

INTERNET

Fendi hosts digital conversation to further launch Twitter profile

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By SARAH JONES

Italian fashion house Fendi recently hosted a Twitter conversation between accessories creative director Silvia Venturini Fendi and fashion blogger Susanna Lau of Style Bubble.



Fendi asked fans to submit questions prior to the talk by tweeting with the branded hashtag #Fenditalks, which were then posed to Ms. Fendi by Ms. Lau. By hosting this Fendi talk, the brand is able to boost consumer engagement with its relatively new Twitter account, and possibly gain some followers from Ms. Lau's fans.

"Having a well-known blogger conduct the interview is a demonstration of a strong, controlled digital marketing technique," said Emily Trayers, senior vice president of business development at [SayItSocial](#), Wilmington, NC.

"The build-up to the Twitter chat was more exciting than the actual conversation, no doubt on purpose," she said.

"The blogger's Twitter persona is massive, and she just thrust Fendi's name into the arms of her dedicated 213,823 followers as potential brand advocates of the brand."

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

Fendi was unable to comment before press deadline.

Talk 2.0

Fendi built up anticipation for the talk on its Twitter account, reminding its 17,000 fans to tune in and ask their own questions.

The brand also retweeted Ms. Lau's tweets leading up to the talks, in which she posted a photo of her in Rome and showed her 200,000 followers her own Fendi bag bug.



Tweet from Susie Bubble

The Fendi talk took place on Dec. 9, and lasted for approximately an hour. Ms. Lau would tweet a question, either from herself or a fan, and Ms. Fendi would tweet her response at Ms. Lau.

Questions that came up included what it is like for Ms. Fendi to work with her daughter, what inspires the designer and what it was like growing up in the midst of the Fendi brand. The talk gave a rare peak into the designer's life and work.



#Fenditalks tweets

Fendi created the branded hashtag #Fenditalks but only used it for the pre- and post-talk tweets. The brand will repost some of the talk on its Twitter for its fans who could not tune

in during the conversation.

Fendi is fairly new to Twitter, having created its account in September, and this talk is a way for it to inaugurate the brand's presence on the social media platform.

Fendi let its 2 million Facebook followers know the talks were happening, probably to steer some fans to watch the brand on Twitter as well.

Moving ahead

In addition to its Twitter profile, Fendi has been reworking its entire online presence.

Fendi revamped its online presence through a new Web site that is tablet- and mobile-optimized to allow consumers to browse its collections on the go.

The new Web site allows consumers to explore Fendi's collections online, read the latest brand news and find the nearest retail store. Keeping an up-to-date Web and mobile strategy is imperative for brands that want to remain relevant and to keep consumers interested ([see story](#)).

Fendi also upped viewership of its Milan Fashion Week catwalk live stream by luring consumers with behind-the-scenes content and multiple points of view.

The label is offering backstage images and a live-stream experience on its Web site and a Facebook application. Fendi sent an email and posted social media content to lead consumers to these digital efforts ([see story](#)).

This Twitter conversation makes sense in the scheme of Fendi's current digital strategy, which aims to give its fans an inside look at the brand's inner workings.

"Fendi is synonymous with luxury, which equates to mysterious, exclusive," Ms. Trayers said.

"The goal of the Twitter chat, or so we were told to believe, was to break down the elusive walls of the designer brand and get to know Silvia Fendi," she said. "But designers like Silvia Fendi are so far from arm's reach, that although the Twitter chat was an attempt to engage with fans and perhaps humanize the brand, the resulting performance scaled more as an interview we all just got to read in live time rather than really participate."

"Although Susie pulled questions from the audience, Fendi did not have any follow up with the fans, like retweets of their excitement that their question had been asked. And certainly nothing remotely negative was asked. Hence, the demonstration of a strong, controlled digital marketing technique."

Final Take

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