

INTERNET

Balenciaga drives ecommerce with exclusive handbag email blast

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By SARAH JONES

French fashion house Balenciaga is offering a handbag model exclusively on its ecommerce site to drive traffic from its loyal consumers.



The brand told its subscribers about the handbag in a promotional email that featured a minimalist design, with minimal copy. By keeping the wording of the email simple, Balenciaga is enabling its followers to scan the email quickly to determine their interest.

“This was more than likely sent to their handbag buyers email list,” said David Schwartz, CEO of [SOS eMarketing](#), Los Angeles. “The minimal layout and subject line is no doubt consistent with their branding.

“It’s better to keep emails simple,” he said. “It’s not the end of the world if you are selling one product in an email.

“Marketers have three seconds to communicate their proposition, both in a subject line and in their emails. Most clients and their marketing teams don't get this.”

Mr. Schwartz is not affiliated with Balenciaga, but agreed to comment as an industry expert.

Balenciaga did not respond by press deadline.

Exclusive offer

Balenciaga sent its email out on Feb. 14.

The subject line of the brand's email was "Balenciaga online exclusive," leaving no room for interpretation. This phrase probably stuck out to consumers amid the rest of the email marketing they received, which focused on sales or Valentine's Day messages.

When consumers opened the email, they were greeted by a large image of the brand's Classic City Arena Net bag in a pale blue color. Text overlaid on the image of the bag tells viewers about the exclusive, and features a direct call to action, with the words "Shop online."



Email from Balenciaga

On the click-through, consumers are taken directly to the page for the exclusive bag, featuring the regular and mini sizes of the bag in the same color as the bag depicted in the email, bleu dragée. This powder blue is new to the brand, and Balenciaga has used it across its social media content for other classic city bag models for consistency.



Landing page

By steering consumers directly to the bag, Balenciaga shortened the steps in the process to checkout, increasing the likelihood of a conversion.

If consumers choose not to buy this specific Balenciaga bag, they can easily browse the rest of the brand's ecommerce site, with the email drawing them to the site to begin their

search process.

Exclusives only available on the brand operated ecommerce platform are a way for a brand to prompt consumers to buy directly from them rather than a third party. For luxury brands this is important, since it gives them the opportunity to control the buying process online for those consumers.

Handbag focus

Balenciaga has previously singled out new handbags with digital marketing efforts to ensure that consumers take notice.

For instance, the fashion house generated interest for its new handbag collection by releasing a microsite that is dedicated to the new products.

The brand previously teased the Le Dix collection through the microsite before it officially went live on Aug. 23. A teaser microsite and social posts helped generate more consumer interest in the bag than if the brand merely released it with the new fall/winter collection ([see story](#)).

Even though a minimal approach for a landing page may help with commerce, to boost engagement, brands should provide content for consumers.

For example, footwear label Jimmy Choo pushed its new eyewear collection in a fast-paced video and shoppable image slideshow that showcased the brand as an important aspect of a glamorous lifestyle.

The brand promoted the new Carrera sunglasses collection in an email that linked consumers to a video and additional digital content on its Web site. Jimmy Choo likely to attracted consumer interest in the new products and campaign through the multi-layered campaign ([see story](#)).

Balenciaga could have given consumers more content on this click-through to provide more information.

Mr. Schwartz suggests the addition of a 360-degree view of the bag, additional features or details of how the bag is made. He adds that the brand could also include images of celebrities or models carrying the bag to show how it looks in use.

“This is a very attractive bag,” Mr. Schwartz said. “Response or opens might be over 50 percent.

“Clicks might be over 50 percent as well,” he said. “Conversions might be better than industry-average 5 percent.

“Sales success is contingent on the awareness and reception of the product within the channel, which takes into account many factors including exclusivity, brand integrity, design and uses. Price within this category is not a major factor at this time in this economy.”

Final Take

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