

APPAREL AND ACCESSORIES

La Perla launches new collection with influencers' help

August 5, 2020



The Dreamcatcher collection is made with unique washable silk. Image courtesy of La Perla

By LUXURY DAILY NEWS SERVICE

Italian lingerie label La Perla is encouraging women to appreciate everyday luxuries with the launch of its first washable silk collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

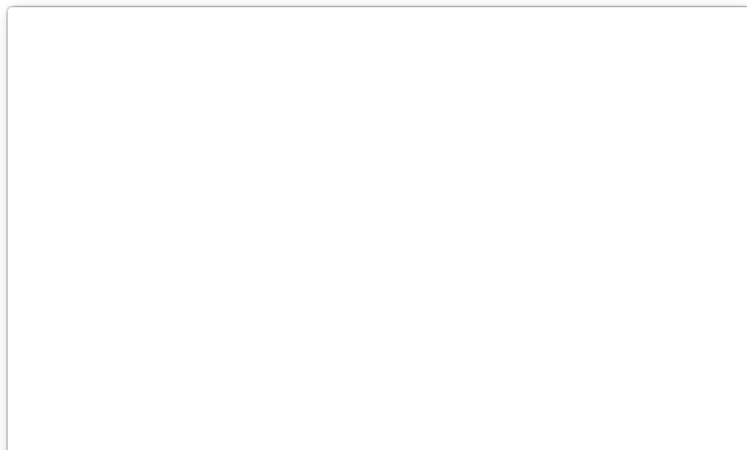
The Dreamcatcher collection, inspired by 1970s feminine elegance, was designed by La Perla's creative director Alessandra Bertuzzi. To debut the collection, La Perla recruited influencers to show how they find beauty in simple moments.

Dreamcatcher debut

For the first time, La Perla used a new delicate finishing process to ensure that its silk can be machine washed. This means that Dreamcatcher line is luxurious while still being convenient for everyday wear.

To demonstrate this, La Perla turned to influencer marketing.

The participating women were Iris Law, Julia Restoin Roitfeld, Sharon Alexie, Langley Fox, Quentin Jones and Marta Cygan. Each women shared Instagram posts wearing the Dreamcatcher lingerie in unexpected situations.



[View this post on Instagram](#)

Silk and paint. @laperlalingerie #laperla

A post shared by SHARON ALEXIE - E. (@flammedepigalle) on...

Sharon Alexie for La Perla

For instance, Ms. Roitfeld shared photographs wearing a white silk bra paired with casual gray sweatpants while packing for a move. Ms. Law wore black lace lingerie while climbing a tree.

Ms. Alexie, the only women of color participating in the campaign, shared an ethereal video painting while wearing the collection's white silk robe. Ms. Fox paired the black silk robe with sneakers to water her garden and wash her car.

As coronavirus-related lockdowns persist, brands have an opportunity to connect with affluent homebound consumers by working with social media influencers, but the messaging must have the right tone.

A report from Influencer Intelligence found that brands are proceeding cautiously and rethinking marketing strategies to be more in tune with the current global context. As consumers are tuning in online even more than ever, brands are looking to strike the right tone so as not to seem to be profiting from the crisis ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.