

APPAREL AND ACCESSORIES

Givenchy welcomes Clare Waight Keller via ecommerce revamp, consumer activation

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Transformation.Seduction is the first Givenchy ad campaign under Clare Waight Keller. Image credit: Givenchy

By STAFF REPORTS

French fashion house Givenchy is gearing up for the debut collection designed by Clare Waight Keller with a new ecommerce Web site.

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Ms. Waight Keller was announced as Givenchy's first female artistic director in March after a six-year stint at Richemont-owned fashion house Chlo. Ms. Waight Keller joined Givenchy after Riccardo Tisci ended his 12-year tenure at the French couture house ([see story](#)).

A shoppable welcome

Ms. Waight Keller started at Givenchy May 2 and is responsible for women's and men's ready-to-wear and accessories collections, in addition to couture.

In anticipation for Ms. Waight Keller's debut collections for Givenchy, which will be presented during Paris Fashion Week Oct. 1, the LVMH-owned brand has revamped its ecommerce platform.

Givenchy worked with R/GA London to create the new online storefront. Consumers are welcomed to the site with imagery from Ms. Waight Keller's first advertising campaign for the brand.



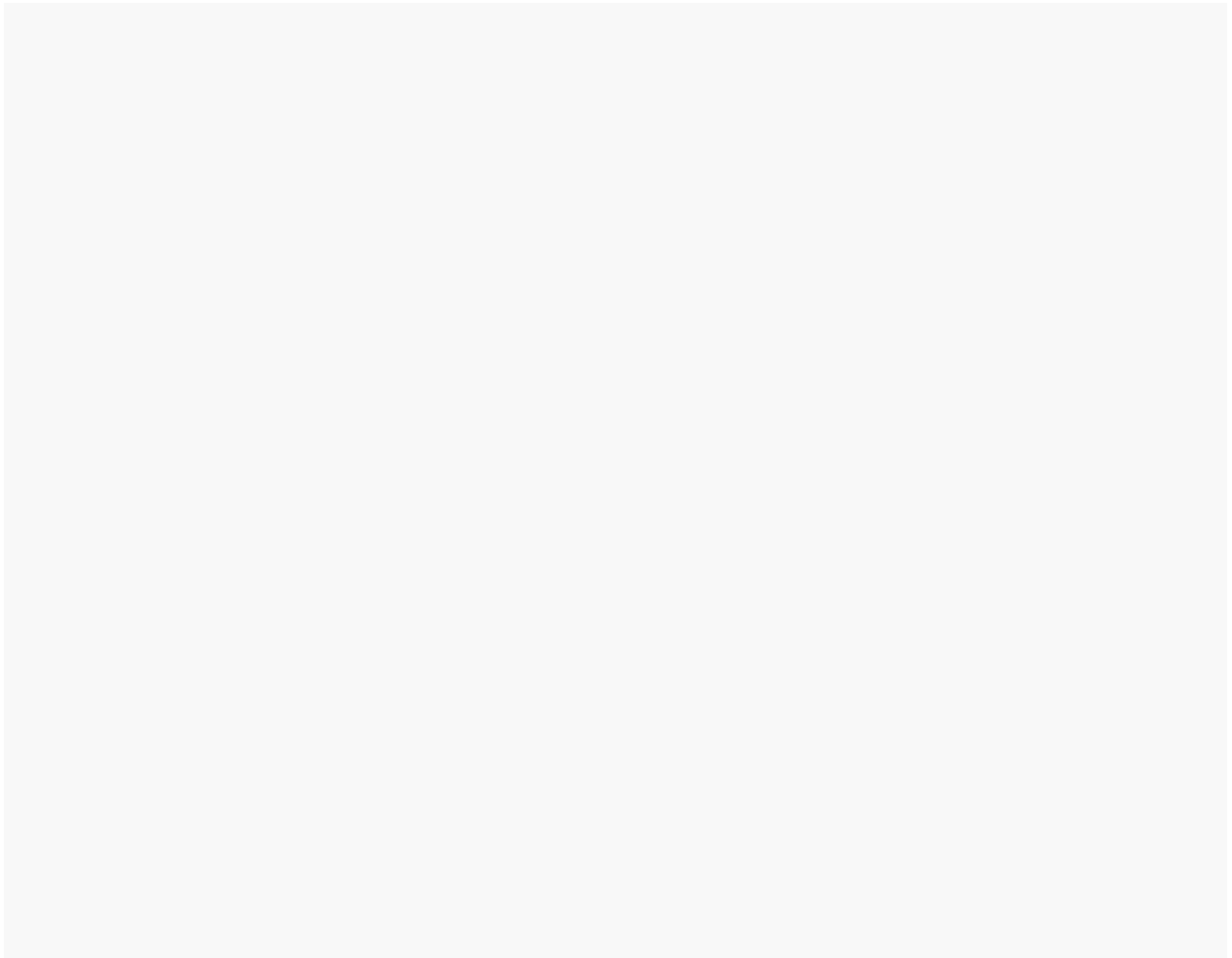
Givenchy retooled its ecommerce site for its new artistic direction under Clare Waight Keller. Image credit: Givenchy

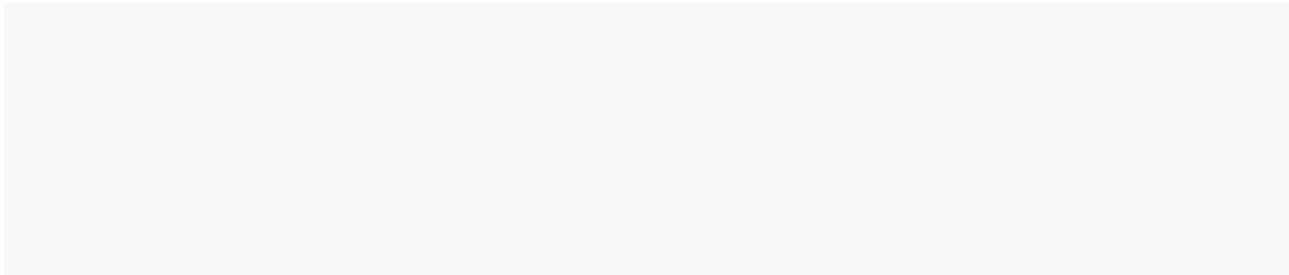
Titled "Transformation seduction," the campaign features kittens and models in black-and-white portraits taken by photographer Steven Meisel.

Givenchy's Web site updates include news, features and real-time access to the brand's fashion shows. Hinting at the see-now, buy-now trend, Givenchy's runway content will be accessible before, after and during the show.

On the ecommerce product pages, gallery feeds will present pieces as they were seen on the runway, in look books, celebrity dressings and how the Givenchy's Transformation seduction styled the collection.

Also, to drive consumers to the new site, Givenchy has launched a poster campaign in London, Paris, Milan and New York. Each poster is designed to look like a missing cat poster, for cohesion with the primary campaign.





HAVE YOU SEEN THIS CAT? Find the #GivenchySS18 cat posters on the streets of Paris and browse the secret URL to win your ticket to the Givenchy Spring Summer 2018 Women's & Men's fashion show by @clarewaightkeller in Paris this Sunday.

A post shared by GIVENCHY (@givenchyofficial) on Sep 25, 2017 at 4:26am PDT

The pull away tabs on the missing cat poster include a dedicated URL to promote Givenchy's upcoming Paris Fashion Week presentation. Each dedicated URL gives consumers the chance to win one of three invites to Givenchy's ready-to-wear show Oct. 1.

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