

APPAREL AND ACCESSORIES

Loewe colors in the lines to promote gifting collection

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Loewe's Elephant handbag

By STAFF REPORTS

Spanish leather goods house Loewe is asking consumers to fill in the blanks about one of its designs.

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In a user-generated content competition, the brand's multicolored Elephant bag from its Christmas collection becomes the main character, as entrants are asked to imagine how the pachyderm got its stripes by adding their own touch to a black and white scene. Tapping into the adult coloring book trend, Loewe's competition is a playful way to boost engagement around the product.

Elephant in the room

Loewe's Elephant handbag is shaped like its namesake animal. A giant representation of this sculptural design is currently on view at Dover Street Market in London, along with its gifting collection.

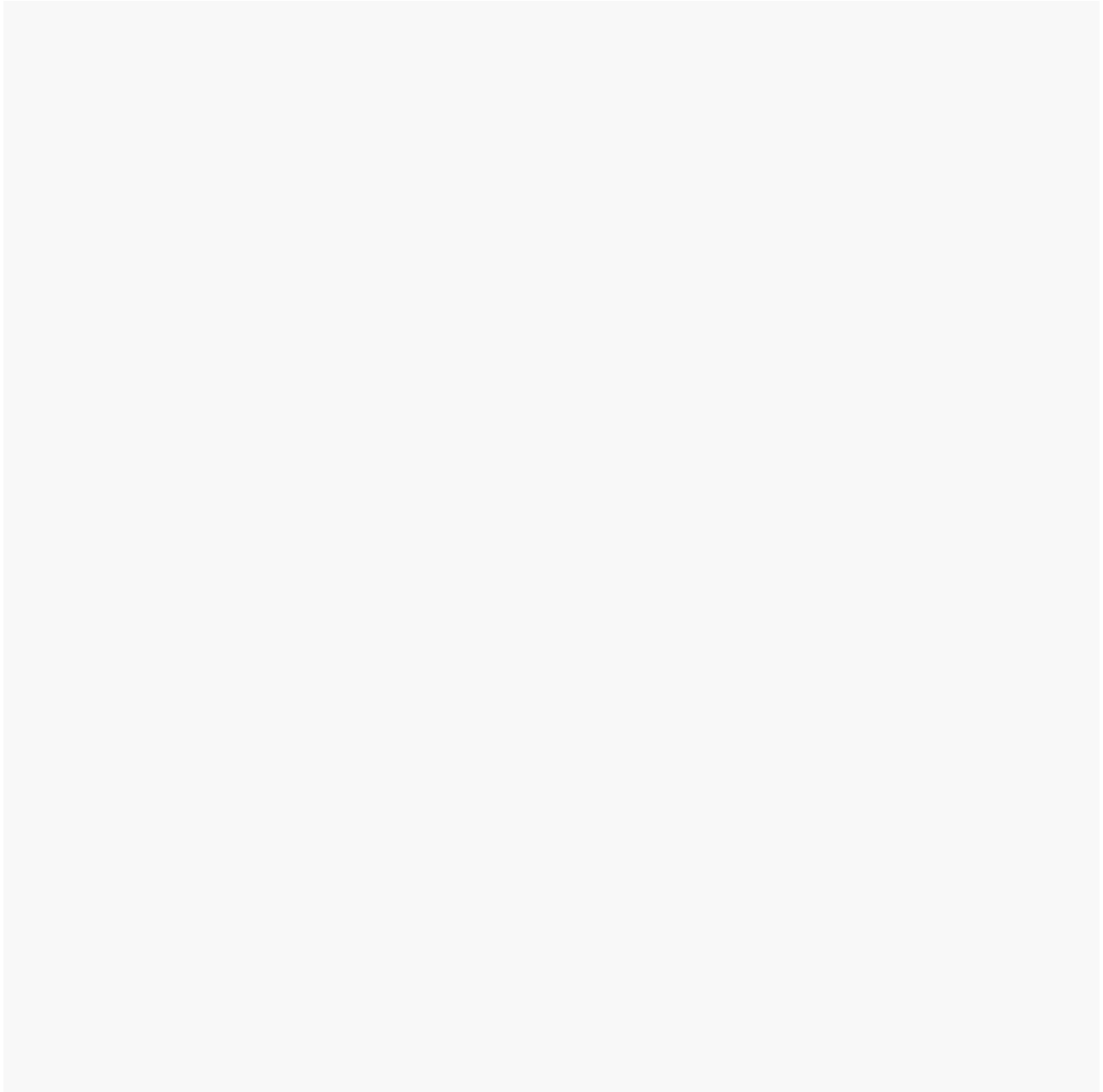


Loewe's Giant Elephant installation

Now, Loewe is taking the Elephant bag as the starting point for a competition that tests consumers' artistic skills. Introduced in an Instagram Story, the contest first introduces the colors that they should use for the competition.

From there, the brand has shared a number of blank stories for users to make their own through color, using the Instagram toolkit to adds hues.

All of these narratives are outlandish. For instance, one suggests that the elephant swallowed a parrot, while another claims he may have bumped into a mushroom.



How The Elephant Got His Stripes. LOEWE Colouring Competition. See Stories for details. #LOEWEgifts
#Elephantbag #LOEWE Visit loewe.cm/colour for T&Cs

A photo posted by LOEWE (@loewe) on Dec 18, 2016 at 9:00am PST

Consumers can post their finished image and tag @Loewe on Instagram to enter. Rather than receiving a monetary or physical prize, the winner instead gets placement on the brand's Instagram account on Dec. 25.

While most requests for user-generated revolve around photography, some have looked toward earlier art forms.

For example, Italian fashion house Valentino reached out to the artistically inclined with a call for illustration submissions from consumer fans.

Valentino teamed with blog Draw A Dot. for a social contest surrounding the spring season's Mime bag collection, with a grand prize of having a drawing featured on Valentino's Instagram. This different take on user-generated content rewarded quality, enabling Valentino to garner careful submissions and artwork ([see story](#)).

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