

INTERNET

## Balenciaga teases new handbag with branded microsite

August 19, 2013



By ERIN SHEA

French label Balenciaga is teasing a new handbag through a dedicated microsite and email campaign to spark consumer interest in the new product.



The label has provided minimal information and no full images of the new Le Dix bag. Although the microsite and email may generate some consumer interest, it is also very likely that the email will get lost in consumers' inboxes.

"Balenciaga drives traffic to this microsite via an email, which may not be the best strategy to gain consumer's attention," said Amanda Rue, strategist at **Carrot Creative**, New York.

"Inboxes are already inundated with corporate emails that all fight for customer attention," she said.

**Balenciaga** did not respond by press deadline.

Sneak peek

Balenciaga sent out an email to its customers to alert them of the new handbag.

The email contained an image of the corner of the black bag as to not give away the design and contains a simple call to action that says "Discover Le Dix on August 23" and

“Visit LeDix.Balenciaga.com.”



### *Balenciaga email*

The microsite contains the same image of the handbag, but with a different background.

The site tells consumers to come back on Aug. 23 and lists the date on the side.



### *Le Dix microsite*

Although the microsite does not give away much information about the new product, consumers are likely to be intrigued by the mystery surrounding the bag.

The microsite can be viewed at <http://ledix.balenciaga.com>.

### *Micro-show*

Other apparel and accessory brands have created branded microsites to push collections.

For instance, French fashion house Chanel promoted its fall/winter 2013-14 pre-collection

through a microsite and video created by creative director Karl Lagerfeld.

The “Women Only” video stills displayed on the microsite show the model’s name and a description of her outfit. Consumers are encouraged to watch a four-minute and 30-second video of Chanel’s models entering a theater and preparing to view a film to help them visualize the fall-winter collection ([see story](#)).

Furthermore, U.S. label Michael Kors propelled ecommerce through a new fan-inspired digital campaign titled “What’s in your Kors?” that focuses on fashion accessories for certain holidays and allows consumers to shop selected items.

The millennial-focused initiative incorporates DestinationKors.com, Instagram and Twitter and shows off items that consumers can immediately purchase from the brand’s Web site and stores. Michael Kors seems to be aiming for a boost in ecommerce with the click-to-purchase option ([see story](#)).

To create a successful consumer journey, brands should make sure that microsites give consumers something to engage with when landing on the microsite. In Balenciaga's case, consumers may be frustrated with what they find.

"It is possible that Balenciaga could increase return visits by offering visitors a calendar reminder, but there is no further action on the site beyond a simple call-to-action to return on a certain day," Ms. Rue said.

"It is unlikely that the majority of visitors will remember this and subsequently return to the page," she said.

Final take

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

Embedded Video: [//www.youtube.com/embed/BriZzu8aiOU](https://www.youtube.com/embed/BriZzu8aiOU)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.