

INTERNET

Top 10 social media luxury marketers of Q2

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By RACHEL LAMB

Luxury brands are increasingly relying on social media to reach affluent consumers via product pushes, campaigns and contests. However, some marketers are just on another level.

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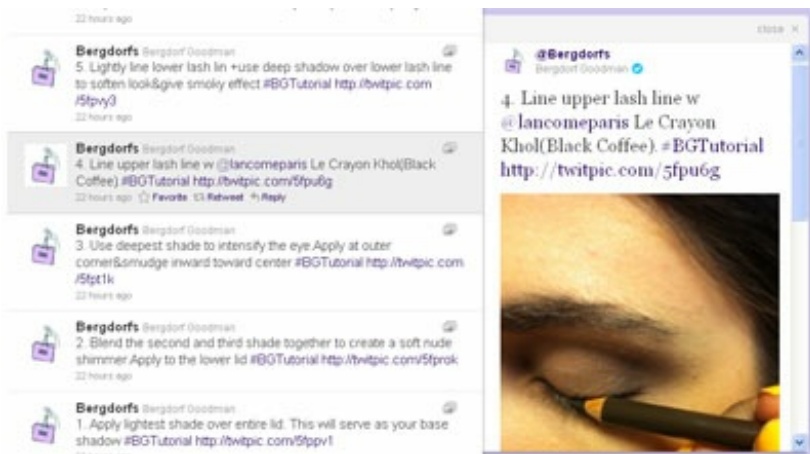
Luxury Daily

The most successful luxury brands use all types of social media including Twitter, Facebook, blogs and YouTube to ensure that every consumer is successfully reached.

Here are the top 10 social media marketers of Q2, listed alphabetically:

Bergdorf Goodman: Bergdorf has stepped up to the plate this quarter by incorporating makeup and fashion tutorials into its Twitter accounts.

The retailer has been offering step-by-step makeup lessons, using images.



Bergdorf's makeup tutorial

Bergdorf takes suggestions, answers questions and always offers its best style tips of the day.

In addition, the retailer continually updates its Facebook page with style tips and uploads images from life behind-the-scenes at the Bergdorf office onto its blog, 58th/5th.

Breitling: Swiss watchmaker Breitling launched a Facebook contest in April, where consumers could win flying lessons with the branded flying team ([see story](#)).

Using the appeal of movie star and Breitling ambassador John Travolta, the brand lured pilots and watch enthusiasts to sign up for the “Spirit of Aviation” photography contest.



Breitling's Facebook contest

The winner was chosen by Mr. Travolta and received training for his or her private pilot's license. Second-prize was a ride with the Breitling flying team in Dijon, France.

Participants were encouraged to share entries from the competition on their Facebook walls to attract attention to the promotion.

Bulgari: The Italian jeweler had a busy second quarter.

Bulgari both broke into Facebook commerce and introduced the Enchanted Garden Facebook app, starring actress Kirsten Dunst and a real lion ([see story](#)).



Bulgari's Enchanted Garden app

The jeweler continued the push of its Mon Jasmin Noir fragrance with an interactive Facebook app that let the consumer “travel” to different parts of the enchanted garden.

There were links to its Facebook commerce microsite where consumers could purchase jewelry and fragrances.

Diane von Furstenberg: Diane von Furstenberg, known for its interaction with consumers, did not disappoint in social media marketing this quarter.

When the brand relaunched its Web site last month, it maintained the brand’s trademark customer interaction by encouraging feedback via Facebook and Twitter ([see story](#)).



Customer feedback on Facebook

Additionally, Diane von Furstenberg collaborated with flash-sales site Gilt Groupe, where customers could win a branded bag and \$100 credit to the online retailer.

The brand continues to highlight trends and seasonal products while encouraging communication and dialogue with consumers throughout all of its social media channels.

Dolce & Gabbana: The Italian fashion brand has been taking social media by storm this quarter, most notably through its digital magazine, Swide.

Teaming up with up-and-coming artist, Florrie, the brand recently broke a new editorial video of the musician wearing Dolce & Gabbana and dancing to music from her new EP ([see story](#)).

Florrie's video via Dolce & Gabbana's Swide and YouTube

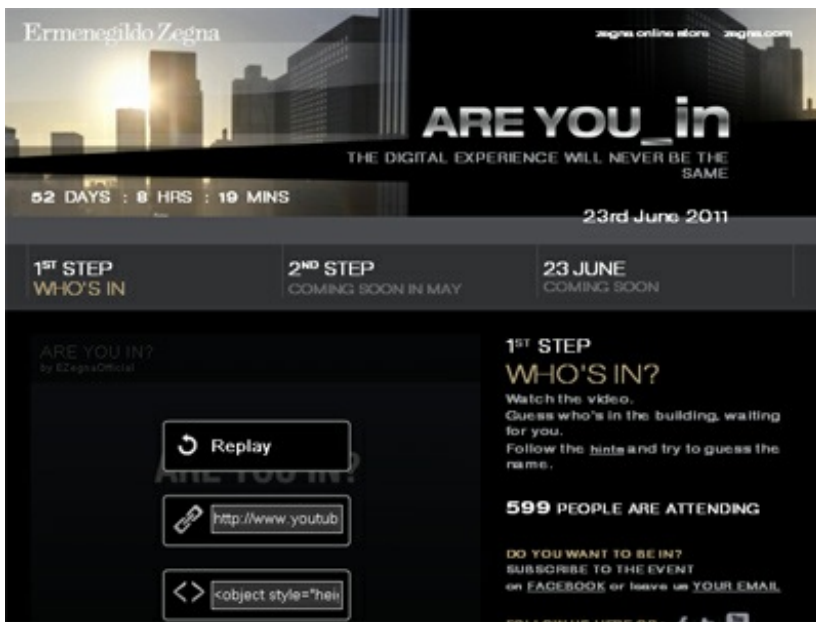
Dolce & Gabbana also leveraged its entire digital strategy on one of its Facebook tabs.

Consumers can now easily access all of the brand's blogs, YouTube accounts, Twitter handles, mobile applications and Facebook accounts in one place.

Ermenegildo Zegna: Ermenegildo Zegna intrigued the digital world with its secretive and alluring “Are You In” campaign.

The brand used Facebook, Twitter, email and its Web site to lure consumers in with the promise of a spectacle that would “change the digital world.”

Consumers were invited to sign up on Facebook and were given hints as to what the final effort would be ([see story](#)).

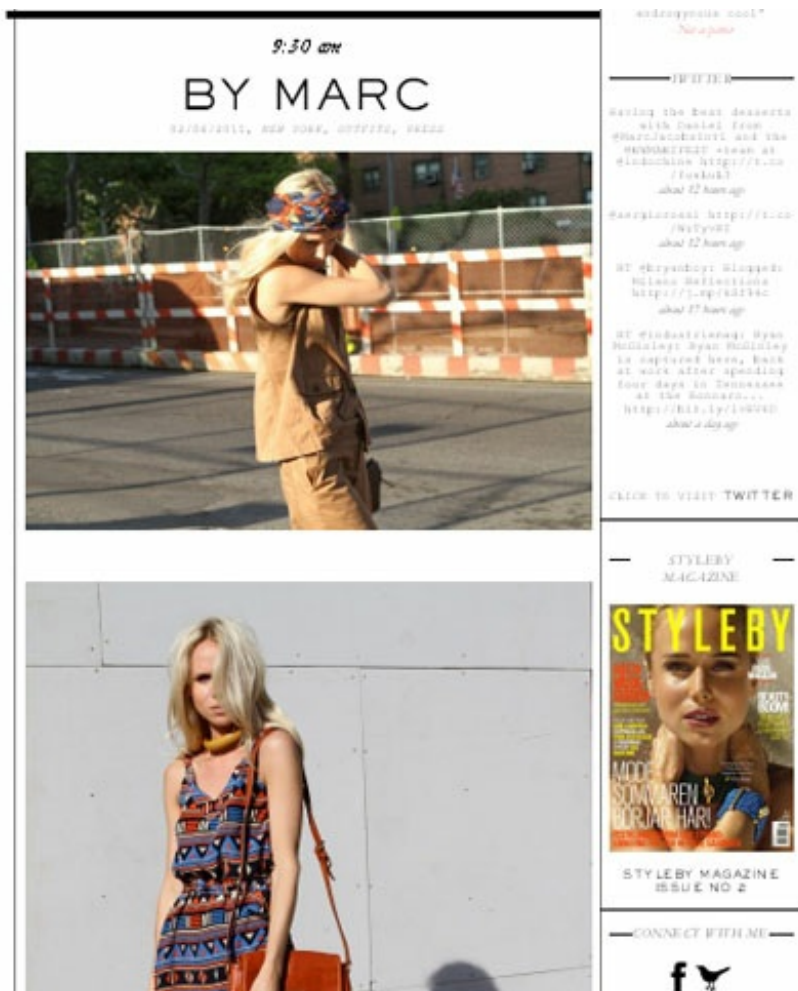


Zegna's "Are You In?" site

The result? A brand-new mobile app and in-store digital universe, meant to mimick a real Zegna retail store, disclosed on June 23 ([see story](#)).

Marc Jacobs: Marc Jacobs is taking a few more steps into an already-popular social media atmosphere by teaming up with bloggers.

The designer bought advertising on NOWMANIFEST.com and held a photoshoot with blogger Elin Kling to celebrate 10 years of the Marc by Marc Jacobs line ([see story](#)).



Marc Jacobs' photoshoot on Style By Kling

By the way, it worked: the brand saw 94,000 impressions to its site just after one day as a result of traffic to Ms. Kling's blog.

Marc Jacobs continually updates consumers with events, images, videos and campaign shots via all of its social media sites.

Michael Kors: Taking cues from its retail rivals, Michael Kors certainly upped its game in the social media sphere in the second quarter.

Michael Kors is taking advantage of Facebook's interaction abilities, especially with polling, questions and video sharing.



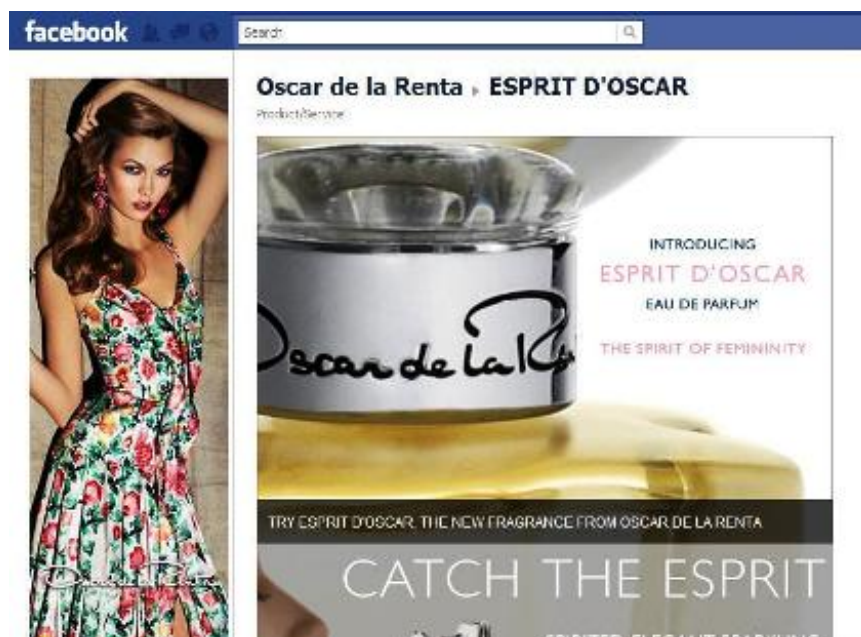
Poll on the Michael Kors page

For instance, the brand frequently engages with consumers by polling them on their daily activities and Michael Kors products.

The brand also gave its Facebook fans a head start on shopping for the new arrivals on the Michael Kors Web site by letting them know about it two hours in advance.

Oscar de la Renta: Aside from sharing photos via Instagram and Twitter, starring the alluring and beautiful OscarPRGirl, Oscar de la Renta also experimented with Facebook the past few months.

In April, the brand offered to its Facebook fans samples of its new fragrance, Esprit d'Oscar, which was its first fragrance in 10 years ([see story](#)).



Esprit D'Oscar on the Oscar de la Renta Facebook page

Consumers were required to “like” the brand’s Facebook page, which enables the brand to connect with them both before and after the fragrance was sent out.

Soon after, Oscar de la Renta featured a live-streaming Web cast of its new bridal collection via the social network ([see story](#)).

Prabal Gurung: Up-and-coming designer Prabal Gurung is acknowledging its large fan base on social media via collaborations with other luxury brands and musicians.

The brand celebrated its exclusive partnership with online retailer Net-A-Porter by encouraging its younger fans to participate in its color-blocking contest via the designer’s blog.

Prabal Gurung/Rye Rye collaboration

Additionally, Prabal Gurung broke its new collection via a music video collaboration with hip-hop artist Rye Rye at the beginning of the month.

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