

MULTICHANNEL

Porsche Design boosts in-store traffic with Linkin Park collaboration

June 16, 2014



Chester Bennington modeling the capsule collection

By SARAH JONES

German fashion label Porsche Design is bringing in new consumers with a capsule collection designed in collaboration with United States rock band Linkin Park's Chester Bennington.

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Luxury Daily

The lead singer of the band collaborated on a capsule collection of pieces and appeared in-store for a launch party, drawing thousands of fans. Partnering with a popular artist who fits the aesthetic of a brand can open a brand up to an entire group of new potential consumers.

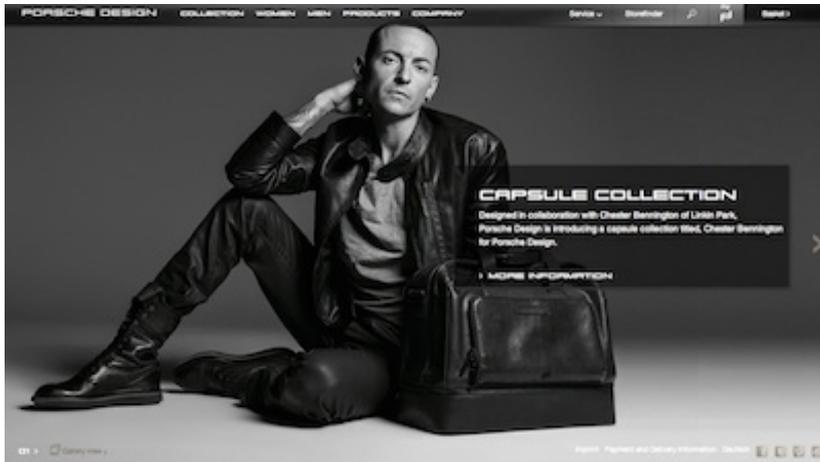
"The Chester Bennington for Porsche Design Collection is an extension of the brand's successful ready-to-wear line," said Juergen Gessler, CEO of **Porsche Design Group**, Ludwigsburg, Germany. "The collection offers our customers the sleek and modern Porsche Design look that our brand has become known for, however, it is infused with an eclectic rock style.

"The Chester Bennington x Porsche Design Collection is the perfect fit for the Porsche Design customer who is looking for a sleek and purist design with a little twist," he said. "It

is Porsche Design as its core, however, with a hint of rebellious rock 'n' roll style, inspired by Chester's personal style as a music rock star."

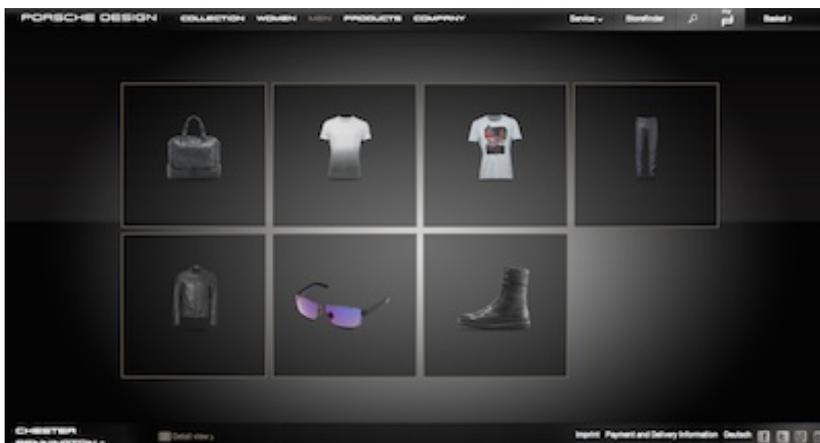
Star-studded

Porsche Design announced its capsule collection on social media and its Web site, giving it prime space on its homepage.



Porsche Design homepage

The collection includes six pieces for the brand's men's store: two t-shirts, a pair of skinny jeans, a leather weekender bag, leather jacket, sunglasses and lace up boots. Prices for the line range from \$109 to \$1,950.



Porsche Design Chester Bennington ecommerce page

When the collection launched on the Porsche Design ecommerce site, the label kept up a stream of Facebook posts promoting it.

Linkin Park also promoted the launch on its own Facebook, providing links to purchase the pieces to its 63 million fans.



Linkin Park
June 6

The brand new Chester Bennington Capsule collection by Porsche Design is now available in Porsche Design stores around the world.

Locate a Porsche Design Store near you in the US: <http://www.porsche-design.com/en/store-locator/>

Visit the EU Online shop: www.porsche-design.com



Facebook post from Linkin Park

On June 10, Porsche Design hosted an autograph signing event at its recently opened Milan store ([see story](#)) to celebrate the collection. About 2,000 people showed up to get the singer's autograph and meet him in person, with a line spilling out onto the street.



Facebook photos from Porsche Design of Milan event

Linkin Park tweeted about the signing while Mr. Bennington was at the event.



Tweet from Linkin Park

Following the event Porsche Design shared photos of the crowds that attended. To help fans feel more included in the brand's lifestyle, Porsche Design also shared video footage of the official launch event in Berlin.

While the collection is available in Europe now, it will launch in U.S. Porsche Design

stores in July.

"We gave our customers and the Linkin Park fans the opportunity to meet Chester and get to know him as well not as the rock star but as the person who has a huge interest in fashion and design," Mr. Gessler said.

"Of course he is the epitome of modern rock – glam and rebellious, yet he is a man of discerning taste and has a strong passion for iconic design and excellent craftsmanship, two attributes that are synonymous with our brand and, that make the success of the collaboration," he said.

Spreading word

For luxury labels, partnering with a popular singer can provide mass appeal.

Italian fashion label Versace and French design house Givenchy boosted brand awareness through product placement on a world stage.

Both brands designed costumes for pop star Beyoncé Knowles-Carter for her Mrs. Carter Show World Tour, with their creations unveiled during the European part of her tour that began on Feb. 24. This has given the brands global exposure, both on-stage and online ([see story](#)).

Also, Swiss watchmaker Hublot, together with Shawn "Jay Z" Carter, unveiled two wristwatches that make up the rapper's larger collaborative effort with department store Barneys New York to further align the watch brand with the iconic figure and the retailer.

The watches were part of Jay Z's "A New York Holiday" capsule collection that was exclusively available at select Barneys' locations. Jay Z's A New York Holiday collaboration features multiple brands to create a total affluent lifestyle that appealed to consumers beyond timepiece enthusiasts ([see story](#)).

These partnerships might not boost sales, but they have the potential to expand the brand's awareness among consumers.

"The capsule collection, designed by Porsche Design, is abetted by a brand consistent with the edgy design," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Linkin Park and Chester Bennington fit that category.

"Porsche is injecting 'hip and cool' into their mix," he said. "These products are designed for the aspirational market that may be influenced by Linkin Park. Although Mr. Bennington is the brand ambassador, it's unlikely his name has much brand equity. It's more about his zoolander.

"The collaboration is peculiar. Linkin Park has a heavy down-market Latin and Asian male following, aged 18-24 according to [Quantcast](#).

"The collaboration with Bennington separates the capsule collection from Porsche Design's luxury objects," he said. "It may be about protecting the latter rather than promoting the former."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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