

INTERNET

Valentino flaunts spring collection via animated pop art video

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By ERIN SHEA

Italian label Valentino is flaunting its new Pop Pois collection through a pop art video embedded on the collection's Web site that shows off the polka dot products.

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Luxury Daily

The video and collection were promoted through an email sent out to the brand's list that contained a link to the collection Web site where the video is shown. The collection consists of various items with a similar polka-dot design such as dresses, scarves and shoes.

"The video does a nice job showing the colorfulness and polka-dot themes of the Pop Pois collection," said John Casey, founder and director at [FreshFluff](#), New York.

"Any cleverly produced visual that adds life to a product is always advantageous for brands," he said. "Videos are the most popular way to allow products to express themselves.

"A professionally produced, engaging video on a Web site around various products adds to a brand's cache, particularly among a younger demographic accustomed to video viewing during their online shopping experience."

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

Valentino did not respond by press deadline.

Connect the dots

Valentino is pushing the Pop Pois collection through an email that shows an image of the video in front of a pink background with white dots.

The email also explained the collection and read “Polka dots run rampant on everything from the Vavavoom Bag to Espadrilles.”



Valentino email

A click-through on the email leads consumers directly to the video on Valentino’s Web site which takes over the entire page when it starts to play.

The video runs approximately 60 seconds and goes through the pink, red, green and blue Pop Pois items in the collection.

The polka dots come alive through animation and music during the video. Dots rise and fall together like levels on an audio mixer and the Espadrilles shoes clap together like cymbals.



Pop Pois shoes

Also, a shoulder bag spins around as a foulard ties itself around the bag.



Pop Pois handbag and foulard

A button at the bottom of the screen throughout the video that reads “shop online” allows users to exit the video at anytime to shop the collection.

Products in the collection include three sizes of foulards ranging from \$165-500, a day dress priced at \$1,290, shoes for \$445 and a shoulder bag for \$1,895.

The shoes and shoulder bag are offered in pink, red, blue and green. The dress and foulards are offered in red, blue and green.

[Click here to view the Pop Pois video.](#)

Social sharing

The video can only be viewed through the email or the brand’s Web site.

Immediately after watching the video consumers are able to sign up for Valentino’s emails and updates.



Valentino update sign-up

They can also share the video via Facebook and Twitter.

The tweet that automatically pops up on a click-through to Twitter reads “Pop Pois” and contains a link to the video.



Twitter link

The link to Facebook contains no words, but provides a link for users to share. Users can enter their own message before adding the link to their Facebook timeline.

The video is not available on Valentino's YouTube channel.

Although the video was also promoted on Valentino's Facebook and Twitter accounts, having it on YouTube could help it gain more viewers, per Mr. Casey.

"The video is short, musical and colorful, so having a social aspect will enhance the viral effect of the video," Mr. Casey said. "The brand did post the video on its Facebook and Twitter, but it might gain a bigger audience on a YouTube channel.

"Short, punchy and clever videos like this have a better chance of going viral with a social element added to them," he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/pkzW01r_EfA

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