

RETAIL

Social influencers share what they “J’Adoir” for Dior, Bergdorf Goodman pop-up

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Melina Matsoukas in Dior fall 2017 for Bergdorf Goodman. Image credit: Tyler Joe for Bergdorf Goodman

By JEN KING

French fashion house Christian Dior is stepping into New York retailer Bergdorf Goodman's online store for an exclusive pop-up shop.

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Between June 7-28 Bergdorf Goodman will host the "J'Adior Dior Shoes" online pop-up where the department store will promote the French atelier's fall 2017 footwear collection. To attract virtual passersby, Bergdorf Goodman has structured an influencer campaign with four women with strong social media followings.

"This campaign is a perfect example of content + commerce strategy, which speaks to today's consumers," said Yuli Ziv, founder and CEO of [Style Coalition](#), New York. "It's not about just showing the product, it's about telling the story with the product and that's what influencers do best.

"In this case, Dior and Bergdorf Goodman chose to go beyond the obvious choice of a well known fashion influencer and engage 4 different women who represent different verticals and respectively, audiences," she said. "This allows the brands to expand the reach and perhaps attract a new type of customer to the pop-up."

Ms. Ziv is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert. [Bergdorf Goodman](#) was reached for comment.

Footing sales

Since Dior does not retail fashion on its own ecommerce channel in the United States, retail partnerships are necessary to facilitate online sales within the market.

To this effect, Dior has partnered with Bergdorf Goodman on an exclusive pop-up shop for its fall 2017 footwear collection. From June 7-28, Bergdorf Goodman will be the sole online retailer to carry the collection, aligning with the department store's penchant for exclusive curation.

The pop-up is structured around Dior creative director Maria Grazia Chiuri's J'Adoir slingback style, including a new selection of colors for the fall season. An additional selection of brand standouts such as floral booties and an ankle-length pump will also be available for purchase.



Dior J'Adoir slingbacks, fall 2017. Image credit: Tyler Joe for Bergdorf Goodman

Prices for Dior footwear ranges from \$790 to \$2,290.

In a bid to expand the pop-up's online reach, Bergdorf Goodman has collaborated with four social media influencers. The J'Adoir Dior pop-up campaign features vlogger Camila Coelho, designer Yoyo Cao, director Melina Matsoukas and DJ Mia Moretti.

Content shared on Bergdorf Goodman's 5th/58th blog includes styled stills with the influencers as well as a brief interview of what they "J'Adoir the most."

Ms. Cao, for instance, is shown in various settings in imagery taken by Tyler Joe. In the campaign Ms. Cao is photographed wearing Dior fall 2017 fashions, including the "We should all be feminists" tee.

Captions for the imagery includes interview sessions led by Shiona Turini where the influencers share thoughts on the collection and their favorite things. Ms. Cao, for example, picked "taking photos, swimming in the sea and shopping" as things she J'Adoires.

This concept is extended for Ms. Moretti and Ms. Matsoukas. Stills of Ms. Moretti and Ms. Matsoukas have also been shared on Bergdorf Goodman's Instagram account using the hashtag #BGxDior with captions outlining the footwear styles shown and the pop-up.



Mia Moretti in Dior fall 2017 for Bergdorf Goodman. Image credit: Tyler Joe for Bergdorf Goodman

As of press time, Ms. Coelho's interview and photo spread is not yet published, but the Brazilian vlogger who counts 6.1 million Instagram followers is featured on the Bergdorf Goodman account.

Bergdorf Goodman's blog content is shoppable for seamless sales and also includes a social feed from its Twitter and Instagram accounts.

Increasing influence

According to L2's fourth annual Intelligence Report: Social Platforms 2017, Instagram accounts for 92 percent of brand social interactions ([see story](#)).

Sharing social influencer campaigns on Instagram is a popular strategy used by brands to promote collections.

For example, Swiss apparel and accessories label Bally recruited prominent American social media influencers to introduce its new flagship store on Madison Avenue in New York.

On Instagram, Bally featured a trio of 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 ([see story](#)).

An important aspect of influencer marketing is to select individuals that uphold the partner brand's image.

"These fresh faces for Dior showcase the brand in a new and unique way," Style Coalition's Ms. Ziv said. "By doing so they make the luxury products accessible to different types of women, and send the message that it can fit various lifestyles and personal point of views.

"The content looks more organic than a traditional editorial or an ad, which is the appropriate creative strategy while working with influencers," she said. "I'm excited to see Dior and Bergdorf Goodman being open to fresh new ways of showcasing product and creating an organic content that is relatable to a wider range of consumers."

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