

INTERNET

Oscar de la Renta spices up the sidewalk with Fall 2011 campaign

July 15, 2011



By KAYLA HUTZLER

Sign up now

Luxury Daily

Fashion house Oscar de la Renta has joined fellow fashion houses Burberry and Chanel in releasing its Fall 2011 campaign video on social media.

Oscar de la Renta has posted the campaign video on its Facebook, Tumblr and YouTube channels as well as linking to it through its Twitter feed. The social media push comes as no surprise given its huge social following.

“Oscar is showing how the world of Oscar de la Renta works in any setting, whether it's a night out or doing the most mundane of activities,” said Kimmie Smith, founder of [Kitten Lounge](#), New York.

“The video also represents the fact that his vibrant colors and style make everything pale in comparison to what he presents season after season,” she said.

Ms. Smith is not affiliated with [Oscar de la Renta](#), but agreed to comment as a third-party expert.

Oscar de la Renta declined comment for this article.

The Hook

The campaign video features model Karlie Kloss in a variety of looks from the Fall 2011 collection.

However, the designer has added some unusually bright colors for fall into the shoot with teal and red accessories that pop against the cement background.

Shot in the Red Hook waterfront neighborhood in New York's Brooklyn borough – the same location as Alexander Wang's fall video – the model struts her stuff on a sidewalk instead of a runway in five different looks.



The opening look features a heavily patterned coat with bright teal liquid thigh-high stockings and black velvet heels.

The model then disappears behind a telephone pole and reemerges in a new tribal-patterned coat and red tights.

The third look is a tweed herringbone skirt suit over the same red hoisery.

Next up is cocktail dress paired with fur scarf and silver liquid tights.

Lastly, Ms. Kloss emerges in a formal black gown and chandelier earrings. The same gown also concluded the Fall 2011 runway show.

"Oscar de la Renta's clothing is for the woman that wants to be noticed and is not afraid of color and cut," Ms. Smith said.

"She is a spicy girl who also has an extreme sense of her feminine side as well," she said.

"Regardless of the season or time of year, that is what is expected from his line of clothing."

Fans for fall

The video is currently available on the branded Facebook and Tumblr accounts, in addition to third-party blogs such as Refinery29 and Fashionista.

As of press deadline, the fall campaign video was not on [Oscar de la Renta's Web site](#).

The purely social release comes as no surprise, as the brand is no amateur when it comes to social media or videos.

Having a branded Twitter personality, @OscarPRGirl, the fashion house has more than 73,000 Twitter followers and 205,779 fans on Facebook.

The video was posted on the Oscar de la Renta Facebook page July 13 and had 330 likes and 34 comments within 24 hours.



Oscar de la Renta is known for its social media savvy and for rewarding its loyal fans with sneak peeks and engaging contests.

For instance, the brand has given away free fragrance samples to Facebook fans ([see](#)

story).

In addition, Oscar de la Renta streamed a live video of its Bridal Collection for Facebook fans in the spring (see story).

Many designers created videos for this year, including Burberry (see story) and Chanel (see story). This is a great way to share luxury clothing with consumers, according to Ms. Smith.

“Seeing clothing on a mannequin doesn't convey how the clothing moves,” Ms. Smith said.

“Being able to watch a video allows you to see the entire look in a new light and creates a soundtrack to the lookbook,” she said.

“It allows viewers to identify with the brand and gives them a conversation to have about a brand which highlights its heritage while discussing its nuances that change from season to season.”

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York