

APPAREL AND ACCESSORIES

## Valentino debuts new shoppable video tech in collaboration with startup

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*Customers can click or tap the video to instantly begin shopping the looks. Image credit: Valentino*

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Italian fashion house Valentino is one of the first brands to create shoppable social media videos using technology from a new startup.

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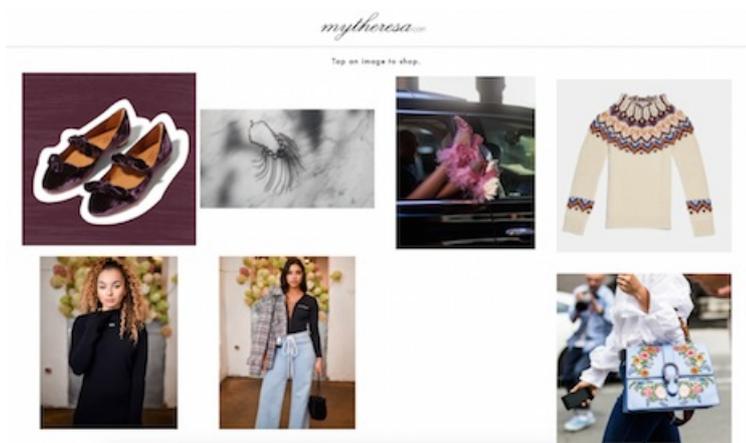
Smartzter, the startup, uses a patented click-to-buy technology to make videos shoppable, allowing customers to jump straight from watching an advertisement to buying the clothes they saw in it. With Valentino using the tech, along with other brands such as Bulgari, shoppable video may be an important trend to watch in the future.

### Shoppable video

Video content is all the rage right now, especially when served through social media, where brands routinely rack up the most engagement.

Facebook and its subsidiary Instagram have both been pushing branded video content as a way to engage with the millions of users on both sites with great success. The majority of video campaigns from major fashion brands now usually find their way to both social media platforms.

Valentino is now the first brand to make use of a new startups' technology in order to make those social videos even more fruitful by making them completely shoppable.



*MyTheresa's shoppable Instagram posts. Image credit: MyTheresa*

The collaboration was created through a partnership between Valentino and online luxury retailer MyTheresa with shoppable video tech provided by Smartzter.

In the video, which played on Valentino and MyTheresa's Instagram accounts, customers can swipe up at any time during the video to be instantly taken to an online portal where they can purchase the clothes seen in that video.

Previously, Smartzter's tech has only been used on videos hosted on a brand's site and not on a social network. For instance, the company cites a partnership with Bulgari that drove almost 60 percent interaction rates for visiting customers.

Valentino's use of the tech in Instagram shows that shoppable video has potential beyond videos hosted on a brand or retailer's individual Web site.

#### Capturing attention

A quick survey of fashion advertising shows that not only is video dominant, but that shoppable video is a trend that many brands are getting behind.

For example, British menswear and leather goods brand Alfred Dunhill is celebrating the city of its birth, London, with four short films chronicling the lives of four local men.

Each short film delves into the men's lives and how dunhill fits in with their aesthetic. Customers can then shop the looks seen in the videos for an easy connection between advertising and commerce ([see story](#)).

Additionally, Italian fashion label Etro is suggesting what items consumers should pack as they ready for trips abroad.



*Valentino's shoppable video. Image credit: Valentino*

#WanderingWithEtro is a series of five social videos displaying which Etro apparel and accessories pieces would be best to take to a particular city. Taking a travel or city guide approach to marketing helps brands communicate with an affluent jetset audience as well as a global client base ([see story](#)).

However, the difference between these two example and Valentino's collaboration with MyTheresa is that the link to buying the products is embedded directly into the video, rather than being a separate link to the store in the video description or elsewhere.

Any modern brand must be aware of how best to use video to capture and follow through on customer attention.

On Facebook, for example, more than 100 million hours of videos and 4 billion videos are viewed every day. The challenge for brands and retailers is how to convert video views into product sales ([see story](#)).

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