

MULTICHANNEL

## Diane von Furstenberg celebrates wrap dress with exhibit, live-stream event

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By SARAH JONES

Diane von Furstenberg is celebrating the 40<sup>th</sup> anniversary of its iconic wrap dress with a multichannel campaign centered on an exhibit in Los Angeles and a limited-edition collection.

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**Luxury Daily**

DVF's "Journey of a Dress" exhibit kicked off with a live-streamed red carpet affair hosted by Ms. von Furstenberg herself, model Coco Rocha and television personality Andy Cohen. By creating online content surrounding the exhibit and the milestone for the brand, DVF is able to involve more of its fans in the celebration, and inform them of its heritage.

"The objective is to build the Diane von Furstenberg brand," said Al Ries, founder and chairman of **Ries & Ries**, a Roswell, GA-based marketing strategy consultancy. "And the best way to do that is with publicity.

"For some reason, many media outlets like 'anniversary' stories," he said. "Anniversaries are a 'news' event that give media a reason to write stories about the brand.

"The target is definitely media outlets. But a brand can't look like it's targeting the media. So sometimes PR people create events like the live red-carpet feed that look like they are

targeting consumers."

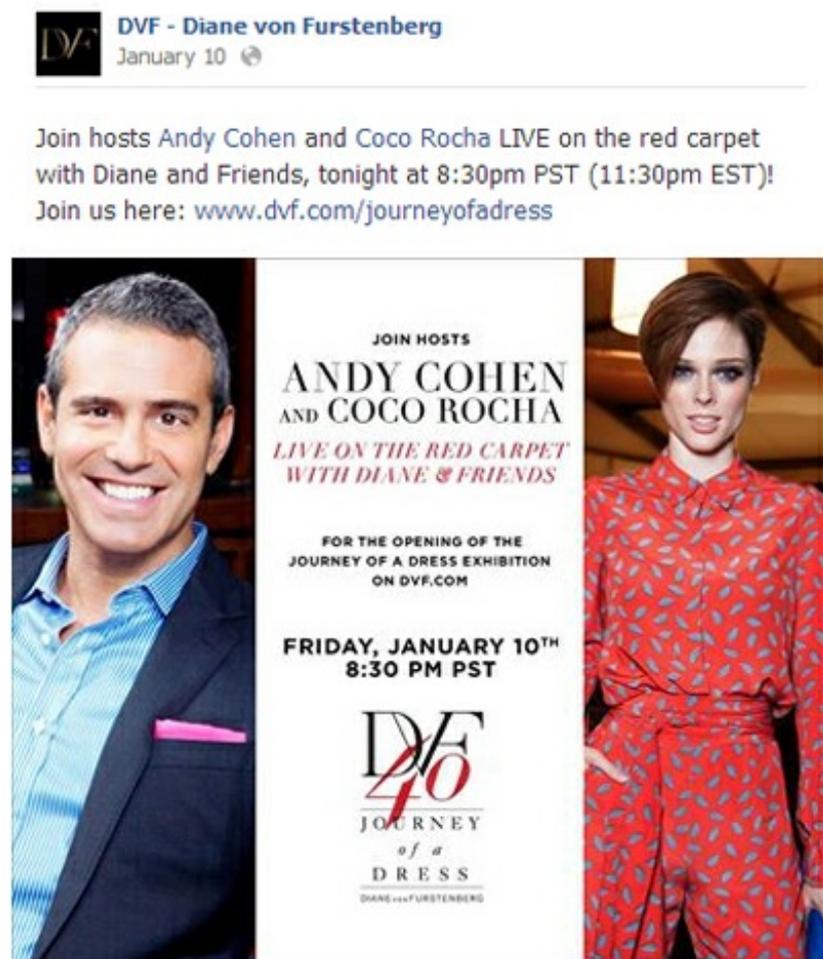
Mr. Ries is not affiliated with DVF, but agreed to comment as an industry expert.

**Diane von Furstenberg** did not respond by press deadline.

Dress success

DVF has created a dedicated page on its Web site for the dress' anniversary. This page includes the information about the exhibit and a video of the live-stream.

DVF announced its live red carpet coverage on its Facebook page, creating an event which fans could RSVP to. This helped to make fans feel included in the celebration.



*Facebook post from DVF*

At the beginning of the live-stream, viewers were given a tour of the inside of the exhibit before it opened, and heard the history of the dress from the designer herself.

Ms. von Furstenberg pointed to an early press photo of her modeling the wrap dress sitting on a white cube. A last-minute inspiration, she scrawled "Feel like a woman. Wear a dress!" on the cube so it wouldn't be a huge white box.



The viewer also gets to see a room with numerous mannequins dressed in various iterations of the wrap dress. One dress, Ms. von Furstenberg explained, is from 1974, and belonged to a woman in Miami, who shipped it to DVF for the exhibit.



### *Video still*

The live-stream switched back and forth between the tour inside the exhibit and the red carpet footage of Mr. Cohen interviewing celebrities, including Allison Williams and Seth Meyers.

The live-stream aired on Jan. 11, and the brand posted the complete footage to its Web site so fans who could not watch live could also see the launch party in action. The exhibit will run until April 1.

Below the event video is a video showing Ms. von Furstenberg arriving at the space for the upcoming exhibit. The building was formerly owned by the Los Angeles County Museum of Art.

Another video showcases the 14-piece limited edition Andy Warhol collection, which fuses traditional DVF prints with Mr. Warhol's artwork.

The video, created by artist Alia Penner, juxtaposes a model with an animated background, showing cartoon lips flying across the screen.

Embedded Video: [//www.youtube-nocookie.com/embed/hWV8bu63GjE](http://www.youtube-nocookie.com/embed/hWV8bu63GjE)

### *Pop Wrap: DVF + Andy Warhol*

As part of the celebration of its most well-known garment, DVF is asking fans to submit their stories of their experiences with their dress.

### *Milestones in media*

Anniversaries present an opportunity for brands to promote their history, due to the cultural fascination with segmented achievements.

For instance, LVMH-owned cosmetics brand Guerlain is commemorating the 160th anniversary of its Bee fragrance bottle with an exhibit featuring nine art pieces inspired by the bottle housed in its boutique on the Champs-Élysées.

Guerlain is allowing its fans around the world the opportunity to experience the exhibit, titled "Nect'Art," digitally by posting features on each of the artists to its Facebook page. By hosting this event, Guerlain is able to showcase its heritage and the company today, and grow its audience ([see story](#)).

An anniversary edition of an iconic item from a fashion house can increase the desirability of the merchandise and generate brand awareness.

For example, British fashion house Alexander McQueen brought a touch of the art world into its skull scarves to celebrate the 10-year anniversary of the iconic accessory.

The label selected artist Damien Hirst to design a capsule collection of scarves, which will be available for purchase Nov. 15. By partnering with Mr. Hirst, McQueen is equating its scarves with art pieces and piquing collector, and therefore consumer, interest ([see story](#)).

Certain anniversaries are more likely to generate press for a brand than others.

"The magic is in the number," Mr. Ries said. "The 50th anniversary and the 100th anniversary of almost anything will generate some publicity.

"The 25th and 75th anniversary are also good," he said. "Next comes any number ending in a zero. 10, 20, 30 etc."

In DVF's case, the celebration of this one item will likely have more of an effect on the brand as a whole, rather than the wrap dress.

"While the publicity will help the Diane von Furstenberg brand, it's unlikely to do much for the wrap dress," Mr. Ries said.

"Buyers of high-end fashion products are looking for what's new and different," he said. "Not what's old and conventional."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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