

FRAGRANCE AND PERSONAL CARE

Nina Ricci celebrates best friends over boyfriends this Valentine's Day

February 7, 2017



Nina Ricci's Best Friends campaign

By BRIELLE JAEKEL

French fashion label Nina Ricci is catering its Valentine's Day campaign to those who would rather celebrate with friends to build upon its Nina & Luna fragrance effort.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

To celebrate the growing idea of single being chic for Valentine's Day, the label's latest fragrance Luna is being promoted through campaigns that tie it together with its long-standing scent Nina. The campaign celebrates best friends by sharing a wide variety of content online that involves Instagram takeovers, emojis, social contests and GIFs.

"This is an inspired campaign as it aligns well with the brand and the Best Friends Forever campaign," said Michael Becker, managing partner at mCordis. "They're tapping into the emotional, rather than the rational, part of the relationship with their customers, which is important.

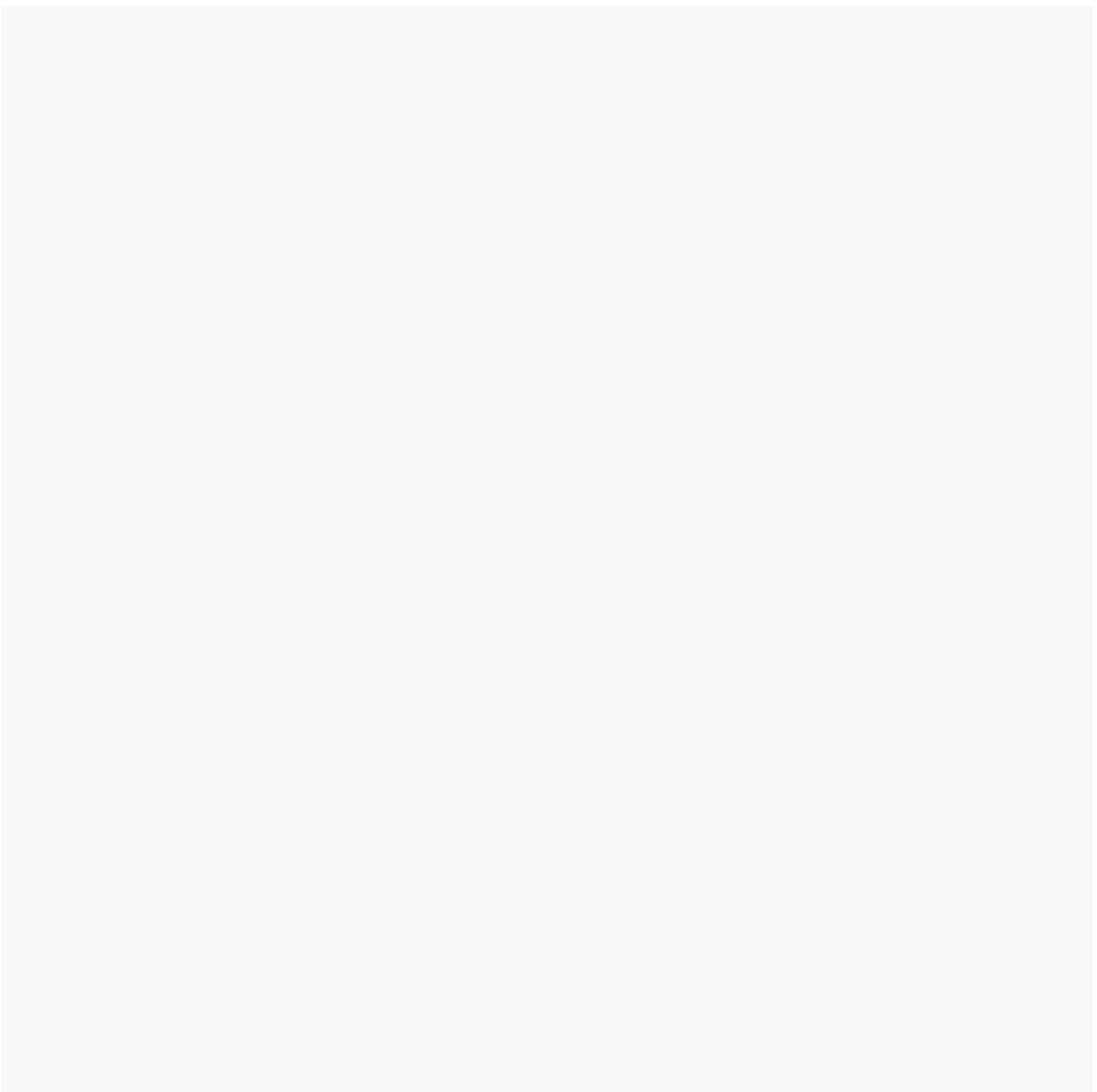
"Moreover, they've added elements where two people need to be involved, thus increasing the reach with every engagement," he said. "To the extent they're able to tap into their micro-influencer community, this program could bring many new people into the brand.

"It seems both technically innovative from a product perspective as the Luna and Nina perfumes work together. It also is conceptually innovative on the marketing front."

New Valentine's

Nina Ricci is spinning Valentine's Day for best friends instead of boyfriends with a series of online content. Starting off with illustrations and a partnership with artist Ana Strumpf, the campaign will incorporate users' content into its own.

Ms. Strumpf is sporadically taking over the official Nina Ricci account to share campaign content that includes illustrations from her. The artist's illustrations have been turned into emojis that can be included within user-generated content through Nina Ricci's online generator.



Our BFF couple @noholita & @meganvlt made their own look with our Ninamojis! Designed with love by @anastumpf. Wanna win yours? Link in bio!! #MybestValentine contest! ?

A photo posted by NINA RICCI Parfums (@ninaricciparfums) on Feb 6, 2017 at 3:38am PST

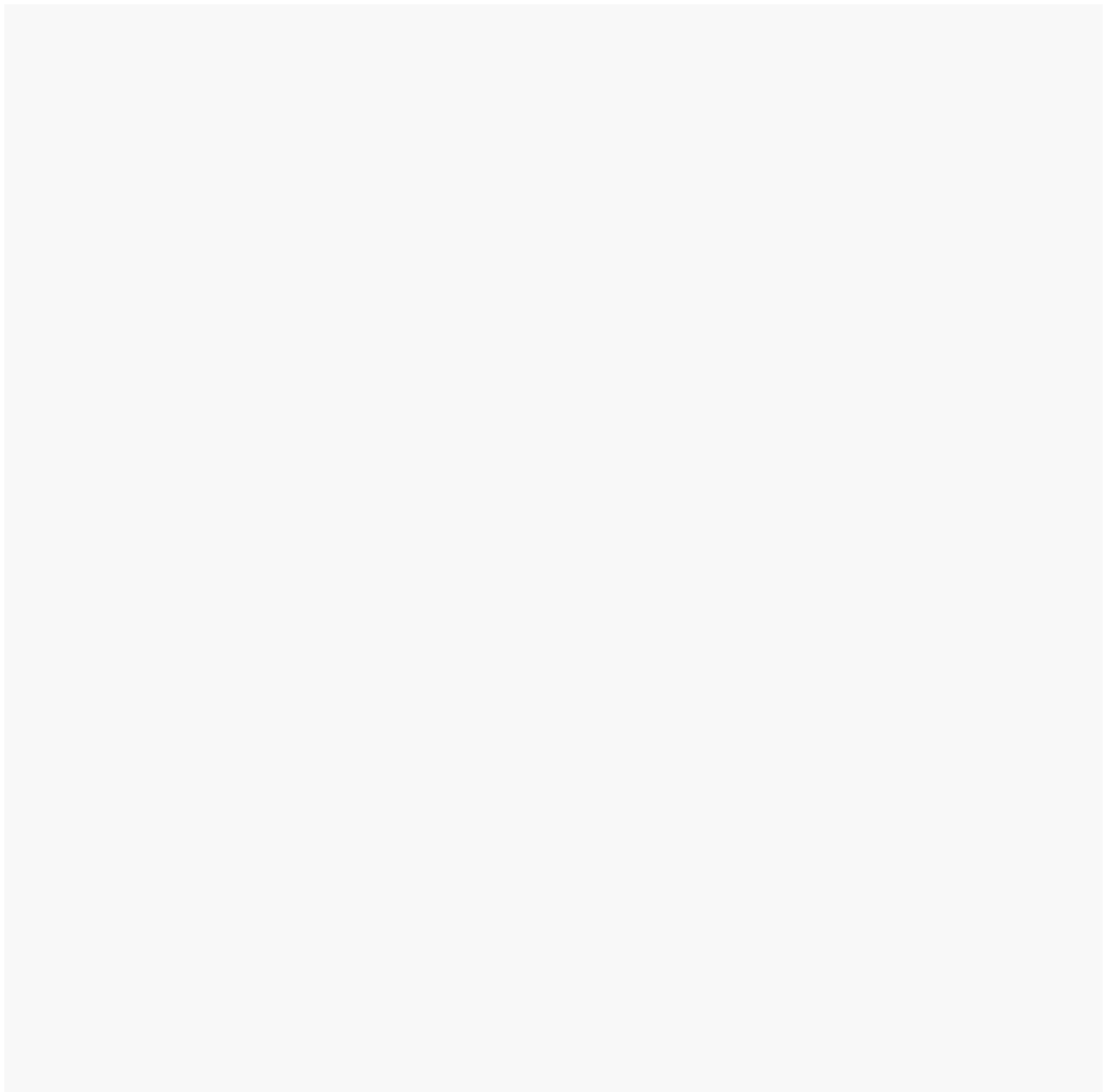
Fans upload an image that celebrates how they spend Valentine's Day with their best friend. The generator then lets a user choose from a range of moving emojis created by Ms. Strumpf and place anywhere on the photo.

Once finished, users can share on social for a chance to win a variety of prizes from Nina Ricci.

Nina & Luna

The contest is another leg of its Nina and Luna campaign. Nina Ricci personified two complementary scents with a model pair who are equally inseparable and compatible.

For the campaign, her real-life best friend and fellow model Monika "Jac" Jagaciak joined Frida Gustavsson, the face of the brand's Nina perfume since 2013. Ms. Jagaciak takes on the role of Luna, a newly released fragrance.



@anatrumpf has invaded the #NinaRicciParfums account, follow the hearts, the lips, the eyes and get ready to reinvent the #valentinesday... Link in bio to play with us ! #MybestValentine ??

A photo posted by NINA RICCI Parfums (@ninaricciparfums) on Feb 1, 2017 at 7:58am PST

Featuring true friends lends authenticity to the campaign, making their relationship a relatable reason to buy ([see more](#)).

Nina Ricci also revealed a reedition of the L'Air Du Temps, a scent known for its dove topper's association as a symbol of peace.

The updated L'Air Du Temp bottle was made in a series of 74 pieces through a collaboration with French lifestyle brand and crystal-maker Lalique and Lognon Workshop. Originally launched in 1948, the L'Air Du Temps bottle reedition came 70 years after the war ended, causing for worldwide celebrations over the summer ([see more](#)).

"One note, however, on the marketing front is that if you visit their website and social channels, they do not make it very clear how to participate in the campaign, or what the benefits are," Mr. Becker said. "I think they could improve significantly on their communication as some of their marketing suggests an "innovative mobile experience for two" but they don't explain what this means.

"Also, the campaign seems to be overly relying on social media; they should find more efficient ways to draw people to their owned channels and to invite them to opt-in for a deeper experience with the brand, this would allow

the brand to create a direct connection with individuals and build/grow a database. These elements seem lacking in this campaign."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.