

INTERNET

Net-A-Porter hosts exclusive Temperley London shoppable video

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Promotional image for Temperley London's "White Magic"

By SARAH JONES

British fashion label Temperley London is inviting consumers into its founding designer's annual country soiree with a shoppable video launching exclusively on Net-A-Porter.

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Luxury Daily

The video, "White Magic," shows a group of women frolicking in the British countryside before Alice Temperley's bash, providing entertainment as well as showing off the designer's apparel. Using Net-A-Porter as the platform for this campaign gave Temperley a sophisticated audience for its shoppable content, making it more likely to produce sales.

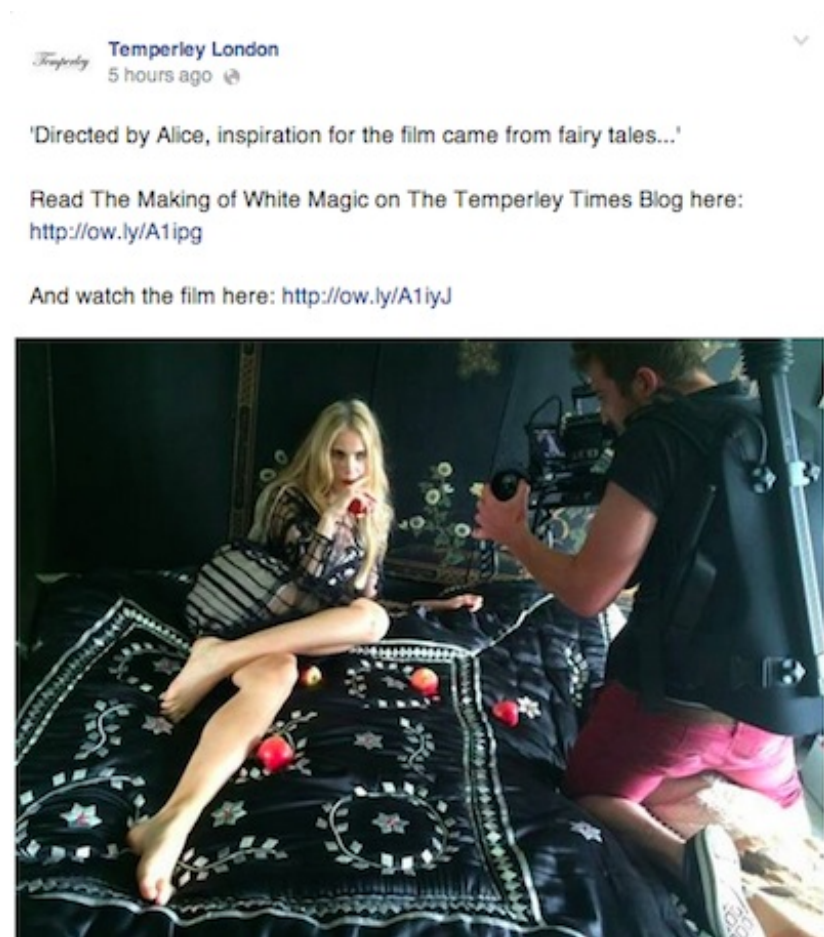
"We have a great business with Net-A-Porter and this particular collaboration is an organic extension of our partnership," said Ulrik Garde Due, CEO of **Temperley London**, London. "Launching a ground-breaking ecommerce feature with an artistic, beautiful film was the perfect merge to engage with the Net-A-Porter exclusive customer.

"It underlines the beautiful craftsmanship, the Britishness and the romantic feminine feel which Temperley London is so well known for," he said. "It brings the product to life in Alice Temperley's Somerset setting.

"We have such an amazing authentic story to tell around Alice Temperley's magical lifestyle. With the new Cinematique touch hot spot feature we are able to entertain the consumer whilst giving them the opportunity to shop the products in the film."

Enchanted ecommerce

Net-A-Porter and Temperley London drove traffic to the video through social media, posting video stills. The retailer also featured the video on its homepage for those who may have missed the social memo.



Facebook post from Temperley London

Ms. Temperley, directed the film, looking to capture "true British ethereal romance," and had her brother Henry Temperley shoot the footage.

Temperley London's video uses Cinematique's technology, which allows consumers to collect items they are interested in during watching without interrupting viewing.



Temperley shoppable video on Net-A-Porter

Instead of sending consumers to an ecommerce page on click-through, the video lets them click on a garment when it appears to add it to a collection accessible under an icon in the video player. When a product is clicked, a number appears to let the consumer know it was saved.

The video begins by showing a disco ball, hinting at what is to come. A handful of models are seen riding in and on top of a convertible, walking through fields and woods and exploring a historic house.



Video still from Temperley London's "White Magic"

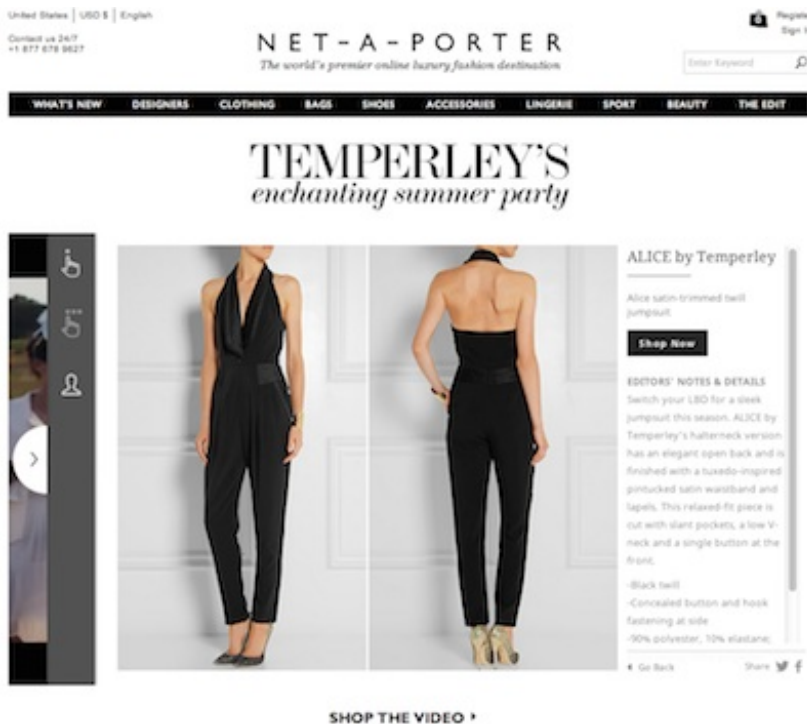
After consuming apples, the models wake up outside dressed in ethereal evening attire. A larger group than before parades across grass en route to a tent, where a DJ spins and firecrackers go off.

Embedded Video: [//www.youtube.com/embed/WoiYSIdW6CE](https://www.youtube.com/embed/WoiYSIdW6CE)

Teaser video for Temperley London's "White Magic"

For the shoppable feature, Temperley London created three exclusive dresses. These dresses make appearances at the party, worn by model Anouck Lepere, fashion editor Caroline Issa, American television personality and cookbook author Padma Lakshmi and other society faces.

At any point in the video, consumers can click on the Q icon to see the items they have collected. Once a video still is clicked, the product information appears, providing a direct link to “shop now.”



Temperley London shoppable video on Net-A-Porter

As another option, Net-A-Porter included a link below the video to shop the entire edit. A number of items, including an exclusive mint silk-georgette gown that retails for \$8,850, have sold out, but consumers can sign up for emails to be notified if they become available again.

"Temperley likely chose Net-A-Porter for this promotion for two very good reasons," said Bryan Maleszyk, Director of Strategy at **Isobar U.S.**, Boston. "First, partnering with Net-A-Porter gives Temperley unique access to an audience that wouldn't have been available to them had they embedded the video on their own site and shared through their channels only.

"Second, Net-A-Porter's brand is built on what I call 'experiential commerce,'" he said. "The experience one has on the site is more like browsing a highly stylized and curated magazine than shopping online as one would experience at, say, Amazon.com.

"Net-A-Porter is a rare case of digital innovation in the luxury industry: they've created something unique by connecting an immersive, exploratory experience with the transactional aspect of online shopping. Cinematique's shoppable video is directly in-line with the Net-A-Porter brand experience, so it makes sense that Temperley and Net-A-Porter teamed up here."

Click to shop

Cinematique has been the chosen shoppable technology for other fashion brands.

Nowness unveiled this new experience through a dance film that shows a range of fashion including Louis Vuitton, Kenzo and Bottega Veneta. The Web site will allow all of the brands it partners with on video stories to add the shoppable element, giving luxury brands the opportunity to have consumers discover their merchandise while viewing ([see story](#)).

Shoppable video presents an opportunity for brands to further link content and commerce.

The Council of Fashion Designers of America is looking to advance technological innovations in the apparel industry with a partnership that will propel the use of shoppable video technologies.

Working with shoppable platform WireWax, the CFDA aims to spread the use of shoppable video technologies among its members. These technologies can hasten consumers through the purchase funnel by including clickable and touchable tags on models or products within a video ([see story](#)).

Shoppable videos require art direction aside from the filming.

"'Clickable' videos have been around for a while – the ability to click through to another video or a specific Web site is one of the most underused features on YouTube, for example – but the Cinematique's embeddable experience pushes the experience to more experiential territory," Mr. Maleszyk said. "The emotional content certainly has the potential to drum up demand for Temperley's line, and it makes the brand more memorable to the film's audience.

"Despite its potential, the challenge of interactive film is that it's difficult to balance creating clear calls to action without detracting from the emotional theme of the film," he said. "In Temperley's case, the lack of clarity around where and when to click usually leads to unexpected results – either the wrong product or no product at all.

"Brands considering shoppable video in the future should consider the interactive aspects of the viewing experience as far back as pre-production, planning in unique ways to let the viewer know it's okay to click or touch."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/LU5sPQx5SII](https://www.youtube.com/embed/LU5sPQx5SII)

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