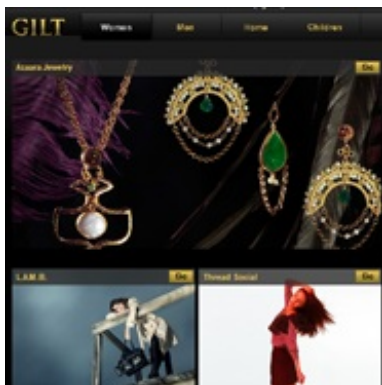


INTERNET

## Gilt Groupe launches Web series starring fashion gurus

December 6, 2010



By RACHEL LAMB

Online retailer Gilt Groupe is launching a Web series, "Unracked with Gilt Groupe," that will feature interviews with fashion icons.



The show is hosted by Stephani Greenfield and will feature stylists, models, designers and other leaders in various fashion fields. It will debut Dec.6 and will show one episode a week except for the week of Dec. 27.

"We live in a celebrity-driven world," said Laura Reis, a brand consultant, president of **Reis and Reis**, Roswell, GA. "[The series is] a costless way for a luxury brand to get its name out there and it's terrific PR for both the brand and Gilt Groupe."

**Gilt Groupe** is an ecommerce fashion destination that specializes in women's fashion, accessories and other apparel.

Unracked

Gilt Groupe states that the Web is the ideal place to host this series because the business of fashion is constantly becoming further intertwined with the Internet.

The series will showcase two editions of the same episode. One five-minute version will

be distributed across various platforms while the other in-depth version will be available exclusively on gilt.com.

### *A preview of the new Web series Unracked*

"People want to be on the inside of everything that's going on," Ms. Reis said. "Luxury consumers are going to want to see their favorite designers because we live in a world that is very interested in fashion and celebrities and this an industry with both."

She believes that the consumers will be especially excited are those with a passion and love for fashion, not just celebrities. Not only will it bring traffic to the site, it will get customers excited about getting so personal with a brand.

Fashion celebrities to be interviewed like Diane von Furstenberg, Molly Simms and Eric Damon are all leaders in their respective fields. Consumers can expect to see stylists and designers from fashion brands as well as stylists from movies and television shows.

Give them reason for the traffic

Ms. Reis doubts that the site will have any trouble attracting interviewees, but there could be a problem with attracting viewers to the site after the novelty wears off.

With so many Web sites and videos available online, there are other ways that interested parties can learn about their favorite designers.

Ms. Reis suggested that luxury brands inform consumers of its presence on the episodes, and also for Gilt Groupe to promote as thoroughly as it can.

"Gilt Groupe is really going to have to focus on making the interviews unusual, interesting and something that people feel like they have to see," Ms. Reis said.