

MARKETING

Brands at a standstill for social media's #MannequinChallenge

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Still from Neiman Marcus' #MannequinChallenge

By STAFF REPORTS

Neiman Marcus and Marc Jacobs are among the luxury brands to strike their best mannequin pose for the now-viral challenge.

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Celebrities, sports teams, consumers and brands alike have been taking part in the #MannequinChallenge, where participants are filmed while staying completely motionless, and sharing the video footage on social media. Partaking in fun, viral challenges keeps a brand relevant within the cultural fabric, and can also position the label as lighthearted and good natured.

On pause

For brands and retailers, mannequins are part of the store environment and are as commonplace as sales associates and browsing consumers.

Marc Jacobs' #MannequinChallenge combines everyday consumers and mannequins in its 30-second video. The scene opens with a female consumer in a pose that appears to resemble shoplifting, due to her expression and how her arm is tucked inside a large coat.

The video then pans to the doorway to show a man walking into Marc Jacobs' New York boutique. As the camera looks over the store, Marc Jacobs' window display is shown as well as a second male consumer looking over a small leather good item.

While all characters stay motionless, the camera ventures out onto the street to give viewers a peek at the Marc Jacobs' window display. Savvy consumers will catch that Marc Jacobs and his partner Char Defrancesco appear in the window as if they were mannequins taking a selfie.

Department store chain Neiman Marcus encouraged consumer participation within its own #MannequinChallenge.

For its own video, Neiman Marcus filmed a fun scene where individuals are shown reading, eating a personal pan pizza, joking around with Emoji patches, juggling vases, playing dominoes, pulling a cork from a wine bottle and walking a balloon dog sculpture.

The scene is staged around a gift table set with goodies ideal for holiday gifting.

Neiman Marcus is encouraging consumers to upload their own to Instagram, Facebook or Twitter with the hashtag #MannequinXNM and tagging @NeimanMarcus. By doing so, consumers will be entered for a chance to win daily, weekly or a grand prize.

Daily prizes include Neiman Marcus Fun to Give or Love to Give products for the duration of the contest, whereas three weekly winners will receive a \$200 Neiman Marcus gift card and \$500 will be awarded to the grand prize winner. The contest runs from Nov. 11-29.

Brands have interacted with consumers via social challenges before.

In 2014, after the ALS Ice Bucket Challenge had been circulating for a few weeks, designers and luxury fashion players joining the charity initiative on social media.

Designers Diane von Furstenberg, Jean Paul Gaultier and Thom Browne all shared footage of themselves being doused with ice water, and then nominated others in the fashion world. Since these faces are celebrities in their own right, participating will help to raise further awareness for the cause, while also showing their individual personalities.

The ALS Ice Bucket Challenge began as a local effort to raise money for the neurodegenerative disorder, before blossoming into an internet phenomenon. Consumers who are nominated are supposed to film themselves nominating others and then pouring icy water over their heads within 24 hours, or donate \$100 to the cause ([see story](#)).

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