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## Top 10 social media luxury marketers of Q3

October 14, 2011



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**Luxury Daily**

Almost every luxury brand has a Facebook page or Twitter account, but at this point it takes a little more than just showcasing campaigns or breaking the latest collection to get consumer attention.

At first just used to connect with up-and-coming aspirationalists, luxury brands have been tapping social media outlets including Facebook, Twitter, Tumblr and blogs in an entirely new way. There is a thin line between marketing to all consumers or just to a niche audience, and these brands have mastered the art of appealing to younger audience without appearing intimidating or losing their luxury luster.

Here are the best social media luxury marketers of the third quarter, in alphabetical order:



**Bergdorf Goodman** – The New York-based department store used a shoppable video to increase the hype surrounding its younger 5F collection, displayed through its Facebook and Twitter feeds (*see story*).

Bergdorf released a video featuring the winners of its previous 5F social media contest wearing a slew of top-name designers.

The video is entirely interactive, letting consumers scroll over to view the label behind each product as well as click-to-buy or share the product with friends.

Since it is online and links back to the Bergdorf Goodman ecommerce site at <http://www.bergdorfgoodman.com>, the retailer is likely to see an increase in digital transactions.

Moreover, the brand used the Instagram photo application to increase awareness of the retailer's shoe salon offerings and updated mobile app (*see story*).

Bergdorf's Shoes About Town map acted as a bulletin board of New York on which the brand and consumers can post photos of shoes in the various locales throughout the city.

The map is helping to build awareness of the retailer's updated Today's Shoe iPhone app, its new Fall shoe book and build the hype surrounding the expansion of its New York flagship's shoe salon.



**Diane von Furstenberg** - U.S. designer Diane von Furstenberg is attracting social media-savvy fashionistas with a monthly Facebook commerce-enabled Wrap of the Month effort (*see story*).

When Facebook fans click on the tab, they are welcomed with a short explanation about the Wrap of the Month program, underneath which shoppers can click through three different views of the dress on a model.

Scrolling further down, shoppers are met with a section that looks very much like the product page on a brand's Web site.

In this section, fans can see the name of the dress, the pattern and a full product description.

When the consumer chooses to check-out, she is linked to the branded Web site where she may then enter payment information, likely to boost the brand's ecommerce sales.



**Gucci** - Italian fashion house Gucci is upping its social media presence using Condé Nast's new Social Sidekick, an interactive Web tool that allows brands to update news and content from their digital platforms in real time ([see story](#)).

Gucci was the sidekick's first sponsor throughout September. Conde Nast's sidekick enables brands to use the tool to focus on ecommerce, narrative or behind-the-scenes using a customized CMS.

The sidekick aggregates content from these brands and Condé Nast digital platforms such as W magazine, Style.com, Glamour, Self, Teen Vogue and Lucky.

Gucci chose to build its social media presence via the sidekick.

Content from Gucci's Facebook and Twitter accounts provided real-time information on the brand's 90th anniversary activities including the Gucci Aware for Women in Cinema, a collaboration with the Venice Film Festival.

Also, it aggregated content concerning the opening of the Gucci museum in Florence and the launch of the 500 by Gucci Fiat vehicle.

Gucci will also use the social sidekick to showcase content from its new app and Web site, the new Gucci Guilty campaign, highlight merchandise and promote video.



**Harrods** – British department store Harrods positioned itself as a fashion authority and kicked off London Fashion Week with the start of its new monthly online magazine, The Review, in the third quarter ([see story](#)).

The Review, found at <http://www.harrods.com>, focuses on fashion-related content, including interviews with designers, exclusive products and major launches. The London-based retailer decided to tie the launch with London Fashion week.

Readers can also see styling tips and trends on the interactive and commerce-enabled pages.

Harrods is aiming to keep the Web site top-of-mind by providing an enhanced experience for tech-savvy consumers.

The retailer's Web site currently features small tidbits from the fashion world, such as the beauty guide and curated content depending on season in its fashion sections.

Earlier this quarter, Harrods rewarded its most loyal customers and celebrated social media milestones by giving away money to a consumer who follows the retailer's Twitter feed ([see story](#)).

When it approached the 100,000 Facebook "likes" milestone, Harrods rewarded one of its 50,000 Twitter followers with \$1,630 to spend on Harrods.com.



**Jimmy Choo** – Footwear and handbag brand Jimmy Choo's creative director and founder Tamara Mellon is drawing attention to the label's first fragrance through the launch of her new blog, A Day, A Thrill ([see story](#)).

A Day, A Thrill focuses on art, cinema and music that inspire and thrill the designer and her friends.

The blog is sponsored by Jimmy Choo's first fragrance that came out earlier this year.

Developing the Jimmy Choo fragrance was a personal and intimate journey and was discovered through things that thrill her, Ms. Mellon said on the blog.

A Day, A Thrill also marks the 15-year anniversary of the founding of the brand as well as celebrating the fragrance.

Consumers are encouraged to share the posts from individual celebrities via social media such as Facebook posts and tweets.

Jimmy Choo highlighted Ms. Mellon's new blog via social media and Facebook, increasing brand awareness and possibly sales of its new scent.



**L'Occitane** – French skincare line L'Occitane en Provence engaged global consumers through a social media-driven photo project in July ([see story](#)).

The company took it up a notch by asking consumers to snap photos of the brand's best-selling hand cream – Shea Butter Hand Cream – wherever they are, be it in front of a landmark in their hometown or on vacation.

The consumers can then upload the photo to Facebook or Twitter and tag L'Occitane.

The Shea Hello campaign had consumers put their photos on Facebook by either posting on the brand's wall or simply tagging the brand in the picture, and also by tagging @loccitane or #sheahello in tweets.

The project has been pushed across many of the different L'Occitane regional social media sites such as the U.S. Facebook and Twitter, the Korea Twitter and the Israel Facebook.

L'Occitane saw social media interaction from consumers who tagged the hand cream at the Jersey Shore in New Jersey, China, Amsterdam, during breakfast, on the beach, on a desk and in flowers.



**Mercedes-Benz:** Mercedes-Benz is engaging consumers with a new Facebook application that features the German automaker's new C-Class coupe and integrates users' friends into the playing field ([see story](#)).

The Drive & Seek game placed the consumer in the role of special agent with short video clips explaining the game and featuring the C-Class coupe.

The Facebook app game was released on the branded page in July and consists of three activities.

The first is “Find a safe route,” which is a maze game that asks users to get to the other side of a bank.

The next mission is entitled, “Outsmart the system,” which asks consumers questions about their friends’ hometowns, ages and relationship status.

The last option is, “Do you have a good eye?” which has players name which friend’s profile picture is scrambled in the frame.

Mercedes alerted fans to the new tab and the game with a Facebook post challenging them to see if they had what it takes to become a special agent.

Since most people log-on to Facebook when they are bored or want to waste time, Mercedes likely saw much activity.

Mercedes’ game will also improve brand recall as consumers engage and learn about their friends throughout the game.

The brand also boosted its appeal by creating "Mercedes Stars" on its Facebook page that allowed consumers to vote on which charity Mercedes would grant money.



**Michael Kors** – U.S. apparel and accessories designer Michael Kors improved personality visibility and brand experience this past quarter through an editorially-based travel blog, Destination Kors ([see story](#)).

Consumers can find insider travel tips, follow the designer and founder Michael Kors on his trips around the world and discover his inspiration from destinations on the blog.

This could serve as the brand’s transition into a lifestyle brand rather than just apparel and accessories, according to some experts.

The blog, found at <http://www.destinationkors.com>, is made up of multiple colorful boxes that detail runway collections, inspirations, diary entries, social media, news and style tips.

The content is curated by Mr. Kors himself, according to the brand.

Furthermore, Michael Kors marketed the blog through various promotions on its Facebook page and Twitter feed, and regularly posts new articles on its branded social media

outlets.

Showcasing celebrities in plenty of branded products could serve to entice consumers to its commerce-enabled Web site, or into a branded location.



**Missoni** – Missoni’s now-famous Missoni for Target line was marketed much by social media ([see story](#)).

Before the partnership was official, the two brands built-up the anticipation surrounding the Sept. 13 Missoni for Target collection debut through a creative Tumblr blog that, at first glance, appears to have no real connection with neither Missoni nor Target.

The blog titled “All the Way Up Here” surfaced in the fashion world when it released exclusive first-glances of the Missoni collection.

The posts on the blog date back to May, with mentions of founder and designer Margherita Missoni as the author’s fashion idol.

When the Missoni for Target collection drew closer, Missoni broke out sneak-peaks from the campaign on its social media outlets such as Facebook and Twitter.

Furthermore, the brand released its television commercial and the behind-the-scenes commercial on YouTube.



**Orient-Express** – International hotel, river cruise and rail company Orient-Express launched a digital awareness campaign called A Journey Like No Other starring a fictional affluent family and their journey around the world through a video series ([see story](#)).

The online-only campaign started Sept. 19 and includes a video homepage takeover and banner ads on the New York Times Web site as well on the Monocle, TripAdvisor, The

Wall Street Journal and The Daily Beast sites.

These links take consumers to the microsite at <http://www.orient-express.com/ajourneylikenoother>, where the bulk of the campaign resides.

Although most of the campaign is on the microsite, the company leveraged much of the site traffic on social media activity.

Orient-Express dedicated an entire section of its Facebook page to the campaign and routinely posts videos, updates and images.

Additionally, consumers can find all of the videos for the campaign on the brand's YouTube page.

Posting on social media will likely entice consumers to visit other campaign pages and possibly make travel arrangements using the company's accommodations.

[Please click here to see the top 10 social media luxury marketers of Q1.](#)

[Please click here to see the top 10 social media luxury marketers of Q2.](#)

Final Take

*Rachel Lamb, associate reporter on Luxury Daily*

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