

APPAREL AND ACCESSORIES

Trussardi eyes entertainment value in immersive musical project

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Members of The Good Company by Trussardi for its eyewear

By SARAH JONES

Italian fashion house Trussardi is giving consumers a front row seat to a band's creative process through a 360-degree experience.

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To promote its eyewear, the label tapped its branded The Good Company by Trussardi group to personify #VisionaryElegance, recording the band as they jammed in a studio. This digital project launched ahead of Trussardi's launch of its latest eyewear collection on its online store, giving its ecommerce site extra eyeballs through engaging content.

"It is quite unexpected for an eyewear brand to branch into the music industry by establishing a band, which makes this a 'sticky' concept," said Isabel Kieszowski, paid media coordinator at **Blue Moon Digital**, Denver, CO. "Sticky marketing refers to campaigns that are highly memorable to consumers.

"Another important aspect of a sticky marketing campaign, in addition to unexpectedness, is the story," she said. "The concept of a branded band gives Trussardi a compelling story to link to its latest eyewear collection.

"Plus, when you think of some of the most iconic rock stars you'll picture them wearing eyewear, which makes this a very cohesive effort for the brand."

Ms. Kieszowski is not affiliated with **Trussardi**, but agreed to comment as an industry expert.

Trussardi did not respond before press deadline.

In the studio

Trussardi's video is featured on its eyewear microsite and on its social channels. The protagonists of the film are The Good Company by Trussardi, a group of musical artists who met for the first time at the label's fall/winter 2016 menswear presentation ([see story](#)).

The seven members come from different backgrounds, with some having started studying classical instruments such as the cello or the piano from a young age.



Trussardi's #VisionaryElegance project

Since coming together for the show in January, the group has been in the studio working on music. Trussardi creative director Gaia Trussardi, who has musical inclinations herself, has collaborated with the band, writing and co-producing songs.

For Ms. Trussardi, music and fashion are inseparable, as music influences much of what she designs and vice versa.

"The seven members of The Good Company exude style, passion and confidence," Ms. Kieszowski said. "Each band member has a unique, vintage look that perfectly embodies Trussardi's latest collection.

"Browsing through the brand's autumn/winter collection signals that this is the season to make a statement with eyewear," she said. "But also when reading into The Good Company's origin, it seems Trussardi was not only looking for a specific look but musical talent as well.

"Some of the group's members have grown up playing instruments such as piano and cello, making this band authentic in addition to aesthetically fitting to the brand."

The four-minute film opens as the group enters the dimly lit studio in Milan wearing sunglasses. As they grab their instruments, the lights come up, and they begin to play a rock tune.

Taking advantage of the 360-degree format, the musicians stand in a circle, surrounding the perspective of the viewer. This reflects the lack of hierarchy in the group, putting all members on a level playing field and not presenting anyone as the "main guy." This also allows the viewer to see their actions clearly.

Throughout the film, the members also switch places, so that if a viewer decides not to change their perspective, no musician will go unnoticed.

#VisionaryElegance / Studio Sessions with The Good Company by Trussardi

Trussardi's spring/summer 2017 eyewear collection licensed to De Rigo will be available for pre-order beginning on Nov. 17, allowing this piece of content to be a driver of browsing and purchases.

Surround sight

While 360-degree video is often used to delve further into a product's story or a marketing campaign, sometimes brands use the virtual technology to transport consumers to another place.

Richemont-owned jeweler Piaget tapping into consumers' desires to #PlayADifferentGame.

On a branded microsite, consumers are treated to a virtual reality polo video, viewable via desktop, mobile or with a VR cardboard viewer or headset. Virtual reality is still a novel technology, meaning that engaging deployment can make an impression on consumers that outlasts more traditional marketing means ([see story](#)).

Eyewear's entry-level price points make it a good fit for Trussardi's current product strategy.

Italian fashion label Trussardi is showcasing its enhanced focus on its leather goods business with the release of a handbag designed to be a constant companion.

Part of the house's planned five-year transformation toward accessible luxury, the Lovy bag features the craftsmanship and design details at an approximate \$600 price point. As the luxury industry seeks growth in a difficult climate, a number of brands have reorganized their businesses with profitability in mind ([see story](#)).

As eyewear Euromonitor has projected a 2.4 percent compound annual growth rate for eyewear for the next five years.

"Inviting consumers to take part in one of the band's intimate live sessions will undoubtedly create a unique experience," Ms. Kieszowski said. "A musical performance will showcase Trussardi's product more exclusively than a typical accessories showcase ever could.

"This experience might not persuade every attendee to purchase a pair of frames from Trussardi, but experiential marketing is often an invitation for consumers to engage with a brand and for them to create a long-standing relationship without the pressure of an immediate purchase," she said. "Trussardi will be successful just by entertaining its consumers because the show's attendees will associate positive feelings and memories with the brand."

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