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Luxury brands extend Grammy placements through social media

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By KAYLA HUTZLER

Luxury brands such as Giorgio Armani, Versace and Oscar de la Renta took center-stage by dressing the celebrities who attended and performed during the 54th Grammy Awards on Sunday, Feb. 12.

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Nominees, performers and attendees were decked out in some of luxury's biggest labels for the nationally broadcast awards ceremony. By gaining face time on the much-anticipated red carpet and during the ceremony, luxury marketers boosted their brand awareness and solidified their high-end appeal through the celebrity approval.

“[This is done for the] same reason why oil and auto companies vie for spaces to sew their logos onto NASCAR and Indy drivers' jumpsuits,” said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles.

“The celebrities are walking billboards and the companies hope and pray that rubbing up against the celebrities will have an endorsement effect on the brand,” he said.

Center stage

Luxury brands from Thom Browne to Jean Paul Gaultier could all be found on the red carpet and inside the Staples Center in Los Angeles on Sunday night.

In fact, the nominees and performers were so in demand by luxury brands that many changed ensembles a few times throughout the night.

For example, singer and winner of six Grammys Adele Adkins strode down the red carpet in a Giorgio Armani gown and Harry Winston jewels.

However, for her performance, Ms. Adkins was in a polka-dot cocktail dress. The designer of the dress was not known at press deadline.

Additionally, rapper Nicki Minaj was wearing a red Versace cape when she walked the red carpet.

However, she flaunted an Oscar de la Renta gown during her performance for her new song, "Roman Holiday."

Even the male performers got in on the action.

Singer Bruno Mars was wearing a suit by Thom Browne for his red carpet debut, but Dolce & Gabbana dressed Mr. Mars and his band for their performance.

Indeed, the red carpet is equally as important as the actual ceremony.

For example, singer Rihanna wore a custom-made Giorgio Armani gown during the show.

Additionally, Lady Gaga was also in a custom-made Versace dress for her walk into the Staples Center.

Indeed, these brands likely reached both affluent and aspirational consumers through the awards show.

"[Brands] can definitely reach affluent audiences in this way but also those who are willing to save to obtain items worn by their favorite stars," said Kimmie Smith, designer, style expert and founder/editor in chief of [Kitten Lounge](#), New York

"It also allows people to see the brand in a new way whether it's associating the brand tapping into a new market or simply seeing new offerings or limited editions," she said.

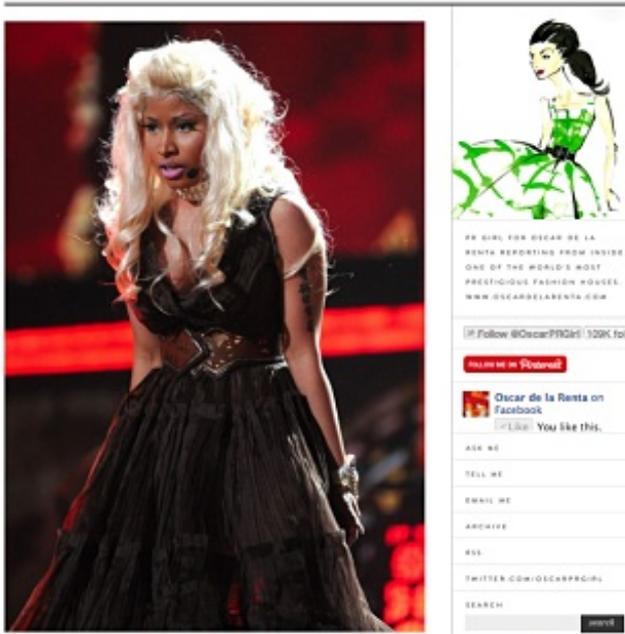
Turning up the volume

The brands that scored big on the runway are looking to take the advertising ploy from the big screen to the computer screen.

Luxury marketers are claiming their dresses and jewels via their social media accounts, looking to stir the conversation further.

For example, Oscar [de la Renta] PR girl tweeted this morning, "Photo: I mean, what else do you wear when you plan to be levitating @ the Grammys? Nicki Minaj in Oscar."

The tweet contained a link to the brand's Tumblr where consumers could view an image of Ms. Minaj wearing the dress during her performance.



Dolce & Gabbana also took to its Twitter account Monday morning to let followers know that Mr. Mars and his band were wearing the label during their performance.

Additionally, Armani used its Twitter account to intrigue fans and lead them to its branded blog at <http://news.armani.com>.

Armani has posted an image of each of its dresses on the red carpet along with an article recapping which stars wore the brand's designs.



Indeed, the Grammys, the red carpet and the outfits that made the cut receive lots of press coverage in blogs, Web sites and magazines.

“On the day of the Grammys, wearing a dress means getting it not only on TV but placed within a number of magazines, Web sites and post-coverage if they end up on the best- or worst-dressed list,” Ms. Smith said.

“The ability to have so many outlets accessible during the red carpet segment is a coveted position,” she said.

“When this same person actually appears on stage whether reading the nominees, accepting an award or performing, the value of this is beyond what a company could pay for.”

Final Take

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