

INTERNET

Ssense provides link between shopping and music for brands

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Video still from Ssense

By SARAH JONES

Online retailer Ssense has teamed up with London's System magazine on an ongoing music video series that will stream on its Web site along with related content.

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The new feature launched April 16 with a music video for Sky Ferreira's track "I Blame Myself," with the singer clothed in brands such as Saint Laurent Paris and Givenchy. Music and fashion are intrinsically linked, and this project allows Ssense to blend content and commerce.

"Lifestyle marketing has become a huge initiative for a lot of ecommerce and clothing companies," said Andrew Higgins, digital strategist at [Pixlee](#), San Francisco.

"By using the Sky Ferreira video on their Web site, they are working to create build brand recognition and a relationship between the artist, the artists style, and the fans of that artist," he said. "When doing this type of marketing, the most important thing is making sure that the artist is on-brand for Ssense, and their customers."

Mr. Higgins is not affiliated with Ssense but agreed to comment as an industry expert.

[Ssense](#) did not respond by press deadline.

Content collaboration

This new project will involve a changing grouping of talent from both the music and editorial side to produce content. Ssense CEO Rami Atallah said in a branded statement that the retailer wants to “push the boundaries of the ecommerce experience.”

Grant Singer directed the first music video, which was produced by Capitol Records and premiered exclusively on Ssense’s Web site.

The video opens with a man standing on the street. A car approaches and he leans in to talk to them, and then responds to their gestures by telling them to get off his street.

After telling the passengers off, he calls someone on his phone. A figure dressed in a leather jacket and hood approaches as the track begins, and having conferred with the man, she goes to talk to the car occupants herself.



Video still from "I Blame Myself"

The camera pans down to show her tights and shoes, and then changes angles to show her sunglasses, and reveal that it is Ms. Ferreira.

After the opening, the video switches back and forth between different scenes, showing Ms. Ferreira in a different outfit, with a Saint Laurent Paris lip print shirt.



Video still from "I Blame Myself"

Below the video is a link to “shop the look.” This includes the Givenchy men’s leather jacket, Balmain mini skirt and Saint Laurent Paris separates worn by Ms. Ferreira throughout the film.

The success of this particular video, and the ongoing series, will be how well the artists fit with the retailer's audience.

"The audience of the video should be the same, or very close to those that enjoy the brand," Mr. Higgins said. "It is a good way to increase the online footprint of the brand and bring a new, but relevant audience to their Web site.

"Consumers are used to these types of integrated marketing efforts," he said. "The hinge on the campaigns success will be how well they understood their own brand and audience in choosing Sky Ferreira."

Final Take

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