

ADVERTISING

DVF inspires individuality, equal opportunity with help from model mogul

February 1, 2016



DVF's spring/summer 2016 ad campaign

By STAFF REPORTS

U.S. fashion label Diane von Furstenberg is prompting women to be themselves in an uplifting spring/summer 2016 campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Introduced Feb. 1 on social media using the hashtag #YouBeYou, DVF's campaign centers on a video of model Karlie Kloss having a frank conversation with the label's eponymous designer about female empowerment and being a woman today. DVF is using this campaign as a platform to not only build desire for its clothes, but to begin a larger conversation about being true to yourself.

Personality profile

DVF's choice of Ms. Kloss as the face of #YouBeYou is fitting, as the model is a self-made entrepreneur. She is the founder of Kode with Karlie, which aims to get young girls interested in computer science, as well as the co-creator of Karlie's Kookies, a sweet collaboration with Momofuku Milk Bar's Christina Tosi that sees proceeds go toward FEED Projects.

The model and New York University student is also a social media maven, with almost 4 million Instagram followers.

DVF explains in a campaign introduction that this is Ms. Kloss being "the woman she wants to be," a play on the name of Ms. von Furstenberg's memoir released in 2015 ([see story](#)).

In the campaign video, titled "Karlie: Self Taught Self Made," Ms. Kloss is seen posing on a bright floral set, with occasional text overlaid. For instance, one frame juxtaposes "in charge" and "un done" on opposite sides of the screen.

Ms. von Furstenberg asks Ms. Kloss if she was ever told she could not do something because she was a girl, and the model replies that the opposite was true, and she feels she ended up wanting things more because of her gender.

#YouBeYou The DVF Spring 2016 Campaign

Instead of feeling staged, the casual back and forth captures a natural personality of both designer and muse.

DVF frequently connects with its consumers over topics that transcend fashion.

For instance, the brand rewarded loyal viewers of its branded reality show "House of DVF" with a giveaway of a custom branded Fiat during the finale.

For a chance at a Fiat 500X vehicles decked out in a DVF print, consumers were asked to share the story of how they became the woman they wanted to be via Twitter, a reference to the eponymous founder's memoir title. Spurring social media interaction with the show enabled the audience to feel a part of the brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.