

MULTICHANNEL

## Donna Karan launches microsite to highlight history of fragrance collection

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*Making of an Icon microsite for Donna Karan*

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By NANCY BUCKLEY

U.S. label Donna Karan has created a microsite to highlight Cashmere Mist, a fragrance collection within the brand.

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**Luxury Daily**

Donna Karan's microsite has several videos embracing the brand's passion and dedication to the general Cashmere Mist scent. The use of a microsite as a platform for the videos will likely clarify the brand's goals and ideals behind the fragrance to consumers.

"A microsite is a way to immerse a consumer into the most relevant of content specific to a particular topic," said Andrea Wilson, Fort Worth, TX-based vice president, strategy director and luxury practice lead at [iProspect](#).

"It allows freedom for the brand to steer a safely from their other owned property structures and rules in order to show a different side of the brand or product personality," she said.

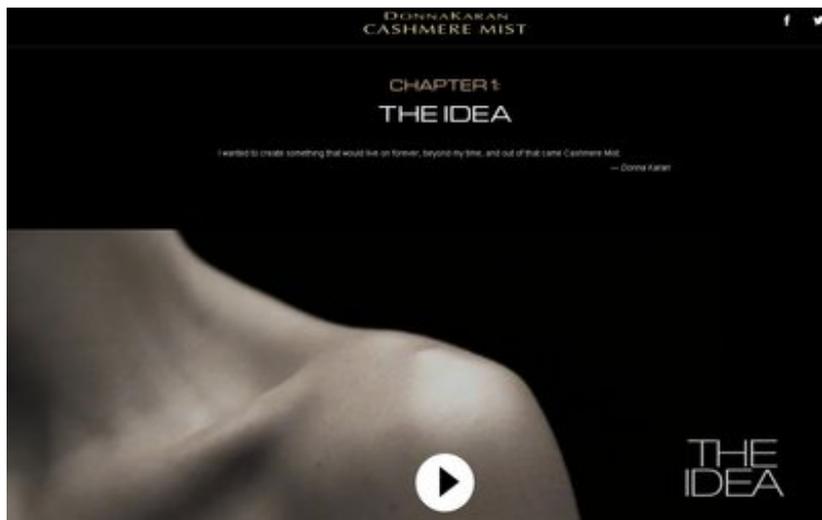
Ms. Wilson is not affiliated with Donna Karan, but agreed to comment as an industry expert.

**Donna Karan** was unable to respond by press deadline.

## Microsite lessons

Donna Karan's microsite begins with the title slide that states "The Making of an Icon" and features an image of the fragrance's bottle. The site also encourages the user to scroll to begin the journey through the fragrance's history.

The first section, "Chapter 1: The Idea," begins with a quote from brand founder Donna Karan about her dream behind the fragrance. A video is featured below highlighting the foundation of the brand and the fragrance.



### *First chapter of the Making of an Icon*

Ms. Karan is in the film and discusses what inspired her to develop Cashmere Mist. The fragrance came from a line of beauty products with a similar scent and consumers' demanded for the scent to be turned into a fragrance, not just a lotion or bathing products.

"Chapter 2: The Scent," is the next video that discusses the story behind Cashmere Mist and Ms. Karan's desire to create a fragrance that parallels cashmere's characteristics. She wanted a scent that connected the mind, the body, the senses and the soul, but kept the concept of having a cashmere blanket around the body.

The final video on the sight is title "Chapter 3: The Feeling" which discusses the appeal of the fragrance to consumers. Cashmere Mist embodies feminine traits, even the bottle embodies the shape of a woman, the soul and spirit of women inspires the brand and this scent.

Ms. Karan ends the video saying, "Cashmere Mist is part of my soul and will hopefully be part of yours."

The microsite also features a sweepstakes that asks fans to enter to win a bottle of the fragrance and the scent's body lotion.

DONNA KARAN  
CASHMERE MIST

CASHMERE MIST ANNIVERSARY  
SWEEPSTAKES

After watching THE MAKING OF AN ICON documentary celebrating the iconic Cashmere Mist fragrance, enter below for a chance to double the bliss and win our limited edition deluxe 6.7 oz Cashmere Mist Eau de Parfum and the 11.8 oz Body Lotion. An intoxicating sheer floral, the seductive scent combines the essences of Moroccan Jasmine, Lily of the Valley and the freshness of Bergamot, against a warm background of Sandalwood, Amber and Musk. It's more of what you love... created for the woman who can never have enough.

First Name\*

Last Name\*

Address\*

Address 2

City\*

State\*

Zip\*

How Long Have You Been Wearing Cashmere Mist?

How Does Wearing Cashmere Mist Make You Feel?

Email Address\*

[Learn to the official site](#)

The last section of the microsite presents an area for the consumer to read about the ingredients in the fragrance and offers a link to the ecommerce site to purchase a bottle.

Embedded Video: [//www.youtube.com/embed/MTOkFyugcbY?list=UUhsN7ggNsLYWludtMN11UvA](https://www.youtube.com/embed/MTOkFyugcbY?list=UUhsN7ggNsLYWludtMN11UvA)

### *Full documentary*

The videos were teased the day prior to the release on the brand's social media accounts and the three videos compiled together create a documentary about the fragrance. The microsite however, is not visible elsewhere on the brand's Web site, it is solely promoted on the social media accounts.

### Narrowing microsite

Microsites allow consumers to gain a specific understanding of a product without distractions. The use of a microsite and videos for a scent gives the consumer a way to understand the essence of the scent without ever smelling it.

For instance, Italian fashion house Dolce & Gabbana launched a limited-edition of its scent Light Blue and has created a microsite to solely promote the fragrance.

The microsite allowed consumers to learn product's ingredients, the concept behind the scent and information about the video campaign. Dolce & Gabbana's separate microsite allowed the brand to promote a fragrance through narrowing in on the specific product, which can more readily spark the consumer's interest ([see story](#)).

Similarly, Aerin Lauder's Aerin Beauty was building awareness for its fragrance range with a microsite that emphasized featured botanicals found in its signature line of scents.

The granddaughter of late beauty mogul Estée Lauder, Aerin Lauder's eponymous

lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allowed the consumer to explore the brand's scent profile through interactive touch points that may motivate social sharing ([see story](#)).

A video and microsite concept lets consumers narrow their focus on a product and creates a ground for a greater awareness among consumers and social media followers.

"The description of the scent in the videos helps viewers understand what the fragrance is like, and potentially encourage them to go experience the scent themselves," Ms. Wilson said.

"The visualization and movement of video invokes emotion and desire more than words on a website can, so the documentary told in the different voices of those that helped create Cashmere Mist really helped paint a picture of the scent and its story in a very attractive way," she said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/Qyg5iUM3UhU](https://www.youtube.com/embed/Qyg5iUM3UhU)

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