

INTERNET

Oscar de la Renta uses Facebook commerce for monthly exclusives

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By RACHEL LAMB

Apparel designer Oscar de la Renta is using Facebook to sell exclusive products available only to fans of the brand on the social network site.



This month, the brand is selling a fragrance ring of its Esprit d'Oscar fragrance. The ring is available exclusively on Facebook for \$65.

"The product itself is a bit different, so I think Oscar de la Renta is looking to market the product in a different, shareable way – with Facebook commerce," said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle.

"They've done a great job of making sharing the product incredibly easy [with a] big blue button," he said. "This not only grows their base in Facebook, but it can actually provide more traffic to their online retail portal as users come for the exclusive item and find more things they like.

Mr. Schott is not affiliated with Oscar de la Renta, but agreed to comment as an industry expert.

Oscar de la Renta did not respond before press deadline.

Sprited try

Only consumers who “like” the Oscar de la Renta page on Facebook are able to purchase the fragrance ring.

Consumers can click on a post that automatically expands and allows consumers to buy right on Oscar de la Renta’s Facebook wall or click on the “Shop Exclusives” tab.



Oscar de la Renta Facebook posts

The ring was first available yesterday at 7 a.m. Eastern Time.

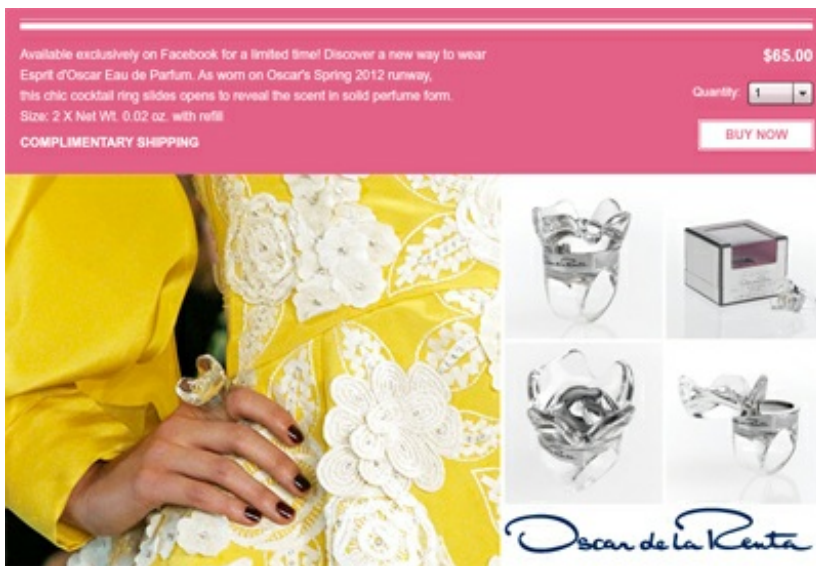
Consumers are able to see a few images of the ring and can enter their personal information such as shipping and billing addresses and credit card information without leaving the Facebook post.

The post has sharing capabilities so that shoppers can share their purchases with Facebook friends. It also has an option where consumers can opt-in to receive email updates from the brand.

Esprit d'Oscar is a modern interpretation of the brand’s signature scent, Oscar.

The fragrance is a timeless floral-scented fragrance inspired by chic and sophisticated women of today, according to the brand.

The Esprit d'Oscar is just one of the Oscar de la Renta shop exclusives on Facebook.



Oscar de la Renta Facebook shopping

The brand will offer a new product monthly that is only available to social media fans.

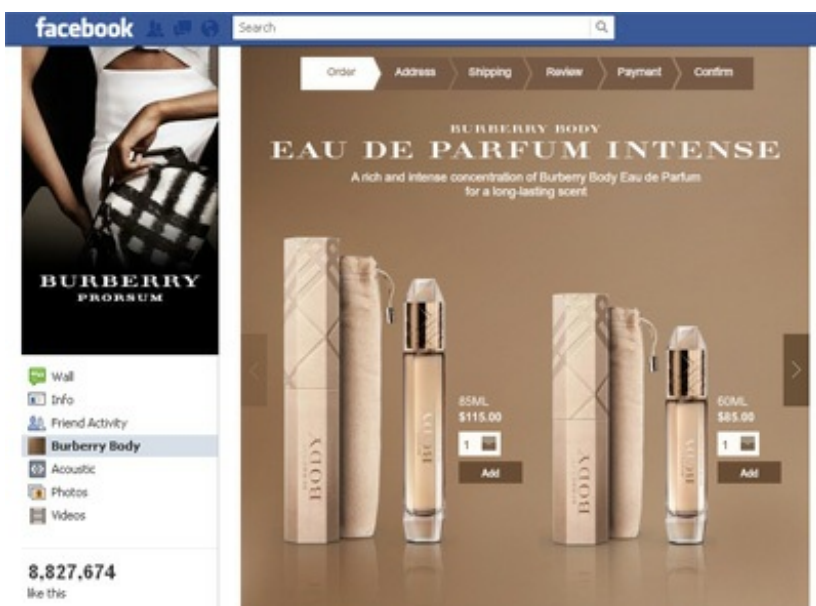
The brand is using its highly-trafficked blog run by famed Oscar PR Girl to spread the word about the Facebook exclusives, as well as posting teasers on Facebook in the days leading up to the launch.

"I think this shows Oscar de la Renta's commitment to keeping somewhat ahead of the curve," Mr. Schott said. "They're acknowledging the affluent trends of online shopping and social media use and are taking advantage of the social mechanics of the platform."

Scent of success

Oscar de la Renta is just one of a few luxury brands that have been tapping Facebook commerce, especially for fragrance sales.

For example, following extensive multichannel marketing, British label Burberry is testing its digital prowess by offering Facebook fans the chance to purchase the brand's newest fragrance via the social network ([see story](#)).



Burberry offers Body on Facebook

Also, Italian jewelry and accessories manufacturer Bulgari is continuing its push of Mon Jasmin Noir with ambassador Kirsten Dunst by creating an Enchanted Garden Facebook app where consumers can buy branded products ([see story](#)).

Oscar de la Renta seeks to keep retain fans with its promise of monthly exclusives, similar to fellow designer Diane von Furstenberg that offers a new wrap-of-the-month dress on Facebook ([see story](#)).

Luxury brands often use Facebook and other social network sites as an opportunity to connect with younger consumers.

This channel could be especially effective in reaching younger affluents who want to be part of the brand experience, but are more likely to be able to buy a fragrance than more expensive branded items.

Luxury brands strive to build relationships with younger consumers early on so that when they are able to buy luxury products, they will already have a connection with a specific label.

"Social shopping will soon pose exciting opportunities with addressability, personalization, gamification and real-time pricing online and mobile in-store," said Paul Farkas, founder of [Social.TV](#), New York. "A flood of brand and product mini-ambassadorships will lead to new ways of evangelism and influencer loyalty programming.

"However, social commerce takes time and skill," he said. "Brands will need to consistently monitor feedback and engage through conversation, as well as offering fresh content, exclusive products and discounts for each channel."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York