

INTERNET

Berluti targets youth with new Tumblr

January 26, 2015



Berluti shoes float with balloons

By KAYSORIN

French menswear house Berluti is reaching out to a younger audience with a new Tumblr page devoted to the brand's aesthetic.

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Luxury Daily

Berluti announced the endeavor on Facebook hours before its fall/winter 2015 fashion show, urging viewers to check out exclusive backstage images on the new page. At press time, there were 20 posts on the page, including images of sketches and model castings.

"As more and more social media platforms pop up and grow user bases, it's important for brands to identify which platforms will be most effective for their specific goal," said Andrew Higgins, digital strategist at [Pixlee](#), San Francisco.

"Tumblr is a powerful platform for several reasons," he said. "Despite having a smaller user base than platforms like Facebook, Twitter, and Instagram, Tumblr users are incredibly active and engaged. Tumblr also has a very strong core audience users between the ages of 16-24, a demographic group that has always been hard to target for brands."

Mr. Higgins is not affiliated with Berluti, but agreed to comment as an industry expert.

Berluti was unable to respond by press deadline.

Tumble time

Many brands are eager to reach consumers on as many social media platforms as possible, and having the core four of Instagram, Twitter, Facebook and Tumblr is the ultimate accomplishment. Tumblr is perhaps the most often overlooked, but because of its huge following it is a smart move for brands such as Berluti to establish pages on the site.



Image of a sketch from Berluti's Tumblr

Berluti's first images posted were also available on Instagram and Facebook as well. From there, the brand posted more unique content to its Tumblr page to encourage fans to follow the brand on all of its platforms without feeling that the images are repetitive.

Images posted have included close-ups of Berluti products, showing the brand's craftsmanship in vivid detail. Users can see the stitching in a pair of leather shoes or around a delicate button.



Intricate stitching on a leather shoe

After the fall/winter 2015 show, Berluti began posting images of models on the runway and the building where the show was held. It is likely that it will continue to post more images from the show and from backstage.



Close-up of a Berluti button

Berluti also posted a teaser video for its fall/winter collection on the new Tumblr page that shows a pair of shoes tied to a bunch of balloons, floating over Paris. More images of balloons have been posted, indicating that they may be a consistent theme for the season.

Hashtag success

While Berluti is ahead of many brands in establishing a presence on Tumblr, there have been a few frontrunners who got an even earlier start.

In 2013, U.S. label Michael Kors expanded its social media footprint with its #MKTimeless Tumblr channel that connects enthusiasts who have affinity for the brand's watch collection.

The branded hashtag was inspired by a 2010 Twitter trend where enthusiasts used #MKTimeless to discuss their Michael Kors watches. The Tumblr joined Michael Kors' Twitter, Facebook and Instagram accounts that also use the hashtag to connect with enthusiasts ([see story](#)).

Another example is France's Guerlain, which aimed to increase its exposure among young consumers who may be unfamiliar with the LVMH-owned beauty brand's heritage and products by creating a Tumblr account in 2014.

Guerlain's Tumblr explores the brand's fragrance and beauty products while interweaving facets of history and craftsmanship to introduce the beauty maker's full identity. Tumblr's community-based format helps brands connect consumers who have similar likes and interests in parallel channels ([see story](#)).

Because of Tumblr's incredible popularity with young users, brands that include the Web site in their marketing strategy can reach a new demographic. For Bertuli, this is especially useful.

"By incorporating Tumblr in Bertoli's marketing mix, they will give consumers a rich platform to consume their content and help attract with a younger-skewing audience," Mr. Higgins said.

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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