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Goyard brings exclusivity to Instagram with private account launch

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Goyard Instagram image

By STAFF REPORTS

Leather goods maker Goyard is joining Instagram in an exclusive fashion, hosting a private 10-day preview of its account.

Starting May 11, consumers could request access to the private account by sending a follow request, with those who did treated to a curated collection of imagery. Social media is often credited with tearing down the velvet rope separating luxury brands and consumers, but this private account brings back a layer of exclusivity to the digital arena.

Exclusive access
Goyard began counting down to its Instagram launch on its other social media accounts. In its post, the brand shows an image of a white-gloved hand clutching a film camera, which brings up notions of history and heritage for the label founded in 1853.

When the account officially launched, Goyard told fans to simply follow it to gain access. Once the user is approved, they are able to view content, including photos of its handbags and its flagship boutique in Paris and videos depicting everything from a "wish-fulfilling machine" to a smooth addition of a shoulder strap to a Saigon bag.

Post from Goyard's Instagram account

Building up imagery on a new social platform gives consumers more to browse at launch.

French fashion house Christian Dior welcomed a larger following to its newly minted Instagram account by promoting the platform on its Facebook page.

Dior created its Instagram Nov. 15, but waited to direct its fans on other channels to its account on the photo-sharing application until a month had passed, giving the brand time to generate content. By not jumping to publicize its Instagram, Dior gave its followers of its other social media accounts more of a reason to follow the brand on an additional platform (see story).