

INTERNET

Moschino arrives fashionably late to Twitter

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By KAYLA HUTZLER

In an effort to bring together its global audience and promote a consistent message worldwide, Italian retailer Moschino launched an official Twitter account on June 8 - ages after its peers recognized the value of social media.

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Rapidly gaining more than 300 followers on the first day, the retailer is responding to tweets in both Italian and English. The brand appears to be using the account for customer service along with efforts towards branding.

“Twitter can be an extremely powerful tool to create a rich, two-way conversation with consumers, fans, bloggers and industry folks,” said Mary Elise Chavez, director of creative strategy for [Blue Fountain Media](#), New York.

“Its micro-news format allows for snackbite content feeds that are easy for users to respond to,” she said.

Ms. Chavez is not associated with Moschino but agreed to comment as a third-party source.

Moschino did not respond by press deadline.

Better tweet than never

Moschino is a global brand based in Milan that produces men's, women's and children's apparel and accessories.

Arriving late to the Twitter scene, Moschino will have to play catch-up to launch itself into the realm of luxury brands' top Twitter handles (*see story*).

Moschino *tweeted* twice on June 6, once welcoming itself to Twitter and next placing a quirky product promotion. Tweets from the brand picked back up on June 8, which was the official launch date on the social media platform.



Moschino has tweeted 26 times through yesterday and more than half have been in response to fellow Tweeters' question or greeting.

The main goal of the Twitter account appears to be customer service, since an emphasis is placed on responding to followers.



The rest of the tweets lean towards building up a personality within the brand such as mentioning favorite music videos and different events for which the brand is excited.

A few tweets serve a publicity service such as tweeting a magazine or blog featuring Moschino products, and uploading pictures of new store windows.



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Moschino on @iD_magazine Issue 313: http://on.fb.me/id_june

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Smile with Moschino <http://on.fb.me/jSUvyS> :) Thank you Gioia Magazine!

23 hours ago ☆ Favorite ↻ Retweet ↩ Reply

The Twitter handle can be frustrating at times because while tweeting in Italian and English, the brand does not translate the posts for consumers.

With a following of 45,537 on Facebook and a fairly active wall, it is unclear why Moschino waited so long to start a Twitter account.

How to not make a hash

While customer service is an important facet, creating a strong brand voice should be the aim of the new Twitter account.

“A strong voice of the brand is key to establishing a personal connection with users and a more peer-to-peer conversation, rather than a corporate one,” Ms. Chavez said.

Ms. Chavez points to OscarPRGirl, Net-a-Porter and Bergdorf’s Twitter handles as brands that successfully use social media for branding purposes. She points specifically to behind-the-scenes photos, insider tips and weekly features such as Net-a-Porter’s Friday fashion questions.

Twitter is an increasingly important tool for global brands as they aim to control their online and mobile reputation, and spread consistent messages across multiple locations.

“Global brands should be cognizant of their message.” Ms. Chavez said.

“No matter where a consumer bumps into them, it should be a consistent, well-curated experience,” she said.



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Hi, we just launched our Twitter account: follow us and spread the word!

Thank you!

twitter.com/Moschinoofficial

If this proves too difficult given time differences, language barriers and even seasonal disparities that would affect product suggestions, regionalized Twitter accounts can also be effective for global brands.

In this strategy, each store or region would have its own Twitter account that would alert followers to in-store events and specials, runway previews and suggest interesting happenings in the store, as well as recommend merchandise to followers specific to their region, per Ms. Chavez.

This could be a viable option for Moschino, given its large global reach and the increasing numbers of Italian and English-speaking followers.

“An ideal Twitter engagement is a happy marriage of customer response, PR and customer incentive announcements with a unique voice, specific to that brand,” Ms. Chavez said.

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