

RETAIL

Bally recruits Instagram influencers to promote New York flagship

May 18, 2017



Bally's new social campaign is focused primarily on Instagram

By DANNY PARISI

Swiss apparel and accessories label Bally is recruiting some prominent American social media influencers to introduce its new flagship store on Madison Avenue in New York.

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

On Instagram, the brand has recruited three prominent influencers for a video and photo shoot showing them walking the streets of New York on their way to the new location. Along the way they show off different luxury goods and accessories that can be purchased at Bally.

#BallyOnMadison

Bally began selling luxury goods in Switzerland in 1851, but has since expanded around the world.

The latest addition to the Bally retail universe is a flagship store in Manhattan on Madison Avenue.

To promote the opening of this new store, Bally has been going on a social media spree, posting several Instagram photos and videos relating to its opening with the hashtag #BallyOnMadison.

Bally recruited several prominent influencers with large social media followings to help promote the opening.



@stopitrightnow

The influencers are Antwaun Sargent, Laila Gohar and a woman whose name is listed only as Jayne with the Instagram handle @stopitrightnow.

Each influencer is featured in several photos as well as their own short videos.

In the photos, each influencer is shown wearing clothing available at Bally. In the videos, these influencers are seen walking around Manhattan on a trip to Bally on Madison Avenue.

The influencers are seen riding the subway, modeling bags and apparel and taking in the sights of New York.

#BallyOnMadison takes a casual approach to the opening, counting on the large followings of these popular personalities to attract more customers to the new store.

Influencer marketing

Bally has been taking a more urban, youthful tone with its marketing campaigns lately.

One of its most recent campaigns took the form of a music video inspired by '80s aesthetics.

The retro trendy video stars model Irina Shayk and was shot by fashion photographer Gregory Harris for a bold take on Bally's spring/summer 2017. Bally paired the well-known super model with up-and-coming male models for the quirky video that was film in London ([see story](#)).



A Bally Instagram post The success of this new Manhattan store will be critical, especially given Bally's tenuous status under its parent company JAB Luxury.

Bally has been placed under strategic review, including a possible sale, by its owner JAB Luxury.

JAB made its Bally announcement April 24, after news broke that the holding company had put British footwear

maker Jimmy Choo up for sale ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.