

INTERNET

## Gucci taps new Myspace for watch campaign

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By ERIN SHEA

Italian fashion house Gucci is targeting young music enthusiasts through a Myspace page dedicated to its new unisex Gucci Sync timepiece.

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**Luxury Daily**

The collection is exclusively sold on various outlets online, including a page on Amazon that features a video and albums from artists who inspired the watches. The brand is aiming for connected, young consumers who are also being targeted by other luxury brands right now.

"There is an advantage for a brand to focus on new platforms and spread marketing efforts where their competitors do not necessarily invest," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"Although Myspace is not new, its recent relaunch positioned it as a new emerging platform that brands should be thinking about," she said. "It is also important for a luxury brand to innovate digitally and exploring initiatives on new platforms is a great way to do so.

"Gucci put themselves ahead of the game by targeting Myspace and I'm sure if they see success then many other brands will follow."

Ms. Ziv is not affiliated with Gucci, but agreed to comment as an industry expert.

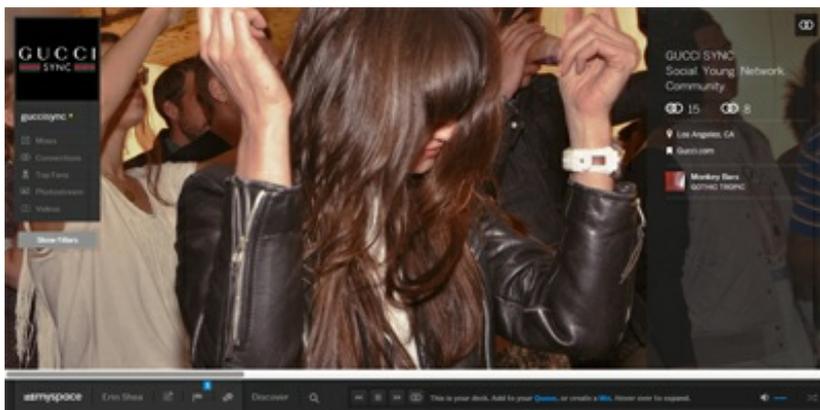
**Gucci** was unable to comment directly on this.

Social young network community

In Gucci's Sync campaign, the word "Sync" stands for "Social young network community."

To promote the new line of timepieces and the idea behind the Sync community, Gucci established a music-focused Myspace profile where consumers can connect and share ideas.

The Myspace profile will be an online community that will feature artists and photographers showing off the Gucci Sync timepieces and lifestyle.



*Myspace page*

The timepieces come in two sizes, XXL and large. The products are only sold through online channels and are priced at \$495.

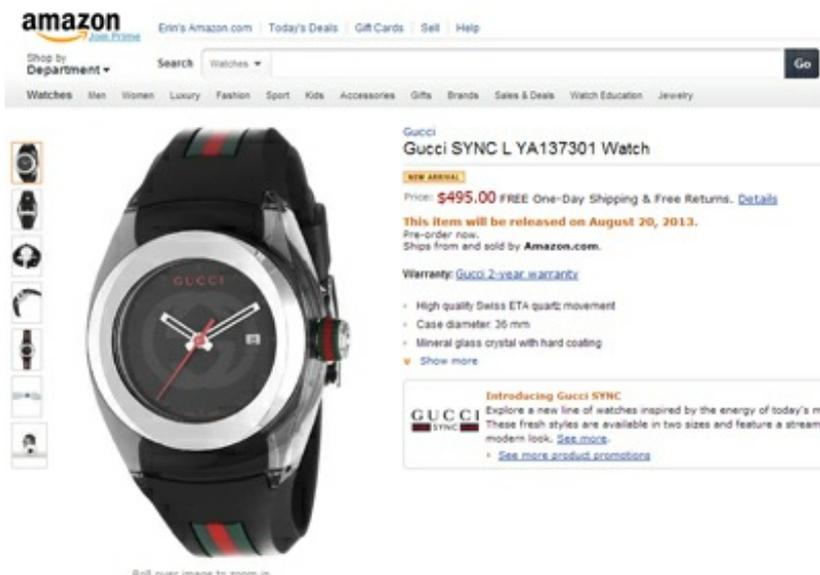
One channel Gucci is using to sell the timepieces is Amazon. The brand has a special page on Amazon dedicated to the Sync collection.

The Amazon page includes a 60-second video that shows young concert-goers watching the band Gothic Tropic.



*Amazon page*

The Gucci Sync timepieces are displayed below and are able to be purchased from the site.



*Amazon's purchase site*

The Amazon page also includes a list of artists who inspired the Sync collection, such as Daughter, Fitz and the Tantrums, St. Vincent and Grimes.

Targeting millennials

Many established luxury marketers are aiming for a younger demographic in recent campaigns.

For instance, Italian fashion house Versace targeted urban, digitally-savvy consumers with the relaunch campaign for its Versus line.

Versace has been building excitement for the rebranding of Versus through a comprehensive social media and digital campaign that is counting down until the official launch and presentation of the collection May 15 in New York ([see story](#)).

Also, department store chain Bloomingdale's targeted young, affluent shoppers with its spring 2013 catalog that was mailed out to its customer list.

The 135-page catalog contained many pages with additional content such as pull-out postcards and extra booklets that correlate with the generational theme ([see story](#)).

Luxury marketers likely see young consumers as an attractive demographic since they could develop a lifelong relationship with a brand.

Social media can be an especially important when targeting this demographic and Gucci seems to be taking a step forward by launching this campaign on the updated Myspace.

"Myspace invested a lot in trying to reinvent their brand, and the result is visually stunning," Ms. Ziv said. "The new layout and focus on content is very inviting for brands.

"However, the functionality is a far departure from the way people used to interact on Myspace, so it is still hard to tell how engaging the new platform is," she said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/NMJZu76Ci60>

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