

INTERNET

Versace prompts visibility of social accounts through selfie contest

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Versace Greca Stars campaign

By STAFF REPORTS

Italian fashion label Versace is introducing its Greca Stars sunglasses by looking through a new lens.

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The brand is running a #VersaceSelfie contest from May 4, asking consumers to either post a picture of themselves trying on the frames or find a snap of house creative director Donatella Versace wearing the style for a chance to win a free pair. Through this contest, Versace will diversify the imagery around the sunglasses, letting consumers see what they look like modeled on a variety of faces.

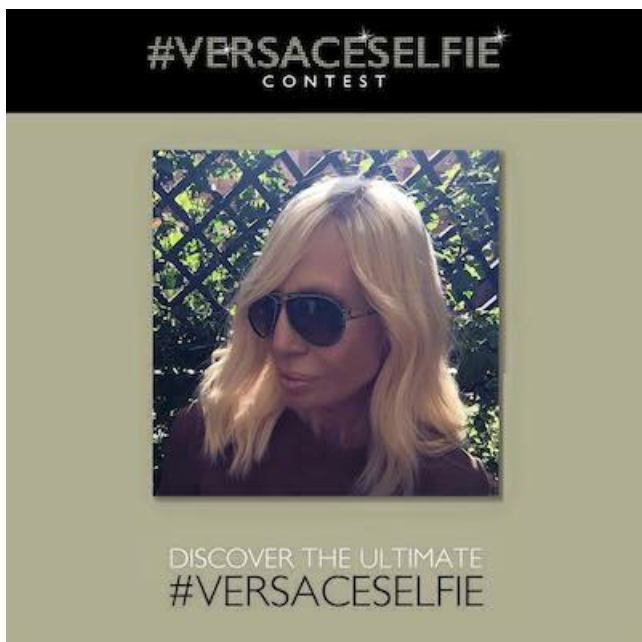
In frame

Versace's contest is housed on a microsite. Here, consumers can enter to win in two ways.

Consumers who can make it to a participating Versace boutique can snap a photo of themselves wearing the sunglasses and post it to enter. This encourages try-ons and may spur purchases from those who do not win.

The resulting entries will be displayed on a Selfie Wall on the microsite, enabling consumers to see other individuals wearing the frames.

Those who do not want to model can enter by searching Versace's @DVHomeMilan, @VersaceBoutiques or @VersaceHomeWW accounts on Instagram for a selfie featuring Ms. Versace. Sending consumers on the hunt on these newly created accounts also makes them more familiar with the frames, as most of the other imagery posted is still life portraits of the Greca Stars style.



Versace's Greca Stars contest

The campaign for Greca Stars features Instagram famous model Gigi Hadid. The frames are surrounded by 296 Swarovski crystals, with colors including silver with metallic lenses and gold with grey gradients lenses.

UGC contests are one way to prompt in-store visits.

Beauty marketer Este Lauder helped consumers look and feel their best in photos with a sponsored contest in partnership with Glamour magazine.

The #BestAngle campaign, which spanned social media, in-store events and interactive participation at Este Lauder beauty counters, awarded four entrants with a trip to New York to be featured in a Glamour photo shoot to be published in the magazine. With the rise of visual social media, women feel the need to look photo-ready at all times, which likely helped this campaign resonate with Glamour readers ([see story](#)).

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