

INTERNET

Lanvin celebrates 125 years with cross-platform campaign

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By SARAH JONES

French fashion house Lanvin is celebrating its 125th anniversary with a campaign spanning all of its social media platforms and its Web site.

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Luxury Daily

The brand will periodically release archived photos and videos focusing on its heritage and Jeanne Lanvin, the designer who founded the label. The brand has told the story of its founding and history in print, but sharing its heritage through an online medium will allow it to reach a broader audience.

"[Lanvin's strategy is to] tell the story behind the brand, not just focusing on product-centric content, which an audience could quickly get tired of," said Eric Roditi, international social media manager at [Digital Luxury Group](#), Geneva, Switzerland.

"Lanvin has a strong French heritage and savoir faire in the fashion industry, which it gained in its 125 years of history," he said. "The brand demonstrates it is not a new player, it has a strong legacy in the fashion industry."

"By scheduling weekly exclusive content, Lanvin is aiming to create a following amongst its clientele, creating a tempo and strengthening the bond with the brand."

Mr. Roditi is not affiliated with Lanvin, but agreed to comment as an industry expert.

Lanvin was unable to comment directly.

Celebrating a milestone

Lanvin began its celebration on Facebook Jan. 1, when it posted a portrait of Ms. Lanvin to its page to celebrate her birthday. This post included a brief biography of the designer, which focused on her start in the fashion industry with an apprenticeship at a millinery.

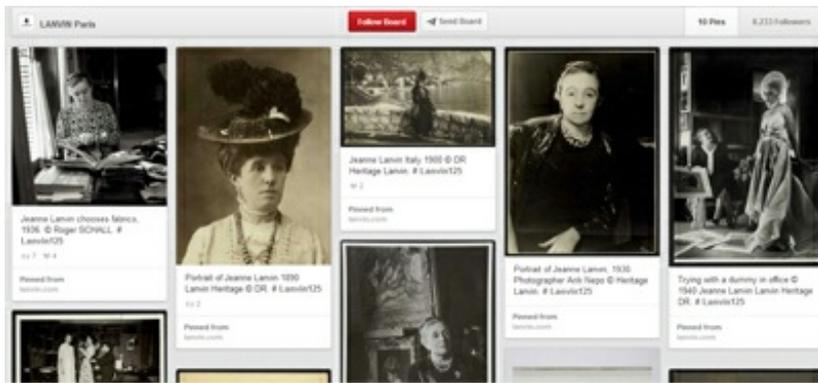


Facebook post from Lanvin

Lanvin's anniversary celebration on Facebook will continue with new posts every Thursday featuring important moments in the brand's timeline.

On Pinterest, Lanvin will create themed boards celebrating different aspects of the brand's history, including the brand's DNA and codes. Each photo has an explanation or anecdote attached.

Five boards were already released. A board titled Les Chapeaux focuses on early hats the brand created, while Blue showcases the color as it appeared in apparel and in Ms. Lanvin's bedroom.



Lanvin Pinterest board

"The Lanvin Pinterest boards were launched with a new creative concept, focusing on pictures that can be of interest not only for existing Lanvin consumers actively searching for the brand but also having the potential of generating interest from a new audience via its collection of vintage content," Mr. Roditi said.

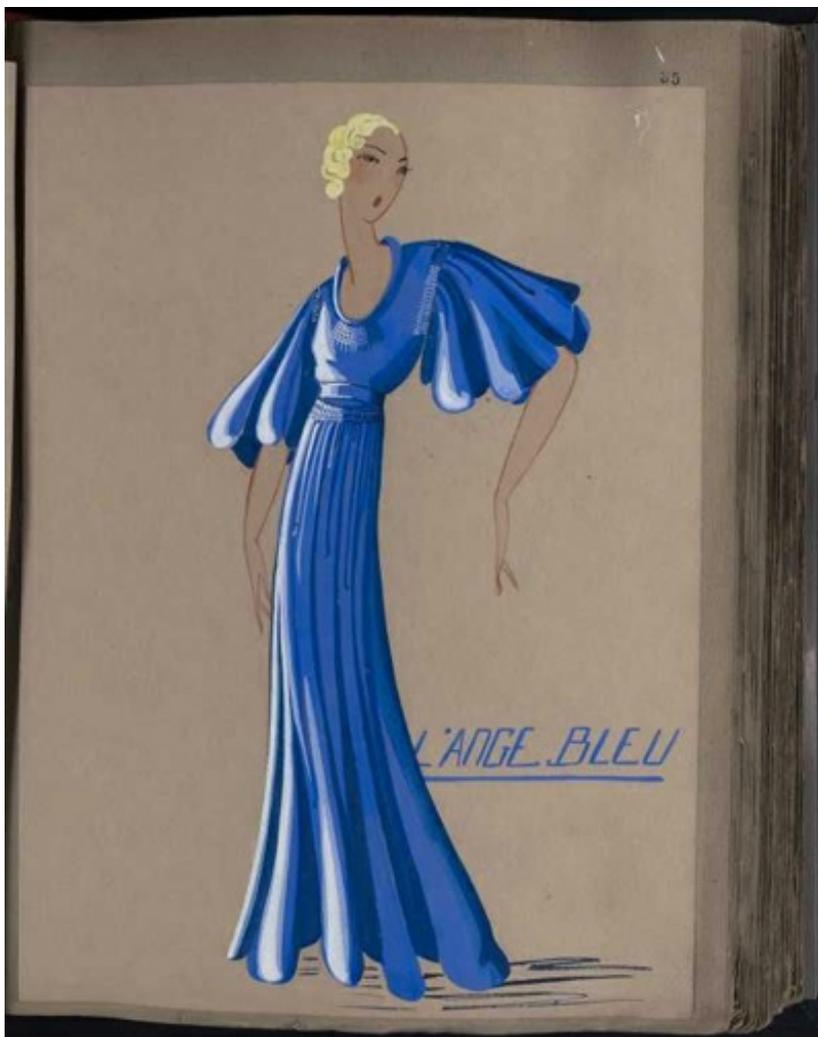


Photo from Lanvin's Pinterest

Lanvin's Instagram account will feature new photos each Thursday showing an object from Ms. Lanvin's office, which has been preserved over the years and kept closed to the public. Ms. Lanvin conducted fittings in the room and assembled her inspirations into books.

All of the Instagram posts will include the branded hashtag #Lanvin125.

In early February, Lanvin will redesign its Web site to include a section titled “Lanvin History,” which will include photos and videos that have been stored. Also included will be Ms. Lanvin’s gouaches, or paintings, preserved for more than a century.

Even Lanvin’s logo received a redesign for the milestone. Below the image Paul Iribe painted of Ms. Lanvin and her daughter Marguerite, there is now a 125.



Lanvin logo

Ms. Lanvin founded her fashion house in 1889 in Paris. When Marguerite, Ms. Lanvin’s only daughter, was born, she became her mother’s muse, and the designer created an entire wardrobe for her.

Parents of the other little girls in Marguerite’s class saw the wardrobe the mom had created and paid her to create garments for their children. Because of the interest, Ms. Lanvin launched a children’s wear portion of her shop, one of the first to make fashion for young clients.

As Marguerite grew older, Lanvin’s aesthetic and inspiration changed accordingly.

Lanvin previously published two books covering Ms. Lanvin's work and life, but felt it was important to tell her story in an online medium, to reach its fan base directly, per a spokesperson.

With the house's recent expansion into China, Brazil and Russia, there is a large audience that is new to the brand that wants to know more about the atelier. Lanvin felt it was the right time to tell its history to reach this audience, as well as to those who are familiar with the brand today, but might not be aware of its history.

Heritage focused

It is important for luxury brands to inform fans of their beginnings and heritage, to further differentiate in growing marketplaces.

For example, French fashion house Chanel is showcasing its brand history through the latest edition in its social video series that takes consumers through the history of the founder's life.

The fifth video of the series explores Chanel's founder Gabrielle "Coco" Chanel's early life, influences and motivations. Exploring the early life and influences of a brand's founder via social content can personalize a brand while engaging consumers ([see story](#)).

A number of luxury fashion brands have redesigned their Web sites to focus on their history first, and products second.

For instance, French fashion label Christian Dior is giving enthusiasts a guided tour of the brand's inner workings through a renovated Web site that stresses the importance of heritage rather than pushing ecommerce.

Unveiled on Oct. 31, the redesigned site allows consumers to "walk in the Dior world" by experiencing an array of images and content that tout the apparel label's history in a magazine-like format. The increased focus on curated content let's Dior connect and engage with consumers on a deeper level but does not necessarily drive sales ([see story](#)).

For luxury consumers, knowing a brand's history adds to the allure of its merchandise.

"Lanvin is creating brand desirability and emotional attachment to the brand," Mr. Roditi said. "In general and especially when it comes to luxury goods, the more you know about a brand—history, product, design, etc.—the more likely you are to develop and emotional attachment strengthening the bond with the brand."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York