

APPAREL AND ACCESSORIES

## Etro packs for international exploration in shoppable narrative

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*Etro's #WanderingWithEtro Paris*

By STAFF REPORTS

Italian fashion label Etro is suggesting what items consumers should pack as they ready for trips abroad.

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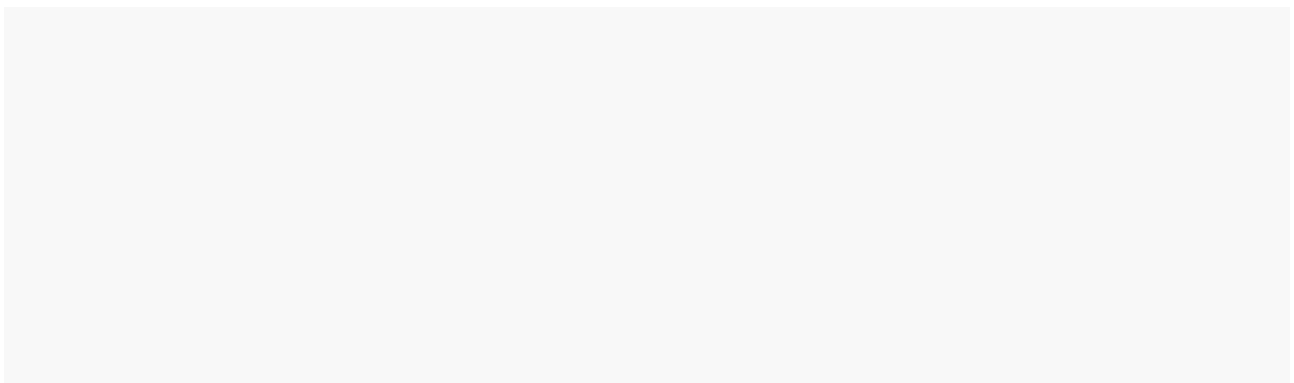
#WanderingWithEtro is a series of 5 social videos displaying which Etro apparel and accessories pieces would be best to take to a particular city. Taking a travel or city guide approach to marketing helps brands communicate with an affluent jetset audience as well as a global client base.

Pack n' play

The first Etro video to debut is titled "Packing Up Berlin."

In the video, a man is shown unzipping a weekender duffel with Etro's signature paisley print. As he packs, he grabs objects such as headphones, vinyl records, a Bauhaus art book and a map of Berlin as well as Etro items including cologne, a leather wallet, scarf and button down shirt.

When the bag is packed to the brim, the man takes his duffel by the handle and walks out of the frame.



Discover our favourite pieces to make the very most of adventuring in Berlin. What are your must-have travel items? #WanderingWithEtro #ETRO #ETROMan

A video posted by ETRO Official (@etro) on Nov 29, 2016 at 9:01am PST

Etro has created four other videos of the same nature, one each for London, Paris, New York and Milan. Each city is filmed with items appropriate for each city, such as an Etro umbrella for London and objects relevant to the locale such as a loaf of French bread for Paris.

If the consumer discovers the films on Etro's newly updated Web site, she can shop an edit of the apparel and accessories seen in the 30-second video.

Also, on the Web site is a letter penned by the individual in the video to direct the narrative further. For example, Packing Up Paris' note was written by Anna and addressed to "mon coeur." Anna's correspondence, as with the others, details how she spent her trip along with subtle nods to the Etro pieces she wore while there.



*Etro's #WanderingWithEtro London*

Similarly, Department store chain Barneys New York celebrated the hidden gems in its hometown with the launch of a curated city guide.

Housed on Barneys' content site The Window, the guide asks influencers to weigh in on some of their favorite haunts. While Barneys launched its city guide with New York, guides for San Francisco, Chicago, Los Angeles, Paris have also been released ([see story](#)).