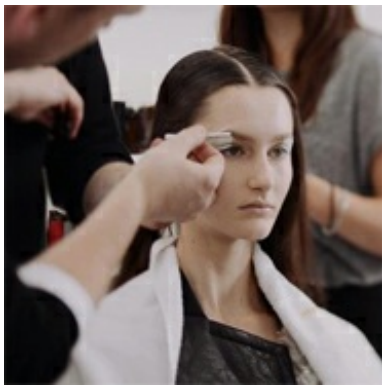


INTERNET

Fendi retains Facebook fans through X-Rated social video campaign

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By RACHEL LAMB

Italian label Fendi is looking to keep Facebook fans interested by releasing an official video every day pertaining to the fall 2012-13 collection runway shows.



Fendi's X-Rated series shows behind-the-scenes footage of makeup, hair, models and clothing from the brand. All videos are available on Fendi's Facebook page at <http://www.facebook.com/fendi>.

"This is a great case of creating reasons for fans to come back to the Fendi page," said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle.

"Serialized content creates regular touch points and users are brought back into that Fendi world every time a new video is released," he said. "The content, because it's only available to Facebook fans, is also exclusive and that exclusivity drives fans to want to be a part of the initiative."

Mr. Schott is not affiliated with Fendi, but agreed to comment as an industry expert.

Fendi frenzi

Fendi's social media-exclusive videos are available on its Facebook page.

The videos all revolve around the fall/winter 2012-13 show.

Behind-the-scenes footage on hair, makeup, interviews with models and Fendi employees are just some of the topics included in the videos.

For example, Fendi makeup artist Peter Philips explains his inspiration behind the runway show.

Video with Mr. Philips

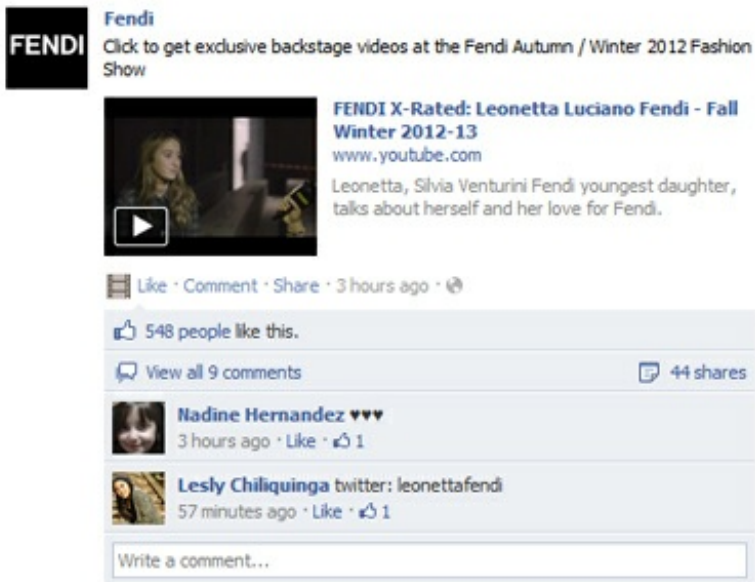
In another video, Fendi hairstylist Sam McKnight takes viewers through the hairstyles that the models wore on the catwalk.

Interview with Mr. McKnight

In the most recent video as of press deadline, Silvia Venturini Fendi's youngest daughter Leonetta talks about herself and her relationship with the brand.

The videos seem to be well-received by consumers, with some receiving more than 1,000 "likes" and multiple comments on the Fendi Facebook page.

Consumers can easily share videos with their friends and families through Facebook.



Fendi X-Rated video

The videos are also available on the Fendi YouTube channel.

The easy-to-navigate bar shows all of the videos in the X-Rated series, as well as others on the channel.

Social butterflies

Many luxury brands are using social video as a way to connect with consumers. This is especially true in the case of behind-the-scenes footage.

Labels choose to do this to show something extra about the brand, whether it is craftsmanship, heritage or behind-the-scenes access.

For example, British automaker Bentley Motors premiered a short film called “In Search of Snow” at Aspen Fashion Week to add to its marketing efforts geared at luxury consumers by adding a sense of high-class adventure to the brand ([see story](#)).

In addition, French fashion empire Louis Vuitton is increasingly using video to engage fans and drive them to its online magazine called “New, Now” ([see story](#)).

Also, LVMH-owned Champagne brand Moët & Chandon ventured into social video to promote its new customizable St. Valentine’s Day rosé bottles ([see story](#)).

“Giving users the chance to see products in a different way like video gives them a level of excitement that still images just don't evoke,” Mr. Schott said. “The videos, because of how they pull users in, are also more likely to be shared.

“Luxury brands depend a lot on word of mouth and Facebook is the community connection point of this day and age,” he said. “Definitely the idea of exclusivity and showing something behind the scenes is a great strategy.

“However, I'd really like to see Fendi using the Timeline and incorporating that into this initiative – brands need to start thinking in this context as it becomes the mandate March 30.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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