

MOBILE

Christian Louboutin prompts branded UGC with photo filter app

August 12, 2015

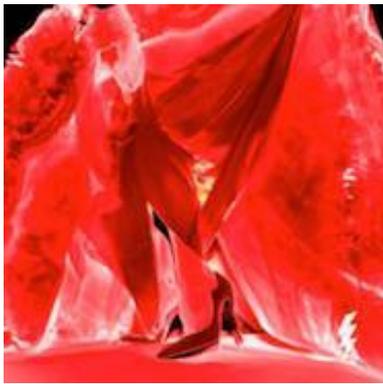


Image created using Louboutinize app

By SARAH JONES

French footwear and accessories label Christian Louboutin is letting its consumers further display their affection through photography with a branded filter application for iOS.

[Sign up now](#)

Luxury Daily

Much like a branded version of Instagram, the Louboutinize app enables consumers to add one of a handful of exclusive filters that represents an of the label's aesthetic to their photos, which can then be shared on social media. Christian Louboutin's fans actively produce user-generated content showing their favorite purchases, so this app launch may provide new inspiration and spur additional photo snapping.

"Christian Louboutin's initiative pays homage to the highly digital, highly visual consumer of today," said Matt Langie, CMO of [Curalate](#). "The always-on shopper is forever taking in the experiences of their peers, and these experiences are frequently more valuable than physical 'things.'

"With the app, Louboutin customers now have a novel way to experience a collection of coveted products and to connect with a much-loved brand."

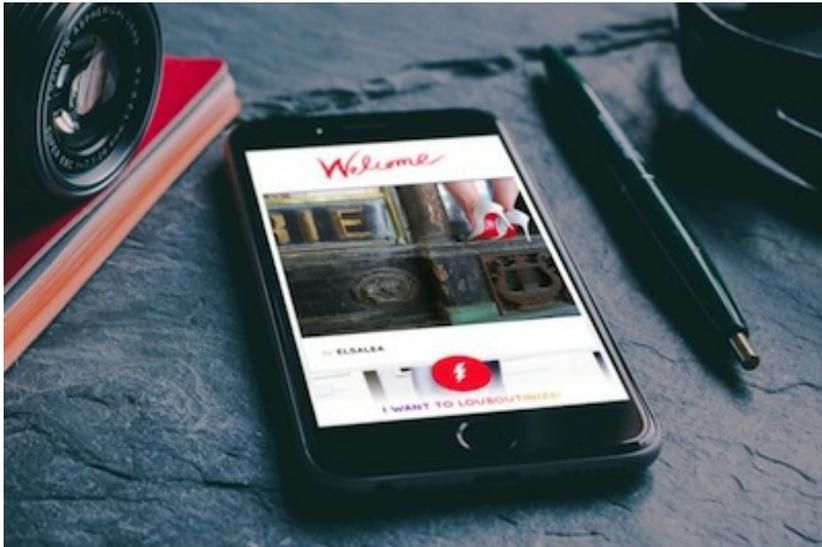
Mr. Langie is not affiliated with Christian Louboutin, but agreed to comment as an industry expert.

Christian Louboutin was unable to comment directly before press deadline.

Picture prompt

Louboutinize was released Aug. 10. The free app's name is defined on its Apple App Store listing as "Louboutinize: verb: To impart the joyous spirit of Christian Louboutin."

The app opens on a homepage featuring a scroll of user-generated "Louboutinized" content featuring the brand. This provides consumers with inspiration for their own Louboutin-centric shots.



Louboutinize app

Once the consumer is ready to participate, they can select a red lightning bolt icon at the bottom of the page, which is paired with the phrase "I want to Louboutinize!"

This brings up a secondary page which integrates with the device's camera and photo library. Here, consumers can take a photo or select an existing one and add a filter to give their shot a Louboutin touch.

At launch, there are three filters. "Rouge" colors the entire photo red, a reference to the brand's signature red color seen on the sole of each of its shoes.

"Legs" lets consumers select one of a series of images of legs to superimpose on their own photo. These options include a ballet dancer mid-jump, a ballerina en pointe holding balloons, a burlesque dancer, a soccer player, equestrian and a bullfighter brandishing his cape.

"Crystallize" shatters the photo into glass pieces, so consumers can "add a little sparkle to [their] photos and crystallize a memory forever."



ROUGE LEGS **CRYSTALLIZE** NO FILTER



Screenshot of Louboutinize app

Consumers can also take a photo within the app without using a filter.

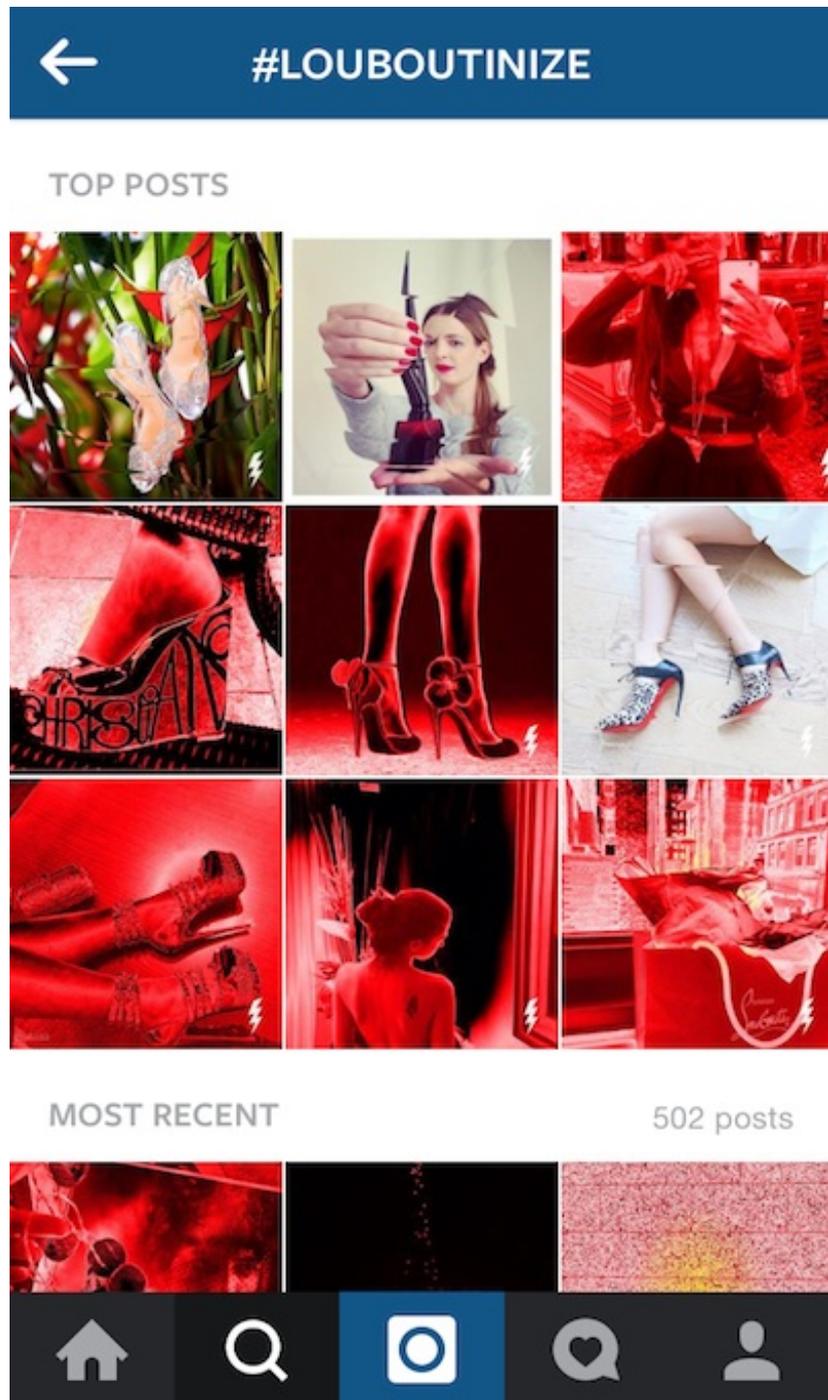
When a photo is taken by pressing a lightning bolt icon, the app makes a corresponding electric sound effect.

Once a user is satisfied with their image, they can share it on social media. This page includes a question mark icon, which when pressed brings up a page that explains the story behind the filter chosen.

For example, Legs comes with the story that when the label's eponymous founder was a child, he frequently went to shows at the Folies Bergère, where he acquired a lifelong obsession for "[elevating] women."

The social media posts for Instagram, Twitter or Facebook automatically generate a message, which talks about the filter used from the app and includes the hashtag #Louboutinize. These images will appear in real-time within the app, and the best shots will be shared on Christian Louboutin's social media channels, particularly with its community of 5 million Instagram followers.

Only a day after the app launch, the #Louboutinize hashtag had already been included in hundreds of posts shared on Instagram.



Instagram posts tagged #Louboutinize

"Christian Louboutin's community is already expressing excitement over the app," Mr. Langie said. "The brand's initial Instagram announcement amassed more than 330 comments—the bulk of which are positive—and more than 30,000 likes.

"One way Louboutin can encourage engagement with the app is to share these vibrant

photos across key marketing channels," he said.

Christian Louboutin will roll out new filters on a regular basis beginning in September, including ones specifically geared toward its male consumers.

The app can be downloaded [here](#).

Fan interaction

Christian Louboutin's social media strategy centers on user-generated content. The brand actively asks consumers to share their photos and then reposts them from its own accounts.

French footwear and accessories label Christian Louboutin looked to build awareness for its recent collection with a digital campaign centered on a personified totemic face.

Christian Louboutin's #Tribaloubi social effort asked consumers to download and print tribal-themed finger puppets and share their creations on social media for a chance to be featured by the brand. Christian Louboutin often shares photos of its followers wearing its handbags and shoes, and this enables aspirational consumers to also get recognition from the brand, furthering their sense of loyalty ([see story](#)).

Beauty and fashion marketers continue to be enamored by photo-sharing application Instagram's organic reach, with 95 and 98 percent of brands in those sectors operating accounts, according to a new report by L2.

Instagram has presented marketers with a platform that is more engaging than Facebook or Twitter with fashion labels growing their communities by 27 percent to 2 million followers and beauty brands increasing by 30 percent, or 600,000 individuals. The popular app, which boasts 300 million monthly users, recently announced plans to open the platform to create a stronger relationship with all advertisers through the use of direct response within advertisements to grow revenue opportunities ([see story](#)).

For Christian Louboutin, consumer content fits into a larger social strategy.

"Christian Louboutin does an excellent job of creating authentic, editorial-style images for Instagram that position their luxury accessories as part of a broader lifestyle," Mr. Langie said.

"While it's exciting to see the brand incorporating fan photos into their marketing mix, UGC is still a piece of the puzzle," he said. "By utilizing UGC in concert with their own editorial images, influencer images, blogger content, catalog photos, behind-the-scenes footage and other compelling creative, Louboutin can tell a more holistic story about their brand – while including their fans in the process."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.