

MOBILE

## Luisa Via Roma shows taste for fashion in user-generated fridge effort

November 11, 2015



*Luisa Via Roma Fashion Fridge*

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By STAFF REPORTS

Italian department store Luisa Via Roma is taking a gourmet spin on the "show us what's inside your" concept.

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User-generation social initiatives often focus on how consumers style or use a specific product, with some brands asking fans to show exactly what is inside their handbag or even the trunk of their vehicle. In this case, Luisa Via Roma is encouraging followers to customize their refrigerator and share the image on Instagram.

Your refrigerator is running

Luisa Via Roma leaves the instructions for its social context intentionally vague to give consumers an opportunity to think outside the "fridge." But, examples shared on social media and on the contest's page show a theme of mixing apparel and accessories with food and beverages.

For instance, a .GIF on the Luisa Via Roma Web page shows cuisines from different cultures alongside apparel and accessories that coordinate with the foods shown. In one frame, Mexico is represented with cowboy boots, shots of tequila and a printed bag resting on a shelf with jalapeos.



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In another symbolizing Japan there are chopsticks, sushi and a bowl of rice staged with platform sandals, cat-eye sunglasses and a handbag with a cherry blossom-like print. In the German fridge clogs are positioned with a stein of beer, pretzels, mustard and potatoes.

As of press time, Luisa Via Roma has a number of submissions using the #LVRFashionFridge hashtag and tagging @LuisaViaRoma. These include a mini fridge stocked with high-end fragrances and boxes from Stella McCartney, Chloe and Hermes to another featuring shoes amongst fresh produce and bottles of wine.



### *Luisa Via Roma Fashion Fridge*

The winner of the #LVRFashionFridge will be determined by the retailer based off the five submissions with the most likes after Nov. 24. The winner will receive an invitation to the 12th edition of Firenze4Ever in January, including the gala dinner and after party.

Also, the prize also includes transport or return flights to Florence and accommodations for Jan. 11, the night of the gala dinner and party. In addition, a Luisa Via Roma gift card for the equivalent of \$1,070 is included.

Michael Kors has created a number of initiatives similar to the Luisa Via Roma Fashion Fridge.

Launched in 2013, Michael Kors propelled ecommerce through a fan-inspired digital campaign titled "What's in your Kors?" that focuses on fashion accessories for certain holidays and allows consumers to shop selected items ([see story](#)).

Also, in 2014 Mercedes-Benz USA invited fans to show off their personalities by packing their GLA models, or an equivalent space, with essential items and then snapping stylish photographs.

The automaker first invited photographers, graphic designers, explorers and other social influencers to pack a GLA reflecting their interests. Although packing for a road trip is often a lesson in discovering what matters, Mercedes attempted to flaunt the car's expansive storage area ([see story](#)).