

INTERNET

## Barneys flaunts youth lifestyle association via shoppable video

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By TRICIA CARR

Retailer Barneys New York is pulling all the stops to get clicks in its latest shoppable video with fashion blogger Geri Hirsch, this time focusing on late-night attire and sending a dedicated email campaign.

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**Luxury Daily**

Ms. Hirsch is accompanied by blogger Erin Falconer and the two are spotted in a few different night-appropriate outfits throughout the video. Barneys and the featured bloggers are creating buzz for the video, which will probably get young female consumers interested in the retailer's apparel and accessories and buying into the lifestyle shown in the film.

"This is an experiential video in which consumers can gain near first-hand experience about the featured products through interactions, imagination, music and glamour," said John Casey, founder of [Freshfluff](#), New York. "Female shoppers of Barneys and viewers of the video will aspire to be a part of the nightlife in the video, while imagining themselves with the handbags, shoes and jackets, while enjoying the glamorous, musically-charged nightlife.

"Barneys is sharing this unique experience with its customers, and allowing them to get caught up in the excitement of the lifestyle the video portrays, and then allowing

customers to click through from the video to products they might be interested in," he said. "It is a great way to get customers excited about their purchases, and enable them to do it on the spot."

Mr. Casey is not affiliated with Barneys, but agreed to comment as an industry expert.

Barneys could not comment before press deadline.

After hours

Barneys has been presenting its shoppable videos with LeafTV, of which Ms. Hirsch is the founder. She is also the blogger at <http://becauseimaddicted.net>.

This time she is joined by Erin Falconer, editor in chief of <http://pickthebrain.com>.

Also, this particular video shows scenes in color and in black-and-white.

A collapsible shopping bar is on the left of the viewing screen. Each time the women change clothes, the items on the menu change.

Viewers must click on the product on the left to expand and view a larger image with product details. There is a Buy Now button that opens to a new window on Barneys' ecommerce site where a viewer can purchase the item.

The video is split into Four Sections sections and each is marked with text and an outfit change.

First, the women are shown walking out of a garage to a car. This section is called *Après-office* and shows them wearing two work-appropriate outfits.



*Après-office section*

In the car, the women change and put on makeup.

Next, the women enter a bar. This is the *Toasting the Town* section.



### *Toasting the Town section*

Items available for purchase include a pink sweater, floral skirt, yellow pumps, white handbag, black lace blouse, black dress and leopard-print heels.

The Dress Up Get Down section of the video starts when the women enter a service elevator and are wearing different outfits.



### *Dress Up Get Down section*

The last section is After Hours. The women are shown hanging out on a city rooftop.



### *After Hours section*

"More and more digital campaigns are moving toward moving images from still ones," Mr. Casey said. "Short films are often great ways to narrate a story and relate to

consumers.

"The video inspires you, excites you about the products, and makes you desire them," he said. "One would assume that the ability to purchase these products on the spot, with ease and while caught up in the moment, should definitely translate to increased ecommerce transactions for Barneys."

### Miss Marketing

Of course Barneys is using its social media channels and Web site to raise awareness for the video, but the most effective way to spread the video could be the endorsement it is getting from the two bloggers.

For example, both women featured in the video are sharing it via their Twitter handles, [@GeriHirsch](#) and [@ErinFalconer](#).

Since the subjects are young and stylish, they will probably help Barneys reach a young aspirational audience that wants to live the lifestyle of a fashion-forward city resident.

Also, Paris-based band We Are Knights provided a rock song for the background of this video, which could widen its appeal to young music fans.

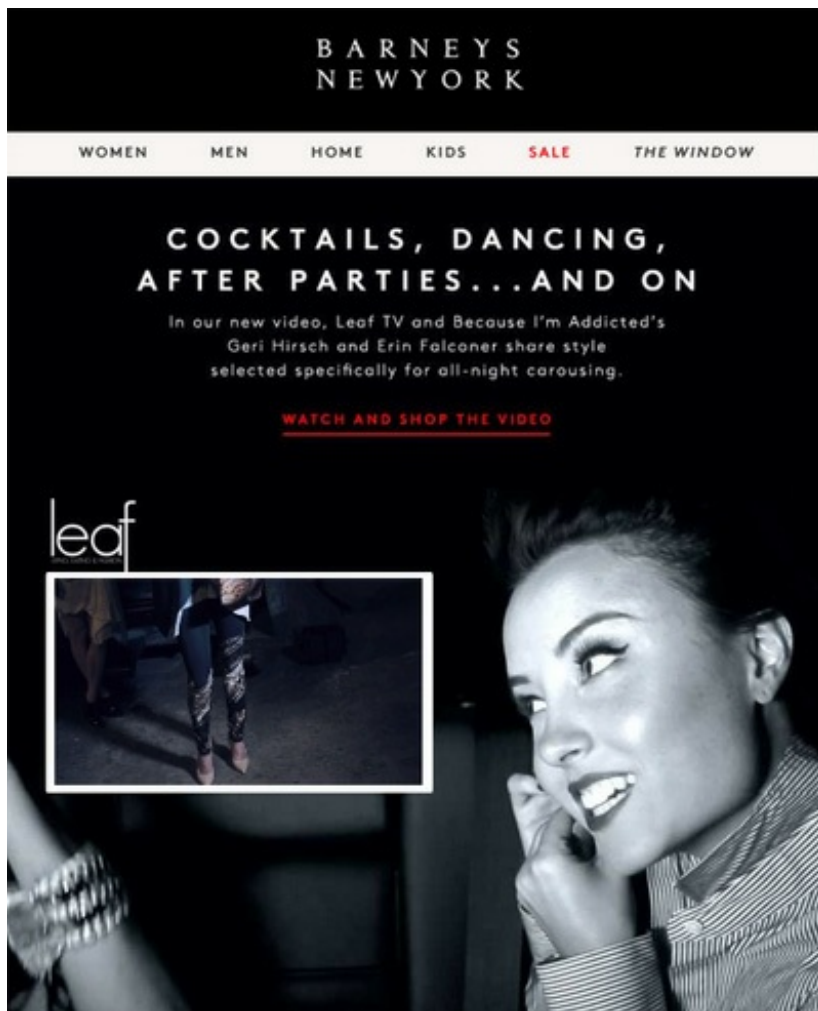
Marketers Gucci and Burberry have also presented shoppable videos on their Web sites.

Since it is difficult to host the shoppable capabilities on any other platform, marketers might want to concentrate their digital efforts on bringing consumers to the video rather than posting it elsewhere without the shopping capabilities.

For example, Barneys' last shoppable video was called "Transform the Everyday Black Dress" and showed Ms. Hirsch shopping in Barneys' Beverly Hills store.

The video on Barneys.com contained direct links to the ecommerce site where consumers could purchase the items featured ([see story](#)).

Furthermore, this time around Barneys chose to send a dedicated email campaign to encourage clicks to the video on Barneys.com. The email showed a 20-second clip.



### *Barneys email*

Email is likely an effective way to spread video campaigns because it is an opt-in channel and the consumers on an email list are most likely to shop the video.

"Fashion is the best space for mainstream shoppable video," said Paul Farkas, co-founder of Shoe Week, New York. "Visually-interactive lifestyle shorts entertain and engage powerfully to create sharp impulsive behavior.

"The result leads from want to need to have and hopefully share," he said. "This will build quickly as brands and storytellers finally design with TV-commerce in mind."

"While we have had embed-able, overlay-able, ride-along interactive video technology for quite some time, the 'view-sumer' culture is clearly evolving and ready for these features, and this is especially the case as second-screen television continues to mainstream."

### Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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