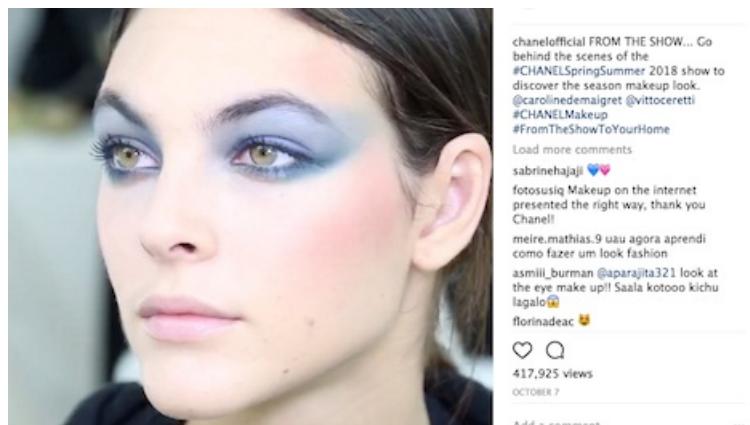


MARKETING

Video is vital for fashion brands to garner attention: Fashionbi

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Chanel appeals to consumers with massive reach through Instagram video. Image credit: Chanel

By BRIELLE JAEKEL

Video has been one of the most disruptive aspects of the digital takeover, but it is now, without a doubt, the most prolific force in relation to Internet traffic.

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According to new findings from Fashionbi, by 2019 80 percent of all consumer traffic online will come from video with an average of 47.4 minutes spent a day watching videos. Instagram has also surpassed Facebook and YouTube in terms of video views.

"The video Consumption worldwide has constantly been increasing since 2014, and by 2019 the Internet Video Traffic will account for 80 percent of all the consumer internet traffic," said Yana Bushmeleva, chief operating officer at **Fashionbi**, Milan. "It is predicted that Global consumers will spend an average of 47.4 minutes a day viewing videos online this year, up from 39.6 minutes in 2016."

"From one side it means that the fashion companies can reach a wider audience through the video content, compared to the static photos but on the other side competition for the users' attention is stronger," she said. "Plus if before YouTube was the only platform for the video posts, today we have video across all the main networks and the Live streaming content is gaining more and more views."

"Hence it is even more important to develop a proper video marketing strategy for all the channels of the brand and publish a certain format of the video on the certain platforms."

Video and fashion

Asia Pacific is proving to be the biggest consumer of online video while the Middle East and Africa area the lowest areas.

Videos are becoming vital for brands on social media with videos on Facebook seeing 135 percent greater organic reach than photos, 82 percent of users on Twitter watching videos and 10 billion users on Snapchat watching videos daily.



Comedic Mercedes' video leverages storytelling

Fashionbi found that 64 percent of users watching a branded video are more likely to purchase online. Customer testimonials, tutorial videos and demonstration videos are the most effect formats of videos for brands.

Video is now accounting for more than half of digital ad spend.

For fashion brands looking to gain attention with behind-the-scenes content and runway shows, it is important to showcase beautiful imagery, as that is why consumers are engaging with this type of content.



Video still from Harper's Bazaar's For the Love of Gabrielle, starring Chanel's Gabrielle handbag

Storytelling is the most impactful type of video, but brands must stay authentic to their ethos to remain effective.

Video examples

In example of unique interpretations of video, Givenchy Beauty, among other brands, teamed up with the musical and artistic collective known as Kamar & the Bugged Mind Crew for a new music video for the group's single, "Mary."

The video, which was hosted on Givenchy's social media channels along with others, is filmed with input from the brand's artistic director Nicolas Degennes, featuring his trademark thick black textures and materials. This collaboration also shows Givenchy Beauty branching out into more artistic and avant-garde projects that are not meant to translate immediately into commercial benefit ([see more](#)).

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

Smartzer, 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 ([see more](#)).

"On average for the majority of the brands, the number of video views on Instagram is much higher than on Facebook, YouTube, Weibo or Youku," Ms. Bushmeleva said. "While the top videos often have a higher number of views on YouTube, especially if such video is about brand storytelling or covers the social topic, e.g. sustainability and social responsibility."

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