

Desigual fashion brand empowers a naked social strategy in Berlin, Prague



Kudos

to spanish weirdo-looking and successful brand [Desigual](#) for bringing naked girls across the world streets!

The spanish fashion brand started an **innovative marketing campaign** in Berlin, Germany and Prague, Czech Republic (more stores upcoming) offering huge discounts to shoppers who turn up in their underwear.

The marketing campaign drew huge attention because Desigual was giving away free clothes to the first 100 customers who turned up in their underwears on June 16 at the brand's premier shop in Berlin's Tauentzienstrasse.

Campaign's aftermath?

I'll tell you the naked truth: a huge success!

The shop drew huge crowds as many people were amused to see men and women, in their underwear, shop.

More amazingly, at least *400-500 people* had queued up overnight in front of the store, semi-naked.

Don't trust my words, check for yourself what happened in Prague!

The line of people drew so much attention from passing motorists that the police was forced

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to tell the store to open its doors *30 minutes early*.

As the door opened, shoppers in their bras, panties and underwear rushed inside to grab items of clothings off the shelves.

While the first 100 shoppers got their clothes for free, other shoppers got 50 percent discount on all items in the summer collection and everyone in the line was also given Desigual goodie bags.

Soon coming in your town with a similar campaign: next New York, Stockholm, London, Amsterdam, Prague and Madrid.

Desigual's aptly chosen slogan: '**Enter half-naked - leave fully dressed.**' so... come undone!

[Via [Desigual Blog](#)]