

MULTICHANNEL

Kering, Galeries Lafayette join Paris solidarity alliance

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Image posted to Kering's Facebook in the aftermath of the Nov. 13 attacks

By FORREST CARDAMENIS

In the continuing aftermath of Paris' Nov. 13 attacks, brands and consumers alike are showing their solidarity by declaring #ParisWeLoveYou.

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In addition to the emotional toil that will forever remain with the victims, their loved ones and the collective consciousness of the French and Parisians, the country has also taken an economic hit due to a resulting decline in the tourist industry. Alliance 46.2 has launched a solidarity campaign for brands and consumers to show pride in Paris and help revitalize tourism to give the country a necessary economic boost.

"Sharing photos and videos on social media is a core part of today's travel experiences," Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "The #ParisWeLoveYou campaign puts authentic travel experiences front and center.

"By showcasing Instagrammable moments created by local Parisians and visitors alike, this social campaign will serve to inspire potential visitors to book their trips," she said.

Paris, we love you

French luxury conglomerate Kering and department store chain Galeries Lafayette are among the numerous organizations partaking in the alliance, which began Tuesday Dec. 15. Alliance 46.2, founded in 2014 to contribute to the attractiveness of tourism to France, hopes to reassert Paris' desirability both for locals and foreigners.

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Nous sommes tous amoureux de Paris ! Participons la mosaïque gante #ParisWeLoveYou :
www.parisweloveyou.fr

Posted by [Galeries Lafayette](#) on [Tuesday, December 15, 2015](#)

The campaign is grounded in social media, centering on the hashtag #ParisWeLoveYou. However, both online and out-of-home components will make the campaign more visible and attractive to consumers.

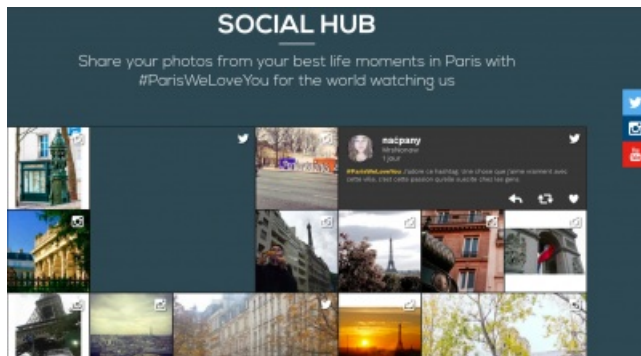
On Parisweloveyou.fr, users can share their profile photos from Facebook and Twitter. The photos will be used to

create a photo mosaic and giant hashtag that will cover the sides of one of Paris' "emblematic places," which will be revealed soon.

Although a location has not been revealed yet, a map on the site suggests the Eiffel Tower, the Sacre-Coeur Basilica, the Notre Dame and/or the Arc de Triomphe as possibilities.

"By projecting user-generated content onto a famous Parisian building, the #WeLoveYouParis campaign will help to cultivate stronger omni-channel marketing and inspire potential visitors to book their trip to Paris," Ms. Carnoy said.

The Web site also tracks the number of mentions of #ParisWeLoveYou and aggregates photos posted with the hashtag.



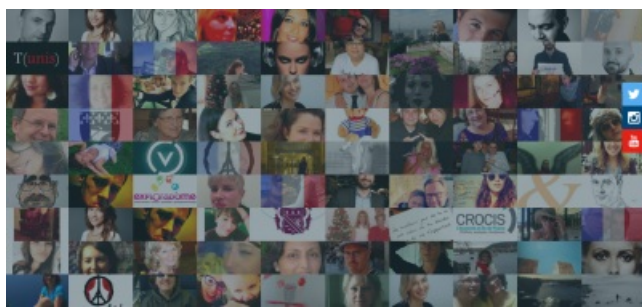
Parisweloveyou.fr social hub

In addition to Kering and Galeries Lafayette, around 50 other companies are partaking in the alliance to alert their social media followers to the campaign. By insisting on the beauty and safety of the city, the hope is that those scared off by the attacks will reconsider and return to or reschedule visits to the city.

Alliance 46.2 put out a brand statement in French, saying, "While France aims to accommodate 100 million tourists by 2020, this solidarity campaign recall that Paris, the gateway of France, remains what it always was: the city we love because it welcomes the world."

Tourism numbers have dropped significantly since the attack and are well below the figures of the same period last year. A successful campaign may help to assuage some of the economic damage associated with decreased tourism.

Both tourism, which accounts for about 8 percent of the French economy, and the luxury industry, worth around \$20 billion last year, are major drivers of France's GDP. As such, the success of Kering and Galeries Lafayette in their home country will also signal success for the country as a whole.



Paris We Love You mosaic

Additionally, mounting a viral campaign reliant on consumers will make them feel like significant contributors to the city and country's recovery, an attitude that will help both the nation and its businesses.

We shall overcome

The Paris attacks had an immediate and ongoing impact on luxury.

In the wake of a widespread terrorist attack in Paris, the tourism industry in the world capital felt the first aftershock.

Immediately after the tragedy, a number of tourists began canceling their trips to Paris, sending the stock of carrier Air France and a number of other travel providers tumbling. Following a weekend of mourning, Paris tourist attractions such as the Louvre are now reopened, signs of a return to normalcy, but France's president Francois Hollande has proposed an extended state of emergency for the next three months, which may keep international

travelers away for the foreseeable future ([see story](#)).

Accordingly, French brands were quick to show solidarity and mourning in the wake of hundreds of lives lost too soon.

In response to the terrorist attacks in Paris on the night of Nov. 13, luxury brands took to social media to show unity in the face of tragedy.

As the backbone of the French economy and a signifier of the country's heritage, brands based in France took a common approach to social outreach in the aftermath of the attacks. By taking a similar stance, the brands showed solidarity with fellow countrymen as France mourns the loss of so many lives ([see story](#)).

"Travel brands are putting user-generated content to use because it's proven to convert online bookings and to increase awareness," Ms. Carnoy said. "It is also a great way to engage key influencers. At Pixlee, we often see travel brands using their collected customer content in digital ads and featuring it in live displays."

Final Take

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