

INTERNET

Ferragamo enlists street-style photographers for social media campaign

February 4, 2014



By SARAH JONES

Italian fashion brand Salvatore Ferragamo teamed up with fashion bloggers on a photo series featuring the label's apparel and accessories.

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The week-long Ferragamo Essentials series will be posted across Ferragamo's Twitter and Instagram accounts, as well as on the photographers' blogs. Partnering with these bloggers gives Ferragamo new audiences, helping the brand spread awareness.

"Everyone's talking about Instagram now so Ferragamo decided to strike while the iron's hot," said Jeff Cohen, director of social media at [MDG Advertising](#), Boca Raton, FL.

"Their new photo series launched exclusively on Instagram and Twitter to capture active and trendy fashion fans," he said.

"Instagram is currently the fastest growing social media network and both are popular with younger, fashion-forward customers. Get them talking about you and you're what's hot."

M. Cohen is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to comment directly.

To the street

Ferragamo had fashion photographers Monsieur Jerome and Facehunter to shoot its men's and women's lines for spring 2014. The lines are styled by It-girls and figures popular on social media.

Paris-born Monsieur Jerome focuses on menswear street style, capturing the style stars of the various fashion weeks. He has worked with GQ Italia and GQ China.

Facehunter was founded by Yvan Rodic in 2006 and focuses on trendspotting. The blog today gets close to a million hits a month, and Mr. Rodic has collaborated with New York magazine, Vogue and MTV.

Ferragamo teased the upcoming series Feb. 2 on its social media accounts, letting its followers know to tune in the next day when the first images would be posted.



Facebook post from Ferragamo

On Feb. 3, the first images were released simultaneously on Ferragamo's Twitter and Instagram and on the respective blogs.

Mr. Rodic captured Italian television host and actress Fiammetta Cicogna holding a bright royal blue Ferragamo bag. Ferragamo posted two different images of Ms. Cicogna on its Instagram and its Twitter, and Mr. Rodic retweeted Ferragamo's post to his 76,000 followers.

Salvatore Ferragamo @Ferragamo · 6h
Bold accessories against a white canvas on @fiammycicogna catch
@facehunter's lens for #FerragamoEssentials. pic.twitter.com/19lyudbjTM



Tweet from Ferragamo

Model Olivier Langhendries was photographed by Monsieur Jerome wearing navy suit separates. The image was featured on the homepage of the blogger's Web site.



Monsieur Jerome homepage

All photos include the branded hashtag #FerragamoEssentials, and include a note that they can be purchased worldwide.

In a branded statement, the brand's creative director Massimiliano Giometti said that the project shows the brand's dedication to combining traditional and digital communication.

Blog spot

With the prevalence of street style, fashion brands are smart to incorporate it into their

marketing efforts, since it shows they understand current trends.

For example, Italian fashion house Ermenegildo Zegna tapped street style blogger Scott Schuman of The Sartorialist for its latest photo shoot to reach the fashion-savvy followers of the tastemaker who may have been previously unaware of the menswear brand.

The campaign, which features looks from the spring 2014 couture collection, was shot on a street in Los Angeles as part of the brand's latest store opening. By partnering with Mr. Schuman, Zegna is able reach not only its own fans, but also followers of The Sartorialist ([see story](#)).

Also, Italian fashion house Fendi recently hosted a Twitter conversation between accessories creative director Silvia Venturini Fendi and fashion blogger Susanna Lau of Style Bubble.

Fendi asked fans to submit questions prior to the talk by tweeting with the branded hashtag #Fenditalks, which were then posed to Ms. Fendi by Ms. Lau. By hosting this Fendi talk, the brand is able to boost consumer engagement with its relatively new Twitter account, and possibly gain some followers from Ms. Lau's fans ([see story](#)).

Keeping a steady stream of posts can be an effective tactic, as long as the value of the content does not drop off.

"Trickling out new photos from the week-long release builds campaign momentum and gets people coming back," Mr. Cohen said.

"If the rest of the photos live up to the first set, they've got a winner," he said. "If they already gave us their best, then they might be in for a rude awakening.

"Choosing the two exclusive platforms means they've potentially alienated their audience on other platforms such as Facebook and Pinterest. But luxury marketing is all about setting trends and breaking new ground.

"Optimizing that risk/reward balance is the secret sauce. When it works it pays off big."

Final Take

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