

COMMERCE

Luxury brands help consumers obtain their own Oscars glamour

February 24, 2015



Instagram post from Bameys

By SARAH JONES

While celebrity style is still fresh in consumers' minds from the 87th Academy Awards, a number of brands are reaching out to their followers with ideas for how to achieve their own red carpet moment.

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Luxury Daily

As stars pose for television crews and photographers before the event, consumers watching from their homes are apt to covet their ensembles and beauty looks. While most are out of reach for the typical consumer because of price point, luxury brands are in a unique position to offer consumers the genuine products they can use to emulate their favorite star's look.

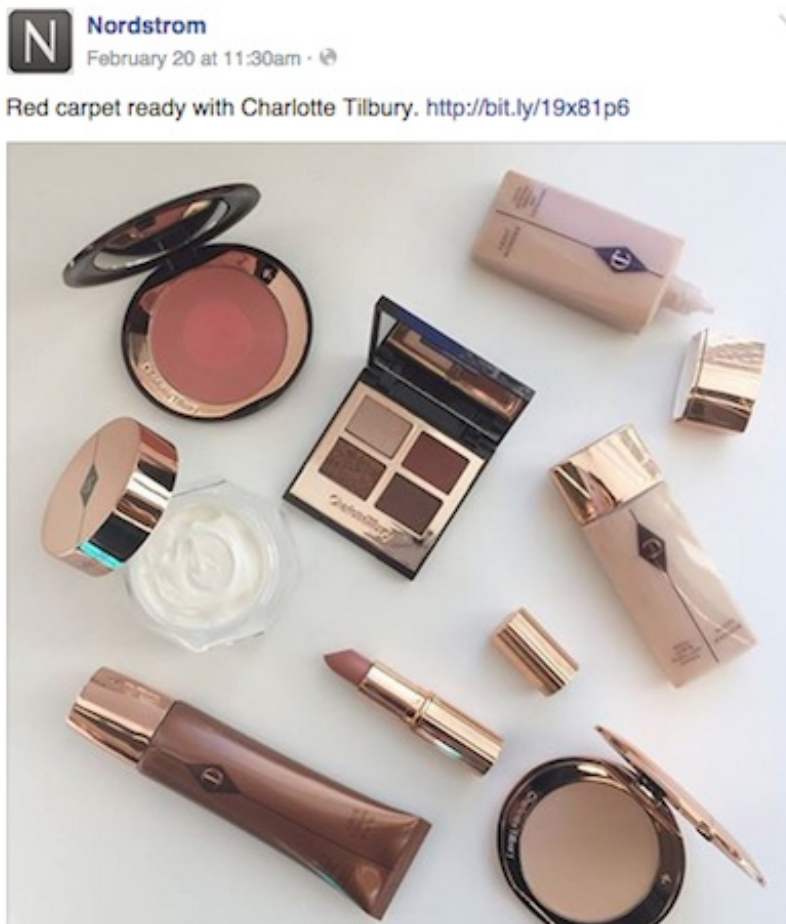
"The Oscars are a celebration of both art and luxury," said Mary Beth Keelty, chief marketing officer at **PM Digital**, New York.

"Yes, viewers tune in to see who will take home the best actor award, but many viewers are just as—if not more—excited about the beauty and fashion moments this awards show offers," she said. "Audiences want to see their favorite stars dressed in beautiful creations, and the glamorous on-stage and red-carpet moments affect an aspirational influence."

"Julianne Moore fans may not be able to afford a custom Chanel gown, like the one she wore last night, but Chanel can capitalize on the allure this look creates for fans. While a gown may be out of the question, Chanel perfume or makeup is more reasonable and accessible."

Academy aspirations

A few days before the Oscars Feb. 22, Nordstrom tapped celebrity makeup artist Charlotte Tilbury to dish out some of the beauty advice she also gives to her clients on its Web site, sharing a link via social media. The creator behind an eponymous cosmetic line tells the retailer she sends her stars a clay mask to use a week before the event, and uses her Miracle Cream to ensure that skin looks dewy under flash bulbs.



Facebook post from Nordstrom

At the bottom of the page is a link to explore various looks Ms. Tilbury designed, including "Filmstar on the Go" and "Red Carpet Starlet." Each look includes a product page listing each item used to achieve the beauty style.

Charlotte Tilbury's
RED CARPET
SKINCARE
& Make-Up
SECRETS ★

The world-class makeup artist dishes up her top tips for creating mesmerizing looks hot off the red carpet.

RED CARPET FACIAL ON THE GO
"I've been sending my clients Goddess Skin Clay Mask to use on their skin for at least a week before

CELEB CULT-FAVORITE MIRACLE CREAM
"A good, rich cream may seem intimidating, but my Magic Cream is essential for ensuring the skin looks glowing and dewy under the intense flash bulbs."

SUPERSTAR SOLUTION FOR INSTANT PERFECTION
"Follow Wonderglow Instant Soft-Focus Beauty Flash with an illuminating primer to ensure makeup lasts. Focus on the

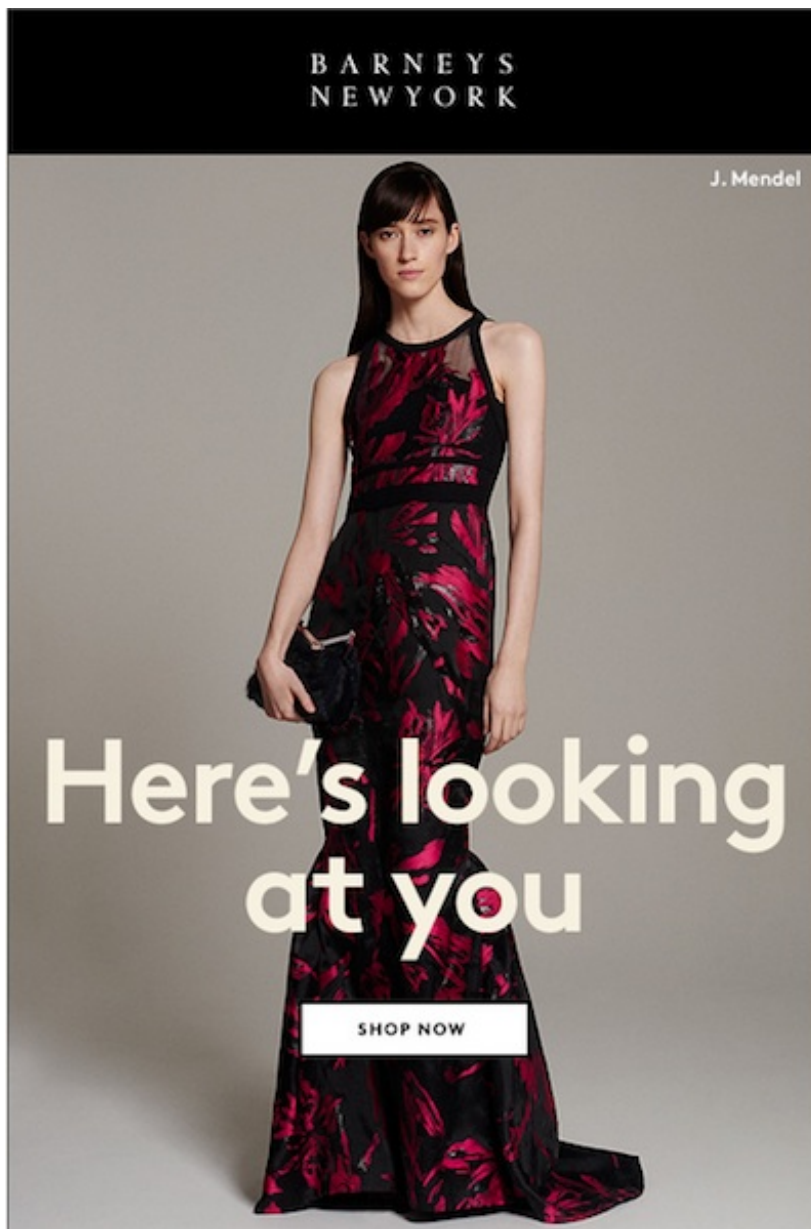
RED-HOT RED CARPET LIPS
"I'll be using K.I.S.S.I.N.G Lipstick to finish my clients' looks just before they hit

Screenshot of Nordstrom Web site

"The Oscars are especially opportune for beauty brands," Ms. Keelty said. "Renowned makeup artist, Charlotte Tilbury, recognized the power of Oscar buzz and created a specific sampling of her cosmetics line to help viewers, and Nordstrom shoppers, emulate the makeup trends and secrets of the red carpet."

"Brands can use the Oscars as a platform to help customers achieve a look," she said. "Celebrities remain one of the most influential assets to brands. Helping consumers replicate a celebrity's style or look is an effective means of gaining awareness, and potentially, loyalty."

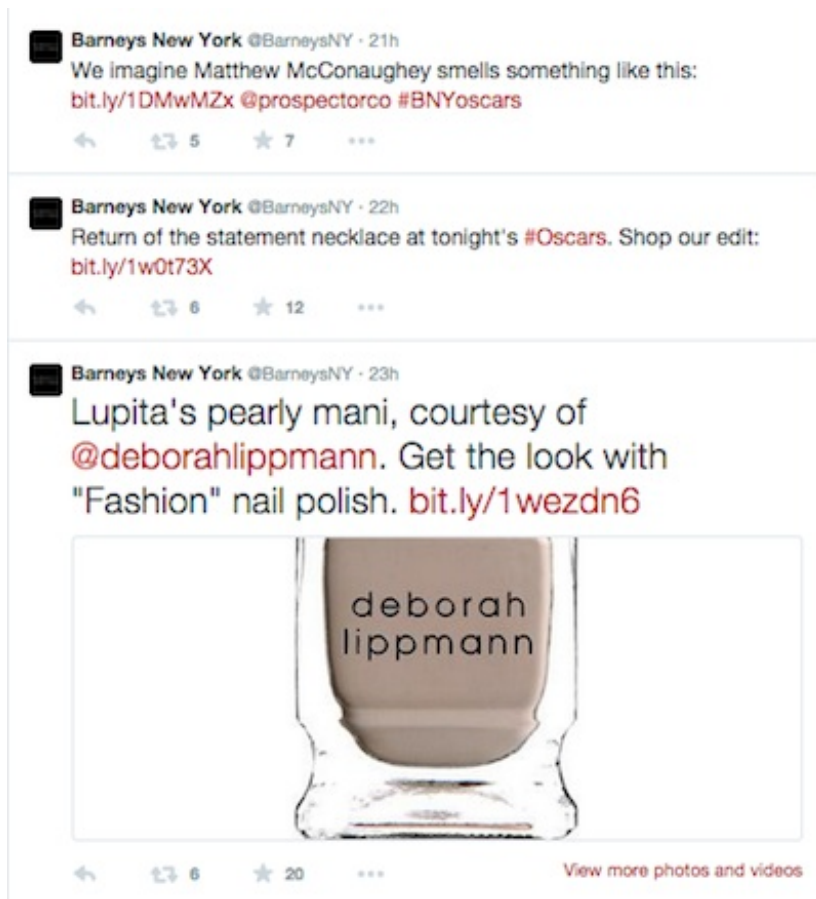
Other retailer Barneys New York used social media to bring consumers into its own Oscars prep. After highlighting some of the "bedside essentials" it suggested for pampering, it focused in on some "scene-stealing gowns" and glamorous accessories.



Email from Barneys

Barneys' content site "The Window" published a post with Marie Claire creative director Nina Garcia's style predictions for the awards show, complete with ecommerce edits and links.

On its Twitter, Barneys kept up a conversation throughout the show, sending consumers to its Brunello Cucinelli ecommerce page to get the looks sported by Oscars host Neil Patrick Harris and nominee Steve Carell and showing the exact products to achieve Margo Robbie's "perfect red lip" or Lupita Nyong'o's "pearly mani."



Tweets from Barneys

Stuart Weitzman, a celebrity favorite for event footwear, launched a limited-edition Red Carpet collection based on custom-created styles made for stars. Available for pre-order the day after the ceremony, the five models feature high stiletto heels and metallic materials to help consumers “get inspired by Hollywood’s biggest night.”

STUART WEITZMAN

SS15 TRENDS

BOOTS

SHOES

BAGS

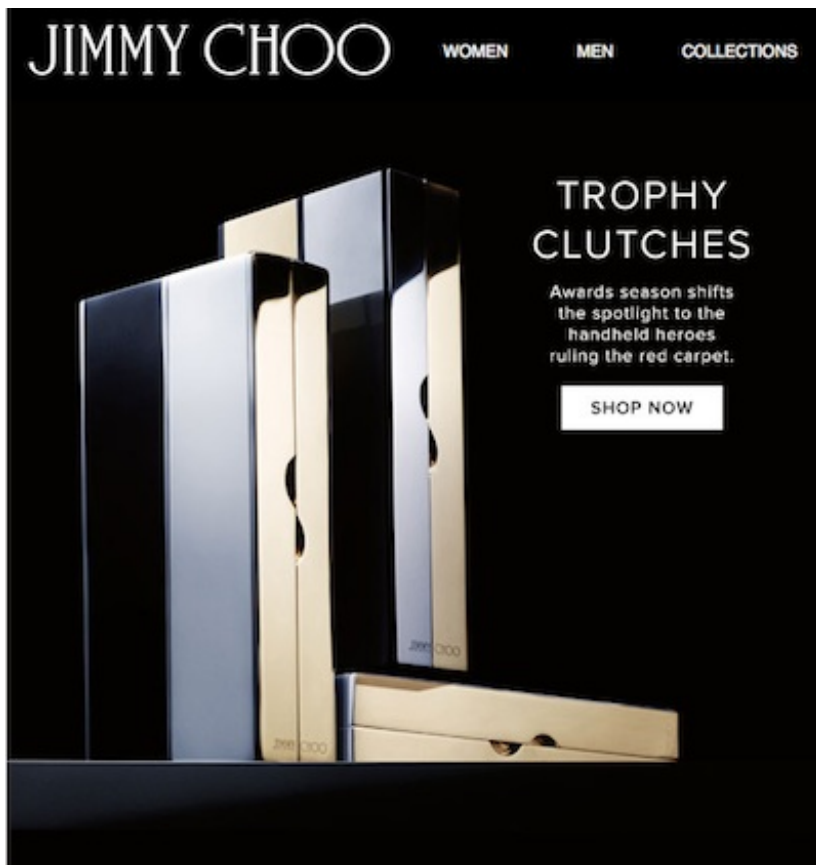
SALE



Email from Stuart Weitzman

In its promotions, via social media and an email sent to its newsletter subscribers, Stuart Weitzman explained to the consumer that she can “look like the star you are” in the subject line.

Jimmy Choo similarly promoted accessories, sending an email the morning of the awards about “trophy clutches,” the “handheld heroes ruling the red carpet.” The style Box is a shiny metallic silver and gold rectangular clutch bag.



Email from Jimmy Choo

On the click-through, consumers can shop both the Box and other Oscar-ready styles, including clutches and sandals in shimmering and black colors.

Salvatore Ferragamo also centered its efforts on handbags, focusing on its minaudière styles that were carried to Oscar parties away from the Dolby Theatre, including one hosted by Vanity Fair. Stars Zoe Saldana, Jennifer Lopez and Kristen Bell were all seen holding the label's handbags at the fetes.



Salvatore Ferragamo added 6 new photos.

12 hrs · Edited ·

The Ferragamo minaudière dazzled the red carpets of last evening's Oscar parties hosted by Vanity Fair and Elton John. The fans: Zoe Saldana, Lily Collins, Petra Nemcova - Official, Kate Upton, Jennifer Lopez, Kristen Bell, Molly Sims, Rashida Jones and Katie Cassidy.



Facebook post from Ferragamo

Links from the social posts take consumers to Ferragamo's ecommerce page, where they can purchase the clutches pictured after navigating to the women's handbag page.

Chanel featured brand ambassador Keira Knightley on social media, linking to an ecommerce edit of beauty items for a red carpet look. Via email, the brand broke down the actress' lip look created by celebrity makeup artist Kate Lee, from prep to polish.

CHANEL

THE *eye* OF KATE LEE

CHANEL CELEBRITY MAKEUP ARTIST



KEIRA KNIGHTLEY'S RED-CARPET LOOK

LEADING LIPS

"TO PREP KEIRA'S LIPS, I GENEROUSLY APPLIED HYDRA BEAUTY LIP CARE, ALLOWING IT TO SIT WHILE APPLYING THE REST OF HER MAKEUP. THEN, I REMOVED THE EXCESS BALM, LEAVING LIPS SOFT AND SUPPLE."

[SHOP LIP CARE](#)



Email from Chanel

The RealReal took inspiration directly from the "Oscars' Best Dressed," sending a message to its email subscribers including photos of Ms. Nyong'o, Rosamund Pike and Julianne Moore, who wore custom Chanel. After the consumer clicks-through, she can shop gowns from J. Mendel and Lanvin and jewelry from Bulgari and Chopard.

WARM UP TO WINTER 20% OFF SALE* - Promo Code: WINTER [SHOP NOW](#)



Real Man
[SHOP NOW >](#)



Accessory Excess
[SHOP NOW >](#)

Email from The RealReal

"The outcome depends on the brand," Ms. Keelter said. "Many luxury brands seen on the red carpet extend beyond couture dresses and also produce accessories and makeup lines.

"For these brands, the awareness that a nominee or presenter wearing one of their creations offers is valuable in that it ignites curiosity and admiration among fans at home," she said. "Fans who saw Lupita Nyong'o in Calvin Klein may have turned to their smartphones to research the designer, and then stumbled upon other collections and products.

"Additionally, luxury brands have a distinct opportunity to engage with young, digitally savvy viewers who aspire to luxury. Brands that initiate a meaningful dialogue with targets from a nontraditional luxury audience can inspire deep loyalty, develop influential advocates and, ultimately, garner sales. Ralph Lauren and Chanel are starting early and engaging this high-growth market."

Product placement

For apparel, accessories and jewelry brands, the Academy Awards allows them a platform for both product placement and celebrity endorsements.

Dressing stars for red carpet appearances allows brands to spread awareness, as viewers at home hear the actors list what they are wearing. It is up to the brands to then take the images and publicity and leverage it in the best way ([see story](#)).

Beyond fashion labels, luxury brands get in on the Oscars action, helping consumers

experience the celebrity driven event.

Four Seasons Hotels & Resorts is honoring this year's top individuals in film with celebrations at various properties.

Four Seasons Los Angeles at Beverly Hills will be at the heart of the festivities seeing film industry guests during the awards show, while across the country Four Seasons New York will be hosting its own mini red carpet as Four Season kids make their own films. Joining in on the biggest entertainment event of the year will allow Four Seasons to be associated among revered celebrities ([see story](#)).

The Oscars are a global phenomenon which brings together a multigenerational audience.

"Year after year, the Oscars attract global audiences and has become one of the most-watched and talked-about events," Ms. Keelty said.

"Regardless of the host or nominees, the Oscars represent a part of our heritage," she said. "Many of us grew up watching and admiring them for both the glamour and the entertainment.

"This aspirational effect has a universal appeal; audiences are drawn to the beauty and the glitz, and the lifestyle implications behind these two characteristics."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/dl7ppiW6JcU>

I thought on "Luxury brands help consumers obtain their own Oscars glamour"

1. [APW Film](#) says:

[May 25, 2015 at 4:27 pm](#)

Thanks very interesting blog! about LED Outfitters

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