

INTERNET

Lanvin takes consumers on set with new video

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By SARAH JONES

French atelier Lanvin is taking its fans behind-the-scenes of the photo shoot for its resort 2014 print campaign by showing the personal interactions and set dynamics of the video's making.

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In the video, viewers get to see and hear portions of the model's experience on set, giving an inside look into the choices the brand made while filming. By documenting its photo shoot, Lanvin is appealing to its avid fans, who want to know everything about the inner workings of the brand.

"When done right, social media affords consumers a behind-the-scenes look at their favorite brands," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"With this video, Lanvin gives the viewer an exclusive sneak peek at one of their photo shoots that is at once elegant and refined, but also casual, as the model talks and laughs with the photographer and types on her BlackBerry," she said. "This is a perspective that not many people get to see of a luxury brand, and Lanvin captures the authenticity of the photo shoot perfectly with this video."

"The response should be positive and help build loyalty between Lanvin and their

customers."

Ms. Kirk is not affiliated with Lanvin, but agreed to comment as an industry expert.

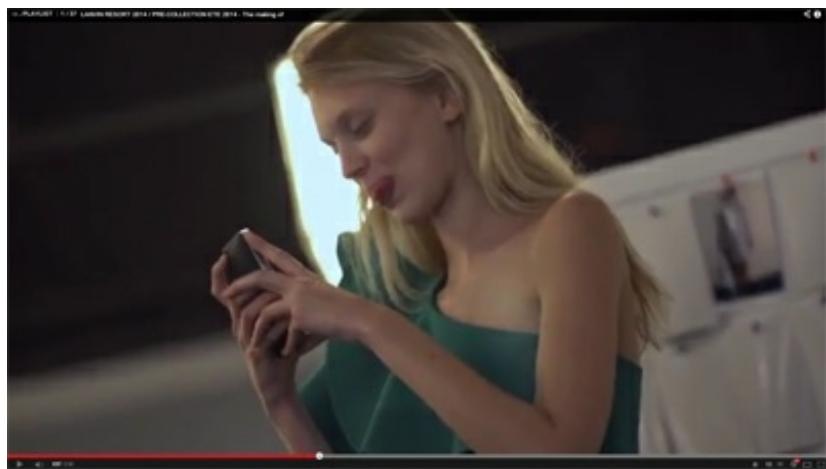
Lanvin did not respond before press deadline.

Model citizen

Lanvin's video begins with natural sound and muted talking in the photo studio.

Model Julia Nobis laughs and tells the stylists that they are having a ball putting more accessories on her. The camera pans down to show details of her outfit and necklace.

The film then cuts to Ms. Nobis posing in various outfits, now underscored by music. The viewer sees the stark contrast of Ms. Nobis's naturally smiley self and her serious modeling faces in front of the camera.



Still from Lanvin resort 2014/ The making of

A man's voice offscreen tells Ms. Nobis he does not feel comfortable letting her take her motorcycle home, saying that if he was her mother, he would not allow her. She then replies on camera that it's fine, and shrugs it off, laughing.

The viewer then sees her again snap into modeling mode after her relaxed conversation. She is now wearing a metallic cocktail dress.



Still from Lanvin Resort 2014/ The making of

Then a series of quick shots showing Ms. Nobis in a number of different looks from the

campaign plays, showing both close up, including one of a bejeweled clutch, and farther shots of the model.

One of the last looks is the gem-covered shorts and shirt from the beginning of the film, allowing the viewer to see the whole outfit.

The end shot is a close up of Ms. Nobis's face, as she stares straight at the camera.

Embedded Video: [http://www.youtube-nocookie.com/embed/MInY4RrOfc4?
list=UUqoDwBL8w_uY0uU3cT3dleQ](http://www.youtube-nocookie.com/embed/MInY4RrOfc4?list=UUqoDwBL8w_uY0uU3cT3dleQ)

Lanvin resort 2014/ The making of

Instead of focusing solely on the posing and outfits, this video gives viewers a taste of the relationship between a model and everyone else on set. Because of that, this social video has the potential to be shared and viewed more if distributed more obviously on social media.

The brand chose not to embed the video within its Facebook and Twitter posts, instead posting the link with a still image. As its thousands of followers were scrolling through their feeds, they may not have noticed there was a video to watch without the visual cue of a play button.

As of press time, Lanvin's video had been viewed approximately 500 times, after being publicized to its thousands of followers.

Print to digital

Other luxury fashion brands are turning to video to expand on their print advertising campaigns.

For instance, Italian atelier Prada released a video partner to its resort 2014 print campaign that focuses on accessories to target consumers shopping during the holiday season.

The video, which was released on Prada's Web site, focused more on the accessories than the print campaign does by showing them in close-up. Filming video footage alongside the still photos allowed Prada to showcase more of its products than would fit within a typical print ad spread ([see story](#)).

Similarly, Italian fashion house Ermenegildo Zegna also took consumers behind the scenes of its photo shoot with Scott Schuman, the street style blogger behind The Sartorialist, filming a video of the photographer talking about the shoot.

The campaign, which features looks from the spring 2014 couture collection, was shot on a street in Los Angeles as part of the brand's latest store opening. By partnering with Mr. Schuman, Zegna is able reach not only its own fans, but also followers of The Sartorialist ([see story](#)).

Videos documenting the making of a campaign are common, but Lanvin's differentiates itself by capturing the reality of its photo shoot in an intimate way.

Lanvin is likely only targeting its existing fan base with this video, but it has an opportunity to reach out to a widespread audience on social media to gain new followers, since the video would appeal to more than just Lanvin devotees.

"This video is well suited for social media because of its behind-the-scenes nature," Ms. Kirk said. "The sort of informality of the model appeals to the broader audience found on social media.

"For more views and shares, Lanvin might consider determining a budget for boosting its posts about the video on Facebook and paying for a few promoted tweets on Twitter in order to get great exposure for the video online with a larger audience," she said.

Final Take

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