value exchange model that debuted at Lucy Wong found its fullest expression here: one illustrator documented the entire evening live on a single canvas, while another produced personal illustrations of guests to take home. Every attendee left with a piece of original art.

The show presented Nominal pieces against a backdrop of dark, cinematic energy — the name said everything about the aesthetic intention. Fashion as atmosphere. The audience as participants, not spectators. The collaborating artists gained exposure and a platform. The guests gained keepsakes. Nominal gained a documented cultural moment.

VELVET UNDERGROUND IMAGES — TO BE ADDED IN V3

The second fashion show format continued the live illustration model introduced at Disco Noir. Two illustrators again — one working across the whole evening, one creating personal pieces for guests. The format was now proven. The community knew what to expect and came back for it.

Velvet Underground deepened the collaborator network built across the preceding months. By November 2024, Nominal had a body of work that spanned street activations, pop-ups, cinema events and two full fashion shows — all without a retail unit, all without institutional support.

Red Thursday

Community Evening / December 2024

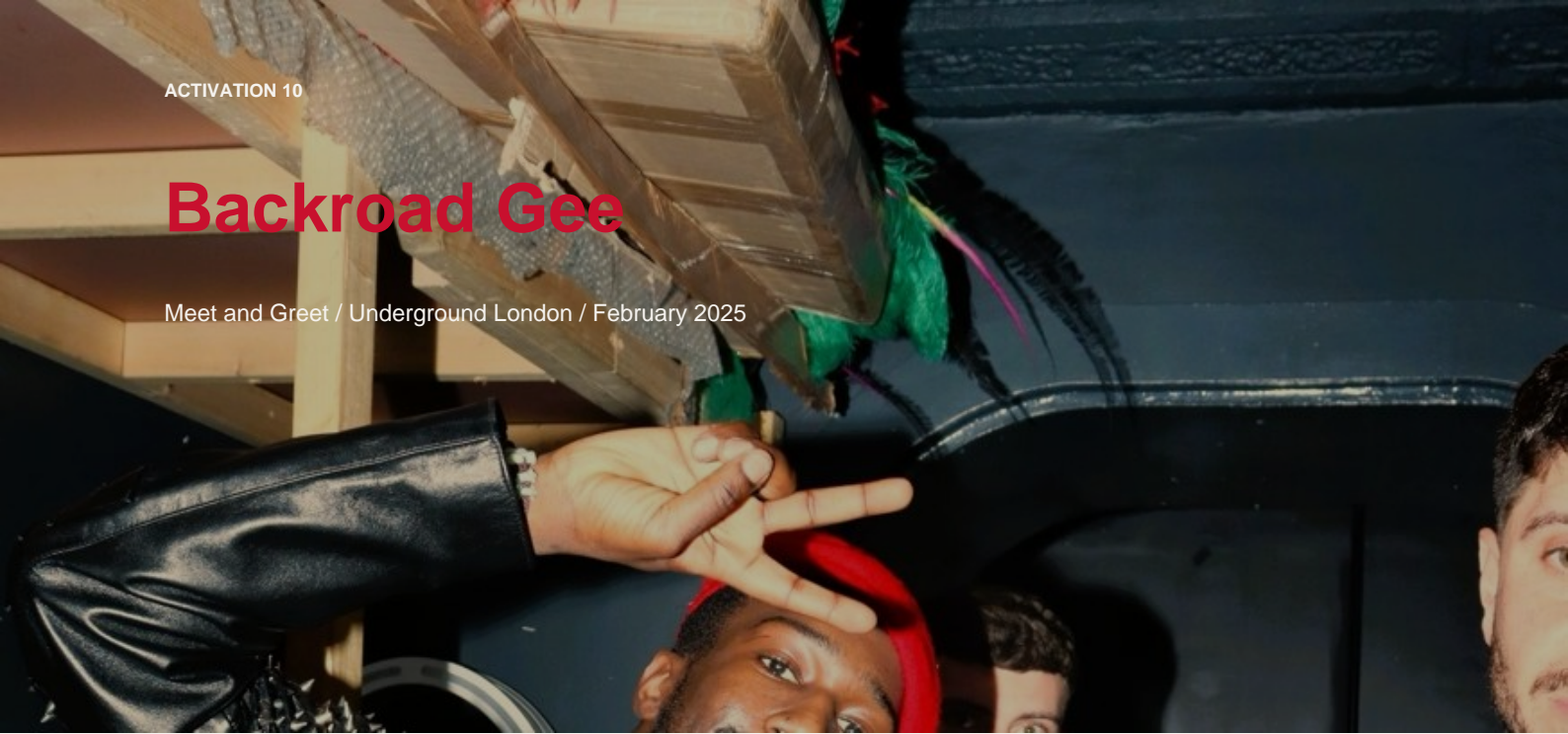
RED THURSDAY IMAGES — TO BE ADDED IN V3

Red Thursday was Nominal's community evening format — a recurring touchpoint that kept the audience warm between major activations. Fashion, music, conversation. The format was deliberately low-threshold: a night for the community to gather without the pressure of a ticketed event or a fashion show.

By December 2024, Nominal had built an audience that showed up. Red Thursday was proof of that. Not a launch. Not a show. Just the brand and its people in a room together — which, after twelve months of activation, was enough.

Backroad Gee

Meet and Greet / Underground London / February 2025



The Backroad Gee meet and greet was Nominal entering the world of UK grime and drill — not as a brand borrowing cultural credibility, but as a genuine participant. Dalia Rae (Rap Game UK) performed live. KxbyTurner hosted and DJed. Model Alfie Coez debuted pieces being conceptualised for a potential capsule collaboration with Backroad Gee. The event was step one: aligning audiences, establishing trust, creating the cultural conditions for a collab.

The capsule ultimately didn't proceed — logistical and operational constraints made it impossible to follow through at the time. The groundwork was real and documented. A brand that gets close enough to a signed artist to be designing capsule pieces and hosting joint events — even if the deal doesn't close — is a brand operating at a level most independent labels never reach. The two Nominal DJs on stage in branded exclamation mark tees were the quietest statement of the entire twelve months.



WHAT IT PRODUCED

Results / Evidence.

£5,000+ Direct sales at Smiths of Smithfield. Single event series. No retail.

~£3,000 Largest single customer transaction. One visit. High-fashion conversion.

3M+ Combined influencer reach at 100 Wardour Street. Zero paid media.

50–60 People who followed the Feb LFW guerrilla procession. Unprompted.

10 Activations across London. Feb 2024 to Feb 2025.

Getty Independent editorial coverage. Not arranged. Not paid for.

These numbers exist without a single paid advertisement, a retail location, or institutional support. They were produced by a brand that understood cultural activation as its primary commercial strategy — and executed that strategy consistently, event by event, across twelve months.

WHAT COMES NEXT

Nominal London

is ready.

Twelve months. Ten activations. A community built without institutional support, a brand proven in rooms that matter, and a cultural body of work that exists on its own terms. The infrastructure is in place. The collaborator network is real. The audience is warm. What Nominal London has demonstrated is that the brand world is already built. The next chapter is about scale.

nominallondon.com / [@hausofnominal](https://www.instagram.com/hausofnominal)

Photography: [@roscoreckless](https://www.instagram.com/roscoreckless) / Models | Shoot / Paul Winstone / Dani Riot / [@alanstrutt](https://www.instagram.com/alanstrutt)

Nominal London / Brand Strategy and Cultural Activation / 2024–2025