

INTERNET

Ferragamo launches Signorina fragrance through dedicated blog, contest

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By RACHEL LAMB

Italian handbag and footwear designer Salvatore Ferragamo is aiming for younger consumers through a digital campaign called Girls About Town that includes a dedicated Tumblr and contest.

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Luxury Daily

The brand is looking to draw attention to its newly-launched Signorina fragrance with a Girls About Town Tumblr that follows five girls' exclusive looks into their lives that embody the Signorina woman: timelessly modern and creative with a hint of audacity. Fans can become the next Signorina girl through a social media contest hosted on the blog.

"This initiative seeks to pull in a younger audience and then potentially consumer to a brand that is currently skewed towards an older buyer," said Courtney Albert, brand consultant and strategist for [Parker Avery](#), Atlanta. "Ferragamo is a luxury brand that has a long, rich history but has struggled to connect with the younger generation.

"With the launch of Signorina and its associated marketing campaigns, the brand is beginning to make more efforts to reach this younger consumer who might not have the

budget to purchase a core item now, but will begin to see the brand as being more approachable,” she said.

Ms. Albert is not affiliated with Ferragamo, but agreed to comment as an industry expert.

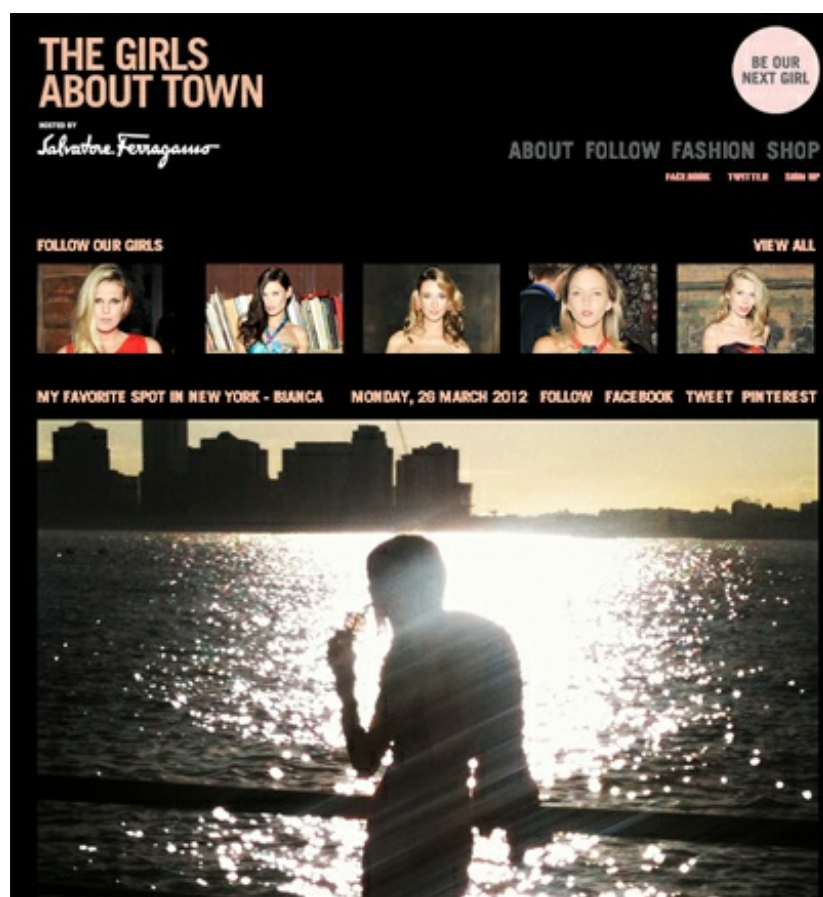
Ferragamo could not comment before press deadline.

Girl power

The Girls About Town blog is found at <http://thegirlsabouttown.tumblr.com>.

The blog follows Signorina face Bianca Balti along with Rachel Chandler Guinness, Alexandra Richards, Theodora Richards and Laura Remington Platt.

Girls About Town follows the girls and shares glimpses into the lives on topics including personal style references, beauty regimens, inspirations, current projects and favorite hot spots via content, images and video.



Ms. Balti's section

Consumers can share specific posts or Signorina girls via Facebook, Twitter, email and Pinterest.

To further engage consumers, Ferragamo is hosting a contest on the blog.

Ten winners will be selected to feature content, from favorite restaurants to personal style, on Girls About Town. The blog will feature two groups of five girls for seven days each.

The participants must submit a brief biography centered around the inherent Signorina qualities, per the brand.

Ferragamo also makes shopping for Signorina and other products available via multiple links to its commerce-enabled pages.

Signorina video

Ferragamo rounds out the experience with a video on the page that depicts the "Signorina experience."

Girls About Town is promoted on digital channels including Ferragamo's social media pages and [Web site](#).



Ferragamo's Facebook page

Digital dynamo

By including content and editorial to engage consumers, Ferragamo is trying to capitalize on the lifestyle of Signorina, rather than just blatantly push products.

Other luxury marketers are trying to position themselves as lifestyle brands through online magazines, publications or blogs.

For example, Baglioni Hotels Group aims to position itself as a lifestyle authority through the publishing of its new blog called Italian Talks that gives affluent travelers an insider's guide to Italy ([see story](#)).

In addition, French fashion label Christian Dior announced the launch of DiorMag, an online magazine that positions the brand as an innovative storyteller, entertainer and purveyor of the height of luxury products ([see story](#)).

Also, department store chain Neiman Marcus is looking for new street-style photographers to take pictures at music festival SxSw for its NMDaily blog through a Facebook contest launched in February ([see story](#)).

The fact that Ferragamo's efforts are purely digital and on social media are a sign that it is seeking younger consumers, those who are more likely to be on this type of media.

However, there is always the chance that consumers are not on social media and therefore will miss out on the campaign.

"The initial benefits of having a solely digital campaign is that it carries a much lower cost than other marketing channels and has the chance of reaching a much wider audience to participate in the campaign," Ms. Albert said.

"Regardless of these advantages, only focusing campaign efforts in one place always as the potential of missing a lot of ideal consumers who are not heavy users of social media," she said. "Another precaution is that digital campaigns have to actively managed because as a brand you are not face-to-face and the message can easily be slanted."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York