

INTERNET

Givenchy bolsters beauty collection, leather apparel via social video

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By ERIN SHEA

French fashion house Givenchy is bolstering its new Le Rouge campaign through a branded social video that features apparel and beauty products.



The “Le Rouge Givenchy” video brings the focus to the brand’s latest campaign for approximately 90 seconds. Givenchy’s leather apparel and brightly-colored beauty products are shown off in the video that was shared via its social media accounts.

“The music is more stimulating and hip than the other videos that have been released this year,” said John Casey, founder and director of **FreshFluff**, New York.

“Stylistically, it is a step above - it is visually stimulating, simple and not excessive, particularly with how the beauty products are presented in an almost kaleidoscopic way,” he said. “The video is also at the perfect length.

“It is a terrific example of how a brand can have some fun with its products to the delight of its customers.”

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

Givenchy was not able to comment before press deadline.

Le Rouge

The video begins by showing a model wearing a leather dress at three different angles as electronic music plays.

Then, the model's bright red lipstick is shown from three different angles.

The tube of the lipstick is displayed in an artistic manor as extreme close-ups and reflections shots appear.

Next, three screen shots of the model walking down the runway in the leather dress are shown side-by-side.

Continuing on, the Givenchy logo takes center stage as the lipstick tubes are arranged in a "G" shape and then in the brand logo. A close-up of the logo on the lipstick is also shown.



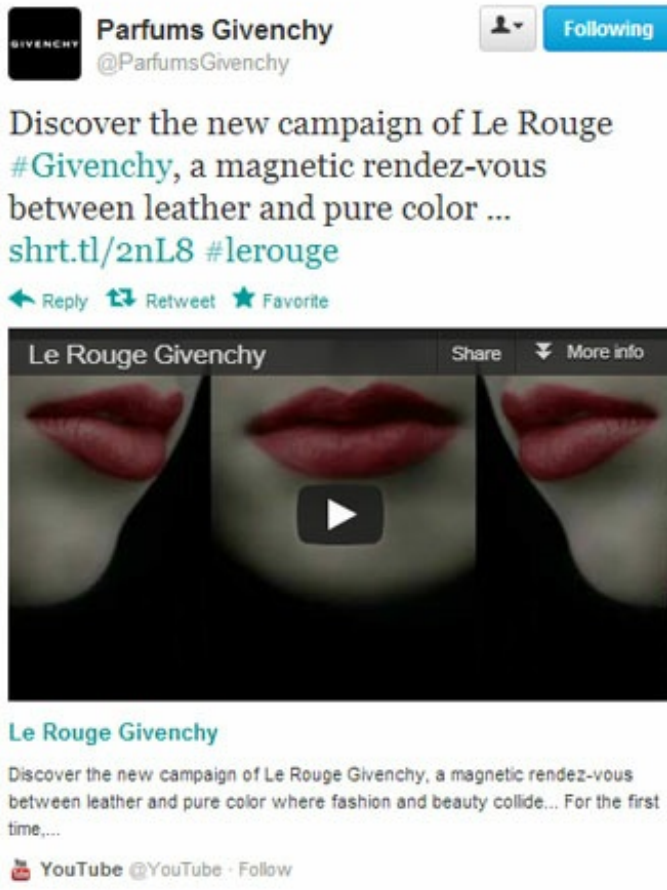
Le Rouge video

The video ends as it cuts to a screen that reads "Le Rouge Givenchy" and the music stops.

Embedded Video: <http://www.youtube-nocookie.com/embed/SVxfKPPc9og>

Le Rouge Givenchy

The video debuted Jan. 8 and was promoted on the Parfums Givenchy Facebook page and Twitter account.



Givenchy Twitter account

The way that Givenchy incorporated its apparel into a video that is mainly about beauty products shows consumers how the brand's products can work together, per Mr. Casey.

"The blend of products is done effectively in a way that is engaging and not too commercial for the viewer," Mr. Casey said.

"The video is a cool sell for Givenchy's merchandise," he said.

Video stars

Other luxury brands are promoting new collections and products through video at this time.

For instance, Italian fashion house Giorgio Armani boasted its Emporio Armani spring/summer 2013 collection through a warm-weather themed narrative video.

The Emporio Armani collection was brought to life on models in a love story that took place around beautiful scenery. The video debuted on Armani's YouTube channel Jan. 4 and was promoted through its Facebook page, Twitter account and Web site ([see story](#)).

Also, British fashion house Burberry flaunted its spring/summer 2013 line in a video that features Posh Spice's son, Romeo Beckham, as the new face for the brand.

The entire spring/summer 2013 line is displayed in a commercial-like video that runs 78 seconds in length. The video was released Jan. 3 on the brand's Facebook, YouTube and Twitter accounts ([see story](#)).

However, this video by Givenchy is more likely to go viral than many of the other videos.

“The video will certainly add value to the Givenchy brand, since it is bound to connect in a fun and meaningful way to the brand’s digital customers,” Mr. Casey said.

“I would imagine a video like this will be shared frequently,” he said. “Givenchy clearly struck the right tone.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/Z_FepGr_s4U

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