

APPAREL AND ACCESSORIES

Nicholas Kirkwood touts UGC in fall campaign

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Image from Nicholas Kirkwood's fall/winter 2016 campaign

By STAFF REPORTS

LVMH-owned footwear label Nicholas Kirkwood is putting the spotlight on its fans for its fall/winter 2016 campaign.

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The brand's eponymous designer cast the effort by looking at his favorite posts tagged #MyKirkwoods, asking the consumer photographers to shoot themselves in his latest collection. User-generated content is becoming more popularly tapped by brands looking to showcase an authentic, personal view of their products.

Candid camera

Nicholas Kirkwood's campaign features images taken of the collection presented on a white background. Below each image, text points to the handle of the consumer photographer and prompts the viewer to post their own photo with #MyKirkwoods.

The result is a mix of images that capture the different silhouettes against varied backgrounds. While some of the consumers opted for still-life photos, others posed in the shoes.

While Nicholas Kirkwood used to have a limited social media presence, the brand has built up content on its Instagram account that is a mix of UGC, brand imagery and celebrity sightings.



@HERMAJINATION

NICHOLAS KIRKWOOD
#MYKIRKWOODS

Nicholas Kirkwood's fall/winter 2016 campaign

Other brands have put the lens on fans for their campaigns.

Canadian retailer Holt Renfrew is highlighting the diverse cast of characters in its network through a fall campaign aimed at fostering a sense of community.

"All Together at Holts" features 14 of the store's customers and two sales associates from across Canada, who are shown in still imagery and in video talking about their individual sense of style. Going beyond those profiled in the campaign, Holt Renfrew is offering consumers the chance to be a part of the campaign through user-generated submissions, making this a truly democratic marketing effort ([see story](#)).

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