

INTERNET

Armani, Elie Saab use content sites to share their point-of-view of Cannes

May 22, 2014



Nicole Kidman in Armani at Cannes

By SARAH JONES

For fashion labels, Cannes Film Festival provides a bevy of red carpet photos of stars in their gowns and tuxedos.

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Armani and Elie Saab have chosen to highlight these photos and content further than social media by frequently updating their content Web sites. Since Cannes is such an important date in the fashion calendar, it makes sense for these brands to create a singular place online for consumers to view photos.

"Cannes is an iconic, cultural event that transcends film and combines fashion and art," said Romey Louangvilay, senior social media strategist at [Syndicate Media Group](#), New York. "Having fashion houses there are important for that fact.

"And Cannes is just one of the biggest film platforms to showcase fashion," he said. "For example, in films, more and more people pay attention to the clothes and the activities the characters are doing.

"Fashion - and culture - in films are just more prevalent, just like how people still talk about the fashion seen in *Breakfast at Tiffany's*."

Daily digest

Elie Saab used its newly launched online magazine, "The Light of Now," to promote the starlets wearing its dresses at Cannes.

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The Light of Cannes by Elie Saab

The Light of Now is a digital magazine that debuted with a live-stream of the brand's ready-to-wear collection runway show in Paris.

Elie Saab's The Light of Now magazine launch in February coincided with its showing during Paris Fashion Week on March 3. Although Elie Saab does not currently offer ecommerce, its magazine joined the couturier's active digital presence which includes Facebook, Tumblr, Twitter, Instagram and social videos to enhance the consumer experience ([see story](#)).

On May 13, the day before Cannes began, Elie Saab ran a feature about the tenth anniversary of the couturier dressing celebrities for the film festival. Sarah Jessica Parker, Fan Bingbing and Penelope Cruz are profiled, with text explaining what films they were promoting at the festival.



Elie Saab The Light of Cannes article

Elie Saab also created a live feed to house content related to its brand. This includes images, music and videos, as well as social media posts from both the brand and fashion players.

Red carpet photos sit next to an image of an Elie Saab Evian bottle.

Denni Elias, the blogger behind ChicMuse.com, filmed a video diary about her first time at Cannes.



Elie Saab The Light of Cannes feed

Consumers who tuned in one day saw Sonam Kapoor on the red carpet. A few days later, Elie Saab gave them more information with a video of the star getting ready.

On May 21, Elie Saab gave consumers a peek inside its suite at Hotel Martinez, which is set up like a mini boutique with garments and accessories.

Most of the content also appears on social media, with Elie Saab pointing its followers toward The Light of Now to see everything.



Tweet from Elie Saab

Armani took a slightly different approach, using it's a/Live Armani blog to post more photos from events and red carpets than would be easily viewed on social media.

On May 15, Armani posted a slideshow of all of the men and women wearing its designs.



Armani A/Live Cannes post

Armani, similarly to Elie Saab, took the opportunity to look to past highlights from Cannes festival fashion, posting images of Nicole Kidman, Hilary Swank and Jessica Chastain from previous years.

The Cannes Film Festival will run through May 25.

Both brands made it easy for consumers to spread content, including buttons to share individual photos or articles for different social platforms.

Product placement

While Cannes is not broadcast, the red carpets are a means for brands to showcase their eveningwear, much like the Academy Awards.

For apparel, accessories and jewelry brands, the 86th Academy Awards allowed them a platform for both product placement and celebrity endorsements.

Dressing stars for red carpet appearances allows brands to spread awareness, as viewers at home hear the actors list what they are wearing. It is up to the brands to then take the images and publicity and leverage it in the best way ([see story](#)).

Chopard feted its then-new sustainable luxury initiative called "The Journey" by releasing the first two ethically made pieces on the red carpet at the 66th Cannes Film Festival in Cannes, France in 2013.

The Swiss jeweler worked with consultancy firm Eco-Age founder Livia Firth and the organization's Green Carpet Challenge program to kick-start its sustainable line. Chopard unveiled the first two pieces during a celebrity-packed event while consumers could follow along on the brand's Cannes Film Festival Tumblr account ([see story](#)).

Branded content provides a way to speak directly to consumers.

"Content is crucial because you're telling a story with the content shared," Mr. Louangvilay said. "The content on the Elie Saab website is a great way for the brand to showcase their legacy in relevant culture and piques peoples interest about the brands involvement with festivals and celebrities like Cannes.

"The same for Armani," he said. "The content they share connects the dots for consumers.

"And both brands curate what happens at Cannes from their perspective - a fashion one - which excites their customers...Elie Saab and Armani do a great job at having a point of view of Cannes."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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