

MOBILE

Loro Piana delves into craftsmanship through new Instagram

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Image from Loro Piana's Instagram

By STAFF REPORTS

Italian apparel and accessories brand Loro Piana is bringing consumers into the inner workings of its production with its newly launched Instagram account.

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Luxury Daily

Since its official launch May 19, the brand has been sharing photos of the animals that provide it with rare fibers, as well as the detailed hand-stitching and dyeing processes used to make its apparel and home goods. Instagram has a high engagement rate, and allows brands to tell stories visually, making consumers feel a part of events and the brand's day to day operations.

Making an introduction

Loro Piana introduced its account with a silent short video, which takes them on a brief tour of the brand's world, from sheep grazing to the inside of a store.

Other posts show products with details of the materials they are made of, for instance vicuña or baby cashmere. Videos show the brand's water resistant fabric treatment in action, including footage of the label's sailing team.



Loro Piana Instagram account

Loro Piana’s launch coincided with the International Horse Show in Rome, for which the brand is the official sponsor. This provides a new platform to share images from the event beginning May 21.

Instagram is an important platform to reach young consumers, who have shown their preference for image-heavy social media.

Between 2011 and 2014, nearly 3 million teens in the United States abandoned Facebook in favor of Instagram, further cementing the image-sharing platform as “the most important” social network, according to a new report for L2.

Findings in L2’s “Intelligence Report: Instagram 2015” show Instagram to be the “moisturizer” of parent company Facebook that has allowed the latter social network to maintain relevance despite its dwindling “cool factor” and aging user base. With the introduction of sponsored content on Instagram, Facebook has leveraged data-sharing practices to connect consumers with brands and products, resulting in what L2 calls “the marketing world’s nuclear fusion” ([see story](#)).

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