

INTERNET

Oscar de la Renta targets entry-level fashionistas with The Outnet collection

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By SARAH JONES

U.S. fashion label Oscar de la Renta is looking to reach a wider consumer base with a capsule collection designed for Net-A-Porter's outlet ecommerce site The Outnet.

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The Outnet chose Russian fashion editor Miroslava Duma, a street style staple at fashion weeks around the world, to be the face of the collection, giving its followers hints of pieces with multiple Facebook posts before the line hits Dec. 17. With this partnership, Oscar de la Renta is able to attract younger, entry-level luxury consumers, allowing them a piece of the brand that lays the groundwork for buying full-price pieces as they become financially-able.

"The Outnet customer is fashion-obsessed and highly engaged," said Shira Suveyke, vice-president of global buying for [TheOutnet.com](#). "She is a luxury consumer in all aspects of her life.

"What we know is how much she spends on fashion per year," she said. "But she's not necessarily shopping full price all the time.

"This was an advantage and opportunity for Oscar to tap into that customer."

Street style on set

Oscar de la Renta's second exclusive collection for The Outnet consists of 20 ready-to-wear pieces. Included are printed party dresses and skirts in bright colors, including a tweed houndstooth black and white sheath dress.

The retailer posted a string of content on Facebook to publicize the collection. First, it told its followers that Ms. Duma would be modeling the line, including photos of the fashionista captured by street style photographers.



Facebook post from The Outnet

Ms. Duma founded Buro 24/7, a fashion news Web site, and has followers who watch for new photos of her outfits for inspiration.

"Miroslava is one of the newest international style icons, known for her luxury taste and always impeccable, elegant look, which makes her an excellent choice for Oscar de la Renta," said Yuli Ziv, founder/CEO of **Style Coalition**, New York.

"However her biggest asset is her audience," she said. "By using Mira, the brand is tapping into her extensive social media following across multiple networks, which helps market the collection.

"Oscar de la Renta has a strong following among more mature affluent women, and by collaborating with a younger, social media savvy style icon the brand opens its doors to

the new generation of 'it' girls, who appreciate the classic style and are able to give their modern twist to it."

After its introduction post about the collection, The Outnet began sharing images of the pieces from the collection, first just the clothing and then the clothing as modeled by Ms. Duma.

In one campaign image, Ms. Duma wears a scarf on her head, a look she is well-known for.

The Outnet created a branded hashtag, #OscarxTheOutnet, for its posts on both Twitter and Facebook.

On The Outnet landing page for the collection, a featured video shows behind-the-scenes of the photo shoot for the collection.



Video still

In between shots of Ms. Duma posing in the collection, the viewer hears her talking about the collection and about her relationship with the brand. Ms. Duma recounts seeing her mother wearing Oscar de la Renta dresses when she was a child, and dreaming of owning her own pieces from the brand someday.

Ms. Duma also explains that Oscar de la Renta pieces are investments you can wear forever because of their classic designs. This serves as a brand endorsement from a tastemaker that young women follow for fashion inspiration.

The Outnet also posted a video to its YouTube channel showing still images of Ms. Duma wearing the collection, surrounded by animated butterflies and birds and 2-D images of fruit and foliage.



Video still

Oscar de la Renta's Web site has a link to the collection featured on its homepage. The brand has been tweeting about the collection, and will launch a full social media campaign on Dec. 17.

This is Oscar de la Renta's second collection for The Outnet. For its first exclusive collection for The Outnet, which came out earlier this year, U.S. street style star Olivia Palermo was cast for the campaign. This collection sold out rapidly.

"We had a phenomenal response from our customers," said Ms. Suveyke. "It far exceeded our expectations."

Embedded Video: [//www.youtube-nocookie.com/embed/_Air3gtq_Cw](http://www.youtube-nocookie.com/embed/_Air3gtq_Cw)

Miroslava Duma wears Oscar de la Renta for theoutnet.com

Star studied

Fashion bloggers have become celebrities in their own right, with large followings waiting for the next street style photo or post. Because of their fan bases, they can make good partners to get a fashion-inclined audience interested in a brand.

For instance, 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 ([see story](#)).

Also, Italian fashion brand Ermenegildo Zegna tapped street style blogger Scott Schuman of The Sartorialist for its latest photo shoot to reach the fashion-savvy followers of the tastemaker who may have been previously unaware of the menswear brand.

Zegna's 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 ([see story](#)).

The choice of Ms. Duma for this Oscar de la Renta campaign made sense, ensuring that the campaign has global appeal and captivates fashionistas.

"Miroslava is an incredible entrepreneur," said Ms. Suveyke. "She's fashion-minded and has an impeccable sense of street style and global reach."

"We feel like Mira is the perfect embodiment of both the Oscar de la Renta and The Outnet brand."

Final Take

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