

MOBILE

## Ferragamo examines codes with fragrance-based Tumblr page

May 2, 2014



*Ferragamo asks "What is elegance to you?"*

---

By JEN KING

Italian fashion label Salvatore Ferragamo is increasing exposure for its Signorina Eleganza women's fragrance by featuring the input of four fashion influencers on a dedicated Tumblr account.



Ferragamo used its social media accounts to promote the new Tumblr page by asking its established followers a question, "What is elegance to you?" By posing a question, curiosity is piqued and the consumer is more likely to follow the link than if Ferragamo had posted a campaign image as an accompaniment.

"Ferragamo is smart to recognize imagery is a powerful story telling tool and a great way of creating an emotional relationship around a brand," said Apu Gupta, CEO of [Curalate](#), New York. "As a result, their choice of using Tumblr to support this fragrance makes sense - 75 percent of posts on Tumblr are image posts and images are core to the Tumblr experience.

"However, curating visual content to tell a compelling story that is "on brand" is incredibly challenging and time-consuming," he said. "By working with prominent fashion bloggers,

Ferragamo has hired the curators.

"Tumblr is a highly shareable medium that also happens to be highly visual. If done correctly, Tumblr can be a great way of building awareness through the reblogging of content throughout Tumblr. However, it takes more than a small handful of images to keep an audience engaged on Tumblr, so hopefully we'll see the content of this blog expand dramatically."

Mr. Gupta is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to comment directly.

The meaning of elegance

In addition to promoting the Tumblr account through social media, Ferragamo also looked to The New York Times to generate interest in the Signorina Eleganza fragrance.

The label placed a banner and box advertisement on the newspaper's mobile site. Both ads are simple, showing only an image of Signorina Eleganza and the brand's label while the banner ad includes the fragrance's logo.

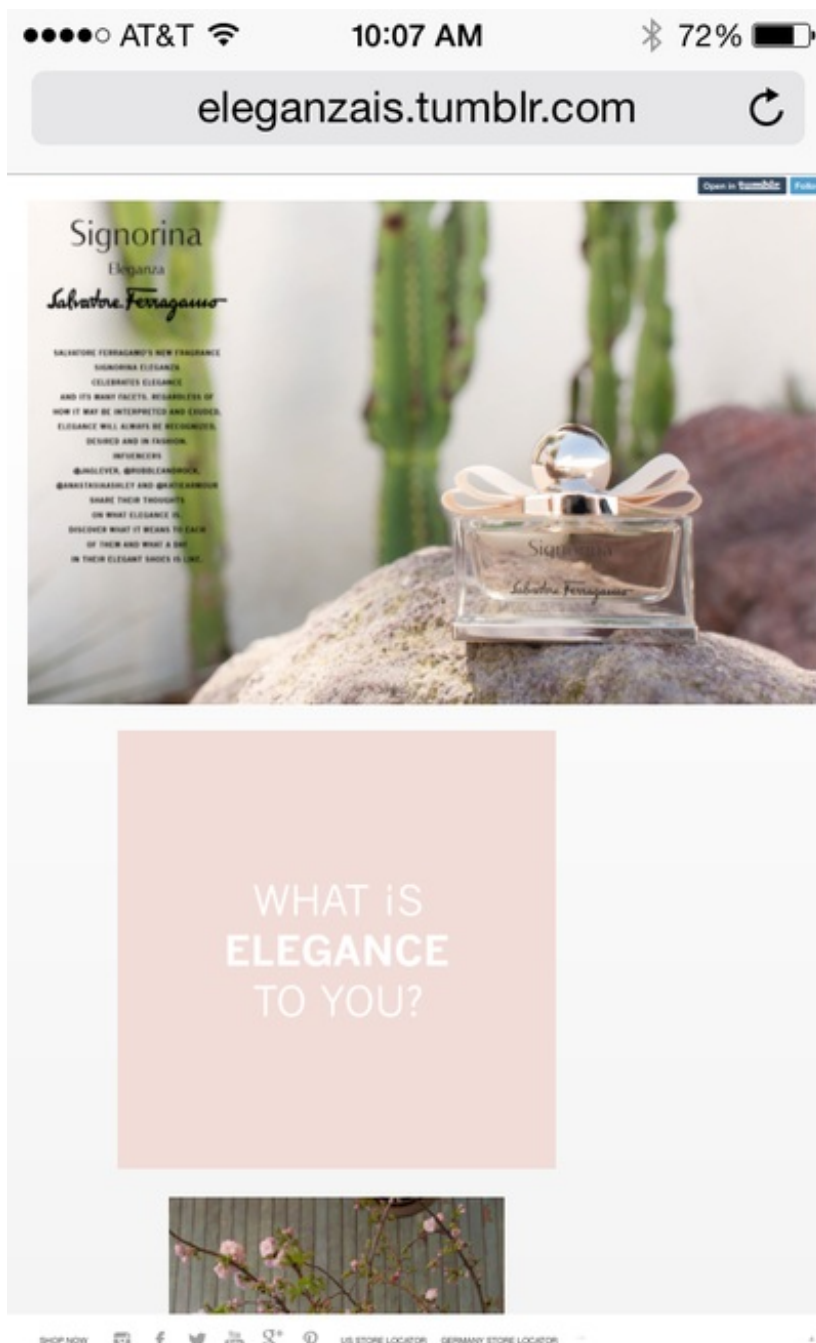
The screenshot shows the mobile interface of the New York Times website. At the top, the status bar displays AT&T, signal strength, 10:07 AM, and 72% battery. Below the status bar is a search bar with 'nytimes.com' and a refresh icon. The main header features 'The New York Times' logo, 'Fashion & Style' category, and 'SUBSCRIBE NOW' and 'SIGN IN' buttons. A banner advertisement for 'Signorina Eleganza' by Salvatore Ferragamo is prominently displayed, showing a perfume bottle and the brand name. Below the banner, there are several article thumbnails. On the left, a video thumbnail titled 'Intersection: Flatiron Functionality' features Aristotle Torres. In the middle, a video thumbnail titled 'Bill Cunningham | On the Right Foot' shows people's feet. On the right, a video thumbnail titled 'More Fashion Values' shows a person's feet. Below these, there are more article thumbnails, including 'SUNDAY STYLES: Hey, Big Thinker' by Sam Tanenhaus, 'Scene City: Stars Align, Just North of Tribeca', and 'STREET STYLE'. At the bottom, there is a 'FOLLOW FASHION ON' section with a 'Start Tumblr List' link.

*Ferragamo's mobile ads on The New York Times Web site for Signorina Eleganza*

A click-through lands on Ferragamo's Signorina Eleganza mobile-optimized Tumblr account. The opening image shows the fragrance bottle to the right and copy explaining the focus of the Tumblr on the left.

The text explains that Signorina Eleganza is a new fragrance by Ferragamo (see [story](#)) and that there are many ways to interpret and exude elegance. The copy continues to mention that “elegance will always be recognized, desired and in fashion” to introduce the participating fashion bloggers involved with the Tumblr.

Participating in the Signorina Eleganza Tumblr is Rachel-Marie of Jaglever.com, Angela of Rubbleandrock.tumblr.com, Antastasia Ashley of Anastasiaashley.com and Katie Armour of Theneotraditionalist.com. Each of the four influencers will share their thoughts on what elegance is and visually explore what a day in their “elegant shoes” is like.



### *Mobile-optimized Eleganza Is Tumblr*

While scrolling the consumer can view photos of the four women doing daily tasks such as Katie Armour reading a magazine or Anastasia Ashley preparing to surf. Other images are more abstract and leaves more to the imagination such as a bowl of chalk with a pair of shoes blurred in the background.

The Tumblr also shows a 15 second video that animates the still images seen throughout the page. Although the fragrance is not the main focus of the imagery, with only one image presented as of press time, Ferragamo's DNA still shines through by including stills of the women wearing the brand's footwear.



*Ferragamo heels against the New York skyline, Tumblr image*

As the promotion for Signorina Eleganza continues it is likely that Ferragamo will continually update the page to maintain retention and give a more in-depth view into the thoughts and lives of the four influencers. Each image on the Tumblr includes a plus sign icon that expands to reveal a caption and can be reblogged or liked.

A click-through on any image directs to Ferragamo's commerce-enabled Web site where the fragrance can be purchased.

The Tumblr also has a navigation bar that allows consumers to explore Ferragamo's other social platforms including Instagram, Facebook, Twitter, its YouTube channel, Google+ and Pinterest. Also, the Tumblr includes a United States and German store locator.

Ferragamo's Eleganza Is Tumblr can be viewed [here](#).

Keep on tumblin'

Recently, there seems to be an explosion of newly launched Tumblr accounts that focus on a single product or facet of a brand's heritage.

For instance, Swiss jeweler Chopard is strengthening its association to automobile racing with a newly established Tumblr account.

The dedicated Chopard "Classic Racing" Tumblr explores an array of the jeweler's racing watch collections offset with imagery of classic and modern racing automobiles. As the racing season picks up, Chopard will likely receive additional interest from consumers with a penchant for the sport ([see story](#)).

Also, French jeweler Cartier expanded its social media presence with the introduction of a collection-specific Tumblr account.

Before its Tumblr was activated, Cartier's social portfolio included Facebook, Twitter, Instagram, Pinterest, a brand YouTube channel and a branded blog housed on a

dedicated mobile application. By presenting consumers with a well-rounded social presence, Cartier will be able to reach its consumers on whichever platform they feel most comfortable ([see story](#)).

By giving an outside influencers a platform to engage with the brand, Ferragamo likely will extend its outreach to the four women's followers.

"By working with the influencers, Ferragamo could draw in the influencers' audiences," Mr. Gupta said.

"Unfortunately, on the Eleganzais blog, the fashion bloggers' contributions are not highlighted individually," he said. "It could be very compelling to create voices for each influencer around the topic of elegance and see their individual takes on the topic.

"In doing so, Ferragamo would pull in larger audiences, tell a larger story, and build greater awareness."

Final Take

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

Embedded Video: [//www.youtube.com/embed/NGWx7jG9vrU](https://www.youtube.com/embed/NGWx7jG9vrU)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.