

TELEVISION

DVF turns to reality TV show to pick brand ambassador

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By SARAH JONES

U.S. ready-to-wear brand Diane von Furstenberg is slated to host a reality television show competition to find its next brand ambassador.

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The show will cast eight millennial fashion-conscious women to vie for the opportunity to represent the brand around the world at parties and events. Through this TV show, DVF will not only introduce itself to a younger audience watching at home, but will also gain a spokesperson who appeals to a younger demographic.

"DVF has recognized the cultural impact and recognition of reality show competition, and is looking to co-opt that zeitgeist opportunity by adding their luxury lifestyle twist on it," said Michael Mirafior, vice president of strategy at [Zenith Media](#), New York.

"As long as the show content is true to the brand, it will have the potential to reach a much wider audience compared to a typical fashion campaign," he said.

Mr. Mirafior is not affiliated with DVF, but agreed to comment as an industry expert.

DVF did not respond by press deadline.

Runway reality

The casting sheet for this DVF reality show explains that the show is looking for contestants who look as though they are between the ages of 20 and 25.

The call for contestants also mentions that those wishing to apply do not need work experience in fashion, but must be ambitious and have a passion for the industry.

Whoever wins the competition will travel around the world appearing at store openings, fashion events and cultural affairs. The winner will also be involved in DVF's charitable outreach.

The brand ambassadorship is touted as a learning experience, where the chosen will be immersed in marketing, design and public relations.

This is not DVF's first foray into television. The designer has previously appeared on "Project Runway" and "America's Next Top Model" as a guest judge, and she had cameos on "Gossip Girl." DVF the brand was featured on MTV's reality show "The City," as main character Whitney Port's employer.

Diane von Furstenberg posted about the show on its Facebook page, and a number of her fans said they had already applied to be part of the cast.



Calling all aspiring jet-setters! Who wants to be a DVF brand ambassador? <http://on.dvf.com/19yONfH>



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13

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Facebook post from DVF

Fashionably famous

Diane von Furstenberg is something of a celebrity, from her time appearing in online media and on TV, and she is not alone.

Many fashion designers are moving into the spotlight by showing off other talents, but how much does this additional exposure really help a brand?

Fashion designer and CFDA president Diane von Furstenberg could possibly extend her brand's exposure with a new advice column on New York magazine's fashion site The Cut. Likewise, many other designers such as Marc Jacobs and Karl Lagerfeld have entered into the spotlight for talents besides fashion, but only certain efforts may extend a brand's reach ([see story](#)).

DVF has updated its online presence to reach a younger demographic, so this TV show is a natural extension of that online strategy.

DVF upped its youthful lifestyle association through a new e-newsletter, blog, style tool and Instagram contest that showcases apparel and accessories as well as the life of the designer.

The brand sent the first Inside DVF email newsletter yesterday, in which it announced its new blog called Lip Service. The email also links to the Rendez-vous campaign comprising an Instagram contest and interactive style tool focusing on fashion in social situations that seems to reach out to younger consumers ([see story](#)).

This reality could get a lot of attention, since consumers are interested in fashion competitions, but DVF should make sure the production is on brand.

"Popular media, such as 'The Devil Wears Prada' and 'The City,' has offered an insider look into what fashion insiders already know: that in order to earn one's keep in the industry, one must do the time, and competition to advance to the next level is fierce," said Mr. Miraflor.

"It perfectly lends itself to reality television, but it has to be done in a tasteful manner, with brand values in mind, so as not to dilute brand equity," he said.

Final Take

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