

INTERNET

Balenciaga boosts desirability of new handbags with microsite launch

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By ERIN SHEA

French label Balenciaga is generating interest for its new handbag collection by releasing a microsite that is dedicated to the new products.



The brand previously teased the Le Dix collection through the microsite before it officially went live on Aug. 23. A teaser microsite and social posts could help generate more consumer interest in the bag than if the brand merely released it with the new fall/winter collection.

"While the content is beautiful, it is unlikely that visitors will invest a significant amount of time on the page," said Amanda Rue, strategist at **Carrot Creative**, New York.

"The experience is quick and aims to drive visitors into the purchase funnel by leading them into the ecommerce site," she said.

"This is a quick transition that highlights the beauty of the product and allows for a seamless transition into the buying process."

Ms. Rue is not affiliated with Balenciaga, but agreed to comment as an industry expert.

Balenciaga did not respond by press deadline.

The wait

Before releasing the site and full images of the handbags, Balenciaga teased the new product through the preview of the microsite, email and social media.

The label provided minimal information and no full images of the new products on the site before Aug. 23. Although the microsite and email may generate some consumer interest, it is also very likely that the email will get lost in consumers' inboxes (*see story*).

The new site, which can be viewed at <http://ledix.balenciaga.com>, has a clean design with black type on a white background.

Numerals 1-10 are displayed on the side. Consumers can click on them to display the ad content.



Microsite

One offers the "Dix Video." Clicking on the number allows the video to pop up on the screen.

The short video has a dark theme to it as a Le Dix handbag is shown in a white, yet shadowy room. The bag rotates as beams of light come through to highlight details on the bag.

Then, the lights come on, as the full bag is revealed before the video ends.



Video on microsite

Clicking on two-nine show off the fall/winter campaign images featuring the handbag collection.



Campaign images on microsite

Lastly, 10 shows images of the entire collection are pictured by itself so consumers can get a full view of the new products.



Le Dix collection

Specialized sites

Other luxury brands have created Web sites specifically for a certain product or collection.

For instance, Marc Jacobs Intl. is increasing exposure for its fragrance collections by launching a specialized Web site that raises brand awareness and educates consumers on products.

Marc Jacobs's newly launched Web site will mainly generate more exposure for the brand's latest fragrance, Honey. By creating a focused Web site, brand enthusiasts can easily explore the brand's fragrance collection and view content not found on third-party retailer's Web sites ([see story](#)).

Additionally, 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](#)).

Product dedicated sites can drive interest in certain products and provide additional information about items. However, these sites should serve consumer interests.

"Microsites can prove to be an effective tool in building awareness and desire for a new product line, but the experience needs to be optimized for the user," Ms. Rue said.

"As brands are driving traffic to the microsite, they should also consider the user experience after viewing the content," she said.

"Balenciaga's site does not provide the ability to share content further that would prove an effective strategy in driving additional organic traffic from the social Web."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/FMaO82YB7sk](https://www.youtube.com/embed/FMaO82YB7sk)

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