

ADVERTISING

Oscar de la Renta's brand extensions to hook millennials, promote brand longevity

May 13, 2013



By TRICIA CARR

U.S. label Oscar de la Renta is offering products beyond fashion to transition to a lifestyle brand and create a bond with millennials.

Sign up now

Luxury Daily

The fashion house known for its apparel, accessories and beauty lines is expanding to new categories with its first in-house home collection launched this year and a new line of paper products sold through online stationery brand Paperless Post. Fashion marketers must work to remain relevant to their evolving target audience so that the longevity of their brand is not at risk and one way to do so is through new product categories.

“The introduction of an Oscar de la Renta stationery line seems to be showing that the brand is trying to do as so many other fashion brands are trying to do – use their fashion platform to broaden their brand to create a lifestyle brand,” said Pam Danziger, president of **Unity Marketing**, Stephens, PA.

Ms. Danziger is not affiliated with Oscar de la Renta, but agreed to comment as an industry expert.

Oscar de la Renta did not respond before press deadline.

Going postal

Oscar de la Renta launched a partnership last week with Paperless Post to offer a collection of printed and online stationery with exclusive designs from the label.



Stationery

The designer once said, “Entertaining should be as uncomplicated as possible. It should be simple but interesting,” according to the brand’s Facebook page.

In an email sent to its list, the brand showed how its fabrics, from “elegant bridal laces” to “ready-to-wear prints,” were the inspiration for the stationery and invitations.

RUNWAY TO SPECIAL DAY
From elegant bridal laces to rich ready-to-wear prints, see the inspiration behind the new Oscar de la Renta for Paperless Post collection

ENTER THE HOUSE >

TECHNICOLOR PLAID
Spring 2013
Runway Collection

ROSE FLORAL IKAT II
Fall 2013
Runway Collection

PATCHWORK TWEED I
Resort 2013
Runway Collection

Email

Consumers can customize and purchase digital or physical save the dates, wedding invitations, thank-you notes, party invitations and stationery by Oscar de la Renta. Printed items are available for \$1-\$4 each.



Invitation

"The Oscar de la Renta Paperless Post partnership offers a difficult-to-achieve benefit to both brands – instantaneous relevance and credibility with an untapped consumer," said Jason Cohen, executive vice president and lead creative at **The O Group**, New York.

"By sharing their equity, both brands stand to gain not only exposure, but endorsement by a high-end, stylish category leader," he said.

Earlier this year, Oscar de la Renta launched a larger-scale brand extension when it announced its first in-house home collection.

The Oscar de la Renta Island Gift and Entertaining Collection was designed in collaboration with interior designer Miles Redd with inspiration from Mr. de la Renta's birthplace, the Dominican Republic.

The line is more than 70 tableware and gift items such as hand-painted plates for approximately \$40 each, etched glasses for \$60 each and picture frames for more than \$100 each.



Home line

Oscar de la Renta will introduce new items to the home collection twice per year. City-themed products will be introduced for the 2013 holiday season.

Forget fashion, enter lifestyle

Oscar de la Renta's expansion across multiple categories is following the same model as other established luxury brands, per Mr. Cohen.

This brand extension trend could be how luxury marketers are aiming to attract millennials.

The Paperless Post line has an entry-level price point, so younger consumers will be able to purchase from the collection.

As these consumers enter the next stages of their lives, they will have already been introduced to the brand and could purchase from the bridal, home and children's collections.

"[Oscar de la Renta] has transcended fashion to become a lifestyle brand," Mr. Cohen said.

"A brand of the size and stature of Oscar de la Renta has progressed past the point of offering its devotees only depth, so a broad offering is its best choice for growth," he said.

Luxury brands that successfully expand to new product categories will draw new groups of consumers and therefore, increase sales.

"Brands like Oscar de la Renta that are taking this more modern approach – allowing consumers to engage the brand in their own, unique ways – have a strategic advantage over those that conform to older modes of brand management," Mr. Cohen said.

But there is much competition among luxury marketers, including Vera Wang, Ralph Lauren and others, to create brand loyalty among millennials.

"Oscar de la Renta might be late to the party," Unity Marketing's Ms. Danziger said.

The stationery line with Paperless Post is not likely to generate much revenue for Oscar de la Renta. Instead, it will serve as a customer acquisition tool as well as a creative outlet for the brand to bridge from fashion to lifestyle products.

"Time will tell whether this effort is successful, but I think Oscar de la Renta is a brand associated with the past and not really current or vibrant for today's young affluents," Ms. Danziger said.

Final Take

Tricia Carr, associate reporter 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.