

MULTICHANNEL

Karl Lagerfeld plans private VIP parties for fragrance launch

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Goodies from Karl Lagerfeld for Private Klub

By JEN KING

Fashion label Karl Lagerfeld is organizing exclusive Instagram parties for its community of enthusiasts as part of a promotion for its new fragrance duo.



Karl Lagerfeld's "Private Karl" promotion, for the fragrance of the same name, allows consumers to "steal the spotlight" through a private party meant to impress friends. Luxury depends on exclusivity, so by bringing a VIP experience to the digital realm, Karl Lagerfeld is translating traditional sentiment to an important channel where aspirational and established consumers can connect with branded touchpoints.

"Platforms featuring photos and videos have long been associated with higher interaction rates in social media, so it's no surprise that this campaign would be rooted heavily in a platform like Instagram," said Alexandra Press, director of digital business development at **Tag Creative**, New York. "Assuming its target audience is millennials, this strategy allows easy accessibility and seamless interaction with the brand."

"We at Tag admire Lagerfeld for his innovative thinking, as an esteemed member of the fashion elite his vision to reach the masses has never been restricted by his long standing

heritage," she said. "We've watched the brand play in digital long before some of its peers so it is not surprising a brand like Private Klub would have its roots firmly grounded in digital."

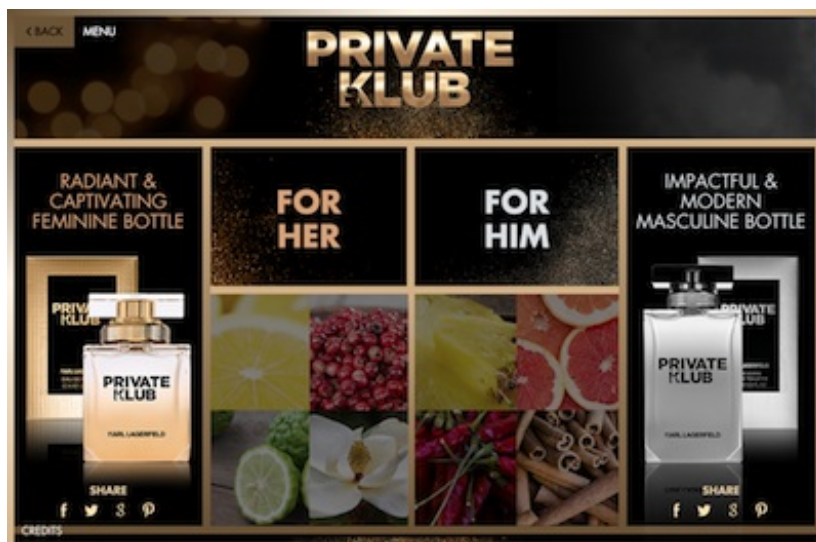
Ms. Press is not affiliated with Karl Lagerfeld, but agreed to comment as an industry expert.

Karl Lagerfeld did not respond by press deadline.

Partying with Karl

Private Karl is available in both male and female formulas with the feminine bottles being "radiant and captivating" and the masculine described as "impactful and modern." The scent profile includes lemon and rose for women and pineapple and cinnamon for men.

Formulated by perfumers Sophie Labbe and Nicolas Beaulieu, the scents are inspired by exclusive parties and VIP lists. To continue this notion, Karl Lagerfeld has developed a digital marketing campaign that creates just that.

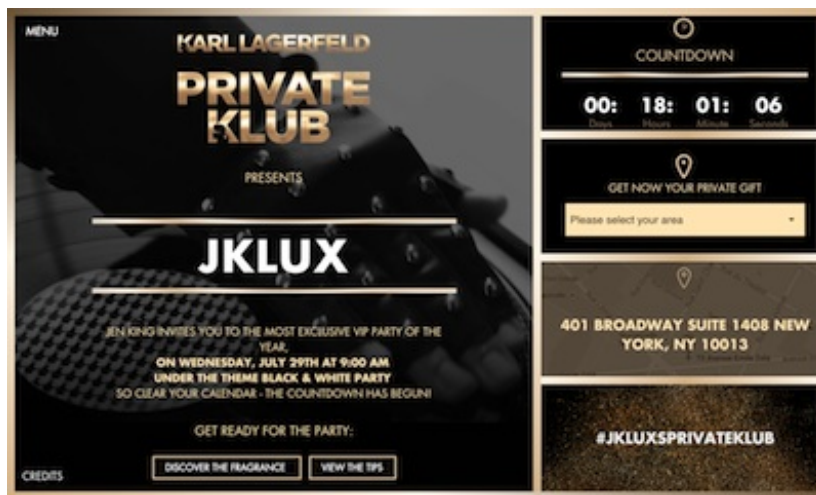


Private Klub fragrance Web page

On the welcome page of the dedicated Private Klub Web site, consumers are invited to book their own private event to "transform [their] party into a VIP night." Other options include an discover section for the Private Klub fragrances for men and women and Private Guide to help consumers become a true party expert.

When the private event option is selected the consumer is asked to enter basic contact information including creating a name for their Private Klub party and picking from three DressCode options: Black & White Party, Gold & Strass Party or Urban & Silver Party. The fields also have a check box to sign up for a complimentary gift from Karl Lagerfeld Parfums.

After signing up the consumer receives a confirmation email directing them to their party's Web page. Through the provided link the consumer can explore their event with their individual party name as well as view a countdown clock to the time they scheduled.



Private Klub preview for Luxury Daily

On this page the consumer also discovers their personalized hashtag, made exclusively for the Private Klub party. This hashtag, made using the formula of # [partyname]PrivateKlub, will be used to categorize photographs uploaded to Instagram during the party.

Parties can be shared via Facebook, Twitter and Google+ as well.

The dedicated Web page also presents consumers with the Private Guide content. By selecting a theme, consumers can review tips such as appropriate wardrobe choices for men and women, cocktail recipes and beauty recommendations, including how much fragrance to wear, as well as decor suggestions.

For example, a Gold & Strass Party calls for luxe fabrics with metallic accents for men and “Studio 54 diva” hemlines and jewelry for women. With a perfume level of 93 percent, Karl Lagerfeld suggests a “mega-glam disco-ready dance floor” paired with a bourbon, honey and lemon juice cocktail called The Gold Rush.



Karl Lagerfeld tips for a Gold & Strass Party

The site also offers consumers a private gift, giving the campaign an additional level of exclusivity. By selecting their location from a drop down menu, Karl Lagerfeld sends the consumer an email.

In the email is downloadable content produced for the Private Klub initiative. The gift is a series of images using Karl Lagerfeld Emoti icons of Mr. Lagerfeld and his beloved cat Choupette, among others.

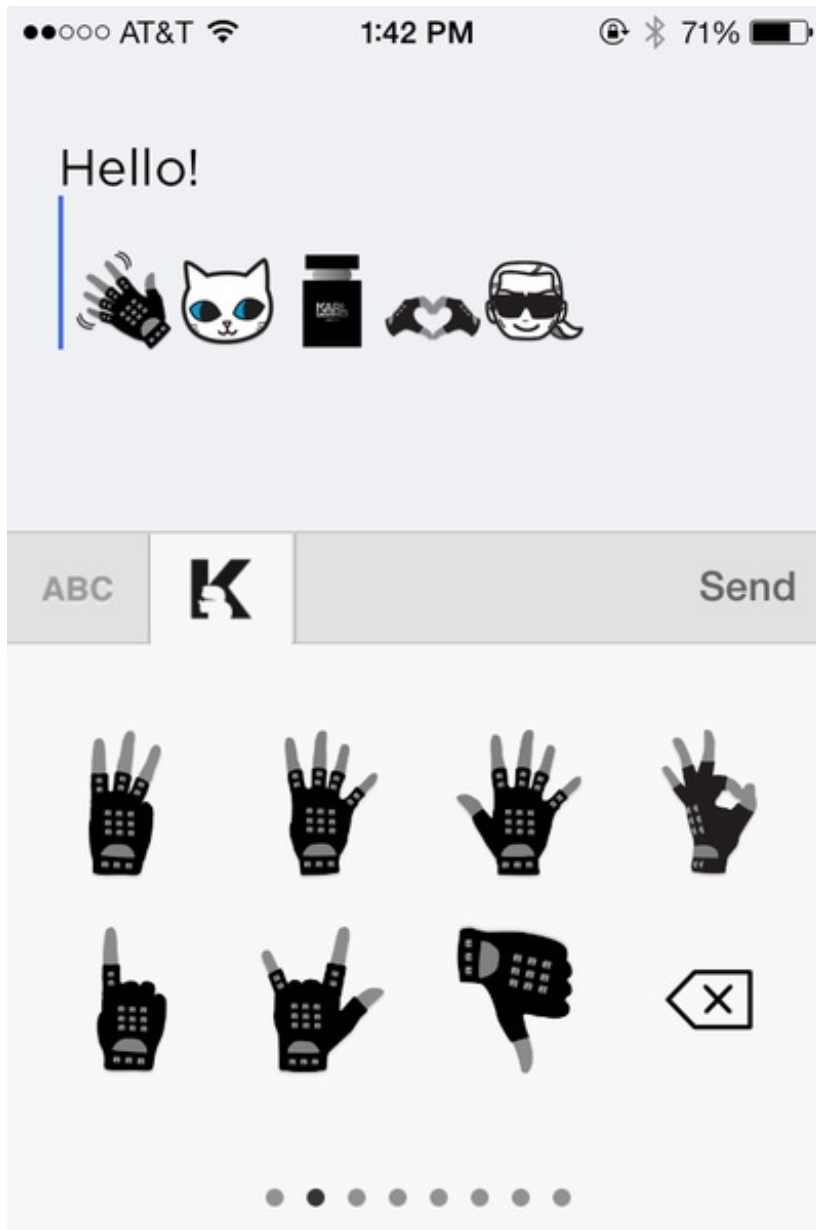
Communicating beauty

For the brand's first foray into fragrances, Karl Lagerfeld relied on a multi-tiered digital approach that included an Emoti Karl mobile application and a dedicated microsite in addition to out of home aspects.

Karl Lagerfeld's dedicated microsite, KarlParfums.com, allowed consumers to explore the fragrance through a campaign video short. The 35-second video alternated between views of a topless man and a woman, wearing studded black leather gloves similar to those worn by Mr. Lagerfeld, embracing and tousling their hair.

To ensure a lasting impression among consumers who visit the microsite, Karl Lagerfeld

also included a Emoti mobile app for Android and Apple devices. The section's copy reads "Say it with EmotiKarl" to "Karlify your messages" to explain that the app includes various Karl Lagerfeld codes that can be incorporated into emails, text messages, Facebook posts or tweets.



Karl Lagerfeld's Emoti Karl app

Karl Lagerfeld's app included Emoti icons of Mr. Lagerfeld's face, his cat Choupette, Karl Lagerfeld fragrance bottles and the studded black leather gloves used in the countdown doing various tasks such as clapping, taking a photograph or spraying perfume.

The fragrance launch was also accompanied by an out of home tactic. If London consumers hailed a taxi cab adorned with black and white Karl Emoti icons they would receive a free sample along with the ride ([see story](#)).

Similarly in 2014, Karl Lagerfeld and Shu Uemura hosted a social media contest to introduce the joint beauty collection inspired by Choupette. The social media contest was worked into a countdown to keep consumers interest high until the "Shupette" line was fully available on Oct. 15.

The Shupette social contest extended until Dec. 12 and asked for consumers to “show off your cat look” by uploading an image of cat-eye makeup or a favorite feline friend on Instagram. Photos that were tagged with the hashtag #ShuCats were shared on the beauty brand’s Web site’s section for Shupette where images were automatically shown in a user-generated slideshow ([see story](#)).

"Like any campaign, if the product's target audience is met then this has the potential to succeed," Ms. Press said. "The more that brands commit to digital, the more they will find success with their target audience."

"You have to be willing to try new things and experiment with new technologies or you risk becoming irrelevant," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/kXCkx6TCJRI>

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