APPAREL AND ACCESSORIES

Furla taps influencers to lead fall campaign

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Furla's fall/winter 2018 campaign. Image courtesy of Furla

By STAFF REPORTS

Italian fashion label Furla is taking a digital-first strategy for its fall/winter 2018 campaign by casting a handful of influencers as the spokesmodels for the season.

In the latest incarnation of its "The Furla Society" campaign concept, the social media personalities are invited by the branded club to join an event at a lavish Italian hotel. Through its use of influencers, Furla aims to make the campaign more accessible to consumers.

Social media society
The Furla Society originally debuted for cruise 2018. The effort personified handbags, introducing them as members of the society

Furla's first digitally-led campaign mixed gift guides, gamification, film and messaging. Product guides, personality quizzes and WeChat integration complemented a series of films (see story).

This concept was also used for Furla's recent spring and pre-fall campaigns.

The Furla Society spring 2018

For fall, Furla is putting a new spin on the concept. In the campaign creative directed by Wednesday Agency, influencers are seen individual as they receive an invite from The Furla Society.

After a series of events, the personalities come together for an event. Including consumers in the revelry, the campaign invites followers to join.

Furla's campaign stars Jon Kortajarena, Sonya Esman, Stefanie Giesinger, Rocky Barnes, Keisuke Asano and Vanessa Hong. It was shot by director Andrew Rothschild and photographer Stas May.

Along with playing on all of Furla's channels, including Facebook and Instagram, the campaign will be featured on in-store visual merchandising. Furla will also engage its clients around the effort through CRM and events.

Specific to China, Furla will launch an activation on WeChat surrounding the campaign.

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