

MULTICHANNEL

Luxury brands court millennials with music festival guides

April 13, 2015



Instagram photo from Stuart Weitzman

By SARAH JONES

With outdoor music festival season kicking off with The Coachella Valley Music and Arts Festival, a number of luxury brands are looking to be a part of consumers' experiences.

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Luxury Daily

From highlighting bohemian warm weather attire to taking consumers along for the ride via social media or sharing style advice, brands sought to reach out to the affluent audience in attendance. This provides an opportunity to reach VIPs, including celebrities attending, while reaching out to a younger generation of consumers, who may see a particular label in a different light.

"The number of music festivals, and attendance at music festivals, has seen a dramatic increase this year," said Nicole Larrauri, managing partner at [EGC Group](#), Melville, NY. "Brands are increasing their participation in experiential and grassroots marketing due to the increasing fragmentation of old media.

"Music festivals give brands the change to engage with consumers in new and interactive ways: pop-up booths, product sampling and through brand ambassadors," she said.

"Brands who aren't participating in events, should be curating."

Festival fashion

From March 20, Nordstrom's Pop-In shop has been dedicated to festival-inspired goods. The store's director of creative projects Olivia Kim curated a mix of products that will come in handy for festivals big or small, including a Kleen Kanteen or colored hair extensions.

A dedicated page of the retailer's Web site has interchangeable animated neon backgrounds to give consumers a thematic shopping experience as they browse. Via the page, consumers can also stream an exclusive Major Lazer x Pop-In playlist.



Screenshot of Nordstrom Pop-In page

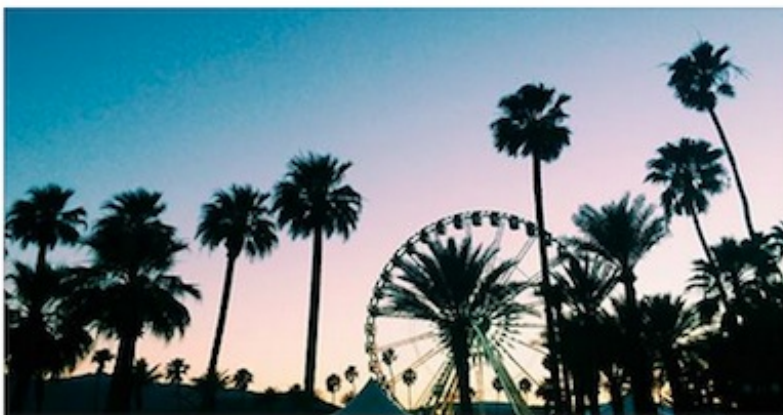
Neiman Marcus used a blog post to share its top picks, referencing the bands on the lineup that also performed at the retailer's SxSW stage during its Make Some Noise campaign ([see story](#)). Suggestions included a Chloé flounce blouse paired with a lace-embellished skirt and Paul Andrew espadrille sandals, each offered with advice on where and how to wear them.



Neiman Marcus

April 8 at 6:00pm · 🌐

Everything you need to master the new bohemian look at Coachella, right here.



10 Things To Wear At Coachella This Weekend

Expect stellar music, pool parties and boho-chic galore at the Coachella Valley Music and Arts Festival.

OAK.CTX.LY

Facebook post from Neiman Marcus

Also doling out advice was DVF's style editor Jessica Joffe, who wrote a blog post against flower crowns and tons of adornments and for a minimalist look grounded by sneakers and a wrap romper. She also shares her packing list, which includes horse food to be prepared for any pony sightings on the polo field and an instant camera to have physical memorabilia in hand immediately.



Suggested packing list for Coachella from DVF

Other brands sought to help consumers pack by drawing attention to products.

Stuart Weitzman looked to help consumers “be the star of the show at Coachella and beyond” through its Nerfertiti gladiator sandals. In a social post, the brand’s shoes are shown on an ionic column, referencing Greece.

Department store Holt Renfrew recommended a similarly bohemian staple of fringe, whether a leather jacket or suede skirt.

Jimmy Choo highlighted metallic shoes and sunglasses for consumers to achieve a chic look.



Jimmy Choo
@jimmychoo



Following

Play with bohemian fringing and metallic sandals this festival season [#Coachella](#)
bit.ly/festival_choo08 ow.ly/i/ag77v



JIMMY CHOO

Tweet from Jimmy Choo

Barneys New York invited consumers to “shop free-spirited favorites” via an email and social media. An ecommerce edit featured a mix of Isabel Marant attire and accessories, Chantecaille sunscreen and bucket bags from Saint Laurent and Maison Margiela.

BARNEYS
NEW YORK



Email from Barneys

Over the first weekend of Coachella, from April 10-12, Abel Tesfaye, known by his stage name The Weeknd, took over Alexander Wang's Instagram account, giving the brand's consumers an inside look at the festival.



ALEXANDERWANGNY



319 posts

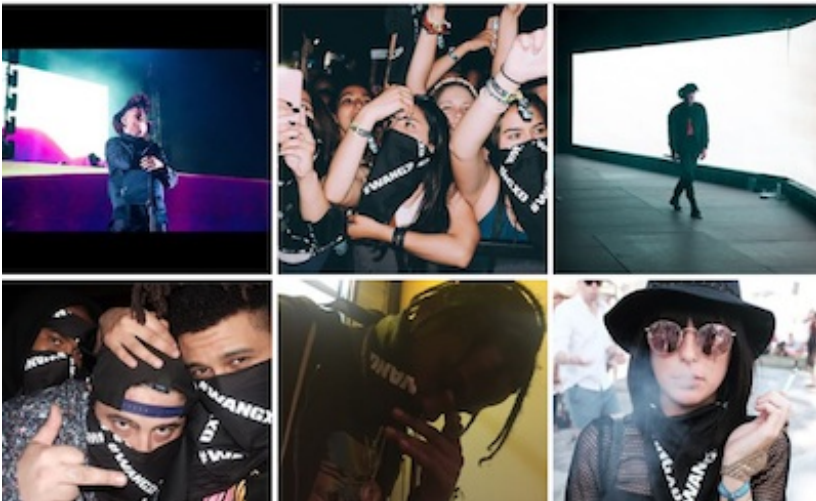
764k followers

228 following

+ Follow

ALEXANDER WANG

Alexander Wang Inc. @Abelxo takes over the Alexander Wang Instagram account for the 1st weekend of Coachella (4/10-4/12) Follow his experience #WANGxo www.AlexanderWang.com



Alexander Wang Instagram account

"Brands should be focusing on the complete path to conversion with a program like this," Ms. Larrauri said. "Starting with the awareness of festival-themed products, to well executed where to buy mobile programs and targeted social media efforts."

Great outdoors

Other brands have shown off their outdoor appeal through festival appearances.

British apparel and accessories label Mulberry is giving consumers an up-close look at how its Bayswater handbag is made with a branded tent at the Wilderness festival in Oxfordshire, England.

The tent, labeled "Mulberry Loves Craft," lets consumers witness the brand's craftsmanship as well as make a personalized bracelet of their own. Creating an active way for consumers to experience the craftsmanship of the brand will likely help the message stick with participants (see story).

This type of placement may help brands make a more emotional connection with

consumers, as they bond over shared interests and hobbies.

"Music festivals are attracting a very hard to reach audience: the affluent millennial," Ms. Larrauri said. "This target audience cares less about brand status and 'stuff' and more about experiences and are harder to reach through advertising.

"They'll spend money on the concerts they want, but need to create a real relationship before buying products from a brand," she said. "They also want a brand that is aligned to their own passions and interests."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/Mol3tjZA66k>

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