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## Anya Hindmarch teases new boutique via Instagram

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By ERIN SHEA

British accessories brand Anya Hindmarch is taking fans behind the scenes of its recently opened New York boutique by posting images on Instagram that lead up to the grand opening Aug. 22.

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**Luxury Daily**

The store is the brand's first boutique to host its new global store design and is the first store to have both the bespoke and mainline collections. By offering behind-the-scenes images, brands can leave consumers wanting to see more and therefore driving them to the store.

"I think Instagram photographs are very engaging," said Anya Hindmarch, designer and founder of [Anya Hindmarch](#), London.

"People always love the behind-the-scenes view, and in fact that was part of the idea behind the shop interior concept," she said.

"Instead of being perfect, it is very much an atelier."

### New spaces

The new boutique is located at 795 Madison Ave. in New York. This is the brand's first store in New York and second store in the United States.

Before the store opened Aug. 22, the brand posted a number of images on Instagram that are tagged with the #NewYork hashtag.

Although the hashtag is rather broad, the images will show up when Instagram users search for New York-related images, which may further the brand's reach.



*Instagram image of new store*

The image subjects ranged from small details, wall decorations and tools to create the bespoke collection.



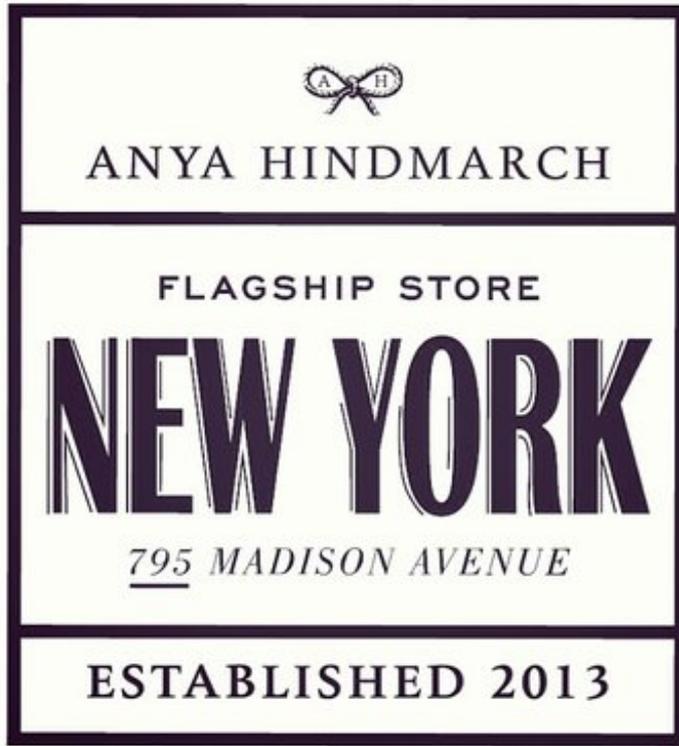
*Bespoke tools*

When the store was finally opened, the brand posted another image to celebrate.



anyahindmarch

3h



81 likes



### *Store promotion*

#### Sneak peek

Other brands have used behind-the-scenes images or videos to give their fans an exclusive look at new products and new stores.

For instance, French conglomerate LVMH Moët Hennessy Louis Vuitton generated excitement for the “Les Journées Particulières” weekend in Europe June 15-16 with a dedicated handle on mobile-social platform Instagram.

LVMH targeted consumers and tourists in European countries by revealing the work spaces of its brands in Britain, France, Italy, Spain, Switzerland and Poland during the Les Journées Particulières weekend. The dedicated Instagram feed shows images of the physical sites that were open to the public to boost anticipation before the event ([see story](#)).

Furthermore, Italian label Valentino took its Facebook fans behind the scenes of its haute couture fall/winter collection through a video that shows close-up shots of the products’ details.

The “Welcome to the Secret World of Couture” video is available on the brand’s Web site and shows the models preparing for the fashion show and the details in the apparel. Promoting a behind-the-scenes video can allow brand enthusiasts to feel even more connected with a brand ([see story](#)).

Taking consumers behind the scenes of a brand or campaign can allow them to see the brand in normalized way. Showing the backstage elements that are not normally seen in advertisements can help brands better relate to consumers.

For Anya Hindmarch, the backstage theme will be incorporated into the New York store’s atmosphere.

“I always find people are incredibly interested in my design studios over a polished studio,” Ms. Hindmarch said.

“That is what we set out to create, a behind-the-scenes kind of store,” she said.

Final take

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

Embedded Video: [//www.youtube.com/embed/kvFy0NkLt2o](https://www.youtube.com/embed/kvFy0NkLt2o)

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