

APPAREL AND ACCESSORIES

Furla spreads joy in festive social-centric campaign

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The Furla Society. Image courtesy of Furla

By SARAH RAMIREZ

Italian fashion label Furla is sharing holiday sentiments through a campaign streaming on Instagram's video platform, in an effort to share positivity with social media-savvy consumers.

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In "A Festive Furla Tale," the brand's 2019 cruise handbags reflect the spirits of magic, joy and more. With diverse members of The Furla Society capturing wide-ranging emotions, the label is once again using a digital-first approach to appeal to younger affluents.

"As luxury and retail is an extremely competitive space, it's important for brands to continuously innovate in order to keep their relevancy," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "Social platforms allow brands a voice and opportunity to connect based on emotions."

Ms. Strum is not affiliated with Furla, but agreed to comment as an industry expert. [Furla](#) was reached for comment.

Holiday wishes

Six members of The Furla Society five women and one man represent the ideas of wishes, magic, wonder, joy, dreams and love in the campaign. Totes and crossbody bags in rich shades coincide with each of these emotions in mini scenes.

The film, available on IGTV, features a playful narration. It begins with a brunette woman dressed in a black tulle dress putting her onyx Furla Pin Cometa on a coffee table and peering through a telescope.



Each member of The Furla Society represents a holiday wish. Image credit: Furla

She is making a wish, and she interrupts the narrator and says, "Wish," in her own voice as the camera shows a closeup of her light pink lips. This closeup motif is included throughout A Festive Furla Tale.

Love is represented by a room decorated in shades of burgundy and red, including a leather Furla Metropolis Cometa in a deep crimson. A metallic Furla Magia envelope clutch is seen with Wonder, as she inspects items with a magnifying glass, lingering on the Furla logo for a brief moment.

Magic carries a leather tote that matches his rust-colored suit. He gingerly places it on his armchair before spinning a large globe to see what his next adventure is.

Dreams pedals a bike while wearing a ruffled marigold yellow blouse and a matching Furla mini Metropolis Cometa bag in quilted velvet. Joy is a similarly shimmery iteration, as the model dances in a sparkly blush skirt and wears a bejeweled crossbody on her shoulders.



The Furla Pin Cometa tote from the brand's 2019 cruise collection. Image credit: Furla

Not only does the film show the versatility of Furla's handbag collection, but it also showcases the inherent wearability of the items since the models are seen donning them while dancing in their homes.

The narrator expresses well-wishes and words of encouragements, telling viewers that their dreams will come true when they least expect them to. The overall tone is light, playful and optimistic, befitting of a holiday campaign as consumers prepare for a fresh start.

Furla friends

A Festive Furla Tale was directed by Andrew Rothschild and creative directed by Wednesday Agency, which was also behind previous Furla Society efforts.

The Furla Society originally debuted for cruise 2018. The effort personified handbags, introducing them as members of a club.

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](#)).

The brand is investing in future growth after seeing its turnover double in the last three years.

In the first half of 2018, the company's revenues were 252 million euros, or about \$290 million at current exchange, up 5.8 percent from 2017. As it looks to expand further, Furla is focusing on areas including marketing, human resources and distribution ([see story](#)).

"The Furla Society is focused on building community and creating an exclusive connection between their clients," FIT's Ms. Strum said. "It's a creative strategy to story-tell and highlight various lifestyles and products based on these emotions."

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