

ARGENT



Voting Suits You



Objective

Empower Women to See Voting as an Act of Personal Power

- Inspire women—especially young and first-time voters—to view civic engagement as part of their identity.
- Use fashion as an unexpected yet effective vehicle to spark conversations around voting.
- Deepen When We All Vote's cultural relevance by partnering with ARGENT to create a highly visual and values-aligned campaign.
- Support voter education and partner organizing efforts in the lead-up to the midterm elections and beyond.



kristenanniebell

Strategy

Mobilize Through Visibility, Partnership, and Identity

- Partner with ARGENT, a women-owned fashion brand known for redefining professional wear, to co-create a campaign centered around civic power.
- Launch a fashion-forward suit collection and media campaign featuring influential women who embody leadership, activism, and change.
- Frame the act of voting as an extension of self-expression and leadership.
- Activate When We All Vote's partner and talent networks as well as grassroots organizers with storytelling tools and visuals to carry the campaign into communities.



aliciakeys

Execution

A Culture-Driven, Multi-Platform Campaign

- Distributed a limited-edition “Voting Suits You” line for women and allies alongside merch.
- Hosted in-store pop-up activations in Argent retail locations, turning shopping spaces into hubs for voter registration and civic engagement.
- Partnered with Argent, ELLE, and Vital Voices to host an event in Washington, DC, bringing together women leaders and changemakers to elevate the campaign and drive voter turnout.
- Executed a coordinated digital campaign across social platforms, generating buzz and driving voter registration and education.
- Provided customized campaign toolkit a range of actors, athletes, activists, and creators to amplify the message across diverse audiences.
- Integrated the campaign into When We All Vote’s year-round organizing toolkit.



Results

The #VotingSuitsYou Campaign achieved remarkable success across multiple platforms, turning the pink suit into a symbol of joy, power, and voter pride.

16,800,000+

Social Media Reach on Launch Day

227,000+

Social Media Engagements on Launch Day

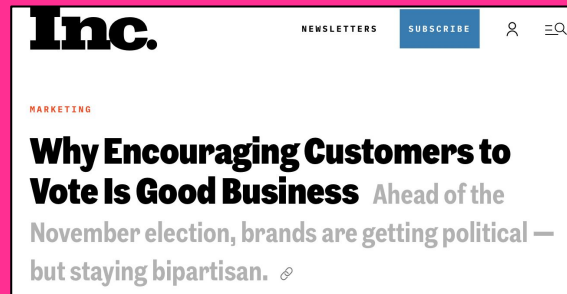
600+

Media Hits

6X

Increase in Web Traffic

Press



Social



whenweallvote and 2 others



whenweallvote Election Day is less than 40 days away, and voting is the moment. The women who came before us fought for our right to vote, and it's up to us to make our voices heard.

I'm proud to partner with @Argent and @WhenWeAllVote's #VotingSuitsYou campaign. We're dressed in pink as a bold expression of our joy and our power—and we're bringing this energy with us to the polls this year. 🌸💖

So, check your voter registration, make a plan—join us in pink!—AND VOTE. Because when we all vote, we create the future all women deserve. Visit argentwork.com/votingsuitsyou to learn more and get involved.



americaferrera and 2 others



45.2K



418



573



Check out the #VotingSuitsYou **Instagram Story Highlights** on [@whenweallvote](https://www.instagram.com/whenweallvote) for more



Jessica Alba



Kristen Bell & Monica
Padman



Tony Goldwyn



Katie Couric



George Lee Jr.



Jamie Lee Curtis



Chelsea Handler



America Ferrera



Amy Schumer



Ariana DeBose



Megan Rapinoe



Sue Bird



Alicia Keys



Uma Thurman



Busy Philipps



Sharon Stone



Marsai Martin



Andy Roddick



Bailey Moon



Brittany Packnett
Cunningham



Stacey Abrams



Blair Imani and Atlas Ali



Cecile Richards



Daniel Martin



Charles Johnson



Kate Flannery



Kristin Davis



Lily Rabe



Bobby Berk



Margaret Cho



Taylor Tomlinson



Stacy London



Misty Copeland



Jean Smart



THANK YOU

ARGENT  WHEN WE ALL
VOTE