

MULTICHANNEL

## Top 10 digital luxury marketers of H1

August 7, 2012



By RACHEL LAMB

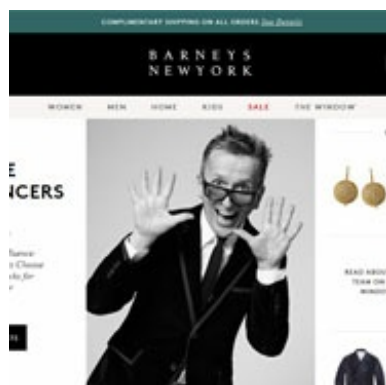
Marketers including Hermès, Lexus, Salvatore Ferragamo and Michael Kors took advantage of the interactive and time-sensitive digital medium these past few months with efforts that awarded them the top 10 luxury digital marketers in the first half of 2012.

**Sign up now**

**Luxury Daily**

Social media was taken to the next level, consumers became more intertwined with brand history and new technologies were used to increase transactions and brand loyalty. Automakers, retailers and fashion labels all stepped up their game.

Here are the top 10 digital luxury marketers of the first half of this year, in alphabetical order:



Barneys New York – Retailer Barneys New York redesigned its ecommerce site during the

second quarter to include a personalized shopping experience and engaging social channel that could give the retailer an edge over competitors such as Bergdorf Goodman and Neiman Marcus.

The new ecommerce site features an updated design, different product categories and enhanced product images.

Consumers can make a purchase with as few as two clicks with a Barneys.com account.

There are five sections that make up the personalized and social components of the site including Favorites, My List, Most Loved, Exclusively Ours and The Window.

When users are viewing their favorites, they have the option of viewing curated lists by The Influencers, Barneys' chosen fashion experts. Users can browse and follow these lists.

Barneys raised awareness for the redesign via email and social media and is promoting lists by The Influencers such as fashion designers Mary-Kate and Ashley Olsen and actresses Katie Holmes and Julianne Moore via email, Facebook posts, tweets and Pinterest inspiration boards.

In addition, Barneys took the lead in the ecommerce sector during the second quarter with the release of its second shoppable video.

The "Transform the Everyday Black Dress" video featured fashion blogger Geri Hirsch shopping in Barneys' Beverly Hills store. The video contained direct links to the ecommerce site where consumers can purchase the items featured.



Christian Dior – In the first quarter, 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.

DiorMag is available as a section on the Dior Web site and includes articles, images, current news and product galleries. DiorMag has the potential to secure brand loyalists and drive transactions.

The online magazine is split up into a few sections including "Report," "Monsieur Dior," "Dior over the world" and "All about Dior."

Clicking on a topic or section pulls together all of the relevant articles.

One of the first articles on-site was "A few minutes with Mila," where Dior interviewed

brand ambassador Mila Kunis about Fashion Week and the brand.

Another story was “in real time” where consumers could watch the fall/winter 2012-2013 ready-to-wear collection runway show.



Dolce & Gabbana – Italian fashion house Dolce & Gabbana’s newly retooled YouTube page not only attracts attention to social videos centered on its latest lines and collections, but includes an ecommerce option that drives traffic right back to its online store.

During the second quarter, the label relaunched its YouTube page to pick up on the look and feel of the brand world using a sleek aesthetic and clear editorial lines, per Dolce & Gabbana.

The page is divided into featured videos, collections, campaigns, beauty, friends and events, insights and accessories.

Users can scroll through each featured video using the arrows on the section.

Alternately, clicking on the other sections brings up thumbnail still shots from each video. Running over the video with a cursor brings up the name and other details.

Below the videos is the ecommerce section. Clicking on this section draws consumers right to the Dolce & Gabbana Web site where they can search through different trends.

Dolce & Gabbana seems to be trailblazing this phenomenon that is likely to increase ecommerce transactions, especially if consumers just watched a video that gets them in the shopping mood.



Ermenegildo Zegna – Italian designer Ermenegildo Zegna changed the way that consumers see its Facebook page – literally – by incorporating an augmented reality

feature that gives users secret mobile videos to future campaigns.

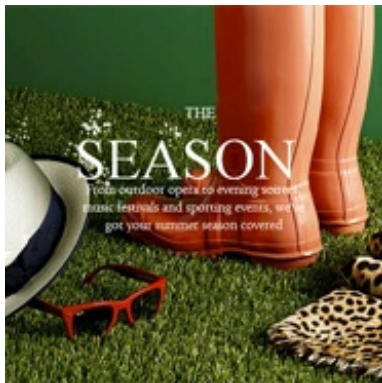
In the first quarter, Zegna used the Aurasma mobile application that scans the Zegna profile picture and shows consumers a video of the upcoming contemporary art installation at MAXXI – National Museum of XXI Century Arts in Rome.

This is the first time that a marketer has used Aurasma technology on Facebook, claims the vendor.

When users visit the brand's Facebook page, they are instructed to aim their iPhone, Android or iPad at Zegna's profile picture, where they are shown exclusive content on the Aurasma app.

The partnership kicked off when Aurasma approached Zegna about its print campaign. However, Zegna decided to direct the efforts to social media since it has recently kicked off a few social media projects.

Zegna wanted to promote ZegnArt in a different way than its typical marketing efforts, claims the brand.



Harrods – London-based retailer Harrods marketed products in a breadth of digital shopping guides throughout the second quarter, which it spread via its Web site, social media and email.

In May, the retailer pushed summer fashion and beauty in a digital shopping guide and e-boutique presented by occasions that affluent consumers would likely celebrate.

Harrods offered summer-appropriate items in an e-boutique called The Season that is also a guide to dressing for festivals, balls, races and parties and is sharing the content via email and social media.

In addition, the retailer's extensive digital campaign to promote its wedding e-boutique consisted of multiple emails, social media posts and online shopping sections that appealed to different types of people at a wedding including the bride, bridesmaids, mother of the bride and guests.

Other digital shopping guides created during the second quarter include a site section of Diamond Jubilee-themed products and a Father's Day gift guide.



Hermès – French fashion empire Hermès created a microsite called Hearts and Crafts that showcases the detailed craftsmanship and quality of its products through inside glimpses into the making of its branded products.

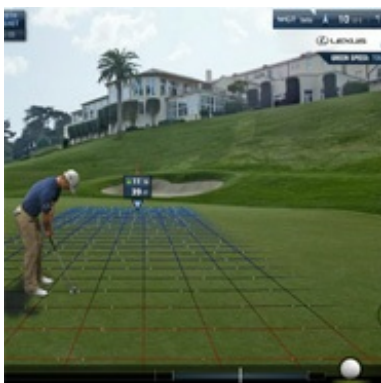
The Hermès Hearts and Crafts site features videos and interviews with the designers and employees behind the brand, from leather-cutters to silk-drawers.

Hermès' Hearts and Crafts microsite also contains a tab dedicated to 10 of the behind-the-scenes employees of the brand.

The workers include a leather cutter, a saddler, a jeweler, two leather craftsmen, a polisher, two glass-makers, a drawer on silk objects and a colorist.

Opening up the world of Hermès and showing the time, dedication and passion that is necessary to make the products helps Hermès defend its luxury status and explain its high-prices.

The Web site also features a full-length movie that was first shown in select movie theaters and museums this past fall.



Lexus – As the exclusive automotive partner of the U.S. Open, Lexus' online campaign for the tournament that included digital advertisements and a virtual golf game was expected to see more than 100 million impressions and 100 million social media ad impressions, according to the game organizers.

The U.S. Open's Web site featured interactive ads from the brand and a free golf game called Virtual U.S. Open that looked like the course where the tournament takes place.

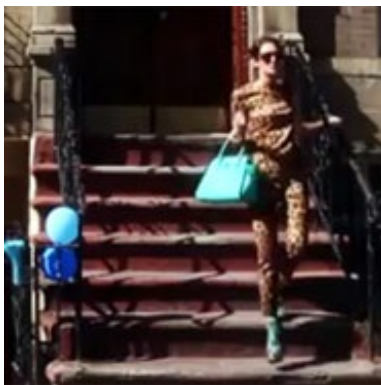
Throughout the game, players saw branded in-game tee marketers, flagsticks and wind indicators. In addition, every avatar wore a golf shirt and hat with the Lexus logo.

Lexus took this opportunity to push the RX F Sport via video ads.

Meanwhile, the automaker is raising awareness for the “What’s Next?” motto surrounding the campaign for its RX and RX F Sport models in a series of online video and audio sponsorships with NPR, MSN, ESPN and Food Network, which it is rounding out with digital ads.

For example, the automaker is a founding partner of ESPN’s new ESPNW network dedicated to women’s sports and lifestyle content.

The RX is sponsoring an eight-part video series called “In The Game with Robin Roberts” in which the former SportsCenter host and current “Good Morning America” anchor interviews female athletes about “What’s Next?”



Michael Kors – Fashion label Michael Kors enacted a few significant digital campaigns during the second quarter of this year.

First, the label tapped its fans during one of the biggest marketing occasions of the second quarter – Mother’s Day.

Michael Kors held a contest that let consumers enter to win one item per day until Mother’s Day via a Facebook app that, for the first time for the brand, was mobile-compatible.

The What She Wants campaign was spread via email, social media, the Michael Kors Web site, mobile and in-store efforts.

For example, the brand used mobile call-outs on windows in select stores to further promote the contest.

Next, Michael Kors invited consumers to its new location on Manhattan’s Madison Avenue via email and a social video starring blogger Man Repeller.

Another digital campaign from Michael Kors began in June and pushes the wearability of its collections.

The Living the Kors Life campaign is hosted on the label’s lifestyle Web site Destination Kors as well as Facebook, Twitter and YouTube.

Each season, Michael Kors will follow three different Insiders, or employees, and cover their fashion, culinary and entertainment choices while showing the women in the



brand's apparel and accessories.



Oscar de la Renta – U.S. label Oscar de la Renta upped its Web savvy during the first quarter through the launch of The Board, an interactive Web site where consumers could upload images to inspire Mr. de la Renta and the team as they worked on the Resort collection slated to show in May.

Consumers can upload anything they like onto the Board including vintage photographs, fabrics and color schemes.

The Board allows Oscar de la Renta to interact with consumers and have them communicate with one another through social media functionality using Facebook, Twitter and Pinterest.

The site could have been inspired by a quote by Mr. de la Renta that appears on the top left-hand corner: “Don’t tell me, show me ...”

The images that consumers post include scenery, nature, old photographs, color blocking, jewelry and celebrities.

Oscar de la Renta also revamped its Facebook commerce strategy in the second quarter through the introduction of a new platform that allows consumers to share products with their friends, but the U.S. label controls exactly what they say.

Using the new Graphite platform, consumers can share products from the Oscar de la Renta Web site by choosing words such as “need,” “want” and “wore.”

Clicking on one of the options puts the brand product on the users’ Facebook page for their friends to see.

Another aspect of the new platform is that consumers do not have to leave the Facebook page to see a product.

Instead, the link opens up a small shopping section on the users’ wall that allows consumers to look at the product and then takes them back to the Oscar de la Renta Web site to buy.



Salvatore Ferragamo – Italian handbag and footwear designer Salvatore Ferragamo aimed for younger consumers during the first quarter through a digital campaign called Girls About Town that included a dedicated Tumblr and contest.

The brand looked 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.

Ten winners were 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.

Final Take

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