

INTERNET

## Marc Jacobs shifts gears to bolster Chinese social media

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By RACHEL LAMB

Marc Jacobs Intl. is bolstering its social media presence in China with the addition of a Sina Weibo account, a platform similar to Twitter.

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The Marc Jacobs Weibo account has images from events and the new collection. Given China's lucrative market, Marc Jacobs is likely attempting to engage with consumers via one of its most highly-trafficked social media platforms.

"We strive to use it as a medium to share high-quality images, videos and other stories with our fans," said Daniel Plenge, digital and social master at [Marc Jacobs Intl.](#), New York. "It is a great way to engage with consumers on a personal level, while simultaneously developing and molding the brand image.

"Our goal is to envelope our fans and give them access into the Marc Jacobs family," he said.

### Making a Marc

Even though Weibo is similar to Twitter, the Chinese consumer is different from the U.S. consumer, and therefore must be treated as such.

"Chinese consumers are becoming increasingly enthusiastic about luxury brand

offerings,” Mr. Plenge said. “China has traditionally relied heavily on collectivism in every aspect of its culture and, in relation to fashion, the majority of buzz is created via social channels where users share their purchases or receive tips from others in their social group.

“Whether it be for personal enjoyment or to own a piece of a huge fashion house, it is ultimately passion for the brand that drives a purchase,” he said. “Our goal is to channel this passion and drive it not only towards sales but also towards a genuine relationship with our consumers.”



### *Marc Jacobs on Weibo*

Language is the biggest distinction, per Mr. Plenge. **Marc Jacobs' Weibo account** is adapted to Mandarin to reach the largest audience.

Also, the culture in China is vastly different from that in the United States and Europe.

“We have to be aware of all cultural and social and differences, as well as immerse and educate ourselves in the fashion and lifestyle vibe of China,” Mr. Plenge said.

Content on the Marc Jacobs Weibo account includes editorial spreads, lookbook images, behind-the-scenes peeks, runway footage, street style, news and snapshots from events.

Consumers can look at and engage with the content much like they would with Twitter.

“The rate of growth in the Chinese market over the past few years is astounding,” Mr. Plenge said.

“Escalating numbers of luxury consumers have created unlimited market potential and we definitely want to be build our presence there,” he said. “It is not just a business mindset, though.”



## *Marc Jacobs on Twitter*

### Social networking

Quite a few luxury marketers are increasing their Chinese social media presence to engage with a wider number of consumers.

For example, French fashion house Christian Dior is taking aim at the Asian luxury market with the third edition of its online magazine that will be published in Mandarin and released during the week that the brand is presenting its haute couture collection for the first time in Shanghai ([see story](#)).



*DiorMag sketches of Chinese culture*

Also, Starwood Hotels & Resorts is looking to engage its guests in Asia-Pacific through a partnership with Chinese social media platform Jiebang to offer added benefits to mobile users who check-in to any of the hotelier's Asia-Pacific properties ([see story](#)).

Marc Jacobs will continue expanding in the Chinese market place, especially in social media.

"We have developed such deep brand loyalty and have engaged so well with our fans in the U.S. and we would love to spread the inspiration and the world of Marc Jacobs to our Asian counterparts as well," Mr. Plenge said. "Social media is an ever-evolving concept.

"It is something that has to be constantly adapted to changing times," he said. "But when it comes down to it, steady and consistently-good content is what we strive for.

"We are very excited to foray into Chinese social channels because we have a lot of fun here within the Marc family and we certainly don't want anyone to miss out."

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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