

INTERNET

## Diane von Furstenberg aims at affluent youth via new e-newsletter, blog

August 31, 2012



By TRICIA CARR

Fashion label Diane von Furstenberg is upping its youthful lifestyle association through a new e-newsletter, blog, style tool and Instagram contest that showcases apparel and accessories as well as the life of the designer.



The brand sent the first Inside DVF email newsletter yesterday, in which it announced its new blog called Lip Service. The email also links to the Rendez-vous campaign comprising an Instagram contest and interactive style tool focusing on fashion in social situations that seems to reach out to younger consumers.

“It is extremely important for Diane von Furstenberg to stand out with its digital efforts because its top competitors are innovative in that space and Diane von Furstenberg's customers can quickly be distracted by other forms of digital communications from similar brands,” said Brittany Mills, director of client services for **B Culture Media**, Atlanta.

“I think the blog is going to be extremely helpful for Diane von Furstenberg to further engage its current customers and increase its audience base with the organic reach it will create,” she said.

“A blog is great because it provides reoccurring traffic to one destination if managed

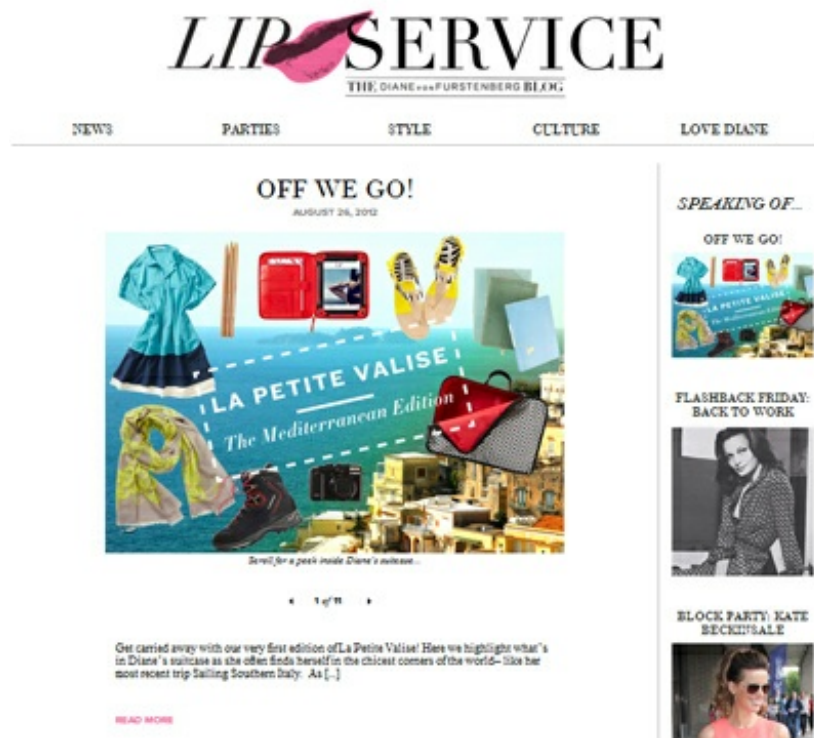
properly.”

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

**Diane von Furstenberg** did not respond before press deadline.

Talk that talk

Diane von Furstenberg sent the first edition of Inside DVF yesterday. It told readers to head over to the new Lip Service blog to view a packing guide and a behind-the-scenes look at the fall campaign.



*Lip Service blog*

The e-newsletter is presented in the format of a letter and is signed by the designer Ms. von Furstenberg. Below the letter are images that link to brand content.

Welcome to the first edition of Inside DVF!

We are so excited to introduce our new blog, Lip Service. Learn how to pack and get a behind the scenes look at our Fall Ad Campaign featuring Arizona Muse.

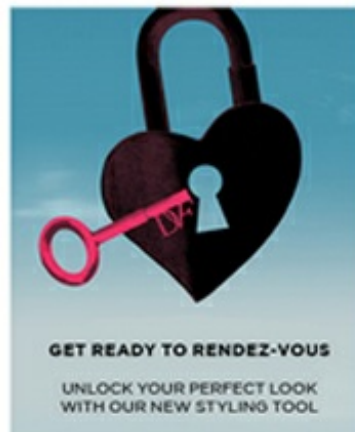
Fall is almost here and our new styling tool at DVF.com will help you find the perfect look for your next Rendez-vous.

Until then...

*Lip Service* ♥



[READ MORE](#)



## *Inside DVF email*

The packing guide is the first edition of a blog feature called “La Petite Valise.” The post shows what Ms. von Furstenberg packed in her suitcase for a specific trip.

This particular feature centers on a sailing experience in Southern Italy. The accompanying slideshow displays 10 items with links to purchase.

## OFF WE GO!

AUGUST 26, 2012



Nothing says Mediterranean-chic like loose, breezy silk in a vibrant array of ocean blues. In other words, the Hattu dress.

◀ 2 of 11 ▶

Get carried away with our very first edition of La Petite Valise! Here we highlight what's in Diane's suitcase as she often finds herself in the chicest corners of the world—like her most recent trip [Sailing Southern Italy](#). As Diane says "If you know how to pack, you know how to live!" Scroll through our slideshow for a peek inside the suitcase of a woman who knows a little thing or two about both...

### *Italy packing guide*

Lip Service also contains a behind-the-scenes video of the fall campaign shoot with model Arizona Muse. Ms. von Furstenberg explains why the model was the appropriate choice for the campaign.

Additional blog content includes the Flashback Friday image series, travel stories and images of celebrities wearing the label.

"The benefit of Diane von Furstenberg adding this blog is endless," Ms. Mills said. "Not only will it now be able to tap into the active world of fashion blogging, but the fresh content and social elements from each post can only help in its overall reach and SEO efforts."

"The label is a little late to the game regarding its blogging and newsletter efforts," Ms. Mills said. "Brands like Tory Burch have been putting time and resources towards these initiatives for some time now and I think fashion-goers are ready for brands to provide new and more personal experiences."

### Youthful approach

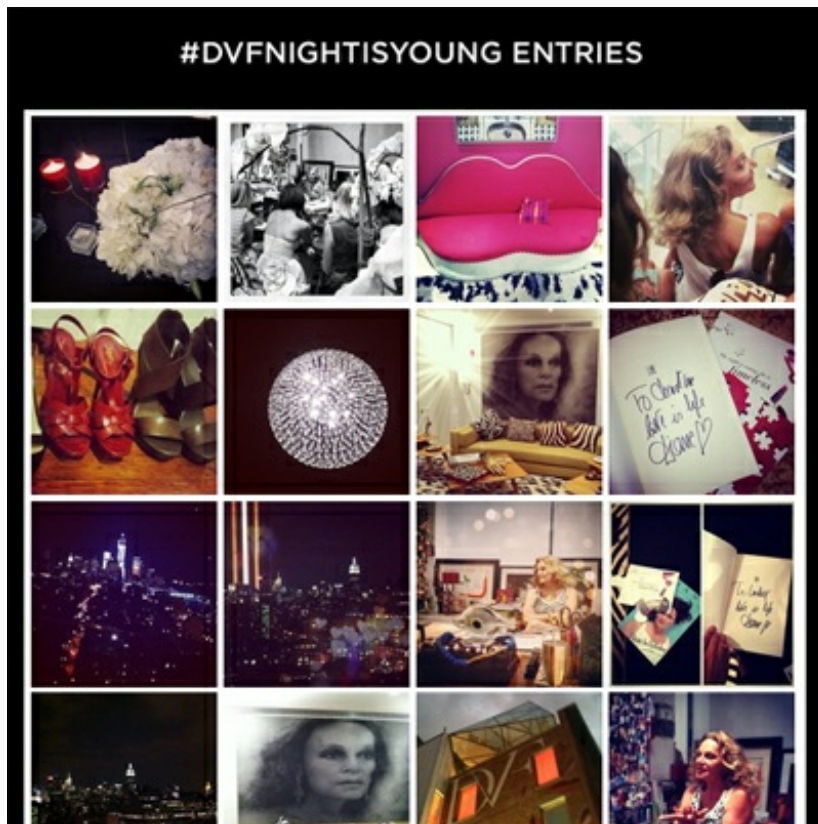
While the top of the Inside DVF newsletter focused on the blog, the bottom pushed its current Rendez-vous digital campaign, which the label is also sharing via its social media accounts.

The campaign is an Instagram contest and fall style tool.

The Instagram contest is hosted on a Facebook application. Consumers are asked to "share a glimpse" of a night out and tag it with #DVFNightIsYoung.

The brand will select a winner who has best captured the mood of a rendezvous to receive a \$1,000 Diane von Furstenberg shopping spree. The winner will announced next month.

The Facebook app shows an image gallery of the entries.



*Instagram image gallery*

The corresponding style guide is located on [DVF.com](http://DVF.com). It shows users how to dress for four types of gatherings: party, romance, business and friends.

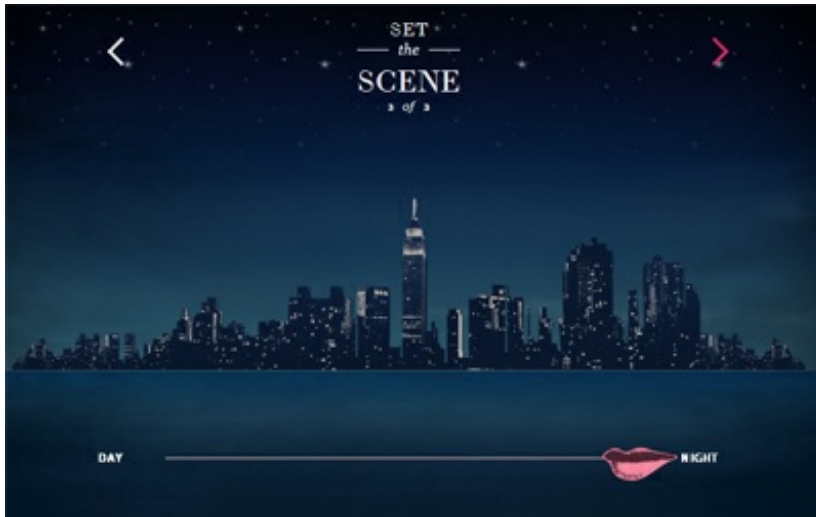
The opening page lets users pick which occasion they are looking to dress for from a party invitation, lipstick, business card and smartphone. The choices come out of a Face Circle Box Clutch, which features an eye and lips, during the opening animation.



*Rendez-vous style tool*

The second step is choosing their mood from glamorous, bold, sexy and effortless.

The last step lets users set the scene from daytime to nighttime on a sliding bar.



### *Scene*

The results page shows a complete outfit, accessories and fragrance with links to purchase. Consumers who purchase products from the results can get free shipping.



### *Results*

Fall is a time when luxury apparel marketers compete for attention. These digital efforts were likely enacted to strengthen the label's appeal to a young, affluent consumer group who will be paying much attention to the fashion scene in the coming weeks.

"Fashion is top of mind right now with Fashion's Night Out right around the corner and the introduction of the fall collections," Ms. Mills said. "I think that it is a little late in the game with this effort, but better late than never."

### *Final Take*

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.