

INTERNET

Christian Louboutin prompts user-generated content with printable puppets

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Social post from Christian Louboutin featuring #Tribaloubi

By SARAH JONES

French footwear and accessories label Christian Louboutin is looking to build awareness for its latest collection with a digital campaign centered on a personified totemic face.

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Luxury Daily

Christian Louboutin's #Tribaloubi social effort asks consumers to download and print tribal-themed finger puppets and share their creations on social media for a chance to be featured by the brand. Christian Louboutin often shares photos of its followers wearing its handbags and shoes, and this enables aspirational consumers to also get recognition from the brand, furthering their sense of loyalty.

"I believe that they trying to engage their fans in a different way, something that still has an online/social benefit, but fun as well," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York.

"Christian Louboutin has an amazing luxury brand image and consumers and shoppers associate their brand as high-end and aspirational," she said. "By downloading and participating in this campaign they can show their affinity of the brand even if they can't

afford the product.

"By building these relationships now, they will be able to foster a healthy relationship if and when they turn into customers."

Ms. Mills is not affiliated with Christian Louboutin, but agreed to comment as an industry expert.

Christian Louboutin did not respond by press deadline.

Making introductions

Christian Louboutin originally introduced the collection to newsletter subscribers via email. In the subject line, the brand tells consumers to "Say hello to Tribalou."

Within the message body, a tribal face appears, opening and closing its mouth repeatedly. Collection pieces are featured below.



Email from Christian Louboutin

On the brand's Web site homepage, the same face is featured, and when its mouth opens,

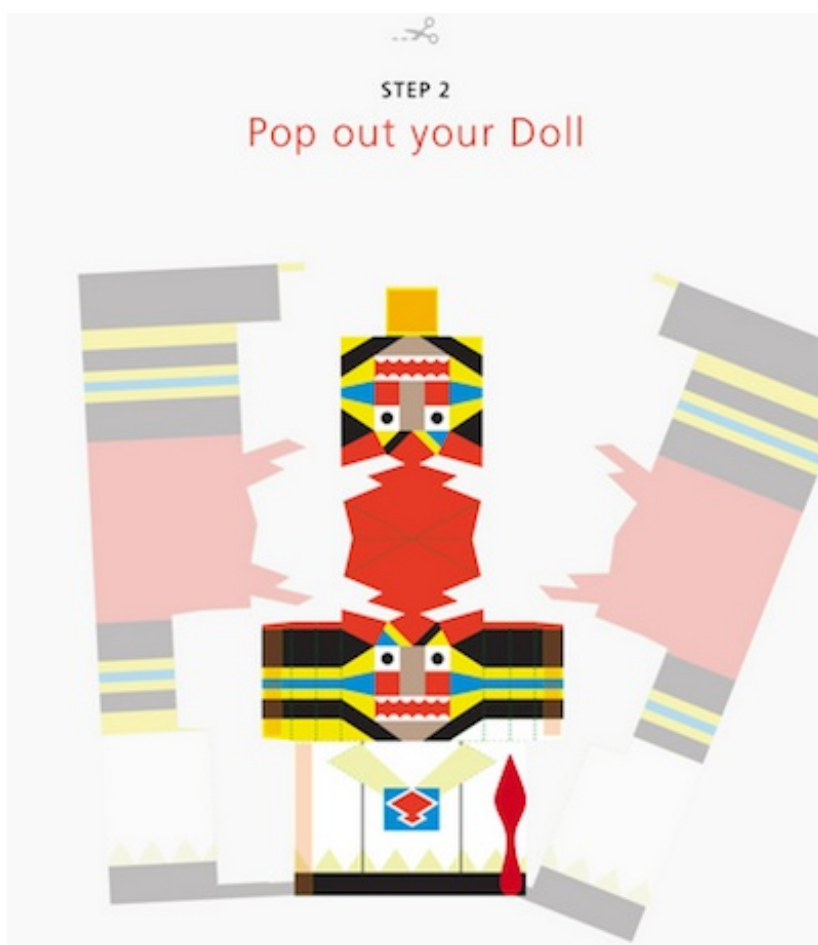
different items from the line appear. Consumers are given options to “discover the collection” or “download your very own #Tribaloubi.”



Christian Louboutin homepage

When the download option is selected, consumers are asked to input their email address. A message is then sent almost immediately to the user's inbox, including detailed do-it-yourself instructions.

When consumers select print, they are given the option of four different patterns. Once a doll is printed out, they can cut it out, fold it and glue it to make it into a puppet.



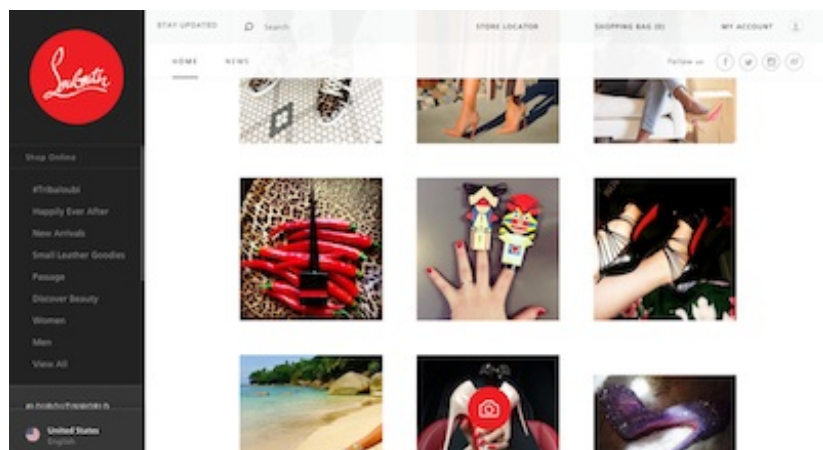
Screenshot from Christian Louboutin email

The bottom of the email shows the completed project on a woman's hand.

On social media, the brand tells consumers that if they post an image of their Tribaloubi

with the hashtag #LouboutinWorld, they might get featured.

Christian Louboutin has a dedicated section of its Web site for user-generated content. This feature, powered by Olapic, is usually reserved for consumers who are modeling the brand's accessories or beauty products.



#LouboutinWorld with Tribaloubi post

The low barrier of entry of a printer enables fans at all price points to get involved in this showing of brand affection.

Print to participate

Brands have used printable characters to draw engagement from a collection that goes beyond purchases.

Together with Japanese cosmetics brand Shu Uemura, Karl Lagerfeld celebrated his feline sidekick, Choupette, with a dedicated beauty line.

On the Web site housing a countdown for the collection launch and an Instagram contest was a small tab on the right side of the page which followed the consumer as they scroll. A click-through allowed the consumer to download an origami pattern to create their own Choupette origami ([see story](#)).

Also, for this year's Chinese New Year festivities, Mulberry designed a special version of its best-selling Mini Cara Delevingne Bag in red nappa leather, including a special stamp for the Year of the Ram.

As part of the celebration and promotion for the line, select standalone Mulberry stores offered a limited-edition ram card, which could also be printed from Mulberry's Web site. Consumers were prompted to take photos of the #InstaRam and share it on social media for the chance to win a contest ([see story](#)).

In addition to spurring aspiration, these puppets will build interest for buying the collection.

"I think the designs used on the print-outs are so fun and different that it makes you wonder what the collection looks like," Ms. Mills said. "I think that users who are introduced to the campaign will definitely browse the collection and hopefully try the products on and purchase."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/3JEj36epd0U>

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