

MULTICHANNEL

Berluti sneaker campaign directs attention to athletic footwear

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Berluti sneaker

By NANCY BUCKLEY

French leather goods maker Berluti is expanding its footwear collection to athletic sneakers and created a microsite with a video to explain the new product to consumers.

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The Playtime sneaker embodies Berluti's leather craftsmanship with athletics to create the brand's first ever sneaker. The microsite and video surrounding the sneaker collection will likely narrow focus on the new athletic footwear and create a broader audience and awareness for the brand.

"The strategy behind creating a microsite for this collection is creating a seamless focal on Berluti's newly released sneaker collection," said Dalia Strum professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"This approach sorts through any noise on the current site and brings a larger focal to this product feature," she said. "They have leveraged this platform as an opportunity to visually as well as contextually story-tell the brand merged with the product history as well as availability.

"The microsite provides Berluti the ability to give insider information of various

milestones that have aided in their success, which have essentially kept the brand iconic. This digital strategy is a door-opener to capture the essence of this luxury brand.”

Ms. Strum is not associated with Berluti but agreed to comment as an industry expert.

Berluti was unable to comment by press deadline.

Crafting sneakers

Similar to Berluti’s traditional shoes, the Playtime sneakers are crafted from a single piece of Venezia leather and hand stitched to form the shoe.

The sneaker is the brand’s attempt to reinvent city living with innovations upon the classic sneaker.



Berluti sneakers

The colored laces contrast the stitches, the silicone inserts provide comfort and the fleece-lined ankles provide comfort to the athletic shoe.

Berluti's video corresponding to the sneaker line is a behind-the-scenes glimpse at the sneaker in production and in action. The film repetitively switches to a foosball table, alluding to the athletic side of the sneaker.

The microsite features the video and insight into the creation of the sneaker and the brand. The microsite generates specific focus on the sneaker and not the other elements of the spring/summer collection.

Embedded Video: [//www.youtube.com/embed/UowtDGSq1aI](https://www.youtube.com/embed/UowtDGSq1aI)

Playtime sneaker video

The microsite does not offer the consumer engagement beyond the video and is strictly focused on the inspiration behind the sneaker.

Behind brands

The behind-the-scenes video and microsite ad campaign is not a new concept to luxury brands.

For instance, French fashion house Chanel promoted its fall/winter 2013-14 pre-collection through a microsite and new video created by creative director Karl Lagerfeld.

The “Women Only” video stills that are displayed on the microsite show the model’s name and a description of her outfit. Consumers were encouraged to watch a four-minute

and 30-second video of Chanel's models entering a theater and preparing to view a film to help them visualize the fall-winter collection ([see story](#)).

Similarly, French fashion house Christian Dior educated consumers about its new Capture Totale Dreamskin product through a microsite that focused on the “revolutionary” qualities of the product.

The microsite was broken down into categories, such as “Who,” “How” and “Iconic,” allowing users to click to learn more about a specific aspect of the product. By launching a product with so much content, the brand was able to support its messaging that the product is innovative, and capture the interest of consumers ([see story](#)).

A behind-the-scenes video paired with a microsite gives brands a way to narrow in on a single product and create a history behind it.

“Behind-the-scenes videos provides stronger outlets to connect viewers and potential consumers to products through visual experiences,” Ms. Strum said.

“Essentially, those become relationship building tools and add value to the experience of understanding creation and construction of products before they come to fruition,” she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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