

INTERNET

## Top 10 social media luxury marketers of Q1

April 19, 2011



By RACHEL LAMB



Luxury brands are increasingly relying on social media to reach affluent consumers via product pushes, campaigns and contests. However, some marketers are just on another level.

[Sign up now](#)

**Luxury Daily**

The most successful luxury brands use all types of social media such as Twitter, Facebook, blogs and YouTube to ensure that every consumer is successfully reached.

Here are the top 10 social media marketers of Q1, listed alphabetically:

**Bergdorf Goodman:** New York-based department store Bergdorf Goodman frequently updates its Facebook and Twitter pages to interact with consumers.

The department store has “What’s happening this week,” daily style tips, blog posts, event alerts and endless images.

Bergdorf promotes designer apparel and accessories through its blog, 5th/58th, and provides links to brands’ Web sites and options to buy through the retailer’s ecommerce destination.

The retailer used fashion community Polyvore as a vehicle to promote itself during New York Fashion Week. Consumers designed a collage about Bergdorf’s creative director, Linda Fargo, and the winner was flown to New York and met the icon.

The retailer’s YouTube account displays behind-the-scenes information and happenings at the retailer.

**Diane von Furstenberg:** Diane von Furstenberg has taken social media to the next level.

In addition to a booming Facebook, YouTube and Twitter life, the brand has devoted an entire “Inside” section of its Web site that focuses on events, social media, style, news, Diane’s journal, videos and philanthropy.

Diane von Furstenberg spread word of charitable events happening in its retail locations in February and March via Facebook invitations.

The brand also announced the winners of its “DVF Awards,” marking the accomplishments of women such as Elizabeth Smart and Hilary Clinton, through social media.

**Dior:** French fashion house Dior uses Facebook applications to drive traffic to its Web site and interact with customers.

The brand recently launched a new Facebook app for the Miss Dior Cherie fragrance where users could look at exclusive campaign pictures, an extended version of the commercial and engage with products ([see story](#)).

In addition, consumers could take a quiz to figure out which “Dior Addict” lip color that would most complement their personal style.

Quizzes, information about founder Christian Dior, games and contests are all available via Facebook.

A branded YouTube page aids Dior’s behind-the-scenes Facebook page.

**Dolce & Gabbana:** Using multiple Twitter feeds and a bursting-with-energy blog, Dolce & Gabbana uses social media to include consumers on the goings-on at the brand.

In addition to its corporate Twitter handle, D&G also uses @iwork4dg, a brand “spy” that uses backstage photos, videos and insider style tips to give consumers a glance into life at Dolce & Gabbana.

Both founders, Stefano Gabbana and Domenico Dolce, have Twitter accounts.

Furthermore, the Italian brand has a blog, Swide, which promotes style tips, images, videos, travel and food tips, celebrity interviews and music selections.

Mr. Gabbana also has a Tumblr account, where he offers his own views, images and videos that lend a personal vibe to the upscale brand.

Gilt Groupe - Instant Access



**Gilt Groupe:** Gilt Group seems to be everywhere - mobile, social,

email - and if nothing, it at least gets an "A" for effort.

The online destination is not afraid to be the first to do something, and this daring has proved advantageous.

Gilt was one of the first marketers to try Facebook commerce, which allowed customers to start their shopping experience via the social network and complete the buy on Gilt.com ([see story](#)).

Additionally, Gilt takes to Facebook, Twitter and YouTube to give consumers behind-the-scenes content, previews on new sales and interviews with fashion industry executives.



**Marc Jacobs:** Apparel and accessories designer Marc Jacobs

uses Facebook and Twitter to engage with its fans in very personal ways.

With updates at least 10 times a day, users get to see where and how cofounders Marc Jacobs and Robert Duffy spend their time running the company.

The feeds also disclose family pictures, videos of the Marc Jacobs staff and pictures from special events and personal vacations, such as a recent trip to Thailand.

The Marc Jacobs YouTube account also has many videos of staff, apparel and accessories collections and personal movies.

In addition, the Facebook and Twitter feeds promote new products, contests, campaigns and ask questions so that consumers can interact with the branded personalities.

Marc Jacobs also plays on current events and pop culture, such as using the popular

“Double Rainbow” YouTube video as inspiration for its relaunched Web site home page.

This creates a closeness and relevance to the brand that can only be achieved through social media.

**Mercedes-Benz:** Mercedes-Benz frequently uses social media, most noticeably, Facebook and YouTube, to bolster awareness of new products.

The German automaker features campaign videos, interviews and other footage on MercedesBenzTV, its YouTube account.

Mercedes also boasts the Reporter, a recently-launched blog featuring written content, videos, images, product information, philanthropy and a list of recent Tweets.

Mercedes’ Twitter account shows images from the headquarters in Stuttgart, Germany, model information and other insider content.



**Neiman Marcus:** Department store chain Neiman Marcus is a

product-pushing machine.

The retailer uses its Facebook, Twitter and blog to promote new products sold in its retail locations and at NeimanMarcus.com.

When showing off new products, the retailer solicits customers’ opinions or asks questions about their personal style.

Neiman Marcus also launched its blog, NMDaily.com, in February ([see story](#)).

The blog has fashion industry interviews, cultural tidbits and new products and events from upscale brands.

**Oscar de la Renta:** Apparel and fragrance maker Oscar de la Renta has been noticed in the past for its social media marketing.

Oscar PR Girl, who controls a section of the brand’s Facebook and who has her own Tumblr and Twitter accounts, posts pictures on all of the sites of herself in branded couture, models from backstage, images from her seat at fashion shows and life in the studio.

The anonymous PR girl answers questions from consumers, allows them to comment on her pictures and Tweet at her and offers style tips.

Oscar de la Renta also uses Facebook as a medium to push products and test out new fragrances.

It recently launched a Facebook game where customers could sign up for email newsletters in return for a free sample of the brand's new fragrance.

The brand also recently held a live-streaming bridal fashion show via the social network site.

**Ralph Lauren:** Although the brand prefers email marketing, Ralph Lauren still spends a lot of time on social networks.

For instance, it promoted its "Big Pony" fragrance collection through a March Madness Facebook contest. Consumers were able to vote on their favorite color or team and a winner was selected based on participants who chose that team (see story).

Furthermore, Ralph Lauren advertised its new children's collection and storybook, RL Gang, through social media.

Parents were able to post images of their children for others to vote on the next member of the RL Gang.

Ralph Lauren devotes sections of its Facebook page to various charitable causes, various campaigns and activities.

Final Take

*Rachel Lamb, editorial assistant on Luxury Daily, New York*