

MARKETING

CreativeDrive launches fashion, beauty practice

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CreativeDrive's work for Kate Spade. Image credit: CreativeDrive

By STAFF REPORTS

Content production company CreativeDrive is building on its existing work in the fashion and beauty categories with the launch of a dedicated division.

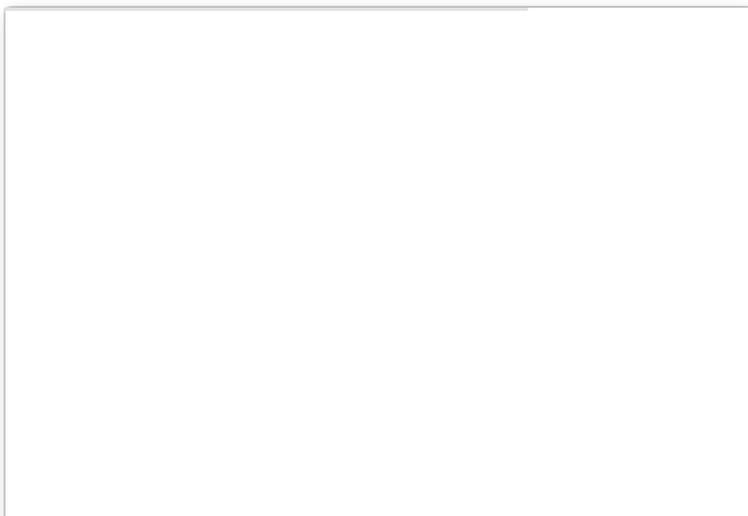
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Dubbed CDFB, the practice will be led by CreativeDrive New York's managing director Tom Strollo. As brands require more content to populate social media and other channels, CreativeDrive is also launching a studio concept that will place content creation onsite at labels' offices.

"Continuing to be at the heart of where our clients need us to be from both a services and geographical perspective, we will continue to explore expanding our global footprint to metropolitan cities with a rich fashion and beauty presence, throughout North America, APAC and EMEA," Mr. Strollo said in a statement.

Fashion and beauty

CreativeDrive has a number of clients in the fashion and beauty space, including Michael Kors, Kate Spade, Tom Ford and M.A.C Cosmetics.



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Friends don't let friends get ready for Valentine's Day fun without @chanelofficial ❤️❤️❤️ Recent work shot in our New York studios for @welovecoco . . . @Danielclavero @caseynails @Bo_Champagne #MakeAmazingHappen #Chanel #Beauty #MakeUp #Eyelashes #Lips #ValentinesDay

A post shared by CreativeDrive (@mycreativdrive) on Feb 1...

Instagram post from CreativeDrive

CDFB is an effort to adjust to the changing purchase path for the categories.

In addition to Mr. Stollo, CreativeDrive has promoted Davia de Croix, appointing her global executive creative director of CDFB.

Alongside the launch of CDFB, CreativeDrive is rolling out CD/Lab, which will set up a content studio in a brand's office or a combination of both onsite and offsite locations. Some of the agency's clients have already adopted the concept.

"The launch of CDFB and CD/Lab is a natural evolution to one of our longstanding areas of expertise," said Myles Peacock, worldwide CEO of CreativeDrive, in a statement. "Not only do we have the privilege of partnering with many of the pioneers in the fashion and beauty industry with CreativeDrive's fashion and beauty practice, in Tom, we have an experienced creative leader with a track record of producing exactly the kind of forward-thinking answers fashion and beauty brands need."

Content has become a valuable part of the luxury marketing toolbox.

Pomellato, John Lobb and Van Cleef & Arpels are among the luxury accessories labels with the most positive social media sentiment, according to a new report from NetBase.

Accessories are a significant portion of the personal luxury goods market, with products such as handbags and footwear representing almost two-thirds of sales, according to Bain. While these categories are seeing strong growth, NetBase's 2018 [Europe Luxury Accessories Social Sentiment Report](#) points to the potential for brands to drive more loyalty through social media strategies that center on listening to what shoppers are saying.

As millennial and Gen Z consumers increasingly become luxury buyers, it is important for brands to reach out to an aspirational audience on social media. In the crowded space, content such as exclusive videos, influencer marketing and long-form storytelling can help set brands apart ([see story](#)).

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