

APPAREL AND ACCESSORIES

## Furla looks to community to design its next bag

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*Furla's design for possible next crossbody. Image credit: Furla*

By BRIELLE JAEKEL

Italian accessories maker Furla is tapping its community of followers for insight on its next handbag production.

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An online campaign is encouraging fans of Furla to vote on their favorite spirit animal design to adorn its next bag. The new Furla Metropolis Jungle Mini Crossbody will be chosen by whichever design is most popular.

"Developing interactive marketing strategies that tie in digital platforms make a much higher impact on the short attention spanned consumers of today," said Robin McCorkle, managing partner at [PL Experiences](#), New York. "Furla's campaign does just that and takes it one step forward by bringing its customers into the design process and allows them to feel included."

Ms. McCorkle is not affiliated with Furla but agreed to comment as an industry expert.

### Metropolis Jungle

Furla is looking to its fans to help decide on its next design to ensure maximum awareness as well as popularity of the design itself.

Online voters will be able to choose from three different characters to be featured on the next crossbody. The Parrot, Jaguar or White Tiger will be chosen as the face of the design.

Designers of Furla have created three prototypes, of which participants can view online. After voting is completed on July 17, the design with the most votes will immediately go into production and become a part of the September collection.

The bag will have its own special window display at Furla stores.

Each bag design, as part of the contest, has the same structure of the iconic Furla crossbody. However, each is adorned with an illustration-based design of one of the characters.

Furla gives a description of each character on its campaign hub. For instance, the White Tiger is described as the king of the jungle who is hard to resist and is brave and adventurous.

The description then explains that if the White Tiger is your spirit animal then, "you are a natural born leader, positive and resolute, protective and hard-working."

Pink Parrot is detailed as curious, intelligent, fun and colorful, while remaining adaptable, loyal and a conversationalist. He is your spirit animal if "you are generous, witty, friendly and affectionate."

The Jaguar is mysterious and powerful predator who is rarely seen and lives a nomadic life. He is your spirit animal if "you are introverted yet assertive, confident and inquisitive."

Furla marketing

The Furla Metropolis Jungle campaign comes after a few other interesting marketing pushes from the accessories maker.

For instance, Italian accessories maker Furla explored "Time after Time, Space after Space" in a performance series at the Museo del Novecento in Milan.

From September 2017 to May 2018, the Fondazione Furla and the Museo del Novecento will program a calendar of performance events at the museum's Sala Fontana. Furla counts itself among the Italian heritage brands that advocate for the arts throughout the year through its foundation's supporting initiatives and events ([see more](#)).

Furla also celebrated its 90th anniversary by recounting the fashion trends of the past nine decades.

Over the last 90 years, Furla has designed leather goods that have evolved with women's tastes, whether that be the romance of Art Deco or the boldness of punk rock. Taking a look back at its history, Furla choose to create a series of nine handbags that retell past fashion trends in the form of its Metropolis silhouette ([see more](#)).

"Marketers that are transparent and makes their customers a part of their brand will see a much more loyal audience," Ms. McCorkle said.