

ADVERTISING

## Norma Kamali gains 21,000 Facebook fans with 3D campaign

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By RACHEL LAMB

Apparel and accessories designer Norma Kamali saw 21,000 new Facebook fans and 225 million media impressions for the launch of its 3D campaign, designed to acquire new social media fans and drive Web site traffic.

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**Luxury Daily**

Norma Kamali opted out of a traditional Fashion Week runway show and instead chose to show its Spring 2012 collection via 3D technology with a video and new Web site, marketing the campaign via social networks, blogs and digital advertising. The campaign resulted in impressive social media and press-related buzz, solidifying the label's position as a technologically-innovative brand.

"The goal of the campaign was to create awareness about the new 3D shopping Web site, as well as increase Norma's fanbase on Facebook," said Norma Kamali, founder and creative designer for Norma Kamali, New York. "These goals were met by the campaign.

"In fact, it exceeded expectations," she said. "The brand expected a few hundred to respond to the offer launched on Fashion's Night Out for free custom designed Norma Kamali 3D glasses.

"The response was so overwhelming that the team had to reorder the special glasses to

meet demand.”

Seeing depth

During Fashion’s Night Out last month, Norma Kamali first offered free custom 3D glasses that were fan-gated on Facebook and on the new site at <http://www.normakamali3d.com>.

On Sept. 14, the brand showed the first glimpse of the 3D campaign video at the David Rubenstein Atrium at Lincoln Center during Fashion Week in New York ([see story](#)).

Embedded Video: <http://www.youtube-nocookie.com/embed/yyOreh-JIU0?hd=1>

*3D campaign video*

Members of the press, bloggers and fashion influencers showed up for the preview of the video and of the new Web site which contains 3D shopping pages, a film and a fashion game.

The next day on Sept. 15, the new Web site launched to the public.



*Norma Kamali 3D site*

The campaign had 123 write-ups in major print and online outlets including The New York Times, Women’s Wear Daily, Vogue.com, Luxury Daily, Style.com, Forbes.com, Mashable and Business Insider, with a reach of over 225 million media impressions, according to the brand.

Furthermore, there were more than 25,000 requests for 3D glasses and 21,000 new Facebook fans since the offer launched Sept. 8.

The brand also saw 462 tweets about the campaign, many with the hashtag #NK3D.

Kommendable

The key objectives of the team were to drive traffic to the new Norma Kamali 3D Web site

on the launch day, increase the number of fans on the Norma Kamali social media pages and continue to position Norma Kamali as an innovative brand, according to Ms. Kamali.

In addition to media attention, the brand also leveraged a small test budget of Facebook advertising and Stumbleupon paid discovery to drive extra traffic to the site on the day of the launch.



*Norma Kamali's 3D glasses tab on its Facebook page*

As for the brand's next steps, there are many projects on the horizon including KamaliKulture, an under \$100 collection.

The brand learned much from this campaign, and intends to incorporate 3D into its marketing in both functional and entertaining ways.

"The 3D Web site launch and the social media campaign has expanded reach of the brand," Ms. Kamali said. "The overwhelming response to the campaign has shown to the team that interest in 3D is on the rise, and that there is a real hunger for content leveraging this technology.

"The results from the campaign show that there is interest in innovative content across the brand's fanbase," she said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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