

ADVERTISING

Fendi's fall/winter children's wear email inspires holiday purchases

October 22, 2013



By JEN KING

Italian fashion label Fendi is using an email campaign to publicize its fall/winter 2013-14 children's collection to pique the interest of affluent parents who will soon begin their holiday shopping.

[Sign up now](#)

Luxury Daily

The email campaign for Fendi's fall/winter "Winterland Adventures" shows two children wearing pieces from the collection set against a painted background that resembles a snow-covered forest. Creating imagery that echoes the change in seasons makes it more likely that consumers will get into the holiday spirit.

"In RSR Research's last marketing benchmark report we found that more than 80 percent of respondent retailers use email marketing campaigns and another 11 percent have budget to start using the tactic," said Paula Rosenblum, managing Partner at [RSR Research](#), Boston.

"It's cheap and easy to do," she said. "The problem is, unless the emails are targeted, and sent only 'as needed,' they're not particularly useful.

"Most people seem to use separate email addresses for shopping purposes, and delete most of the emails they receive as spam."

Ms. Rosenblum is not affiliated with Fendi, but agreed to comment as an industry expert.

Fendi was unable to comment before press deadline. Chanel's Karl Lagerfeld is Fendi's creative chief.

Into the woods

Fendi's Winterland Adventure email blast includes additional text found below the photo of the young girl and boy in coordinating outfits from the collection.

Below the image, a small paragraph paints a narrative for the consumer. Creating a subtle narrative allows the consumer to become more engaged with the collection rather than if the campaign relied on images alone.

The image also has fun, cartoon doodles of woodland creatures that show the lightheartedness of Fendi's children's wear. Winterland Adventure's wintery scene slightly resembles the brand's "Neverwinter" campaign for fall/winter, which shows cohesiveness between Fendi's adult and children collections ([see story](#)).



Fendi's Winterland Adventures email

Fendi's email also notes that the brand uses its "signature crafting expertise" to tell consumers that even though the line is for "young Fendi fans" the quality and craftsmanship is still apparent in the collection.

A click-through on "Discover Now" brings consumers to the Fendi Web site. The fall/winter 2013-14 continues the winter wonderland motif by featuring a girl and boy sitting cross-legged with their hands under their chins.

The background is painted in a similar style as the email and features colored doodles of a bird sitting between the children, a large bird holding a crescent moon by a string with a rabbit running along it and a third bird perched on the peak of a mountain.



Fendi's children Web site

Consumers' eyes are attracted to the red font of the speech bubble coming from the large bird holding the moon. A click-through on "Discover the Catalog" brings consumers to the collection's look book.

Once redirected the look book displays approximately 33 different looks created with the Fendi Winterland Adventure collection that includes pants, dresses and skirts, sweaters, accessories, footwear and outerwear. Consumers can then scroll through the slideshow, hover their cursor over a desired look to reveal product information and view the catalog image on its own.



Fendi look book slideshow

Although ecommerce is not available, the Web site includes a store locator where consumers can go to purchase the Winterland Adventure collection. The site also includes images of baby clothes from the same collection and branded baby carriages.

You've got mail

Fendi has used email blasts in the past to promote new products.

For example, the brand is using dual marketing strategies to promote its latest fragrance L'Acquarossa to appeal to the many ages of its enthusiasts.

Fendi's approach includes an email campaign bolstered by a social media initiative. Although the email campaign is intertwined with Fendi's social media efforts, it is more likely that older enthusiasts will appreciate the email alerts for brand updates ([see story](#)).

Adult and children collections that have similarities show brand cohesion.

For instance, British fashion house Burberry pushed its autumn/winter children's collection to consumers enthralled by the arrival of the Duke and Duchess of Cambridge's son.

The autumn/winter children's collection and promotions feature runway-inspired kids' apparel that resembles Burberry's autumn/winter collection for adults. The label is likely aiming to reach a baby-minded group of customers who are consumed with the news of the royal child, now named Prince George of Cambridge ([see story](#)).

With the amount of junk email filling inboxes, marketers must have specific, target-driven email campaigns to avoid aggravating consumers.

"Do these emails generate a return on investment?" Ms. Rosenblum said.

"Probably they do, because they cost so little to send, but my concern is they irritate potential customers more than they enhance the brand," she said.

"My personal preference would be some kind of social media campaign and SEO activity as well."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/tOeFf7jXSTY](https://www.youtube.com/embed/tOeFf7jXSTY)

© Napean LLC. All rights reserved.

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