

MARKETING

Royal Baby's arrival incites brand content on social

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Prince Harry and Meghan Markle's wedding has boosted interest in a number of fashion labels. Image credit: The Royal Family

By STAFF REPORTS

The most recent royal baby's arrival has luxury brands rushing to social media to wish the happy couple congratulations.

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Fortnum & Mason, Christy's, *Vogue Mexico*, Stella McCartney and Oscar de la Renta are just a few of the brands from across the pond and beyond that are celebrating the latest member of the royal family. Consumers and marketers are all coming together in the excitement of the news.

Baby has arrived

Many brands and consumers are leveraging social media to wish the family well, posting pictures of the couple and sharing the official announcement from the royal family. Stella McCartney and Oscar de la Renta are a few of the brands to share photographs of the couple pre-birth.

However, Fortnum & Masons took the opportunity to pop a bottle of Champagne. The British department store shared the official announcement on social media, along with a link to the Champagne offerings on its Web site.

Adding to the celebration, the department store is offering 25 percent off the bottles.

Vogue Mexico worked with illustrator Karen Ibarra for a special piece of the happy couple, imagining what the new family looks like with the baby.

[View this post on Instagram](#)

Despus de que el Prncipe Harry anunciara el nacimiento: 2 das para conocer al #RoyalBaby Ilustracin:
@stripes_and_flowers

A post shared by Vogue Mxico y Latinoamrica (@voguemexico) on May 6, 2019 at 8:36am PDT

Instagram post from Vogue Mexico

Luxury linen brand Christy's is holding a contest for the name of the baby, offering a 150 pound gift card or \$196 at current exchange, for one lucky person who guesses correctly.

Stella McCartney also previously entered a new realm of fashion following its participation in the royal wedding, funneling the wave of hype into a sustainable endeavor.

In its first bridal collection, Stella McCartney has designed 17 pieces inspired by the bespoke reception dress created for the Duchess of Sussex's wedding day. The "Made with Love" line continues the brand's commitment to sustainability in a new category for Stella McCartney ([see story](#)).

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