

MOBILE

Fashionable faces take on ALS Ice Bucket Challenge to show sense of humor

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Thom Browne Ice Bucket Challenge photo

By SARAH JONES

After the ALS Ice Bucket Challenge has been circulating for a few weeks, designers and luxury fashion players are joining the charity initiative on social media.

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Luxury Daily

Designers Diane von Furstenberg, Jean Paul Gaultier and Thom Browne all shared footage of themselves being doused with ice water, and then nominated others in the fashion world. Since these faces are celebrities in their own right, participating will help to raise further awareness for the cause, while also showing their individual personalities.

"It is great to see these influential fashion insiders actively participate in social media, especially in a campaign that is not directly attached to their brand name," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"It makes them part of the social conversation and keeping them relevant," she said.

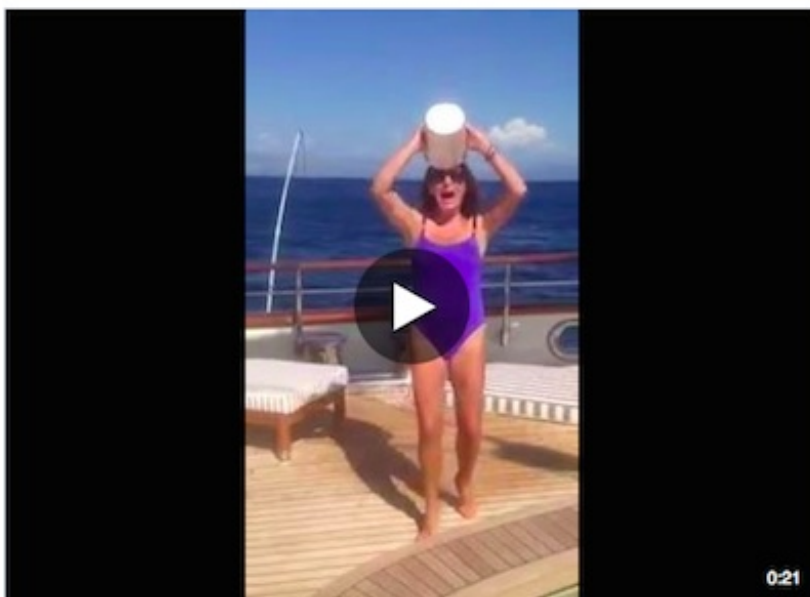
Warming up

The ALS Ice Bucket Challenge began as a local effort to raise money for the

neurodegenerative disorder, and since late July has blossomed into an internet phenomenon. Consumers who are nominated are supposed to film themselves nominating others and then pouring icy water over their heads within 24 hours, or donate \$100 to the cause.

Those that do participate still contribute at least \$10.

Diane von Furstenberg was one of the first fashion personalities to participate, nominated by Gayle King. In a Facebook video from Aug. 17, Ms. von Furstenberg stood on the deck of a boat in a bathing suit to take part.



Facebook post from Diane von Furstenberg

Thom Browne was nominated by his niece, and proceeded to nominate Calvin Klein, Ralph Lauren and Donna Karan, bringing “icons of American fashion” into the trend. In his video, which shows his whole team standing in a line to have water dumped on them, he mentions that his company would be donating to the cause.



Thom Browne
August 19

... als ice bucket challenge ...

... I accept the #ALSiceBucketChallenge from my niece Darcy, and nominate Calvin Klein, Ralph Lauren, and Donna Karan ...

please visit The ALS Association to contribute - <http://bit.ly/VDUjCR>



Facebook post from Thom Browne

The designer also included a link to the ALS Web site and urged consumers to donate.

Some brands chose non-traditional approaches to accepting the challenge. For instance, Aliza Licht, the voice behind Donna Karan's social media, dumped water on a paper doll version of herself and posted to Instagram.



Instagram post from @dknyprgirl

Jean Paul Gaultier also showed his sense of humor with his video. The designer filmed his video in a pool, and then pulled out a helmet to cover his head just in time.

Embedded Video: <http://www.youtube.com/embed/lpO8xQ829oY>

ALS Ice Bucket Challenge - Jean Paul Gaultier

In addition to brands, retailers got involved. Like Thom Browne's group effort, Net-A-Porter's London office participated on Aug. 21 after being nominated by Topshop.

NET-A-PORTER.COM @NETAPORTER · 19h
We accepted the #ALSIceBucketChallenge! Now we nominate
@MariaSharapova @MRPORTERLIVE @googleglass bit.ly/ItpJEib



Tweet from Net-A-Porter

Saks president Marigay McKee brought American luxury retailers into the campaign, nominating the CEOs of her neighbors Barneys New York, Bloomingdale's and Bergdorf Goodman before being soaked in front of the retailer's Fifth Avenue flagship.

Embedded Video: [//www.youtube.com/embed/A9mWwf1fQLI](http://www.youtube.com/embed/A9mWwf1fQLI)

Marigay McKee of Saks Answers the ALS Ice Bucket Challenge

To date, the Ice Bucket Challenge has raised \$53.3 million for ALS.

Personal touch

Social media allow brands to show their personality. This is especially true of Twitter, where a number of the challenges were posted.

Luxury brands have become increasingly conversational on Twitter, allowing access to designers via Q&A sessions or retweeting what their consumers are saying.

Twitter offers brands the opportunity to speak directly to consumers and amplify what they are saying about the brand through retweets and replies. The most successful brands are the ones that use this platform as a two-way communication tool ([see story](#)).

Creating and nurturing a brand personality should be the focus for luxury brands involved in social media, according to a speaker at the Luxury Interactive conference.

A successful social media marketing strategy should host a brand personality that is relatable to its target customer. This personality needs to be consistent across all lifestyle content and available on multiple, relevant platforms ([see story](#)).

For these brands, this will further connect them to their social media fans.

"This will likely help create a stronger personal bond with the audience," Ms. Ziv said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/znp0Qoclak8](http://www.youtube.com/embed/znp0Qoclak8)

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