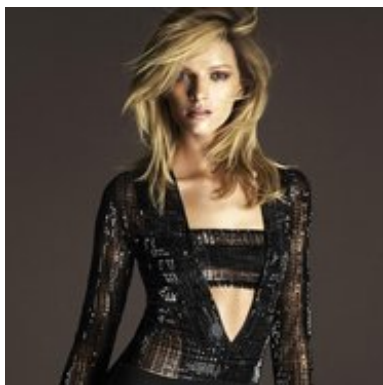


IN-STORE

## La Perla looks for loyal consumers through private sale

May 4, 2015



*La Perla Fall/Winter campaign*

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By STAFF REPORTS

Italian lingerie maker La Perla is generating email sign-ups with an exclusive private sale.

**Sign up now**  
**Luxury Daily**

Email subscribers will be the only consumers given the information to access the sale. Private sales generate attention from loyal consumers and allow brands to offer a wide range of consumers a chance to exclusively engage with the brand.

Not so exclusive

Private events, both online and in-person, create little engagements that allow brands to connect with consumers. However, a private sale to the email subscribers does not necessarily warrant a personal connection with affluents.



*Private sale post on La Perla's Facebook*

Luxury brands are delving into more bespoke options and marketing, according to Wealth-X's president at Luxury Retail Summit: Holiday Focus 2014 Sept. 9.

David Friedman spoke about the necessity among brands to understand their consumer, who they are, what they do and who their friends and family are in order to gain a full understanding of these individuals in order to effectively market. Luxury brands can learn from Wealth-X's research on the ultra-high-net-worth individuals to create specific marketing strategy for the ultra-affluent ([see story](#)).

La Perla's sale was announced to its more than 115,000 Facebook followers asking them to gain exclusive access by signing up for the brand's emails. An upcoming private sale will be revealed through the emails.

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