

APPAREL AND ACCESSORIES

## Tamara Mellon takes to Instagram TV for new footwear campaign

June 27, 2018



*Leave Him On Red debuts on Instagram TV. Image credit: Tamara Mellon*

By DANNY PARISI

Fashion label Tamara Mellon is capitalizing on female empowerment for a new marketing campaign promoting its footwear.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The label's "Leave Him On Red" campaign references the popular idea of leaving someone "on read," meaning when you do not text them back. Both the collection and the marketing campaign rely on using elements of Internet culture as well as popular influencers to bring the message to life through Instagram's new IGTV video hub.

"Tamara Mellon is doing a great job of connecting a luxury brand with a diverse group of women, sharing personal experiences that break away from the expected situations portrayed in the category," said Fernanda Burgel, associate creative director at [Walton Isaacson](#), Chicago. "The print ads are visually striking, but where the campaign really stands out is on Instagram, where it invites consumers to share their own personal stories juxtaposed with those of the influencers featured in the ads."

Ms. Burgel is not affiliated with Tamara Mellon but agreed to comment as an industry expert. [Tamara Mellon](#) was reached for comment.

On Red

For Tamara Mellon's new footwear campaign, the brand wanted to emphasize a message of self-empowerment and confidence.

To do that, Tamara Mellon recruited three popular celebrities and influencers to help lead the campaign. La La Anthony, Angie Harmon and Denise Vasi are the faces of the campaign and feature in its imagery.



*Denise Vasi. Image credit: Tamara Mellon*

The Leave Him On Red collection is inspired by the Cardi B song "I Do," and references the idea of intentionally letting someone know you saw his message but chose not to reply.

Each of the three women chosen to represent the campaign share their own experiences with using this tactic, whether they chose to do so after someone did not show them respect or they just realized that the person they were speaking to was not worth their time.

Tamara Mellon's Leave Him On Red collection includes a number of new red footwear pieces including sandals and nail polish in the hue. The associated imagery is saturated in the color red, reinforcing it as the dominant color of the campaign.

#### Women's themes

One of the most notable aspects of this campaign is its presence on Instagram's new video hub IGTV.

Last week, Instagram dove headfirst into video with the launch of IGTV, a new home base for the platform's expanded video offerings, including hour-long videos and curated films.

The new platform will allow creators to make more varieties of video offerings, which have previously been limited in length and search capabilities. Instagram may be attempting to challenge YouTube for video dominance, something that brands who work with the platforms should be aware of ([see story](#)).



*Angie Harmon. Image credit: Tamara Mellon*

This also not the first time that Tamara Mellon has used its brand to promote women's issues. This year, Tamara Mellon leveraged its platform for political purposes with a new offer tied to the Women's March on Saturday, Jan. 21. The 2017 Women's March was the largest single-day protest in U.S. history, with a historic amount of people coming out around the country to demonstrate against President Donald Trump's anti-women policies. Tamara Mellon offered free shirts in exchange for customers snapping a photo of themselves at the 2018 Women's March, making a bold political statement that explicitly involved the brand ([see story](#)).

Tamara Mellon's latest collection continues that theme of women's empowerment by bringing in influential women to talk about their experiences and celebrate each other.

"This campaign takes risks," Walton Isaacson's Ms. Burgel said. "It is trying to empower women and help them share their personal stories, and it does so by opening a line of dialogue in which consumers can shape the voice of the brand.

"As in any dialogue, the final result is hard to predict, but I believe that is part of the strength in the idea," she said.

"This is also what makes it feel so fresh for a category that tends to rely on tried-and-true tactics and can sometimes fail to reflect our evolving multicultural landscape."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.