

APPAREL AND ACCESSORIES

Ralph & Russo turns influencer into model at couture show

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Camila Coelho closed out Ralph & Russo's couture show. Image credit: Ralph & Russo

By STAFF REPORTS

Looking to raise the social media attention for its runway show during Paris Haute Couture week, fashion label Ralph & Russo cast an influencer in its model lineup.

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Brazilian blogger Camila Coelho closed the spring/summer 2018 show on Jan. 22 in the brand's bridal gown. While many fashion labels have enlisted influencers for social media documentation of catwalks, this move by Ralph & Russo is indicative of the increasing roles these personalities are taking on via brand collaborations.

Here comes the influencer

Ms. Coelho has an audience of almost 7 million Instagram followers. Using the social media platform, the influencer documented her experience with Ralph & Russo, sharing her elation at following in the footsteps of models who have previously closed the show.

In an Instagram Story, Ms. Coelho documented her journey behind-the-scenes, showing her feelings with animated hearts around her head.



Camila Coelho posted about her new modeling gig. Image credit: Camila Coelho

"Digital reach and social media is crucial in today's luxury industry and as a brand, we view influencers as integral relationships that are to be valued," said Tamara Ralph, creative director of Ralph & Russo, in a statement.

"We are so excited to be working with Camila Coelho this season," she said. "She is a true leader in her field and truly embodies the Ralph & Russo woman we couldn't have wished for a better bride this season."

For the London-based Ralph & Russo, digital is not just a marketing tactic but a part of business, as clients will place orders via social media as looks come down the runway.

Per *Brazilian Vogue*, Ralph & Russo is among the top names rumored to be dressing Meghan Markle for her wedding to Britain's Prince Harry. The future royal picked a Ralph & Russo gown for her engagement photos.

Beyond influencer-produced marketing efforts, brands are taking their partnerships with influencers to the next level.

For instance, social influencer and blogger Chiara Ferragni of *The Blonde Salad* is showing how much she loves Italian leather goods brand Tod's through a collaborative effort.

Leading up to the collaboration's unveiling, Tod's brought Ms. Ferragni to its headquarters to learn about its creative process and craftsmanship. A video series was created and shared on Tod's Instagram account for fans of the brand and Ms. Ferragni to follow along as she explores the atelier ([see story](#)).

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