

MOBILE

Mercedes-Benz hones fashion voice with style-centric social platforms

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Mercedes-Benz fashion editorial image

By STAFF REPORTS

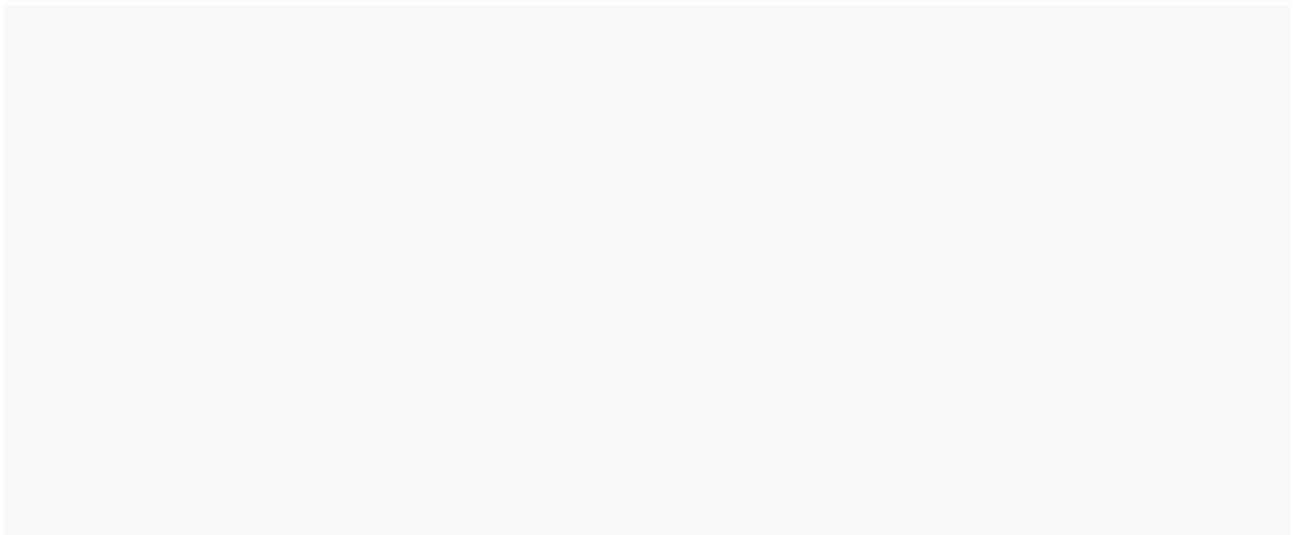
German automaker Mercedes-Benz is giving its fashion interests a home with the launch of dedicated social media accounts.

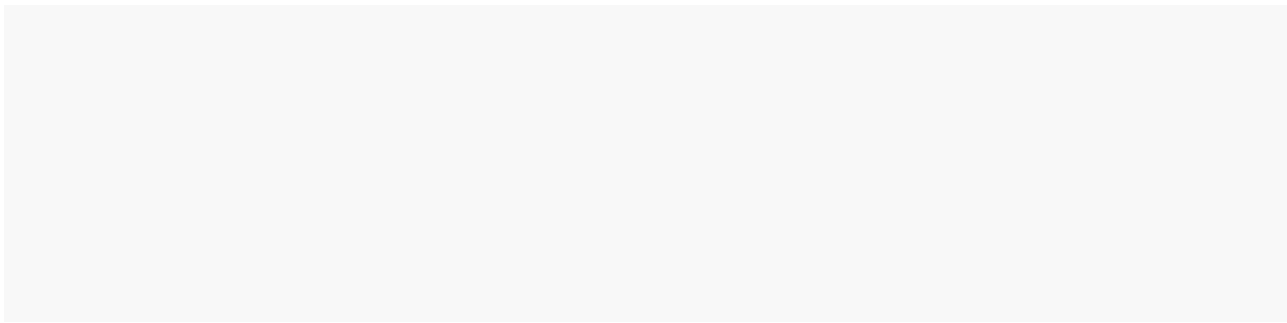
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Newly created Instagram, Twitter, Periscope and Snapchat accounts under the name Mercedes-Benz Fashion provide an inside perspective to the world of designers and runway shows through the lens of the car brand. Fashion has become an important part of the Mercedes' identity through the brand's sponsorship of a number of international fashion weeks, making these new platforms an opportunity to delve further into its sartorial connections.

Backstage pass

The Mercedes-Benz Fashion Instagram account is set up as the home base and editorial voice for all things fashion. Already amassing a series of curated posts in just two weeks, Mercedes covers everything from backstage makeup to up-and-coming talent.





@Vandajanda gears up for the final day of MB Fashion Week Prague. Image by @DanielxChomistek #Streetstyle #MBFW #MBPFW #MBFashionTalent #MercedesBenzFashion #MercedesBenzFashionWeek

A photo posted by MercedesBenzFashion (@mbfw) on Apr 4, 2016 at 10:42am PDT

Additionally, consumers can tune into the Mercedes-Benz Fashion Twitter, Periscope and Snapchat for behind-the-scenes looks at some of the brand's fashion activations.

Mercedes is encouraging consumers to share their own fashion shots with the hashtag #mbfw.

Creating specialized social media accounts can help a brand delve further into a single topic.

French atelier Christian Dior is giving its beauty division a platform on Instagram to boost the visibility of its personal care products.

Dior announced through its already established social channels that Dior Makeup had been given its own account on Instagram to segue an already active community to the new content page specific to cosmetics. Beauty products often fare the best on Instagram due to the visual nature of the platform, resulting in stronger interaction with the brand and items ([see story](#)).

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