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## Gucci taps top DJs for Spotify hub to extend Bamboo Fringe efforts

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By SARAH JONES

Italian fashion house Gucci is expanding the reach of its latest social video with a Spotify hub featuring playlists by popular DJs.

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**Luxury Daily**

Gucci's Spotify profile is part of a larger social media campaign that will launch March 11 for the label's Bamboo Fringe handbag, which will showcase a number of female DJs' interpretations of the bag. Spotify tends to be dominated by millennial consumers, pointing to a younger, more aspirational target audience for this campaign.

"In the tech space, it's said that where attention flows, money follows," said Leon McLean, digital account executive, at [SayItSocial](#), Wilmington, NC. "The key to Gucci's strategy here is to spread awareness of its latest product, Fringe Bags.

"Spotify has over 24 million users across 55 global markets, brands are increasingly fragmenting their online advertising efforts across numerous popular platforms to stand out from the crowd," he said.

"Spotify's core demographic is millennials. If Gucci wishes to target this population, they are certainly in the right space to do so.

"According to a recent ComScore study, millennials spend an average of 96 hours per

month online. Not only this, Spotify offers social sharing abilities on its platform to where even more millennials are: Facebook, Twitter and Tumblr.”

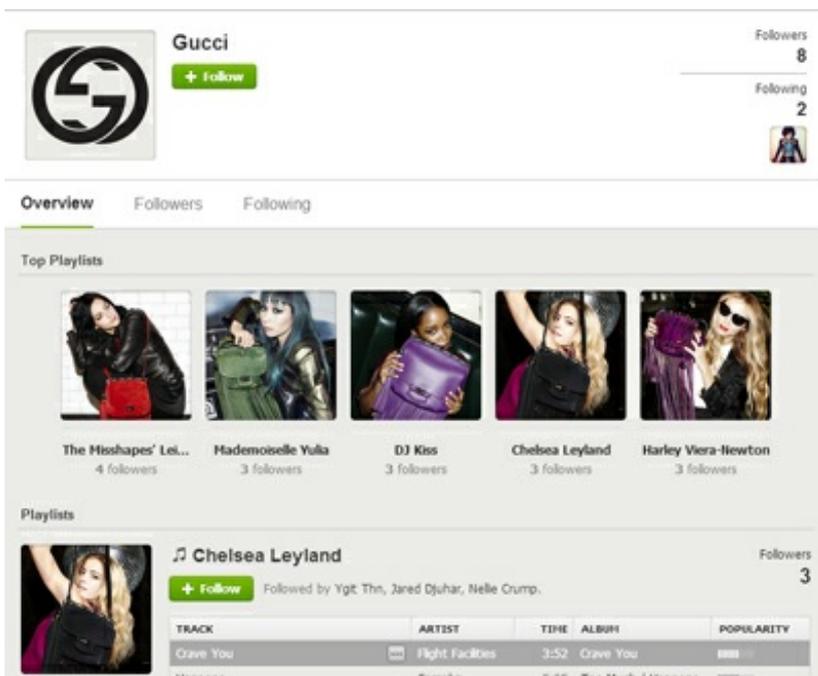
Mr. McLean is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to comment directly before press deadline.

### Purse playlist

The fashion label photographed a bevy of DJs putting their own spin on its Bamboo Fringe handbag, part of the house’s spring/summer 2014 collection.

Gucci asked six DJs to take inspiration from its Bamboo Fringe handbag to form a playlist. The chosen artists were Chelsea Leyland, Leigh Lezark from The Misshapes, DJ Kiss, Mademoiselle Yulia, Harley Viera-Newton and Leah Weller.



### Gucci profile on Spotify

Consumers can follow each of the playlists individually or follow Gucci’s channel. As consumers are listening to a song, they can share it among their network on Spotify or on external social media platforms Facebook, Twitter and Tumblr.



### Leigh Lezark playlist for Gucci

Entire playlists can also be shared on social media. In addition, on Spotify, many

consumers opt in to allow the streaming service to automatically tell their Facebook friends when they are listening to a song.

Gucci creative director Frida Giannini has a passion for music, with more than 8,000 vinyl albums.

Gucci's Spotify hub can be accessed [here](#).

This campaign continues the handbag focus the brand displayed in its "The Fringe" social video, which weaves a sci-fi type storyline around the label's fringed handbags, following a woman at an atypical nightclub ([see story](#)).



*Still from "The Fringe"*

As part of its digital campaign Gucci will unveil a different version of "The Fringe" in expandable online ads.

This social media series is part of a larger multichannel effort towards handbags to promote Gucci's Bamboo handbag exhibit at Gucci Museo, which traces the legacy of the house's iconic purse.

Gucci recently used two different advertising campaigns to simultaneously promote specific aspects of its handbag collection in order to appeal to a wider audience of consumers.

Both the "Bamboo Confidential" ad campaign and the fourth and final "Forever Now" effort feature handbags with Gucci's iconic bamboo handles ([see story](#)).

Musically inclined

Luxury brands that create playlists and maintain a profile on Internet music provider Spotify can show off their identities and further engage with consumers through shared music interests.

Brands including Bergdorf Goodman, Pierre Balmain, Hugo Boss and Rebecca Minkoff have used Spotify to create and share playlists that embody the brand's character. Through a program like Spotify, brands are able to connect with consumers through a more emotional form such as music ([see story](#)).

Music allows fashion labels to connect on a deeper level with consumers.

For instance, British label Burberry hosted Brit Rhythm music events in New York, London and Singapore to promote its men's fragrance collection and emboss the brand's associations with music.

The post-punk band White Lies and indie-rock quartet Peace alternated between the #THISISBRIT locations to lift the Brit Rhythm fragrance campaign to a crescendo after a multi-tiered campaign. Three videos that aim to capture the tone of each night were released to captivate the many fans unable to attend the events ([see story](#)).

Rather than sales, Gucci's campaign is most likely aimed at spreading awareness to a new generation in their space.

"Ideally, the awareness of Gucci's product will skyrocket," Mr. McLean said. "Everyone now knows of Old Spice's latest 'Mom' campaign, an ad which is played frequently on Spotify.

"Moreover, further advocacy will come from fans of the popular DJs who have a helping hand in this Spotify strategy to help spread the word," he said. "Ultimately for Gucci, developing brand advocacy amongst this new audience will be their ROI."

Final Take

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