

APPAREL AND ACCESSORIES

Furla's interactive digital campaign assigns personalities to bags

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Furla's gift guide for its Floris character

By BRIELLE JAEKEL

Italian accessories maker Furla is ushering in its new collection with its first digitally-led campaign, which mixes gift guides, gamification, film and messaging.

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A colorful campaign will celebrate the holidays for Furla, in a new initiative that focuses on feminine individuality and strong women. Product guides, personality quizzes and WeChat integration will complement a series of films.

Furla society

Furla claims "The Furla Society" is the first digitally led campaign for the brand.

The campaign celebrates the holidays in a fun way, which spans multiple digital platforms in an interactive manner, starting with a series of films. The first of which is named, "Floris."

Each of the videos, as part of the campaign, is named for a woman, with her own distinct personality. Furla offers a collection of products from its Cruise 2018 line that match that character's personality.

#FurlaSociety cruise 2018 campaign

For instance, Floris is described as "the queen of self-expression - confident and worldly. She exudes charm and sophisticated glamour. She's an adventurous and spirited leader who will always tell you what she's thinking." A series of colorful bags that represent Floris's character are featured underneath the video on Furla's Web site.

The film series, directed by Wednesday London, shows each of these characters in a classic bar room setting talking to an Italian bartender. Furla explains that each of these women represent bags of the cruise 2018 collection.

Representing the Furla Metropolis Shoulder Bag, the film "Floris" features the character discussing her version of a perfect man with the bartender. However, her ideal qualities in an ideal mate are too many for just one man so she has many boyfriends instead.

Aruba, described as "vibrant and intense," represents the crossbody version of the Metropolis bag with a colorful design featuring toucans. Similar products on the Aruba page are featured in likewise vibrant colors such as yellow

and blue as well as snakeskin.

This video will air on Nov. 21.



Furla's character Jungle Cat's video will air on Nov. 28, representing the Metropolis Jungle Crossbody, featuring a fitting cat design.

Furla and the jungle

Similarly, Italian accessories maker Furla tapped its community of followers for insight on its next handbag production.

An online campaign encouraged fans of Furla to vote on their favorite spirit animal design to adorn its next bag, supporting the brand's in-store campaign. The Furla Metropolis Jungle Mini Crossbody was chosen by the design that was most popular ([see more](#)).

Furla also explored "Time after Time, Space after Space" in a new performance series at the Museo del Novecento in Milan.

From September 2017 to May 2018, the Fondazione Furla and the Museo del Novecento is programming 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](#)).

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