

APPAREL AND ACCESSORIES

Smythson looks to Vogue for travel know-how

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Smythson wields Vogue recommendations for product credibility. Image credit: Smythson

By BRIELLE JAEKEL

British leather goods maker Smythson is aligning its brand with Vogue magazine to solidify its travel collection as a mainstay of travel-ready accessories.

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Fashion features director of British Vogue Sarah Harris is lending her recommendations for travel in an online campaign indicative of a magazine. Readers can interact with Smythson content to learn about the fashion director's favorite travel remedy as well as her top leather goods choices from the label.

"Email campaigns that have an action click to a pleasant mobile-friendly experience which leads to a purchase or a customer acquisition are imperative for brands," said Marci Troutman, CEO of [SiteMinis](#). "With bricks-and-mortar on a decline even luxury brands are urged to 'up their digital branding stakes' to keep up with consumers.

"Digital can no longer be labeled a trend. Retailers, all of them, are being forced to become digital or go obsolete," she said.

Ms. Troutman is not affiliated with [Smythson](#) but agreed to comment as an industry expert. Smythson was reached for comment.

Traveling with Vogue

"Traveling With Sarah Harris" is a new online journal entry from Smythson that answers travelers' top questions with high-quality images to entice a purchase.

Supported by a call-to-action email campaign, Smythson sent a small version of the journal entry to subscribers who are encouraged to click onward to read more.



Image of recommendations from Ms. Harris. Image credit: Smythson

As part of Smythson's "The One" campaign, which documents recommendations from the world's top travelers, the entry helps the brand become a content creator. Being a content destination can help Smythson hold consumers' attention for longer and become a trusted source in all things travel.

Ms. Harris notes that her favorite travel accessories are the Grosvenor jewelry box with travel tray, Mara zip currency case, Burlington Backpack and the Mara 2018 Soho diary. Each product is listed within Smythson's email and includes a link to the product page for easy purchasing.



Mara zip currency case, a recommendation from Ms. Harris. Image credit: Smythson

Within the full entry page, Ms. Harris reveals that her go-to remedy before flying is getting a facial from a bespoke aesthetician and her favorite room service meal is a club sandwich with fries.

Branding with Vogue

Luxury brands are often partnering with Vogue to increase their visibility as well as their credibility.

Vogue is an authority in the luxury world and its millions of followers take its recommendations and content seriously. This makes partnerships such as the Smythson campaign extremely important for these brands.

For instance, Italian fashion label Marni celebrated Vogue's 125th anniversary with a limited-edition capsule of totes and T-shirts.

The Marni x Vogue collaboration invited international artists to explain what beauty is using the Italian label's goods as a canvas. In addition to celebrating the Fashion Bible's 125 years in print, the collaboration also lends its support of two nonprofits that fight against AIDS ([see more](#)).

Also, Cond Nast-owned Vogue Video gave a glimpse into the daily routines of three entrepreneurial woman by sharing how jewelry and sustainable gemstones fit into their lives.

British Vogue's "The Ritual" is a three-part series produced in partnership with colored-gemstone miner Gemfields that aired on the Vogue Video channel. Since its launch in 2015, Vogue Video has run a number of partnered content series, and to date has almost 40 million viewers, demonstrating the power of video marketing ([see more](#)).

"Smythson travel and Vogue go together like diamonds and silk, both are iconic and well-known globally," SiteMini's Ms. Troutman said.

"One of the ways aligning with Vogue can be helpful for Smythson Travel is on Instagram: If you are to look at Vogue's Instagram and compare it to Smythson Travel's Instagram you'll notice that Vogue has a large lead with more than 16 million followers allowing Smythson Travel to tagalong and build their presence to more than their current 64,500 followers," she said.

"Since neither of these brands are competitors but have a very similar following of travelers with luxury tastes, it makes complete sense for the one to boost the other a little further into the digital age, which is ever encompassing all age groups with the way shopping is done."

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