

MOBILE

Lanvin tells black dress story via Pinterest series

January 10, 2014



By SARAH JONES

French fashion house Lanvin posted a series of black-and-white photography on photo-sharing platform Pinterest to celebrate the little black dress, a staple design for the brand.

[Sign up now](#)

Luxury Daily

Lanvin enlisted photographer But Sou Lai to document the house, including both runway shots and behind-the-scenes images, and then incorporated the photos into the series titled "Shades of Black." It made sense for the brand to post this kind of series on Pinterest rather than Instagram because of the social network's board format.

"Instagram is a platform that is used to tell a story through a single photo, not for a consecutive story told through a series of photos," said Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), New York.

"I think that Pinterest allows for brands to visually tell a great story through boards," she said.

Ms. Mills is not affiliated with Lanvin, but agreed to comment as an industry expert.

[Lanvin](#) did not respond by press deadline.

Photo collage

Mr. Lai is a photographer who worked previously with Lanvin to capture backstage photos of the fall 2013 runway show. He has worked with other fashion brands, including 3.1 Philip Lim and Louis Vuitton.

For his work with Lanvin, Mr. Lai took black and white photos, playing with dark and light. A pale model pops against a dark runway backdrop and black garment, and a white background makes a black lace dress on a model pop.



Pin from Lanvin

Florals on a dress pop when stripped of their color.



Pin from Lanvin

Mr. Lai also photographed Lanvin creative director Alber Elbaz interacting with a model.



Pin from Lanvin

Lanvin allowed the 36 photos to speak for themselves, posting only the credit to Mr. Lai. To reinvigorate the board, Lanvin posted the photo from the Shades of Black board that had received the most pins.



Shades of Black

Lanvin presents "Shades of Black" on Pinterest. A retrospective on the little black dress captured by photographer, But Sou Lai.

Discover Lanvin on Pinterest:

<http://www.pinterest.com/LANVINOFFICIAL/shades-of-black/>

Photo by But Sou Lai. Copyright Lanvin.



Facebook post from Lanvin

Lanvin could have posted the photos to Instagram, but then it would not be able to make them a separate set or destination. By using Pinterest the brand was able to ensure that these photos were the only images on the page as a user browsed.

This type of fashion photography is not typical of Pinterest, where the majority of fashion content put out by brands is product-focused, and will likely get the attention of fashion aficionados, both Lanvin followers and others.

As of press time, Lanvin's Shades of Black board had more than 8,000 followers.

Visual storytelling

Lanvin has been focusing on bringing its followers behind-the-scenes content.

French atelier Lanvin took its fans behind-the-scenes of the photo shoot for its resort 2014 print campaign by showing the personal interactions and set dynamics of the video's making.

In the video, viewers get to see and hear portions of the model's experience on set, giving an inside look into the choices the brand made while filming. By documenting its photo shoot, Lanvin is appealing to its avid fans, who want to know everything about the inner workings of the brand ([see story](#)).

Social platform Pinterest is launching a new page exclusively for Fashion Week-related pins that are curated from a number of brands, media outlets and industry influencers.

The Fashion Week page, which starts with the spring 2014 collection at New York Fashion Week, gives users a location to find a multitude of fashion related pins. Since Pinterest created a single source for Fashion Week pins, brands that have shows should look to put out content on this page to reach users who are browsing the site ([see story](#)).

Lanvin has not received many pins on individual images included in this board. However, that is to be expected, and should not be the brand's focus with this campaign.

"This series isn't leveraging the true viral capability of Pinterest," Ms. Mills said. "Users will most likely not re-pin these images because it is part of a bigger story."

"Their main goals for this campaign should be board followers and comments, not re-pins and clicks," she said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.