

INTERNET

Saks illustrates globe trotting appeal of Chloé bag through social series

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Image from Saks' #WhereIsDrew campaign

By SARAH JONES

Department store chain Saks Fifth Avenue is taking Chloé's "posh" Drew handbag on a whirlwind world tour in a social media campaign.

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Luxury Daily

#WhereIsDrew inspires consumers to share a photo of their own Drew bag in glamorous locales with global content by Saks on its POV blog and Instagram. Incentivizing engagement with notoriety, select images will be shared on the retailer's shoppable #SaksStyle feed.

"Peer recommendations on social media have become the modern day word-of-mouth," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "So it's no surprise that many brands are increasing their efforts to get customers posting about their brand online.

"One of the fastest ways to increase customer engagement on social media is through contests and campaigns."

Ms. Carnoy is not affiliated with Saks, but agreed to comment as an industry expert.

[Saks](#) did not respond before press deadline.

Around the world

Saks introduced its campaign on its POV blog with a post that shows the Drew bag at New York's Governor's Ball music festival, dangling from the hand of blogger Dani Song. This post asks consumers where they have been with their own Drew bag, and tells them to snap a photo and tag it #WhereIsDrew and #SaksStyle to "certify your place with the #ChloeGirls."

The screenshot shows a Saks POV blog post. At the top, there's a search bar and a navigation menu with categories like Women, Shoes & Handbags, Beauty, Fashion Week, Interviews, Events, Men, Jewelry & Accessories, Home & Art, Street Style, and Features. The main content area has a title 'SAKS AND CHLOÉ TEAM UP FOR 'WHERE IS DREW' HANDBAG CAMPAIGN' and a sub-headline 'Snap Your Drew Bag with #WhereIsDrew and #SaksStyle to Certify Your Place with the #ChloeGirls.' Below this is a byline 'NATIONAL - June 11, 2015 | By Alexander Palino' and tags 'Chloe, Drew Bag, handbags, Shoes & Handbags'. The main image shows a woman (Dani Song) holding a colorful Drew bag at a festival. Below the image is a caption: 'Style Blogger Dani Song Holds a Drew Bag at Governor's Ball'. Further down, there's a paragraph of text and two images of Drew bags (one blue and red, one black). To the right, there's a 'CONNECT WITH US' section with social media icons for Facebook, Instagram, Twitter, Google+, Pinterest, Wanelo, Tumblr, YouTube, RSS, and Email Blog Team. Below that is a 'SEE OUR PICKS FOR THE SEASON IN' section with a 'EDITION' magazine cover. At the bottom right, there's a tweet from Saks Fifth Avenue: 'Add some feisty flair to your handbag collection with @HebeccMineroff. s5ave.ru/601208yTM pic.twitter.com/12CXDfmKc'.

Screenshot of Saks POV post

SaksStyle is a content hub that streamlines social media interactions with consumers.

Using New York Fashion Week as a backdrop, Saks' content page, housed on the retailer's Web site, launched last September. The new aspect of Saks' Web site, dubbed as a "fanreel," will create a center for the retailer's fashion-forward consumers to gather and share via social media (see story).

The screenshot shows the Saks Fifth Avenue website. At the top, there's a navigation bar with 'FREE SHIPPING, EVERY DAY, EVERY ORDER' and 'Use Code FREESHIP | Details'. Below this is a header with the Saks Fifth Avenue logo and a navigation menu: DESIGNERS, WOMEN'S APPAREL, SHOES & HANDBAGS, JEWELRY & ACCESSORIES, BEAUTY, MEN, KIDS, HOME, SALE. There's also a search bar. The main content area features a large banner for '#SaksStyle' with the text 'WANT TO BE A STYLE ICON? Model your chic Saks ensembles & tag us on Instagram, Facebook, Twitter & Tumblr or UPLOAD A PHOTO'. Below the banner is a grid of user-generated content, including photos of people wearing Saks outfits and holding Drew bags. At the bottom, there's a 'Sort By' dropdown menu set to 'Most Recent', a 'Category' dropdown set to 'View All', and a 'Trends' dropdown set to 'View All'.



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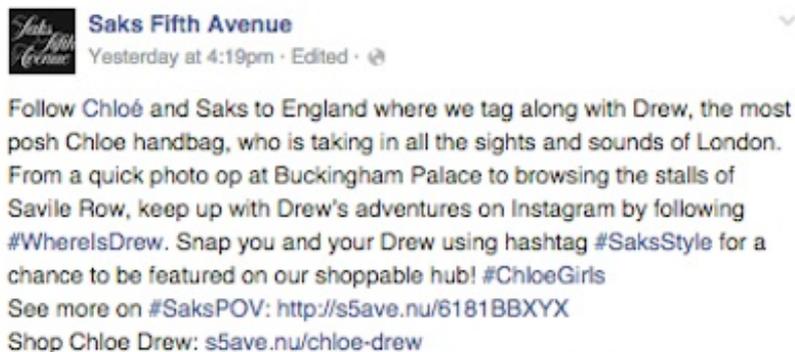


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SaksStyle feed

For the store's blog, Drew also made a stop at men's fashion week Pitti Uomo in Florence, being modeled by an angel statue nearby the Duomo di Firenze.

The most recent tour destination was Buckingham Palace in London. The handbag checked out the sights from a perch on the gate.



Facebook post from Saks

In the post, referring to Drew's celebrity status, Saks writes, "Giving Buckingham Palace a run for its money, the Drew bag is known to attract a crowd wherever it may be found."

Each new post has included a new type of Drew handbag, showing the range within the style. All except one of the Drew styles on Saks' ecommerce site were in pre-order at the start of the campaign, enabling the retailer to drum up interest in snatching them up early.

Chloé is doing a digital push for its Drew bag, with a recent pop-up ad on W magazine's site that treated the bag as a person, inviting consumers to meet her ([see story](#)).

Connecting through content

Saks previously sharing its perspectives on the global fashion weeks through a month-long social media campaign centered on stop-motion videos.

#SaksAtTheShows animated the four models from Saks' spring Jet Set Beauty catalog, placing them at the center of the fall/winter 2015 fashion shows happening in New York, London, Milan and Paris. Giving these characters a life outside of the catalog helped to portray the atmospheres of each city as Saks travels to attend the shows ([see story](#)).

According to a recent report by NetBase, identifying and understanding consumer preferences in relation to luxury brands is one part art and one part science.

Through the rise of social media, luxury brands have been able to engage consumers on a deeper level and gauge sentiment based on these interactions. With millions of comments, retweets and likes occurring daily, brands have unprecedented insight into how consumers think and feel about particular products, campaigns and happenings ([see story](#)).

"By collecting and posting photos of where #chloegirls travel with their Drew handbag, Chloé is able to play a larger role in shaping their brand message across social channels," Ms. Carnoy said.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/S5osNsgrqTo>

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