

INTERNET

Gucci pushes accessories in first fall/winter shoppable video

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By TRICIA CARR

Italian label Gucci dedicated its first fall/winter 2012 shoppable video to its accessories collection and lets consumers view product information from the brand's logo icons in the film.

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Gucci is asking consumers to “follow the double G” in the new 90-second video available on its ecommerce site that features 16 men's and women's items including bags, belts, luggage and shoes. The label is raising awareness with a dedicated email campaign and from its Web site homepage.

“Gucci's strategy when creating this video was to measure true engagement between its products and customers,” said Brittany Mills, director of strategy and experience at [B Culture Media](#), Atlanta.

“This video allows it to gather insights that far exceed those gathered from Web browsing,” she said. “For example, the time spent engaging on the video shows loyalty and affinity for that product.

“Not many other luxury brands are leveraging shoppable videos and this keeps Gucci on the forefront of innovative engagement, allowing the label to show its product in a unique

way instead of through a traditional catalog.”

Ms. Mills is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was not available for comment before press deadline.

Double G

The shoppable video depicts male and female models wearing accessories from the fall/autumn collection. They are shown in various settings such as a cobblestone street, a living room area with a fireplace and a wooden stairway.

The color tones of the models' surroundings mirror the colors of the collection. Materials include dark wood and gray stone with purple undertones.



Video still

Items featured in the shoppable video include luggage, handbags, shoes, belts and gloves. [Click here to view the video.](#)

Viewers can hold their cursors over the Gucci insignia that appear over items in the video to view a pop-up description of the product. This window shows the product name, image, price and a “buy it now” button.



Video still

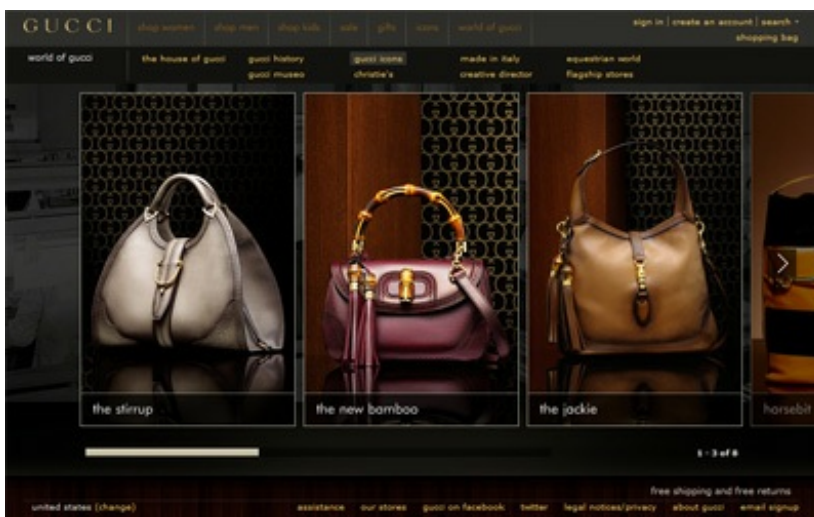
Gucci used this format in previous shoppable videos such as its film for its spring/summer 2012 collection ([see story](#)).

When viewers click to buy, a detailed product page opens in a new window, likely to be

sure that consumers continue to view the video after they are done shopping.

There are also social share buttons with each item description and at the bottom of the video that can be used to post it to a viewer's Facebook and Twitter accounts.

At the end of the video, Gucci thanks viewers for watching and links to the Gucci Icons section of its Web site that showcases its handbag collections.



Gucci icons site

Shoppable strategy

Gucci raised awareness for the shoppable video in an email sent July 13 with the subject line, "Shop while you watch." The email showed a still from the video of the Bold Bamboo Bag and told consumers that the video is a preview of fall accessories.

GUCCI handbags travel & business belts scarves

FASHIONABLE VIEWING



Our new fall fashion shoppable video offers a richly detailed look at the season's standout accessories. Hit play then click on the double G to get up close and personal with our new collection. Shopping has never been so entertaining.

Gucci email

In addition, the label is linking to the video from the homepage of its ecommerce site.

While email is likely an effective way to share the video to Gucci's consumer list, it should use social media as well, per Ms. Mills.

"I do think email was an effective way to market the video," Ms. Mills said. "However, a unique video like this could have an impact that could create a ripple effect on the social networks.

"Tapping into an existing email database is a great start," she said. "The brand already has their attention and more than likely they are already purchasing customers that will enjoy product information."

Meanwhile, Gucci was one of the first luxury marketers to incorporate shoppable video into its digital efforts.

Gucci added more products to its fall/winter 2012 shoppable video, in contrast to the 12 items that appeared in its spring/summer 2012 video.

Marketers Burberry and Barneys New York have also presented shoppable videos on their Web sites. It seems to be difficult to host the shoppable capabilities on any other platform, so marketers should use their digital marketing efforts to bring consumers to the video.

Also, brands that use social video should test engagement, as some products might perform better than others, per Ms. Mills.

"Affluent customers want an experience that is unique and above ordinary from other customer experiences," Ms. Mills said. "This video allows Gucci to tell its brand story in a unique way that might hold its customers' attention longer than a traditional digital catalog.

“I think that they will find the experience entertaining, but those who are not accustomed to viewing products in this manner might get frustrated,” she said. “Gucci would suffer because the whole concept of providing ease through digital shopping would be taken away from this experience if the user did not know how to continue shopping online.

“The video is going to definitely provide Gucci with some valuable insight about brand loyalty.”

Final Take

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