

INTERNET

Moncler goes for high-tech over handmade with jacket microsite

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By SARAH JONES

French outerwear label Moncler is educating consumers on the high-tech process behind its Longue Saison coats with a dedicated microsite.

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Luxury Daily

To draw consumers to the microsite, Moncler sent an email blast to subscribers showing a video still of the coat featured to hint at the content on the click-through. Craftsmanship content often focuses on the artisan techniques employed by brands, but this innovation-themed video is appropriate for the performance wear featured by Moncler.

"Moncler has done a great job marrying its copy and video between the email and landing site," said Kelly Cooper, marketing manager for [ShopIgniter](#), Portland, OR.

"It is very clearly communicated that the new jacket is designed with the latest technology, is precision cut and precision filled to create the perfect down jacket, thus 'making a cult,'" she said.

Ms. Cooper is not affiliated with Moncler but agreed to comment as an industry expert.

[Moncler](#) was unable to comment before press deadline.

Technology focus

Moncler's email subject line read, "Moncler Longue Saison, always together + free standard shipping."

In the body of the email was a video still of a down coat with the arms separate, with scientific markings surrounding the coat. Because the still includes the image of a play button, it hints to consumers about the content that can be viewed if they click through the email. A title above the image stated, "The making of a cult."

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THE MAKING OF A CULT



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AND BREATHABLE**

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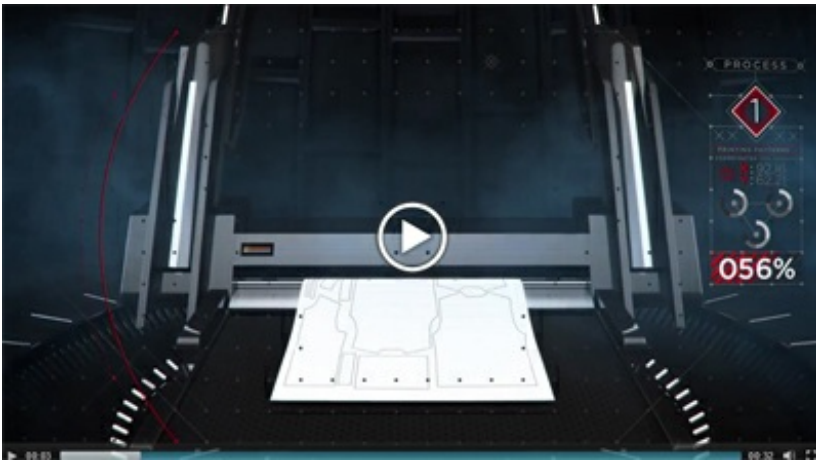
[f](#) [t](#) [You Tube](#) [v](#) [c](#)

Email from Moncler

Copy in the email told consumers about a lightweight down coat they would want to wear everywhere, with a call to action to "discover more."

On the click-through consumers are taken to a microsite for the brand's Longue Saison coats. The video depicted in the email is now able to be watched.

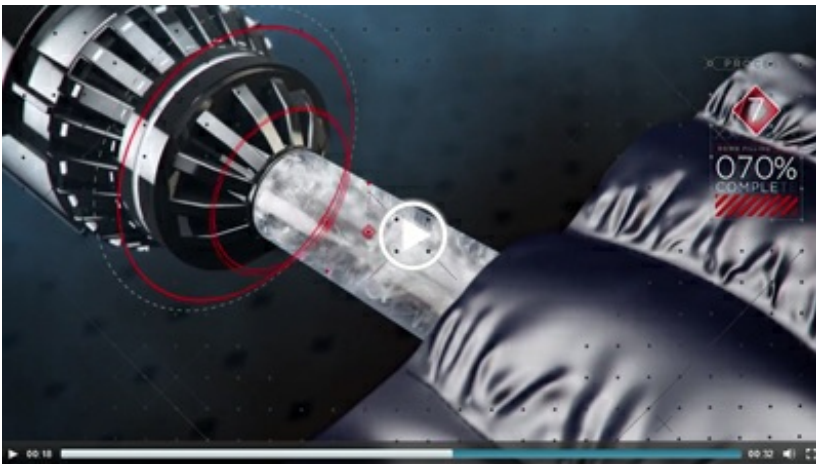
At the beginning of the video the pattern for the jacket is printed out on a machine. A laser cuts along the lines, and the pieces separate from each other in a mechanical manner. As individual steps are completed a ticker on the right side of the video keeps track of how much of the process is complete.



Video still from Moncler

Next machine arms begin to pick up pieces of down from a platform. A sewing machine foot stitches through the fabric.

Clear pipes push down into the pockets in the jacket created by sewing.



Video still from Moncler

In the finishing touches, the Moncler logo is added to the sleeve and the sleeves are attached as if by magnet. The completed coat sits in front of a mountain.

Moncler Longue Saison The Making of a Cult

Below the video are the details of the process of making the jacket, titled “Making of a cult” to keep continuity. Longue Saison translates to “long season,” and Moncler explains that

these coats can be worn in more temperate weather alone or in colder climates as an undercoat.

Facts are listed to inform consumers of the technological advances that go into the coat, including the automatic fabric cutting to “ensure precision” and the drip proof treatment applied to the fabric that allows it to repel water while remaining breathable.

At the bottom of the page are links to a store locator, the men’s and women’s collections. Below the shop buttons are icons linking to Moncler’s social media accounts, including its YouTube channel, where the Longue Saison video is posted.

Moncler used a promoted tweet with the YouTube video embedded to reach a larger audience than its own subscribers and followers.



Tweet from Moncler

"First and foremost, Moncler is targeting its house list with this email driving consumers to its microsite," Ms. Cooper said. "However, Moncler didn't stop there.

"They also changed their Facebook cover photo to a still from the video and posted the video in-stream with accompanying hashtags and link to the microsite. The video here ends simply with Moncler.com, with the goal of driving further awareness.

"They have taken the same approach across social networks, with the same still and posting strategy on Twitter and with a shorter video (obviously) on Instagram. With this approach, they have cast the net wide, capturing their spectrum of fans and followers.

"To extend beyond this, especially given the recent decrease in Facebook reach, I would recommend that Moncler promote the video using social media's various deep targeting capabilities."

Information driven

This type of science-centric microsite is more typical of beauty brands, which need to detail the creation and effect of their products.

For instance, French fashion house Christian Dior educated consumers about its new Capture Totale Dreamskin product through a microsite that focused on the “revolutionary” qualities of the product.

The microsite was broken down into categories, such as “Who,” “How” and “Iconic,” allowing users to click to learn more about a specific aspect of the product. By launching a product with so much content, the brand was able to support its messaging that the product is innovative, and capture the interest of consumers ([see story](#)).

Typically luxury fashion brands choose to highlight the heritage or handmade quality behind a garment or accessory, so this effort from Moncler differentiates itself.

For example, U.S. apparel brand Ralph Lauren explored the eponymous founder/CEO’s muse and wife Ricky Lauren with a dedicated microsite.

The microsite delves into both the relationship between the couple and the making of the bag inspired by Ms. Lauren. By sharing such a personal story, Ralph Lauren is able to further communicate its brand image and drive loyalty ([see story](#)).

By extending this campaign past the microsite and into social media, Moncler is increasing the likelihood that consumers will see and interact with the content.

"I really like the consistency across properties and channels and that helps to drive awareness and engagement," Ms. Cooper said. "I also like that consumers can engage how they like, whether that’s on the microsite or in the social stream.

"The video plays equally well on desktop and mobile, on the microsite and in the social news feed which is a key point as luxury consumers are increasingly mobile and social," she said "The video length is really right for social consumers as well, which should drive further interest to the microsite to explore and learn more.

"I believe they will see growing interest from consumers, especially given the strength of their unified cross-channel approach."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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