

MOBILE

Net-A-Porter mobilizes Matthew Williamson 15th anniversary campaign

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By TRICIA CARR

Online retailer Net-A-Porter is feting the 15th anniversary of fashion house Matthew Williamson with mobile marketing efforts that incorporate Instagram and Twitter.

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Luxury Daily

The retailer is inviting consumers to participate in the campaign through an Instagram and Twitter competition for the chance to win an exclusive signed fashion illustration. Luxury retailers often use Instagram to showcase their product range, but those that take it a step further and offer an inside look at fashion houses and events could have the most effective strategy.

"Partnership marketing like this is smart for both brands," said Kelly Cooper, marketing manager at [ShopIgniter](#), Portland, OR. "It works to get the brands and their products into new channels, exposing them to new audiences and ultimately leads to new customer acquisition.

"By partnering with Matthew Williamson, Net-A-Porter is able to provide added value to their consumers through curated content," she said.

Ms. Cooper is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

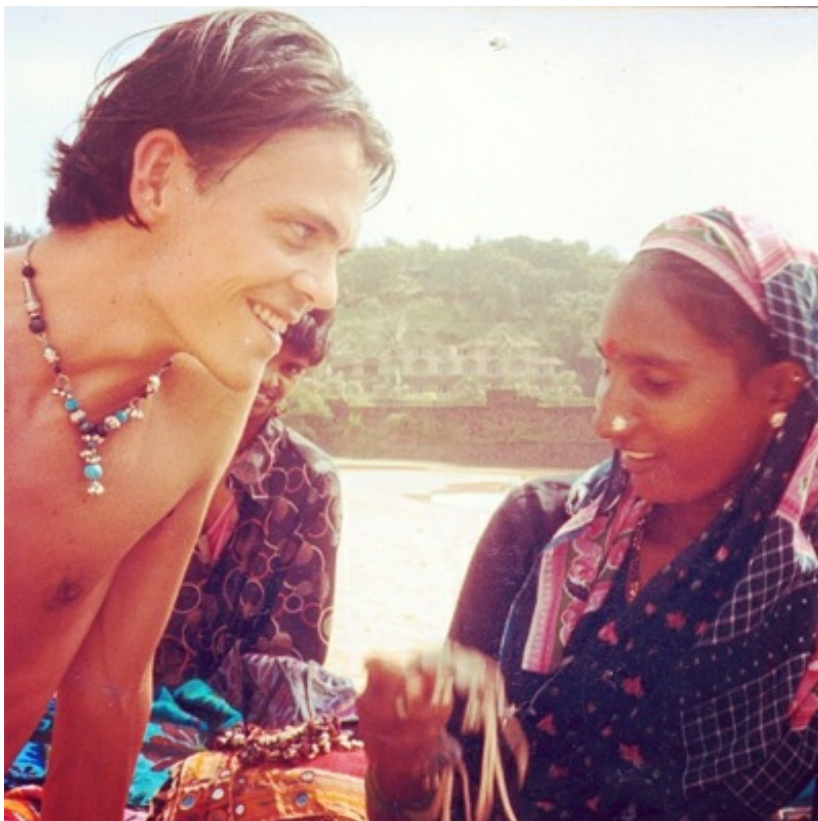
Net-A-Porter did not respond before press deadline.

More Matthew

Net-A-Porter kicked off its digital- and mobile-based Matthew Williamson anniversary campaign with an Instagram takeover by the designer.

Mr. Williamson is posting photographs from his global travels on Net-A-Porter's corporate Instagram handle at @NetAPorter.

Destinations captured so far include Venice; the United States' Nevada desert; Lake Tahoe, CA; Goa, India; and Mauritius. The images show either the setting or the designer himself.



Photograph from Goa, India

The seven-day Instagram takeover began March 25. Users can follow Mr. Williamson via the hashtag #MatthewMapped.

Consumers can get involved with the campaign through the Matthew Williamson competition on Instagram and Twitter. The entry process requires consumers to help spread the word about the campaign.

On Twitter, consumers must follow Net-A-Porter and Matthew Williamson's official accounts and retweet the retailer's post about the competition. Or, Instagram users must follow Net-A-Porter and Matthew Williamson's handles and post a comment under the competition image for the chance to win.



Contest image

Also, Net-A-Porter posted a Q&A with Mr. Williamson on its Web site where it is directing its social followers.

The retailer is sure to link posts, such as the Facebook promotion of the Q&A, to shop its Matthew Williamson product range.

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Facebook post

"The Q&A with Mr. Williamson, Instagram takeover and contest are all interesting ways consumers can interact with the brand," Ms. Cooper said.

"These touch points serve to build and strengthen the relationship between the brand and consumers which accomplishes a key marketing objective - brand engagement - whereas Matthew Williamson benefits from the exposure on the heavily trafficked Net-A-Porter homepage and Net-A-Porter social properties which leads to brand lift," she said.

Instant gratification

Instagram has become a go-to channel for luxury retailers to showcase their designer offerings.

Net-A-Porter taps the mobile-social channel for its ongoing #WhatsInside campaign that asks consumers to post a photograph of their new delivery.

The retailer then posts a collage of its favorite images each week via Instagram.

Net-A-Porter also uses Instagram to share images of fashion shows, events and in-house product displays.



Proenza Schouler event

However, a designer Instagram takeover is a way for the retailer to showcase that its relationship with the brand goes beyond selling its products.

In addition to enhancing its Instagram feed for a week, Net-A-Porter could gain followers. Therefore, the effort could increase consumer engagement.

"The primary goal of this campaign seems to be social engagement," Ms. Cooper said. "The calls to action are focused on exploration and engagement rather than conversion.

"However, an increase in brand reach creates more opportunities for purchase, so I'm sure both parties will be looking at the sales impact in addition to social engagement," she said.

Final Take

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