

TELEVISION

## Ferragamo teases new fragrance with social, television effort

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By JEN KING

Italian footwear, apparel and accessories label Salvatore Ferragamo is expanding its women's fragrance line to include a spin-off of the Signorina perfumes.

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**Luxury Daily**

The new Signorina Eleganza will join Signorina Eau de Toilette, Signorina and Attimo L'Eau Florale as Ferragamo aims to increase its lifestyle range for women. Introducing a new fragrance that is part of larger portfolio will likely attract consumers who wear the original scent.

"We know storytelling is an effective and powerful way to engage potential consumers with brands and product," said Amanda Rue, strategist at [Carrot Creative](#), New York. "The promotion for the new Ferragamo fragrance, Signorina Eleganza they are still using storytelling, but in a truncated way that limits the product details.

"The perfume represents a tribute to sophistication that celebrates feminine grace and seduction, and communications, both online and in social media, bring this idea to fruition," she said. "The story is one that embodies the spirit of the perfume itself.

"We've seen more and more luxury brands using behind-the-scenes content to enhance the connection between the consumer and the campaign. In this example, the content

does enhance the campaign by providing access to the creation of content, but luxury brands should start looking for ways to make this type of content differentiated and compelling for the audience."

Ms. Rue is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to comment directly.

Presenting Signorina

To introduce the newest Ferragamo fragrance, the label posted an image of the Signorina Eleganza decanter on its Facebook. Ferragamo includes fragrance characteristics that can translate to different consumer types, but did not featured a link for consumers to purchase or discover more.



### Signorina Eleganza

Delicate and refined charm, Salvatore Ferragamo introduces a new fragrance, Signorina Eleganza.



### *Ferragamo's post for Signorina Eleganza*

Although this tactic may drive interest from dedicated Ferragamo consumers, those without the time to search for the fragrance on the brand's Web site may turn from the page. For those consumers who want further information, the Signorina Eleganza fragrance is centered on Ferragamo's Web site.

A click-through lands on a dedicated site for the Signorina Eleganza fragrance. The site has a staggered tiled design featuring the fragrance's images from the campaign, the bottle's design and two social videos.

In the campaign still, model Anja Rubik is lying on a couch wearing a pinkish beige gown that reflects the ribbon incorporated around the fragrance's bottle neck. Another tile, that doubles as a behind-the-scenes video, shows a leather handbag and flats in comparable colors to Ms. Rubik's dress.



### *Web site for Signorina Eleganza*

The largest tile shows Ms. Rubik looking into a compact mirror. A click on the play button begins the campaign video where Ms. Rubik sprays Signorina Eleganza on her neck and poses on a couch.

During the 30-second video, which will also serve as a television commercial, Ms. Rubik paces the room and lays on the couch in different positions. She is contemplative as she gazes past crystal on the tables near the couch and ends as her fingers caress the bottle's cap.

Embedded Video: [//www.youtube.com/embed/8m50Z-Ms07Q?  
list=UUVDItIrs1\\_uH1RCDLckmJog](https://www.youtube.com/embed/8m50Z-Ms07Q?list=UUVDItIrs1_uH1RCDLckmJog)

### *Signorina Eleganza TV Spot*

To pique interest among its Twitter followers, Ferragamo tweeted a link to the television effort.

Although short, the film captures Mr. Rubik as “regal and sensuous” to show Ferragamo’s “everlasting refinement and sophistication,” according to a brand statement.

Also, the behind-the-scenes video that shows campaign cinematographer Mario Sorrenti at work. The backstage video shows Ms. Rubik being directed by Mr. Sorrenti and more of the room than the final cut.



*Ferragamo's behind-the-scenes video for Signorina Eleganza, still*

Ferragamo's Signorina Eleganza symbolizes femininity, grace and seduction through the campaign and its notes. Signorina Eleganza, available in three sizes ranging from 30ml to 100ml, has notes of grapefruit and pear, almond powder, golden osmanthus, patchouli and white leather.

### Teasers

Due to the length of Ferragamo's Signorina Eleganza fragrance it can be seen as a trailer than can then be expanded into a wider narrative, a common practice used by brands.

For example, Italian fashion label Dolce & Gabbana wove a love story between a farmhand and an aristocrat for its new Dolce perfume.

The full two-minute version of "Dolce" the film was released following three trailers showing clips of the social video. By consistently teasing the video, Dolce & Gabbana likely stayed on consumers' minds and created interest for the release of the full social video ([see story](#)).

Dior also uses a similar tactic by releasing its latest fragrance on its DiorMag blog accompanied by a video that could be expanded at a later date.

For instance, the atelier promoted its Hypnotic Poison Eau de Parfum with a darker campaign than what consumers familiar with the brand's feminine codes might expect.

Positioned as the fabled forbidden fruit, Hypnotic Poison Eau de Parfum's campaign works to show Dior's femininity in a more sultry light. Dior will likely see an increased interest in this fragrance due to its Valentine's Day week launch as female consumers shop to impress ([see story](#)).

Editorial content enhances the launch of a fragrance, but is not always necessary to convey the brand's message.

"Additional content can be an effective strategy to increase engagement among consumers, and would likely have worked in this campaign," Ms. Rue said.

"However, there does seem to be a strategic reasoning behind limiting potentially noisy and fragmented content that could dilute the core message of elegance, grace and seduction," she said.

### Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/ilGXGo31LMo](https://www.youtube.com/embed/ilGXGo31LMo)