# Topshop hints at a comeback with art installation and treasure hunt



Topshop, once a leading name on Britain's high streets, recently sparked excitement amongst shoppers with an unexpected social media announcement suggesting a comeback. This dramatic reveal, which included a striking image of a couple standing on an industrial rooftop beneath a giant Topshop sign alongside the message, "We missed you too", generated immense reaction across various platforms. Accompanying captions on the brand's official Instagram further hinted at a revival, stating: "We've been listening," which resonated deeply with the brand's loyal customer base.

The official website, www.topshop.com, simply indicated that "Topshop [was] coming soon", fuelling speculation about a physical return to retail for the iconic fashion giant. The response from social media users was overwhelmingly nostalgic, with comments expressing excitement and even some humorous remarks, such as one user stating, "I feel like my parents just got back together."

However, Topshop has since clarified that this announcement is not related to a new store opening but rather promotes an "audacious fan-fuelled art installation and treasure hunt." In a statement, the company revealed it had collaborated with London-based artist Russ Jones to produce an exhibit titled "We Missed You Too", set to debut in Soho. The installation features 21 mirrors reflecting comments from Topshop’s customers, showcasing their connection to the brand.

Additionally, it has launched a treasure hunt throughout London, offering participants the chance to win a £1,000 Topshop voucher and invitations to the art exhibit’s opening. Moses Rashid, Topshop’s global director of marketing, expressed excitement about the response from fans on social media, stating, "Supporting local talent, sharing the stage with creatives, and bringing London's unique energy to our fans has always been part of Topshop’s heritage." This initiative is framed as a way to engage with the community while celebrating the brand's rich history.

In a further elaboration, comments from ASOS, which bought Topshop in a £295 million deal following the collapse of the Arcadia Group, indicate ongoing plans to "re-launch" Topshop.com and possibly explore physical retail options in the future. Jose Antonio Ramos Calamonte, head of ASOS, mentioned he would not disregard any strategies for growth, including physical presences if they align with the brand's evolution.

Topshop has a storied history dating back to its inception in 1964 as a concession in Peter Robinson department store in Sheffield. Over the decades, it evolved into a major player in the British fashion retail landscape, especially popular with fashionable young women. Its flagship store on Oxford Street became a landmark attraction, showcasing collaborations with notable designers and celebrities, including supermodel Kate Moss, who famously partnered on a collection series that became emblematic of the brand's appeal.

However, Topshop has faced significant challenges over the years, particularly as it struggled to compete with the rising influence of online fast fashion retailers. The brand's decline was exacerbated by poor financial management under previous ownership, leading to the closure of hundreds of stores and a significant loss of consumer trust amid various controversies.

Despite this shaky recent history, the recent communications hint at a potential rebirth, connecting the past glory of Topshop with contemporary artistic expressions, although it remains to be seen how this will translate into consumer engagement moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://her.ie/style/topshop-fans-go-wild-as-brand-teases-major-comeback-633025> - This article corroborates Topshop's social media announcement hinting at a comeback, which generated significant excitement among fans. It also mentions the brand's history and its potential return to high-street retail.
* <https://corq.studio/insights/topshops-revival-must-be-led-by-it-girls-and-influencers-to-recapture-its-noughties-glory-in-the-tiktok-age/> - This article discusses the importance of influencers in Topshop's revival strategy, highlighting the brand's past success with collaborations like Kate Moss's collections. It also touches on the challenges Topshop faced before its decline.
* <https://ww.fashionnetwork.com/news/Topshop-preps-for-relaunch-teases-new-website,1707936> - This article supports the claim that Topshop is preparing for a relaunch, including a new website scheduled for summer. It also mentions Michelle Wilson's appointment as managing director and plans for global wholesale partnerships.
* <https://www.asos.com/investors/news-and-presentations/press-releases/2023/ASOS-announces-new-joint-venture-for-Topshop-and-Topman/> - This URL would typically provide details on ASOS's joint venture for Topshop and Topman, although it is not directly available in the search results. It would support the information about ASOS's involvement in Topshop's future plans.
* <https://www.standard.co.uk/business/topshop-asos-joint-venture-arcadia-b105911.html> - This URL would typically discuss ASOS's acquisition of Topshop and the joint venture with Heartland, providing context on the brand's transition from physical to online retail. However, it is not directly available in the search results.