

MULTICHANNEL

Rebecca Minkoff sees 100pc spring shoe sale growth due to Instagram: cofounder

June 5, 2012



By RACHEL LAMB

NEW YORK – Accessories label Rebecca Minkoff has seen extravagant growth in its shoe sales due largely to its participation in photo-sharing application Instagram, according to the company cofounder at the Fairchild Fashion Media FN Summit 2012.

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Using Instagram and “shoetography” to connect with consumers, Rebecca Minkoff is able to form a dialogue with consumers in real-time. In doing so, the label was able to steer consumers to different retail partners or the brand Web site to drive sales.

“We like to be pioneers in the digital space,” said Uri Minkoff, founder of [Rebecca Minkoff](#), New York. “For us, it is all about engagement with the customer.

“The more we can engage with the end-customer and create this dialogue, the more we can pioneer technologies and create more dialogue,” he said.

Head over heels

Rebecca Minkoff first started using Instagram when designer Ms. Minkoff shared “shoe of the day” images that showed her outfit from her legs down.



Rebecca Minkoff Instagram image

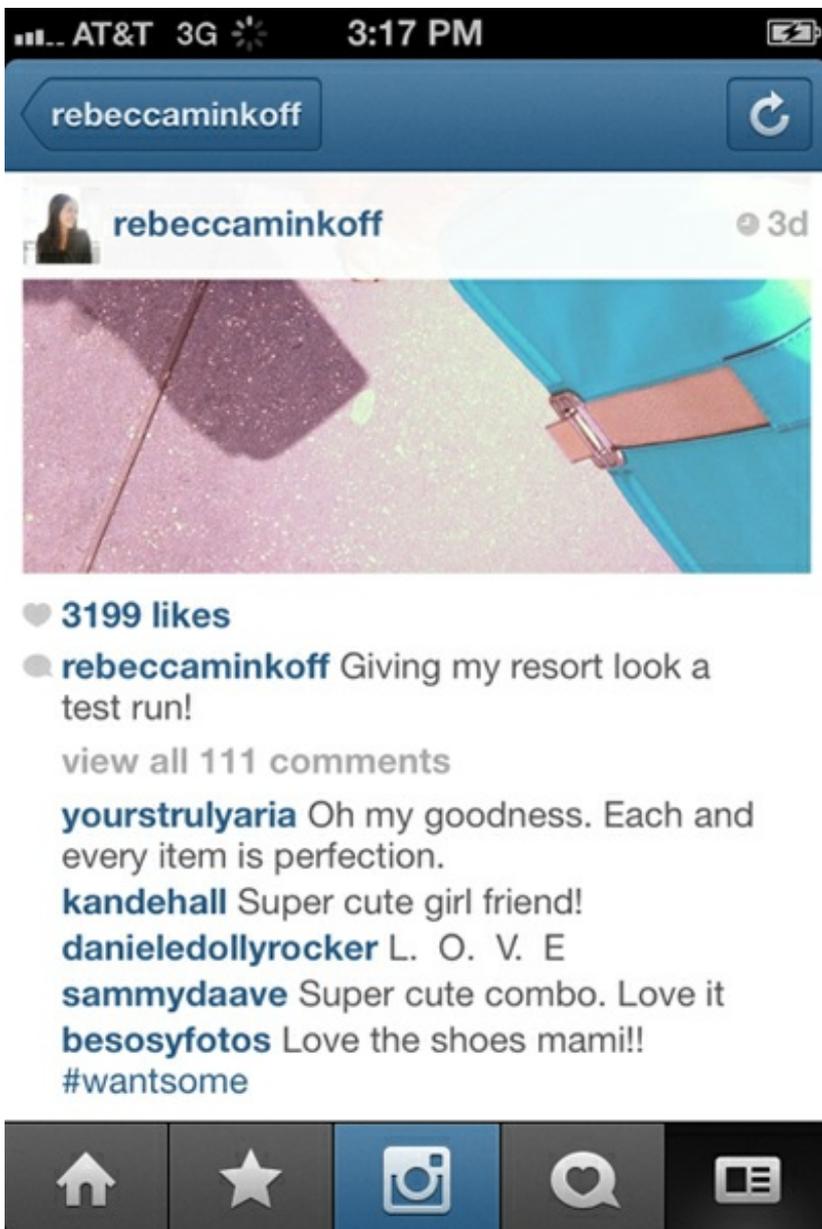
The amount of “likes” and comments that the images receive can go into the thousands, per Mr. Minkoff.

Using Instagram allows Rebecca Minkoff to use the reciprocated data in two ways.

The first is for design feedback. Since most of the interaction on Instagram comes within the first few hours, the design team is able to get instantaneous feedback on products.

The second reason is to drive sales. The Rebecca Minkoff brand is able to interact with the comments that it sees on images and steer consumers towards retail partners or brand hubs.

As a result, Rebecca Minkoff shoe spring sales were the strongest that they ever were – up 100 percent. In addition, sales are projected to be up 200 percent this year, per Mr. Minkoff.



Feedback on Instagram

Social butterfly

Rebecca Minkoff took Instagram a step further by using it in its ad campaigns.

To kick off the inaugural Style.com/Print issue, the brand used an Instagram photo taken by a consumer as an ad.



Rebecca Minkoff Instagram ad

“The photo was non-professionally taken by a consumer,” Mr. Minkoff said. “We are always leveraging them to go out and get involved in campaigns.

“We were the first to pioneer leveraging Instagram in this way,” he said

It used to be that there were discrepancies as to whether or not luxury brands were diluting themselves by using social media. It may be that those who are not taking advantage are missing out on valuable sales opportunities.

This is especially true of Instagram, a platform that made recent headlines by selling to Facebook for \$1 billion.

Approximately 25-30 percent of the Rebecca Minkoff budget goes towards social media, according to Mr. Minkoff. Furthermore, around 10 percent of the brand’s work force is dedicated to the medium.

Rebecca Minkoff is also using Pinterest and sees it as an important new platform in the future, according to Mr. Minkoff.

“One of the key rises in Instagram is that it is an un-stressful social media forum,” Mr. Minkoff said. “With Twitter and Facebook, there might be an article attached or you might need to think a little more about what you’re doing, but everyone likes to share and look at images.”

Final Take

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