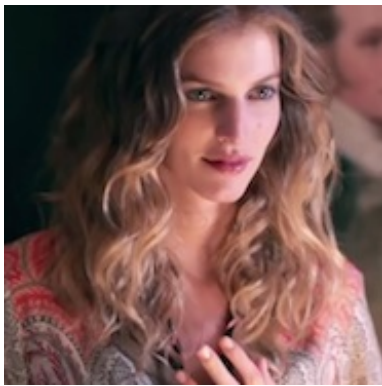


INTERNET

Etro speaks to free-spirited consumers with holiday vignettes

December 22, 2014



Video still from Etro Room of Wonders film

By SARAH JONES

Italian lifestyle brand Etro is inspiring consumers with a serialized holiday campaign centered on an eccentric party of friends.

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Etro's "Room of Wonders" campaign has been gradually unveiled over the course of weeks, with the final installment unlocked Dec. 22. Interspersing a narrative within a gift guide helps to create more engagement and more of a story around shopping with a particular brand.

"Etro is the modern day Italian lifestyle brand," said Rony Zeidan, president and creative director of [RO NY](#), New York. "With its opulent prints and rich materials and design sensibility, it targets a consumer that is free spirited, intellectual, sophisticated and has a 'joie de vivre' with an old school vibe.

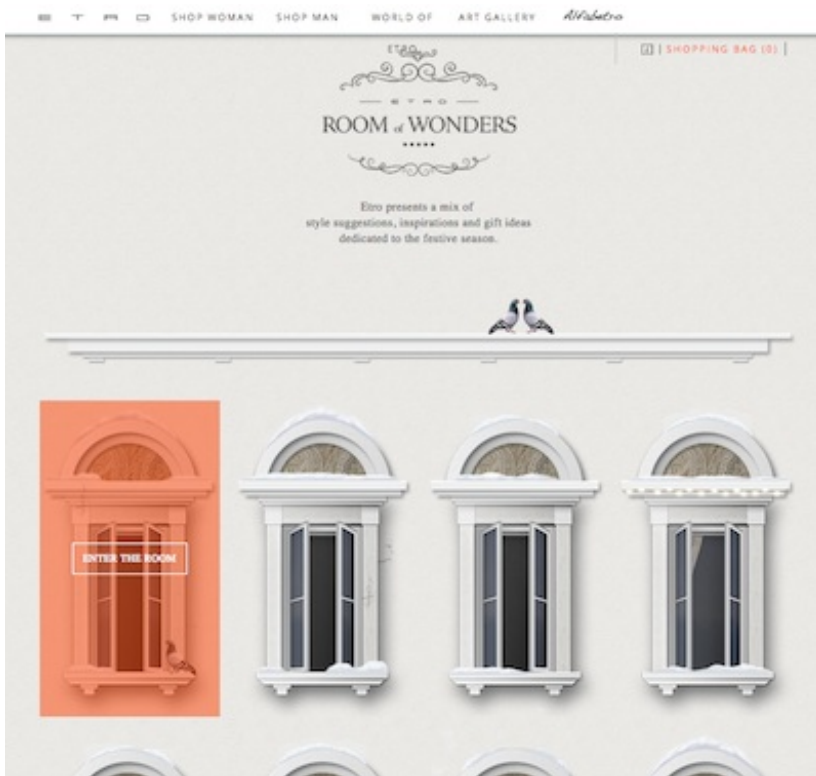
"The series of videos evokes all of the above and manages to bring the brand to life in a sequence of story reminiscent of the likes of Downton Abbey, the Italian way."

Mr. Zeidan is not affiliated with Etro, but agreed to comment as an industry expert.

Etro was unable to comment directly.

Making introductions

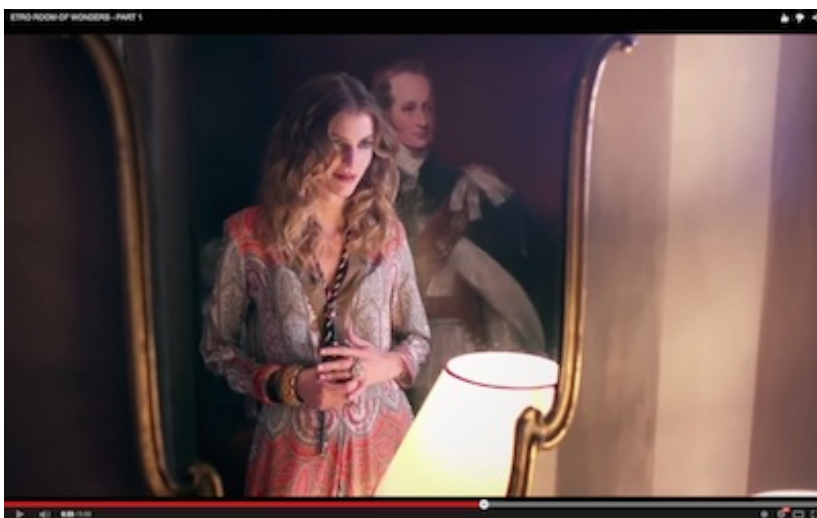
Etro's Room of Wonders is housed on a dedicated page of the brand's Web site. Pictured is the exterior of a building, and consumers can click on 12 different windows to enter various rooms.



Screenshot of Etro's Web site

Content was unlocked every few days, incentivizing return visits to the site.

The first window features a video, part one in a series, that introduces Nina, “the free spirit,” showing her in her house getting ready. She pauses to look at her reflection in the mirror, showing off her dress and accessories to viewers.



Still from Etro Room of Wonders Part 1

Her doorbell rings, prompting her to turn her head. At the end of the video, Etro made a note that the story is “to be continued.”

Each room takes consumers to a separate page, and they have to navigate back to view

more windows.

The next two rooms features a gift guide for women and a gift guide for men, both laid out like a typical ecommerce page.

Part two of the videos followed, showing Nina's friends arriving. The film individually introduces Alex "the crowd pleaser," Nicole "the tomboy," Sveva "the vamp" and Ginevra "the intellectual," showing them with gifts or objects that reflect their personality. For instance, Ginevra has a book in hand, while Sveva holds an apple seductively.



Still from Etro Room of Wonders Part 2

The doorbell rings again, and a man's face is revealed as orchestral music swells, before the video ends and tells consumers to check back in.

Window five and six show a models' pictures broken into four pieces, each of the segments linking to different ecommerce pages.



Screenshot of Etro's Web site

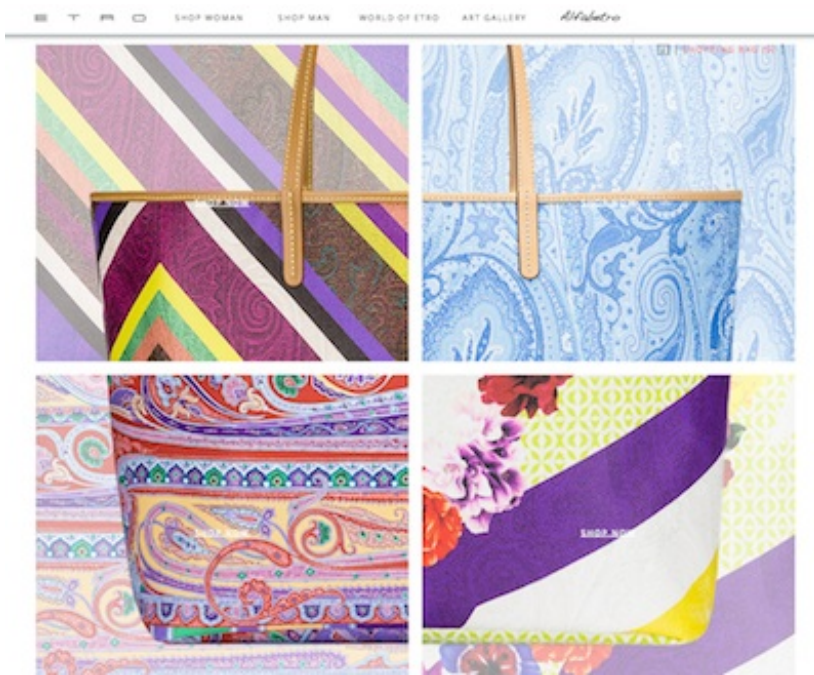
In part three of the videos, the unknown visitor at the door is introduced as Luc “the stranger.” The guests sit down to a dinner, with Luc seated next to host Nina, focusing his attention on her and whispering in her ear.



Still from Etro Room of Wonders Part 3

The following window reveals a tote bag split into quarters, each showing a different

pattern that can be purchased.



Screenshot of Etro Web site

Part four, the conclusion of the videos, shows the revelers dancing after dinner. As Champagne pops in one part of the room, Luc and Nina stand in a secluded corner sharing a kiss.

The final scene shows Nina waking up holding a teddy bear, wearing a robe, leaving a question of whether the events unfolded.

Embedded Video: [//www.youtube.com/embed/BfWvSG-MDLc](https://www.youtube.com/embed/BfWvSG-MDLc)

Etro Room of Wonders - Finale

Following the final video, Etro still had three windows left to reveal, one of which promoted its book, published by Rizzoli.

"The video does a good job in bringing to life the brand and its products and subtly suggests Etro as the perfect gift destination," Mr. Zeidan said. "I find that to be much more interesting than having several windows of products only.

"There is a disconnect between the video that seems to be utilizing real people, and the windows that just reveal a product or a look on a model," he said. "I think the brand would have benefited more of a seamless execution between both elements."

Stay tuned

Serialized content is popular during the holiday season, since it promotes periodic interactions with a brand.

Italian fashion house Dolce & Gabbana is looking to engage consumers for the month of December with an advent calendar that reveals one product suggestion a day leading up to Christmas Day.

The countdown to Christmas is with Dolce & Gabbana's beauty collections and began on

Dec. 1. Each day the advent calendar is promoted on the brand's social media pages to encourage repeat visits from loyal consumers ([see story](#)).

Germany's Montblanc is pushing its ideology of "Made by hand. Given from the heart" this holiday season with a winter wonderland-themed narrative unveiled week-by-week.

Montblanc's "A Parisian Winter Tale" is found on a microsite that features the chapters of the narrative penned by French novelist Tatiana de Rosnay and is accompanied by a gift guide. Collaborating with an author adds clout to Montblanc's effort and will likely help Winter Tale stand out among the numerous holiday efforts that rely on storytelling rich with seasonal nostalgia ([see story](#)).

Etro's use of a narrative to tie its vignettes together will likely get consumers returning to see the resolution.

"Releasing a series of serialized content keeps the customer engaged and captures their curiosity," Mr. Zeidan said. "The goal is to keep them coming back to the site and create a buzz regarding this love connection that is happening in this mini series eclipse."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/7QWVnUHCuzs](https://www.youtube.com/embed/7QWVnUHCuzs)

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