

APPAREL AND ACCESSORIES

## La Perla plays into plot on Netflix series

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La Perla product placement in Netflix's "Emily in Paris." Image credit: Netflix

By LUXURY DAILY NEWS SERVICE

Italian lingerie label La Perla is playing a small but pivotal role in a popular Netflix series, in another show of how product placement can still be successful for luxury brands.

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The lead character of "Emily in Paris," portrayed by actor Lily Collins, receives an unexpected gift of La Perla lingerie. After the gift is delivered to Emily's office, it becomes integral to a storyline about work and romantic relationships.

### Luxury product placement

La Perla is mentioned in two episodes of the Netflix comedy, which was created by Darren Star. The executive producer is perhaps best-known as the mastermind behind the seminal HBO series "Sex and the City."

Ms. Collins' character receives a black lingerie set from a client at the boutique luxury marketing firm where she works. When curious coworkers inquire about the identity of the gift-giver, she deflects and points out that La Perla has a famous reputation.



Emily defends the gift from La Perla. Image credit: Netflix

La Perla has made several television appearances over the years, including in "Sex and the City" and "Big Little

Lies." The lingerie label has also been featured in feature films and music videos.

According to a 2019 study from the INFORMS journal *Marketing Science*, verbal product placements have the most success at driving online engagement around a brand.

Effective product placement fits into a narrative, and can be less obtrusive to consumers than traditional television advertising. On the other hand, product placements that seem out of place or are preceded by a commercial can backfire ([see story](#)).

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