

MOBILE

Givenchy makes entrance on Instagram with Erykah Badu images

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By SARAH JONES

French atelier Givenchy created its first Instagram account with a single post showing two spring 2014 advertising campaign images to entice its fan base to begin following its photo diary.

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The photos feature singer Erykah Badu, birth name Erica Wright, the much talked about face of the brand's latest print ad campaign. By posting images that its fans have been anticipating, and which are going to generate conversation, Givenchy is able to prompt traffic to its new Instagram, and attract followers.

"Sometimes less is more and Givenchy is trying to stimulate consumer's curiosity by keeping the campaign minimalist," said Simon Buckingham, CEO of [Appitalism](#), New York.

"Striking visuals work well on Instagram, such as the Givenchy campaign," he said.

"I think the singular post is effective as it contains multiple images which are interesting."

Mr. Buckingham is not affiliated with Givenchy, but agreed to comment as an industry expert.

Givenchy, an LVMH brand, was unable to comment before press deadline.

Starting point

Givenchy chose to give its followers just a taste of what is coming on its Instagram with one post containing two images.



Givenchy Instagram post

One black-and-white image shows Ms. Wright wearing an intricately embroidered poncho, staring directly at the camera. The other image shows the performer standing behind a car that appears to have been in a collision. In this photo she wears a long metallic evening wear dress.

The car references the five-car pileup that Givenchy used as its runway scenery for its Spring 2014 presentation.

To generate traffic to its Instagram, Givenchy posted the photos to its Facebook and wrote about the launch.

GIVENCHY **Givenchy** shared a link.
11 hours ago

GIVENCHY IS NOW ON INSTAGRAM : DISCOVER THE FIRST PICTURE OF THE SPRING/SUMMER 2014 CAMPAIGN STARRING SINGER ERYKAH BADU.

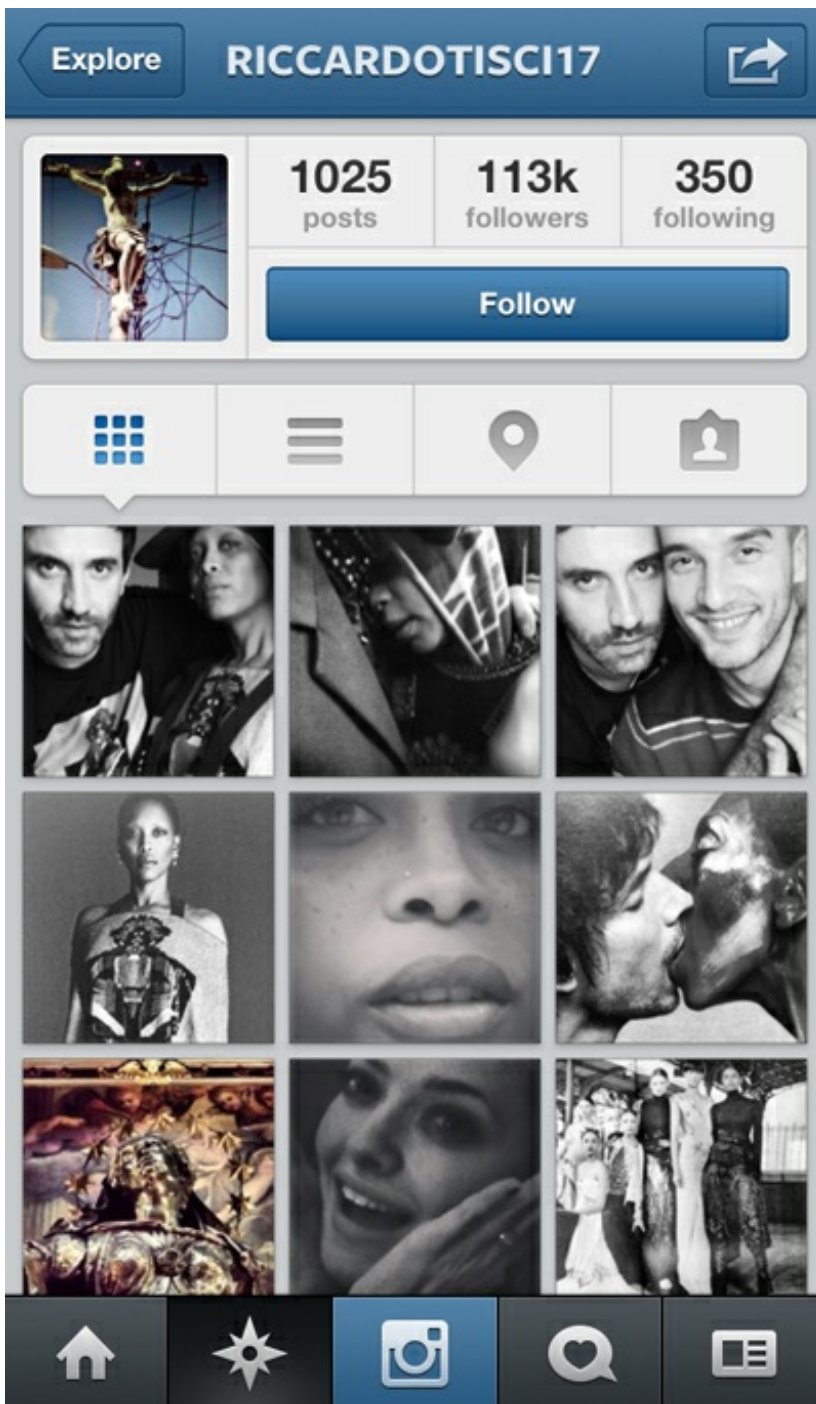


Instagram
instagram.com

givenchyofficial's photo on Instagram

Facebook post from Givenchy

Givenchy's creative director Riccardo Tisci has his own personal Instagram account, where he posts behind-the-scenes photos from photo shoots, including some of him and Ms. Wright, and from events that he attends.



Riccardo Tisci's Instagram account

Mr. Tisci has amassed a following on Instagram, with more than 100,000 fans opting to include the designer in their feeds.

Givenchy had 930 followers of its Instagram at press time. Most likely many of its more than 1,000,000 Facebook likes will translate to followers on this new platform for the brand.

Digital expansion

This Instagram launch comes as the brand is enhancing its digital and mobile presence.

For instance, Givenchy looked to boost mobile commerce through the launch of a new application that allows consumers to shop the women's collection on smartphones and tablets.

The new app gives consumers a clear format with easy navigation to shop the Givenchy fall/winter 2013 women's collections in a similar format as its Web site. Although the brand has a mobile-optimized site with a commerce option, the app streamlines the shopping experience and only offers women's apparel and accessories ([see story](#)).

In addition, Givenchy made its fragrances and beauty products more accessible to enthusiasts with a dedicated Web site that improves purchase options and navigation features.

Givenchy's newly launched beauty Web site joins the brand's dedicated Facebook page, which allows the brand to curate product specific content for particular enthusiasts ([see story](#)).

Givenchy was smart to stick with a solo post for its entry to Instagram, since the post was strong.

"Instagram marketing is all about standing out with great pictures," said Jeff Cohen, director of social media at [MDG Advertising](#), Boca Raton, FL.

"The simplicity of one single image concentrates the attention, buzz, and social media momentum around that single strong visual," he said.

Givenchy's Instagram debut was strong, but the brand should think carefully about what it posts to the platform going forward.

"Every brand has to evaluate their industry, their social media presence and how Instagram fits into it," Mr. Cohen said.

"If you're going to be on Instagram you better have strong, compelling images that engage your target audience," he said.

"Every social media platform is different and your image choices can mean the difference between crushing your competition or hearing the proverbial social media crickets."

Final Take

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