

天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
GRADUATION PROJECT 2021

指導教授：墨 樵老師

Dr. Joseph Murphy

**Luxury in the Digital Age: Social Media Marketing
Strategies for Luxury Fashion Brands**

學生：黃崇葭撰

Vanessa, Chung-Chia Huang

Vanessa Huang 406110499

Academic Writing—Dr. Murphy

Research Paper 4

19 May 2020

Research Paper

Luxury in the Digital Age: Social Media Marketing Strategies for Luxury Fashion Brands

Outline

- I. Introduction
 - i. The dilemma and opportunities luxury fashion brands face utilizing social media strategies
 - ii. Research Questions
 - iii. Thesis statement
- II. Methodology
- III. Description of luxury brands and luxury fashion brands
- IV. The marketing strategy decisions made by luxury brands
- V. Social media marketing
 - i. Definition of social media
 - ii. Social media marketing and traditional marketing
- VI. The presence of luxury fashion brands on social media
 - i. The case of Burberry
 - ii. The case of Giorgio Armani
- VII. Findings
 - i. Analysis of websites, visual posts, and comments on social media
 - ii. Questionnaire Survey
 - iii. In-depth interview
- VIII. Conclusion
- IX. Appendix
- X. Works Cited

I. Introduction

“Nearly 80 percent of luxury sales today are ‘digitally influenced’: consumers hit one or more digital touchpoints in their luxury-shopping journeys.” This finding from McKinsey and Company’s 2018 luxury report reveals the tendency of luxury consumers to be highly engaged in social media. Bain and Company’s annual report, “Luxury Goods Worldwide Market Study, Fall/Winter 2018” documents several luxury consumption trends. The report has found that online sales surprisingly remain the fastest-growing channel among many. In 2018, online sales were up 22%, comprising 10% of the total luxury sales. The report also points out that “generation Y and Z represented 47% of global personal luxury goods consumers in 2018, accounting for one-third of sales.” This symbolizes the trend of the younger generation becoming the dominant consumers of the luxury section. In response, nowadays many luxury fashion brands have updated their marketing strategies to meet market needs; luxury brands are modifying their decisions on “product offerings, communication and engagement strategies, and distribution channels” to satisfy young consumers’ demands.

To keep up with the new generation, the marketing strategies of the overall industry have transformed from the traditional to the digital: instead of featuring modeling pictures in magazines or subway stations, luxury fashion brands operate social media platforms and create their own social media sites to share content with consumers. However, luxury fashion brands have a love-hate relationship with the digital world since there are several conflicts between the two. The table below shows the opposed qualities of luxury and digital

which leads to the contradiction and conflict of luxury fashion brands utilizing social media marketing strategies (Maman Larraufie and Kourdougli 202).

	Codes of Luxury	vs.	Digital Characteristics
Communication	<ul style="list-style-type: none"> • Elitist and prestigious image • Values: Tradition – Family history – Timeless • Exclusivity • Rarity 		<ul style="list-style-type: none"> • Mass media image • Values: Modernity – Innovation – Instantaneity • Large diffusion • Unlimited
Distribution	<ul style="list-style-type: none"> • In-store experience through the five senses • Service personalization • Physical dedicated retail space and sometimes exclusive • Product display is key, price is secondary 		<ul style="list-style-type: none"> • Visual experience mainly • Common service to all users • A retail space without any special boundaries • Price and product display do matter similarly

Luxury is often said to be a product of rarity, exclusivity, and heritages such that its target customers should remain an exclusive group of people. Nonetheless, luxury fashion brands’ presence on social media, on the contrary, attempts to reach and connect all kinds of people. As a result, risks are that going online may lead to the reduction of brand value. However, the question is not whether these luxury brands should consider digital work as marketing tools, but how to do their digital propaganda without damaging the essence of luxury. This study aims to emphasize the value of social media strategies for luxury fashion brands by examining how two luxury fashion brands strive for a balance between preserving the brands’ core values and gaining public recognition by using social media and answering questions including: What are some digital marketing strategies that were already used by luxury fashion brands (LFB) in recent years? Does LFB’s presence on social media symbolize a reduction in presenting their brand value? And how can LFB effectively use social media marketing strategies to increase the public’s attention while still preserving their brand value? Since the impact of social media has been significant these days, luxury fashion brands need to measure how to make use of such means to make maximum profits and avoid decisions that are against their brands’ core principles.

II. Methodology

In order to analyze luxury fashion brands' performance on social media, this research will do a case study of two world-leading luxury fashion brands: Chanel and Prada. Utilizing the method Michael Phan and Klaus Heine applied in their article "Social Media and Luxury Brand Management: The Case of Burberry," I will observe both brands' social media account pages to analyze the contents of their posts, the comments they received, and the sales effects behind both the posts and responses from October to December 2019. The official websites and additional sites will also be an index of their social media performance.

The evaluation of the responses will be based on the contents of the comments as codes to quantify the results. Additionally, the annual revenue and sales reports of the two luxury brands will be given to prove the effectiveness and feasibility of digital marketing strategies. During this stage, I can get to know the social media strategies these two brands conduct, the reactions of the followers, and the signals and messages behind these social media strategies.

To substantiate my observation and analysis of the texts on their social media, in the second stage, I will solicit target consumers' views of these websites using a questionnaire survey. The subjects of the questionnaire will be 15 people aged 19-60 who have followed Chanel or Prada on social media and purchased items of these brands. I will ask questions including how they perceive luxury brands' presence on social media and how will the internet contents influence their purchasing decisions. By this means, I can analyze and evaluate what consumers think about luxury fashion brands' social media plans. An in-depth interview will follow the questionnaire section. The interviewees are 3 different professionals who work in the luxury industry. Through asking further questions about some digital marketing strategies, I can get to know some experience and ideas of the industry workers to observe the issue from the inside. Following the format of Zahaira Fabiola González Romo, Irene García-Medina, and Noemí Plaza Romero's article "Storytelling and Social Networking

as Tools for Digital and Mobile Marketing of Luxury Fashion Brands,” the results of the interview will be collected and shown in the conclusion to answer the research questions of this study.

III. Description of Luxury Brands and Luxury Fashion Brands

Luxury originally represented a symbol of the upper-class society, their social status, and their lifestyle; nowadays, luxury brands serve as a pleasure and satisfaction of the senses for consumers and also an inspiration and aspiration for mass-market imitators (Okonkwo xv). Luxury has been described as a concept, or even a philosophy. So when it comes to luxury brands, people focus on quality and heritage that frames the so-called “branding.” A luxury brand has its own culture, identity, and value, which differentiates it from mass-market brands. Moreover, a luxury brand guarantees high quality. Most importantly, “products can be easily copied and become outdated, but brands are unique and timeless” (Okonkwo 9). All in all, luxury brands reinforce these characteristics to benefit both the consumers and the brand owners themselves. For the consumer, they are guaranteed the quality of what they purchase; as for the brand houses, successful branding ensures sales volume that brings regular income, due to the consumers’ loyalty (Okonkwo 9).

While the world is in a state of peace, the luxury industry tends to be more stable and abundant compared to other industries. Based on Bain and Company’s annual report on the worldwide luxury market in 2018, the luxury section rose to approximately €1.2 trillion. As we can see from the numbers, luxury brands indeed play critical roles in the economic order. According to Okonkwo, “the global luxury fashion sector is estimated to be worth US\$130 billion” (Okonkwo 1), and also remains one of the fastest-growing industries in the world. However, luxury fashion is not only about high prices and huge profits. What matters are the backstories, the designs, and the craftsmanship. Take the Hermès Kelly handbag as an example. The Hermès Kelly bag has been one of the holy grails of luxury leather handbags

for centuries, known for its history, craftsmanship, and exclusivity. The Haut (tall) à Courroies (belt), the prototype of Hermès Kelly, was designed to carry saddles and riding boots for the riders. After the reveal of the photo of Grace Kelly carrying the bag, the brand reintroduced it as the Kelly bag. In the manufacturing of a Kelly bag, it can take almost 25 hours for a craftsman to sew and put together the leather (“The Kelly Bag”). Though one Kelly bag costs more than \$10,000, the origin and the efforts expended to make one bag weigh more than its cost for the consumers.

IV. The Marketing Strategy Decisions Made by Luxury Brands

While luxury fashion brands are about their legacies, they have to some degree changed in recent years. Despite the scale and value of the luxury fashion industry, it has witnessed a slow growth in its strategic business direction. To be more precise, for luxury brands with long histories and inherited business modes, they tend to adopt traditional operating methods, which mostly focus on product development and publicity generation relying on conventional advertising methods such as print magazines, window displays, or billboards.

In order to keep up with the digital generation, some brands have made some change of personnel. For instance, Tomas Maier, former creative director of Bottega Veneta, left the brand after 17 years. Matthew Dalton’s report reveals a difference of opinion about doing social media marketing between Maier and Kering, Bottega Veneta’s parent company. During his 17 year tenure, Maier focused on restoring delicate craftsmanship and had “magnificently showcased the expertise of the House’s artisans” (Dalton). However, in the meantime, the brand struggled with low sales performance. Under Maier’s guidance, Bottega Veneta had a hard time attracting young consumers and also experienced a 9% fall in revenue over the past two years. François-Henri Pinault, chief of Kering had said earlier, “the tradition and craftsmanship excellence that many luxury brands have relied upon for decades

is no longer enough. . . . The new luxury consumers, the millennials or the generation set that follows, care little for the idea of brand [and] heritage” (qtd. in Dalton). Pinault’s speech implies that it is insufficient to only emphasize the tradition and quality of luxury brands while not putting efforts into knowing what young consumers like. Consequently, the rapid evolution and “complexity of the global business environment require modern and sophisticated business practices in luxury goods management” (Okonkwo 3). In other words, the whole market environment has altered and luxury brands have to learn about what trends the younger generation follows: social media.

V. Social Media Marketing

The intense use of social media has changed the world: people share everything on social media so it has become the easiest way to reach others. Social media serves as a connection between people to present thoughts and interact with each other at any time. Social media comes in different forms and can be presented in different ways. It “comprises different sorts of platforms, including social networking, microblogging, forums or social curation and to finish wikis” (Danlos 2). These social media platforms such as Facebook, Instagram, Twitter, blogs, Youtube, etc., allow people to create and share ideas online, which enables them to present our own values.

On account of the popularity of social media, in recent years, social media marketing has gradually replaced traditional marketing. Traditional media marketing includes street theatre, television ads, radio, newspapers, magazines, and other print publications, that is, conventional mass media that retain one-to-many relationships with people (Heggde and Shainesh 11). Traditional media are one-way interactions. It is the brands, the authorities, that advertise; the audiences cannot communicate or reply. By contrast, social media marketing—using social media platforms to promote brand images and items—is more interactive and bilateral. Social media has its network effect that follows the frame of many-to-many which

is easier, more convenient, and more efficient to connect with the consumers. It allows consumers to exchange information which makes them feel more involved and cared for by the brands (Heggde and Shainesh 22).

VI. The Presence of Luxury Fashion Brands on Social Media

After the rapid spread of social media, luxury fashion brands have engaged in promoting social media marketing strategies to increase their brand exposure. For the luxury fashion industry, one of the main purposes of utilizing social media platforms is to interact directly with their consumers. Through social media platforms, luxury brands can gain information about market needs straight from customers. For example, Burberry, one of the first major luxury fashion brands to start investing in social media marketing. Burberry has set up accounts on social media platforms and frequently updates brand news, products, and events that enable the audience to respond and leave comments. It broadcasts Livestream fashion show videos on Youtube. It even set up its own social media platform in 2009, which is known as “Art of Trench,” allowing consumers to upload pictures of them wearing the iconic checked coats and to share their stories of the apparel. Additionally, the brand launched Burberry Acoustic in 2010, which is a music website streaming videos of numerous new British bands. This is an unusual but innovative marketing choice: the band members are wearing Burberry, yet different groups of people would be attracted due to the content of the website (Phan and Heine 218).

Besides Burberry, Giorgio Armani remains one of the most successful luxury fashion brand houses with large-scale marketing strategies. Giorgio Armani started the trend of creating sub-brands to extend its customer targets. Their current sub-brands include Armani Prive, Armani Collezioni, Emporio Armani, EA7, Armani Jeans, A/X Exchange, and Armani Junior. Each sub-brand has its attribute, identity, and most importantly, its specific targeting consumer groups. The main factor in Armani’s achievement is the powerful branding of the

parent company Giorgio Armani (Okonkwo 280). However, at this point, what is worth mentioning is the price strategy and the social media websites of each sub-brand that broke the initial, exclusive consumer group. For instance, A/X Exchange can be differentiated from Giorgio Armani by targeting teenagers, lowering the price, and launching separate social media accounts and official websites.

In “Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands,” Romo et al. recognize the current digital strategies executed by luxury fashion brands. They select three brands that command the highest number of followers on social media platforms including Prada, Chanel, and Louis Vuitton to do qualitative and content analysis. By observing these luxury brands’ web pages, social media accounts, and scientific papers, the researchers list out and compare all the different strategies used by the three luxury brands. Compared to Phan and Heine’s study, besides case studies, they carry out in-depth interviews with a personal shopper, a fashion blogger, and a marketing executive to receive the “current situation the marketing management of the brands of the luxury fashion sector” (Romo et al. 137). The interviewees provide personal experience to help support the results of the research. Finally, the authors propose four conclusions. First of all, globalization is important in all aspects of the luxury fashion industry. Secondly, digital marketing is now the trend in the market which successfully helps the brands communicate with their consumers and boosts the consumers’ desire for the products. Next, the authors emphasize the significance of luxury brands clarifying their brand identities which make them so special. Last but not least, young people are seen as the most promising consumer group of luxury brands, highlighting the importance of influencers and social media.

VII. Findings

Analysis of Websites and Visual Posts on Social Media: Chanel

Since brands' websites are vital consumer touchpoints, it is essential to analyze the contents and connotations of the posts. In the case of Chanel, since it enjoys a rich history of 103 years, when it comes to marketing plans, the brand usually focuses on presenting its legendary origin and evolution.

Storytelling serves as a very crucial narrative communication approach while Chanel strives to exhibit its brand spirit through social media. To tell its history and development, the brand made use of its website "Inside Chanel" to engage with customers. This website provides a new digital experience for their audience, allowing newcomers to learn more about the brand and also build strong relationships with the existing consumers. The website that launched in 2013 provides a timeline to explain each important incident with details, chapters about the stories of each collection, and important inspiration or places that have influenced the brand. What is more, one of the most visually-appealing parts of Chanel's digital works is their creation of short films. The former creative director, Karl Lagerfeld had great ideas for presenting the brands' different stages of stories in inspirational short films. He produced several short films expressing the brands' identity and the underlying meanings of all items' names. The brand has released hundreds of short films on different topics on its Youtube channel. The most popular subject of their films is their iconic N°5 perfume. The one with the highest views has even reached eighteen million clicks. The films, similar to "Inside Chanel," are effective storytelling strategies that have successfully conveyed its brand image and message.

As for its performance on social media platforms, Chanel is currently one of the most followed luxury fashion brands, leading 39.5 million followers on Instagram, 22 million followers on Facebook, and 13.2 million on Twitter. As the number of followers indicates, Instagram remains the best media for the brand to reach a wider audience. In this section, the sample of Chanel's social media evaluation are the 153 posts on Instagram and the 94 posts

on Facebook from October 2019 to the end of the year. The posts can be simply divided into 7 categories: items with details and descriptions, models wearing items, house ambassador sharing connections with brands, fashion events and runways, fragrances and cosmetics, inspiration/making of items, and histories regarding the brand and the founder herself. Each category has its meaning and its motivation to reach certain effects, and together they present Chanel's messages to the public.

1) Items with details and descriptions

As a bellwether brand in the luxury industry, the most important thing for Chanel is definitely its high-quality products. Thus, the brand constantly posts pictures of leather goods and jewelry that are shot from a very close range. Though this is a rather simple and direct way to advertise its collections, it efficiently allows the followers to have a closer look at the items through social media.



(Fig 1. Chanel. Screenshot of CoCo Crush. *Instagram*, 24, Oct. 2019,

www.instagram.com/p/B393bYVi0li/?hl=zh-tw.

Fig 2. Chanel. Screenshot of the New Chanel 19 Bag. *Instagram*, 12 Oct. 2019,

www.instagram.com/p/B3e-8pOomzC/?hl=zh-tw.)

2) Models wearing items

Most of the models in Chanel's campaigns and posters are young women. This shows the vibes and the target customers of Chanel. Its persistence of only using female models is a statement of its focus on "women." From the posts, the models usually demonstrate Chanel's

timeless look with a few modern designs, providing the long-lasting luxury styles and fashion ideas the brand supports and promotes.



(Fig 3. Chanel. Screenshot of the Cruise 2019/20 Collection. *Instagram*, 14 Nov. 2019, www.instagram.com/p/B40C7DqonQK/?hl=zh-tw.)

(Fig 4. Chanel. Screenshot of the Fine Jewelry. *Instagram*, 22 Nov. 2019, www.instagram.com/p/B5Ky-bSCDXN/?hl=zh-tw.)

3) House ambassador sharing connections with brands

Though Chanel can be distanced, they do have several house ambassadors who represent Chanel's brand image. House ambassadors including Pharrell Williams, Lily-Rose Depp, Keira Knightley, etc. often appear on Chanel's social media, not only for advertisement but for something deeper. There are videos of them talking about their first memories of Chanel and their perspectives on Coco Chanel. This shows that the purpose of having house ambassadors is not just having them attend shows or take photoshoots. They can represent some facets of the brand because they are personally related to the brand.



(Fig 5. Chanel. Screenshot of Interview with Pharrell Williams. *Instagram*, 8 Oct. 2019, www.instagram.com/p/B3W69-joIj1/?hl=zh-tw.)

Fig 6. Chanel. Screenshot of J12 Muses. *Instagram*, 29 Oct. 2019, www.instagram.com/p/B4K2O3Ci29K/?hl=zh-tw.)

4) Fashion events and runways

Since Chanel's fashion shows and events are only open to some celebrities and the insiders of the fashion world, they are very mysterious to most people who cannot attend the events in person. Thus, releasing photos and videos to the followers is a good way to make them feel involved and to bring attention and glory to the brand. Additionally, Chanel reveals photos of celebrities and house ambassadors wearing and using their products to raise their exposure and recognition that has attracted more fans and audience.



(Fig 7. Chanel. Screenshot of Métiers d'art 2019/20 show. *Facebook*, 6 Dec. 2019, www.facebook.com/chanel/posts/10158052269069235.)

Fig 8. Chanel. Screenshot of Métiers d'art 2019/20 show. *Facebook*, 11 Dec. 2019, www.facebook.com/chanel/posts/10158069750634235.)

5) Fragrances and cosmetics

Besides garments and jewelry, Chanel is also an influential brand in the cosmetic world. Although it is hard to present the features and qualities of makeup products or the actual scent of the fragrances, the brand regularly shares campaigns for makeup and perfume collections, especially during the holiday time. For instance, Chanel proposes some gift choices to the consumers for Christmas and also announces some limited editions of products through social media.



(Fig 9. Chanel. Screenshot of Holiday 2019 Collection. *Instagram*, 6 Nov. 2019, www.instagram.com/p/B4hsmiHIS6Q/?hl=zh-tw.)

(Fig 10. Chanel. Screenshot of Holiday Campaign. *Instagram*, 9 Nov. 2019, www.instagram.com/p/B5A7jldIGEJ/?hl=zh-tw.)

6) Inspiration/making of items

As previously mentioned, the stories, the inspiration, and the craftsmanship of the collections matter profoundly for luxury items. Chanel reveals the process of inventing, designing, and producing a product by videos as another social media strategy. The videos share insights and secrets of the brand to increase the public's attention and consumers' reliance and loyalty.



(Fig 11. Chanel. Screenshot of Behind the scenes with Virginie Viard. *Instagram*, 4 Dec. 2019, www.instagram.com/p/B5nizBXoCWc/?hl=zh-tw.)

Fig 12. Chanel. Screenshot of Behind the scenes with Virginie Viard. *Instagram*, 3 Dec. 2019, www.instagram.com/p/B5k-JoQoCVq/?hl=zh-tw.)

7) Histories regarding the brand and the founder herself

Chanel is a brand that emphasizes its origin and connection with the initiator Coco Chanel herself, so the brand often pays homage to her and shows a strong bond with her creation. For instance, the brand shares the stories of her life and people she had met that inspired the idea of women’s independence and the sportive attire, enabling women to dress more casually and move easily.



(Fig 13. Chanel. Screenshot of sports attire video. *Instagram*, 17 Oct. 2019, www.instagram.com/p/B3r2LsZI2CD/?hl=zh-tw.)

Fig 14. Chanel. Screenshot of Gabrielle Chanel. *Facebook*, 17 Oct. 2019, www.facebook.com/chanel/photos/a.188926299234/10157861506659235/?type=3&theater.)

Up to now, Chanel has not announced its revenue and upload the annual report of the year 2019. However, since Chanel published its annual results in 2018, the company has been making progress each year. To conclude, Chanel materializes the skill of storytelling to spread and advertise its brand. Though Chanel is known for its exclusive and luxurious charisma, its presence on social media makes people feel strongly involved as they can feel them being a part of the brand development.

Analysis of Websites and Visual Posts on Social Media: Prada

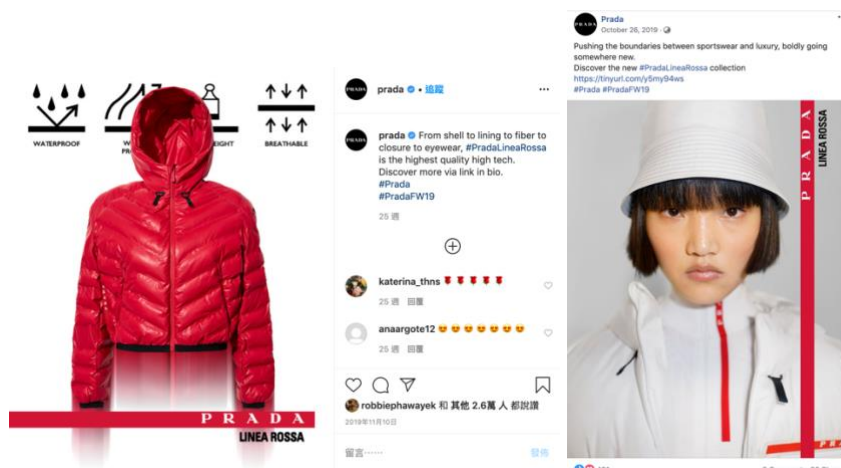
Compared to Chanel, Prada's digital marketing plans focus more on the actual sales performance, group performance, and sustainability rather than only emphasizing brand value and cultures. Amongst its social media strategies, Prada especially encourages consumers to visit its online shop. In 2016, the brand started to operate its e-store which shows each item's price and details and most importantly, allows people to shop and purchase online. The online channel has brought Prada additional sales every year. According to its result presentation for fall/winter 2019, from its retail sales, e-commerce sales have continuously grown and have increased up to double-digit (*FY2019 Result Presentation 7*). The decision Prada made to collaborate with e-retailers and set up an e-commerce website was a very brave and different approach since most luxury brands found it unsuitable for their premium brand image.

As for its performance on social media platforms, Prada has 23.3 million followers on Instagram, 6.7 million on Facebook, and 1.1 million on Twitter. It has fewer followers on social media platforms compared with Chanel's. In this section, the sample of Prada's evaluation on social media are the 165 posts on Instagram and the 133 posts on Facebook from October 2019 to the end of the year. The posts can be simply divided into 5 categories: functional items and creativity, campaigns of the season, concepts of sustainability, environment, and quality of work, celebrities unboxing and gifting videos, celebrities

attending social events with Prada. From the investigation, it is clear that Prada applies different strategies from Chanel, leading to different results.

1) Functional items and creativity

While Chanel emphasized the details of each of the signature looks, Prada has another way to present their collection. The brand strived to publicize the materials and the high practicability of the products. During the observation period, the most representative ad Prada put out would be the Linea Rossa collection. During November of 2019, Prada relaunched the sportswear collection that combines high fashion with high-tech functionality. Related posts mostly concentrate on the function of the items and how innovation plays a crucial role in the brand rather than presenting classic fashion elements or iconic looks.



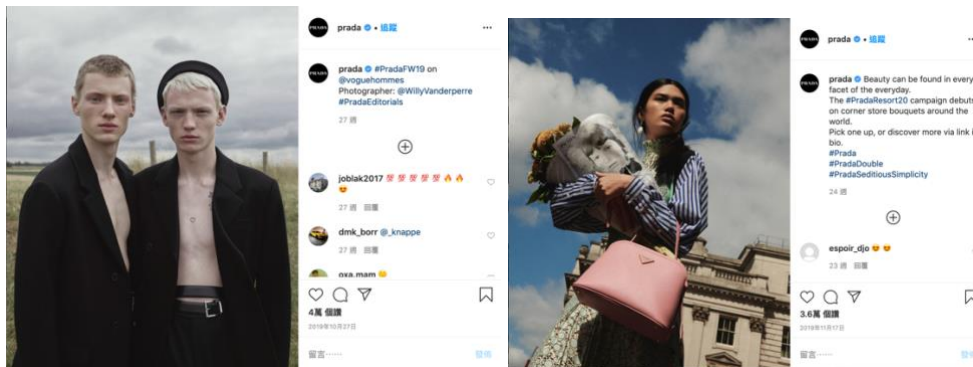
(Fig 15. Prada. Screenshot of a Linea Rossa Jacket. *Instagram*, 10 Nov. 2019, www.instagram.com/p/B4rnqmwjkNj/?hl=zh-tw.)

Fig 16. Prada. Screenshot of Linea Rossa Campaign. *Instagram*, 26 Oct. 2019, www.facebook.com/Prada/posts/2249028851868718:0.)

2) Campaigns of the season and the models

Compared to Chanel, Prada has a more neutral image because a large segment of its followers are male users. So the brand constantly uses male models for its campaigns. Besides, during fall/winter 2019, the brand has highlighted its winter collection, which is specially for the season. Additionally, the brand has posted campaigns on their Prada Resort

2020 collection as previews of the future launch. This strategy enables followers to learn about its latest news and updates.

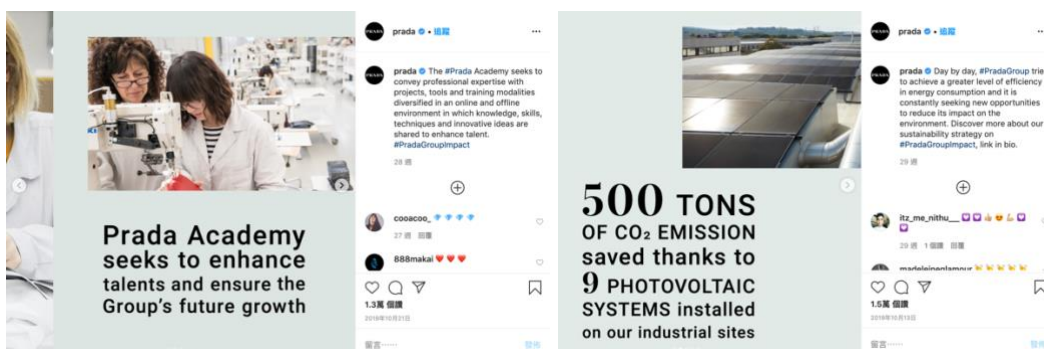


(Fig 17. Prada. Screenshot of Campaign on Vogue Magazine. *Instagram*, 27 Oct. 2019, <https://www.instagram.com/p/B4HXxHHj6qY/?hl=zh-tw>.)

Fig 18. Prada. Screenshot of Prada Resort 2020 Campaign. *Instagram*, 17 Nov. 2019, https://www.instagram.com/p/B49iJTZj_YS/?hl=zh-tw.)

3) Concepts of sustainability, environment, and quality of work

What worth noticing is that Prada shares several contents and links on the group’s plans and perspectives including their sustainability strategies, how they reduce consumption of the environment, and the professional expertise of their work. For instance, there is a post about Prada Academy, which is the training school for the tailors. From the post, people can see how Prada lays stress on their human resources. This ensures the quality of the products and decreases the doubt about products’ origins. Additionally, based on the posts about Prada’s Re-Nylon collection, the brand introduces how its plan of recycling and regenerating discarded fabrics works as a practical sustainable means.



(Fig 19. Prada. Screenshot of Prada Academy. *Instagram*, 21 Oct. 2019,

https://www.instagram.com/p/B33_WgYjPqh/?hl=zh-tw.

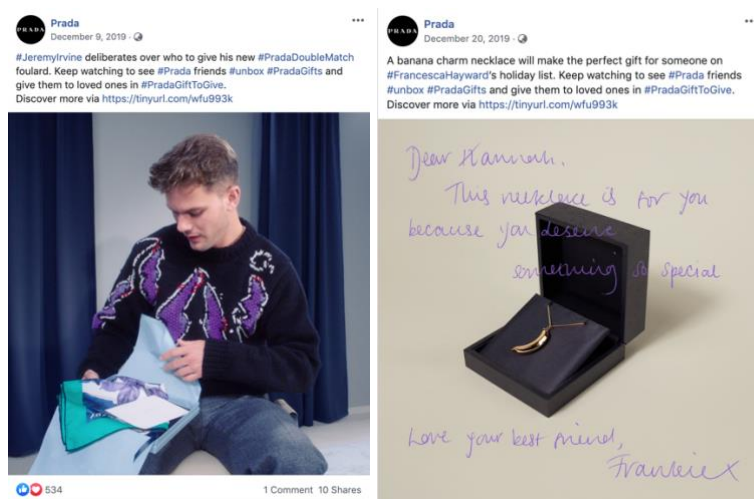
Fig 20. Prada. Screenshot of Sustainability Plan. *Instagram*, 13 Oct. 2019.

https://www.instagram.com/p/B3jY_46jdXm/?hl=zh-tw.)

4) Celebrities unboxing and gifting videos

Another creative strategy Prada thought of is recording videos of celebrities unboxing the gifts they selected for a person of their choosing. The posts elaborate on the reasons for the choices that help convey their suggestions to the audience when they need to deliver gifts.

This strategy is an indirect and implicit way to advertise but indicates how Prada targets its products' position.



(Fig 21. Prada. Screenshot of Jeremy Irvine. *Facebook*, 9 Dec. 2019,

www.facebook.com/Prada/posts/2345645552207047:0.

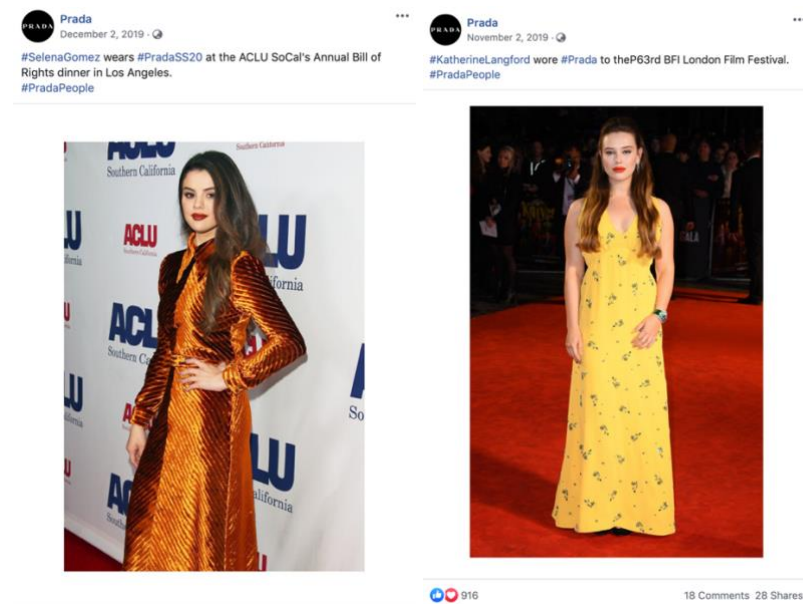
Fig 22. Prada. Screenshot of a Banana Charm Necklace. *Facebook*, 20 Dec. 2019,

www.facebook.com/Prada/posts/2369232883181647:0.)

5) Celebrities attending social events with Prada

Different from Chanel, Prada seems to prefer to sponsor the stars for clothes and accessories when they attend movie or music ceremonies. The brand did not share many of its own shows or events on the platforms but the ones others held. This strategy serves as an opportunity to

reach the audience from different fields, especially the ones that are unrelated to the fashion world which may elevate the brand's notability and awareness.



(Fig 23. Prada. Screenshot of Selina Gomez at the ACLU SoCal's Annual Bill of Rights Dinner. *Facebook*, 2 Dec. 2019.

<https://www.facebook.com/Prada/posts/2329824397122496:0>.

Fig 24. Prada. Screenshot of Katherine Langford in London Film Festival. *Facebook*, 2 Nov. 2019. <https://www.facebook.com/Prada/posts/2263432983761638:0>.)

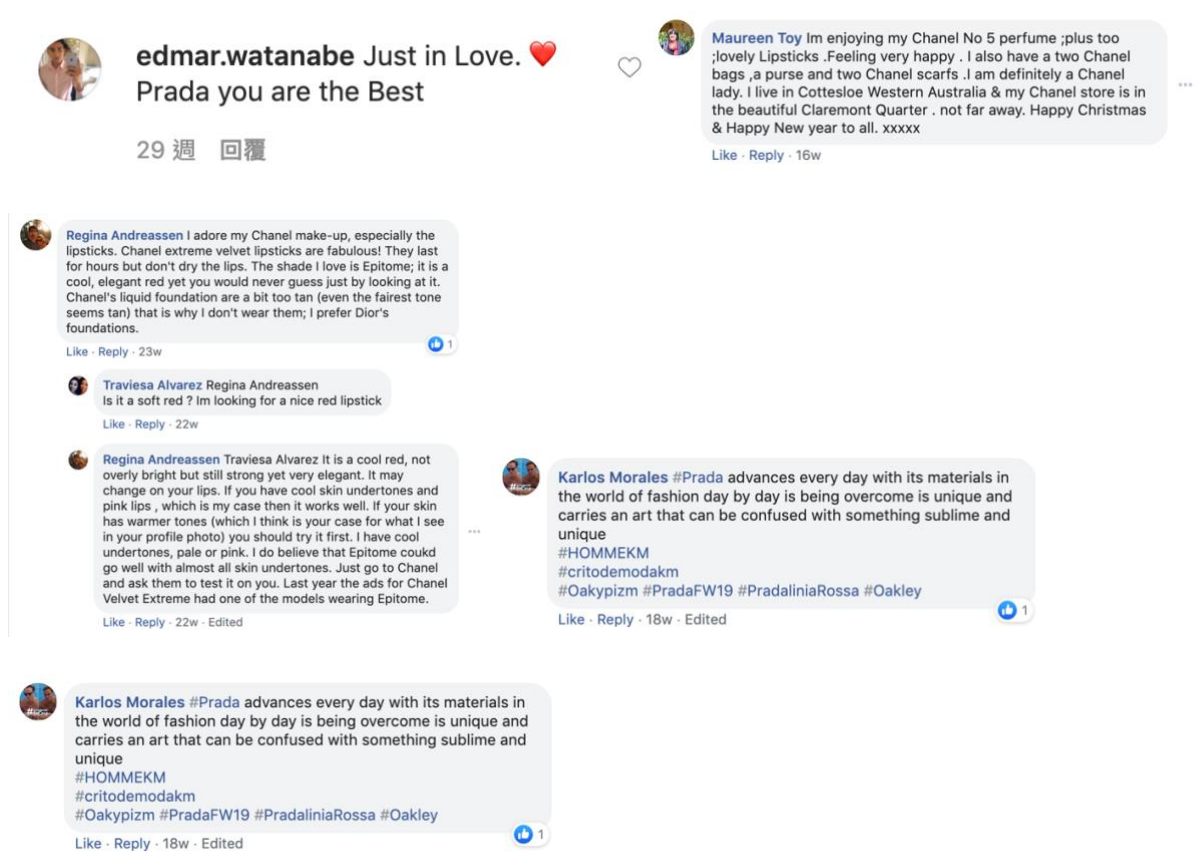
To sum up, Chanel and Prada execute different strategies on social media from the observation of their Instagram and Facebook posts. Nearly all of the digital marketing techniques and contents in Chanel's marketing strategies are based on its cultural and historical value while Prada places its core on contemporary visions on tradition, sustainability, and brand creativity. Nevertheless, in both cases, it is evident that social media can be a practical and profitable tool for luxury fashion brands. Embracing digital communication and increasing focus on social media are effective in presenting brand goods, brand image, and brand's commitment.

Analysis of Comments on Social Media

To obtain some consumers' reactions to Chanel and Prada social media strategies, this section analyzes the comments of both brands' posts on Instagram and Facebook during the observation period. Though there are more comments on each post on Instagram, from the overall comments, the statements on Facebook are more complete and comprehensive while many comments on Instagram tend to be emojis and tags that are similar and sometimes vague. Moreover, Chanel receives more comments than Prada on both websites but the reasons are still under discussion. The collected comments can be divided into 8 categories: love and loyalty to the brand, appreciation for the items, critique, tags, and Questions regarding the price or information.

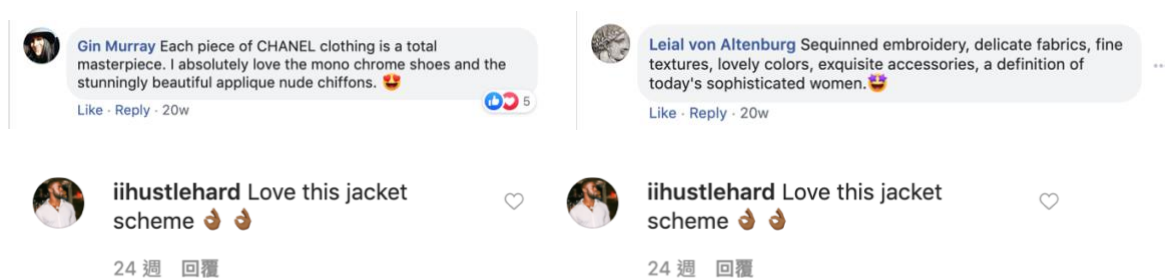
1) Love and loyalty to the brand

The first kind of comment is also the most common statement people would see under every post. In both cases, it is found that followers like to show their affection for the brands and their interpretation of brand value. Their connotations of the brand show how consumers or brand followers perceive the brand that can represent the audience's voices. Besides, by sharing personal brand experience, the followers demonstrate how they are relative to the topic and loyal to the brand. The followers can also interact with each other and exchange ideas.



2) Appreciation for the items

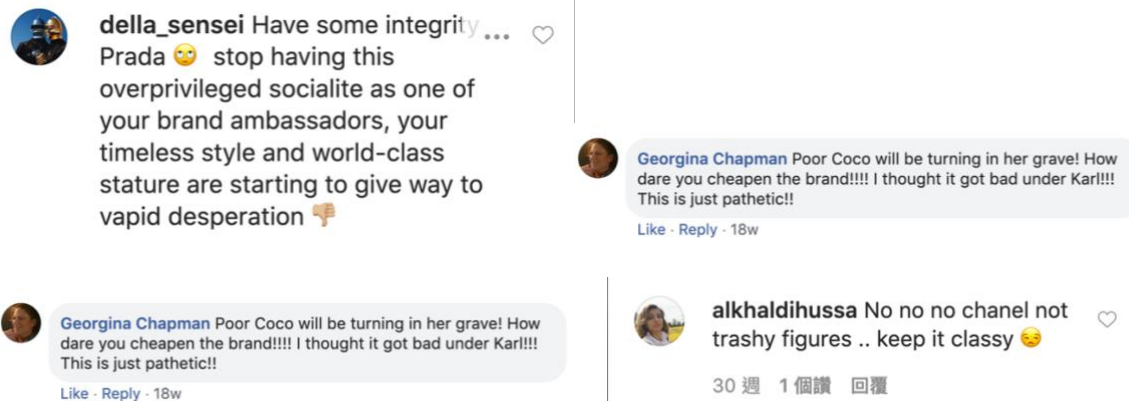
Since the major posts on social media are still product ads, there is a big portion of comments that reflect the adoration and obsession the audience bestowed on the collections. Such comments enable other followers to easily grasp the main theme of the post.



3) Critique

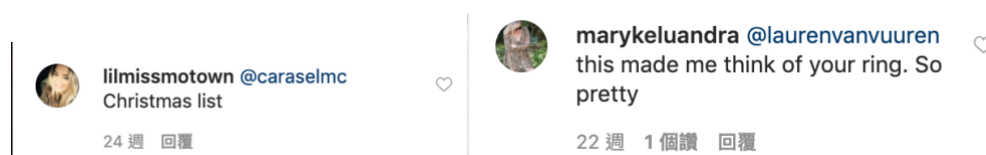
While there are brand lovers, there are also haters. In the collected comments, there are several negative criticisms on both websites attacking the brand or the post contents. For instance, there were multiple posts where Prada had Willow Smith launch a special

performance with their apparel that was supposed to be a surprising and creative collaboration. However, many critiques under the posts blame Prada for choosing the wrong person as the brand endorser. Simultaneously, Chanel faces a similar situation. Whenever there are people who disagree with the posts, they speak out with harsh words that may influence others' opinions.



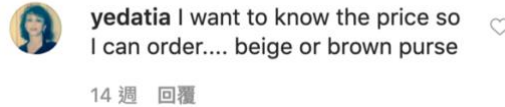
4) Tags

Tagging people is a very common type of comment on social media. The subject may be different, but most of the followers tag their friends in the comments so that they can have assessed to the posts. Tags occur mostly when people want to share their perspectives on the post with others that generate discussion and stimulate consumers' purchasing desire.



5) Questions regarding the price or other information

From the collected comments, it is apparent that followers often ask questions in their comments. The price of the items is the most frequent inquiries the audience makes. Other issues related to the posts have also been brought up. However, what is odd is that it seemed like the followers already knew there would not be any response from the brand, they still like to raise questions.



Questionnaire Survey

This section utilizes the method of questionnaire survey. The respondents are 15 people aged from 19-60 who have followed Chanel or Prada on social media and have bought items of the brands. Answers related to the topic have been collected and the form of the survey can be found in the Appendix.

After questions about age and profession, the respondents have to answer several questions on the topic. The first part of the questionnaire focuses on consumers' general interests and experience in using social media platforms to acquire luxury brands' information. The 15 individuals follow either of the brands on social media platforms that showed their interest and relation to the topic. As for the question of the most commonly used platform, the respondents recognize it to get information, 60% consider Instagram, 20% consider official websites, 6.7% consider e-commerce websites, 6.7% consider Youtube channels, and 6.7% consider Line. When they were asked about whether they find social media content more attractive than the ones in magazines, 80% of the respondents agree. In the next question, to take Chanel's social media contents uploaded from October to December 2019 as an example, the respondents were asked to identify the kinds of online content that will attract them. Most of them prefer posts of items with details and description (60%), posts of models wearing brand items (60%), and posts of celebrities with brand items (46.7%), while some of them prefer contents of fashion events (33.3%), posts on inspiration or making of the items (46.7%), histories of the brand or the collection (26.7%), comments of posts (200%), and 13.3% prefer celebrities' connections with the brand.

Next, the respondents were asked if they think luxury brands' presence on social media will destroy the essence of luxury, none of them agree. Correlatedly, 100% of the

respondents approve of luxury brands going on social media. However, 6.7% of the respondents do not find the posts on social media bring up their interests in the brand or the product. Also, it was investigated if the respondents feel the internet contents will influence their purchasing decision, 80% agree. When they were asked if they think an online shop is appropriate for luxury brands, 78.6% agree. What is interesting is that half of the respondents consider on-site service as a big part of luxury, so it is better to buy in shops. Finally, the respondents were asked if they have ever done a luxury purchase through online shops: 66.7% of them have not.

In the second part of the questionnaire, the respondents will be asked about the perspectives of the case study objectives. That is, they have to answer further questions on Chanel and Prada's social media performance. First, in the case of Chanel, 80% of the respondents say they follow the brand on social media. To obtain a more precise assessment, they were asked if they think their motivation for buying Chanel's product has increased after visiting the pages, most people agree (71.4%). Afterward, some assertions were suggested and the respondents were asked to select impressions after viewing Chanel's Instagram page. Most of the individuals agree with the assertion that the posts contain intense visual or other senses (73.3%), they induce feelings and sentiments (46.7%), while only 13.3% agree that they want to know more about the brand or agree that the contents urge deeper thoughts. Additionally, the storytelling website "Inside Chanel" created by the brand was provided to help develop and evaluate consumers' perspectives on such social media sites. The respondents were asked to rate the website from 1, not helpful to 5, very helpful. Most of the individuals rate the website 4 points (60%), while 6.7% rate 5 points, and 33.3% rate 3 points.

Finally, in the case of Prada, 66.7% of the respondents say they follow the brand on social media, and 50% agree that their motivation for buying Prada's product has increased

after visiting the websites. Next, the same assertions were suggested to let the individuals pick to represent their feelings on Prada's Instagram. 46.7% agree with the assertion the posts contain intense visual or other senses, 26.7% agree with that the posts induce feelings and sentiments, 20% agree that the contents urge deeper thoughts, 13.3% agree that they want to know more about the brand, while 13% show no interest of the account page. Since Prada is proud of their e-commerce strategies and encourages people to shop on their e-store, the next question for the respondents is that after browsing over Prada's e-store, whether or not they consider to purchase online. Most of them disagree but 20% of the respondents agree with buying an item from Prada's online shop.

Through the questionnaire section, it is clear that most consumers support luxury fashion brands' presence on social media, they consider the social media contents helpful for either items' or brands information, and they are positive about the influence of luxury brands' social media contents. However, most of them disagree with the decision of luxury brands going on e-commerce.

VIII. Conclusion

Social media is the trend in today's luxury fashion world. Luxury fashion brands inevitably are learning to implement digital marketing plans to meet market needs. Integrating digital technologies into the luxury section has changed how things work for both the brands and the consumers. For the consumers, social media became a decisive factor when it comes to their relation to the brand and purchasing behaviors. On the other hand, for luxury fashion brands, embracing and making use of social media could be an opportunity to encourage sales and bring other benefits. To respond to the questions and doubts of social media being a threat of luxury fashion brands, here are some opinions suggested by the professionals from the interview.

First of all, luxury fashion brands going on social media is a natural and unavoidable process and result in today's digital world. It is virtually impossible to refuse to enter the digital world, so the brands have to embrace it and think of ways to co-exist. According to Former Chief Marketing Officer of Hearts On Fire, Taipei, "luxury fashion brands' presences on social media will not symbolize a reduction in presenting their brand value as long as their presentation and designs are properly controlled. Additionally, new media, compared to traditional media, actually has a higher degree of adhesion to the public. Users spend more time reading and understanding brands' contents while traditional media only let people be advertised instead of being involved." The professional provides a stand for the second research question and indicates the advantages of utilizing new media for luxury fashion brands.

Additionally, luxury fashion brands' digital marketing plans should always remain customer-driven and concentrate on quality control. In the opinion of Former Marketing Manager of Luxasia, Taipei, "one of digital marketing's advantages is to deliver the messages only to a target group, so it is crucial to find out the most suitable digital tool for the target consumer group and design a common language to build connection with them." However, while the brand pays attention to the requirements of its target customers, it should also adhere to high quality. As Former Chief Marketing Officer of Hearts On Fire, Taipei, mentioned, "the most important thing is to select the right platforms and always create the contents with 'quality.' When high-end brands decide to do digital marketing, they must consider both user flow and quality. For instance, advertisements with sensational titles can certainly attract the audience, but it will also jeopardize brand images. At this point, luxury brands should choose quality over high use flow."

Moreover, from the background studies and the case studies of this survey, several digital marketing strategies are popular in the luxury fashion sector. The brands are fond of

utilizing social media platforms, livestream shows, and e-commerce websites to keep up with the digital world. Among them, social media platforms are the easiest approach to reach the audience and promote brand spirit depending on the contents of the posts. Following the viewpoint of Brand Manager of Max & Co., Taipei, “the texture of the content output, including the photos, videos, and contexts, should be extended from the brand itself and be done with quality. Applying a brand’s DNA, its unique charm to marketing plans is the key to maintain its brand value.” Thus, using social media platforms can become an opportunity to present both brands’ products and values.

Finally, the professionals mention that livestream fashion shows are efficient to reach both use flow and quality. According to Former Marketing Manager of Luxasia, Taipei, “Burberry’s Youtube livestream fashion shows break the rules of ‘fashion shows are only available for fashion world’s insiders.’ Livestreaming allows the customers to participate in the events. Other than that, the audience can also place orders from the shows, which means that they can receive the products before launching. This decision can not only increase luxury touchpoints for young consumers and network users but to collect feedback from the consumers based on the order quantities.” Former Chief Marketing Officer of Hearts On Fire, Taipei, also feel the same way for Burberry’s marketing decision, “livestreaming can reach millions of people, yet the exhibition remains the same quality, so this kind of digital strategy does not conflict with preserving brand value.” All in all, it seems that digital marketing strategies such as livestream fashion shows can successfully bring the audience’s attention, effectively present the brand’s message, but protect its brand values at the same time.

Appendix

Questionnaire survey to consumers' experience and perspectives on luxury brands' social media performance

The Connection between Social Media and Luxury Fashion Brands

Hi, this is Vanessa Huang from the English dpt of FJU. First of all, I would like to thank you for agreeing to take part in this survey. I'm doing research on social media and luxury fashion brands and this questionnaire survey focuses on how consumers perceive luxury fashion brands utilizing digital marketing strategies to promote.

Nowadays, many luxury fashion brands invest money and efforts in social media marketing, operating social media platforms and creating their own social media sites. Regarding the nature of social media and consumer behavior, it is essential to directly obtain consumers' experience and perspectives.

Below are several questions I would like to ask you in order to complete my research. Thank you again for filling out! Good day!

大家好，我是來自輔大英文系的 Vanessa。首先，感謝您願意參與這次的問卷調查。我正在做一份關於社群媒體與精品品牌的論文，這份問卷主要聚焦在消費者對於現今精品品牌使用社群媒體的看法。

現今大多數精品品牌已投入數位平台來推廣及傳遞品牌資訊，我想透過這份問卷了解精品消費族群在社群媒體上的品牌經驗及影響。

以下是一些相關的問題需要請您幫助我填寫完成研究。
再次謝謝您，祝福您有美好的一天。

Personal Data 個人基本資料

* Required

Your Age 您的年齡 *

- 11-20
 21-30
 31-40
 41-50
 51-60

Your profession 您的職業 *

- Student 學生 Office worker 上班族

Freelancer 自由業 Other:

Part 1 第一部分

* Required

The first part focuses on some general questions of brand using social media platforms. 這部分針對品牌使用社群媒體向消費者提出一些問題及經驗。

1. Do you follow any brands on social media platforms? 您是否在社群媒體上關注任何精品品牌? *
yes 是 no 否
2. Do you think the posts on social media are more attractive than the ones in magazines? 您是否覺得比起報章雜誌的廣告，社群媒體上的內容更加豐富/詳細? *
yes 是 no 否
3. Do you think luxury brands' presence on social media will destroy the essence of luxury? 您是否認為精品品牌使用社群媒體會扭曲精品的特色和核心價值? *
yes 是 no 否
4. Do you approve of luxury brands' presence on social media? 您是否支持精品品牌透過社群媒體來觸及到更多人? *
yes 是 no 否
5. Which platform do you use the most to get information of a brand? 請問您最常使用哪一個數位平台來獲得品牌資訊? *
Instagram Facebook
Twitter Official Websites 官方網站
E-commerce Websites 電子商務網站 Youtube Other:
6. Will the posts on social media bring up your interests of the brand or the product? 當您看到品牌在社群媒體的貼文，會增加對品牌或商品的興趣嗎? *
yes 是 no 否
7. What are some online contents/posts that will attract you? 您認為以下哪一種網站上的內容能您引起您的注意? (以 2019/10-12 Chanel 發表的內容為例) (本題為複選題) *
items with details and description 商品細節與敘述
models wearing items 模特展示服裝
photos of celebrities with brand items 名人穿搭照
fashion events 品牌活動
inspiration/making of items 商品製作靈感/過程

- histories of the brand/item 講述品牌/商品歷史
- celebrities sharing connection with brands 名人訪談品牌相關內容
- Comments of the posts 其他粉絲在貼文的留言 Other:

8. Will the internet contents influence your purchasing decision? 社群媒體會影響您的購物意願嗎? *

- yes 是 no 否

9. Do you think online shop is appropriate for luxury brands? 您是否同意精品品牌開放網路購物?

- yes 是 no 否

10. Do you consider being served is a big part of luxury, so it is better to buy in shops? 你是否認為被人服務是精品的一大部分，所以最好在實體店面購買? *

- yes 是 no 否

11. Have you ever done a luxury purchase through an online shop? 您是否有透過品牌官方網站/電子商務網站購買精品的經驗? *

- yes 是 no 否

Part 2 第二部分

* Required

The second part contains some examples of Chanel and Prada to ask further questions on the topic. 第二部分將會透過實際的例子來獲得消費者的觀點。

1. Do you follow or subscribe any social media platforms of Chanel? 您是否在社群媒體上關注 Chanel? *

- yes 是 no 否

2. If yes, do you think your motivation of buying Chanel product increased, after visiting the pages? 承上題，若是，您是否覺得透過 Chanel 的社群媒體能加深購買的慾望?

- yes 是 no 否

3. What do you feel about Chanel's Instagram page? 請問 Chanel 的 Instagram 給您的感覺是? (<https://www.instagram.com/chanelofficial/?hl=zh-tw>) *

- contain intense visual or other 視覺(聽覺或其他)上很吸引人
- induce feelings and sentiments 帶來心靈及情緒感受

urge deeper thoughts 能讓我了解/思考更多

want to know more about the brand 讓我想知道更多資訊

Other:

4. What do you think about this website? 您認為這個網站是否能幫助您更加地了解 Chanel?("Inside Chanel" by Chanel: 英文

版: <https://inside.chanel.com/en/chanel-and-the-arts> 中文版 :

https://inside.chanel.com/zh-Hant/chanel-and-the-arts?gclid=Cj0KCQjw4dr0BRCxARIsAKUNjWQsMaqO5_3uyMg9Ow8qpcHK9GSoVDDeeFHUSK3pwGPMRYrTxI3ZU6rQaAgasEALw_wcB) *

Not helpful 沒有幫助

Very helpful 很有幫助

1

2

3

4

5

5. Do you follow or subscribe any social media platforms of Prada? 您是否在社群媒體上關注 Prada? *

yes 是 no 否

6. If yes, do you think your motivation of buying Prada product increased, after visiting the pages? 承上題，若是，您是否覺得透過 Prada 的社群媒體能加深購買的慾望？

yes 是 no 否

7. What do you feel about Prada's Instagram page? 請問 Prada 的 Instagram 給您的感覺是？ (<https://www.instagram.com/prada/?hl=zh-tw>) *

contain intense visual or other 視覺(聽覺或其他)上很吸引人

induce feelings and sentiments 帶來心靈及情緒感受

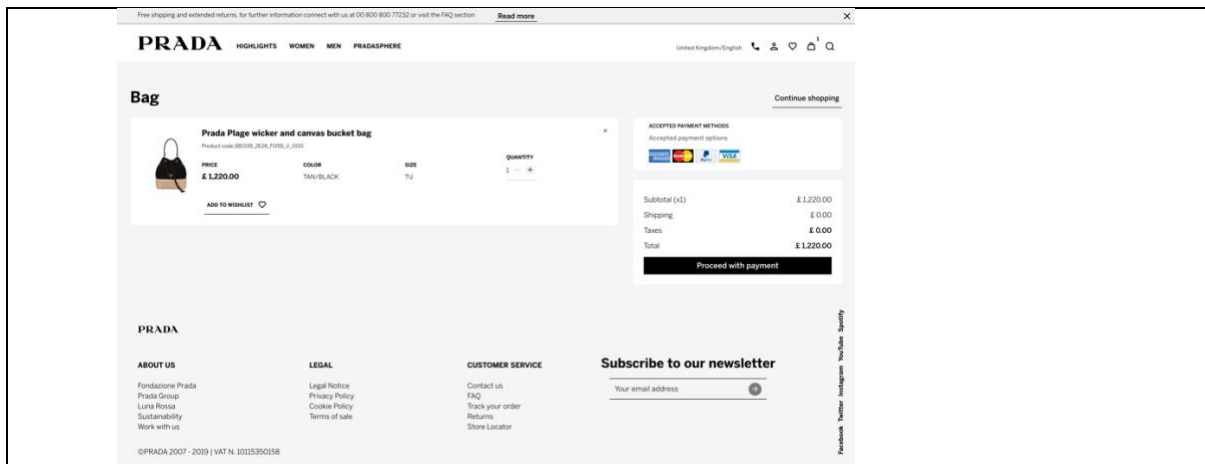
urge deeper thoughts 能讓我了解/思考更多

want to know more about the brand 讓我想知道更多資訊

Other:

8. This is a page of Prada's e-store, will you consider buying an item online? 上面是 Prada 網路商店的示意圖，請問您是否想要在網上購買 Prada 的商品？ *

(<https://www.prada.com/gb/en.html>)



yes 是 no 否

9. What are some suggestions that you want to give me for my research? 請寫下任何您想要給我的建議，再次感謝您填寫問卷

Your answer:

Works Cited

- D'Arpizio, Claudia, et al. *Luxury Goods Worldwide Market Study, Fall-Winter 2018*. Bain & Company, 2019,
www.bain.com/contentassets/8df501b9f8d6442eba00040246c6b4f9/bain_digest__luxury_goods_worldwide_market_study_fall_winter_2018.pdf. Accessed 18 Dec. 2019.
- Danlos, Maurane. *Social Media and Fashion: How People Can Influence Marketing Strategies?* 2016. Helsinki Metropolia University. Bachelor Degree Thesis.
www.theseus.fi/bitstream/handle/10024/124066/Danlos_Maurane.pdf?sequence=1&isAllowed=y. Accessed 25 Nov. 2019.
- Dalton, Matthew. "Designer Tomas Maier to Leave Bottega Veneta." *The Wall Street Journal*, Dow Jones and Company, 13 June 2018,
<https://www.wsj.com/articles/designer-tomas-maier-to-leave-bottega-veneta-1528917127>. Accessed 12 Dec. 2019.
- Heggde, Githa, and G. Shainesh. *Social Media Marketing: Emerging Concepts and Applications*. Palgrave Macmillan, 2019. <https://link.springer.com/book/10.1007/978-981-10-5323-8>. Accessed 1 Dec. 2019.
- Interviewee 1, Former Chief Marketing Officer of Hearts On Fire, Taipei. Personal Interview. 20 May. 2020.
- Interviewee 2, Former Marketing Manager of Luxasia, Taipei. Personal Interview. 20 May. 2020.
- Interviewee 3, Brand Manager of Max & Co., Taipei. Personal Interview. 20 May. 2020.
- Larrauffie, Anne-Flore Maman, and Aurélie Kourdoughli. "The e-Semiotics of Luxury." *Journal of Global Fashion Marketing*, vol. 5, no. 3, 2014, pp. 197–208., doi:10.1080/20932685.2014.906120. Accessed 15 Mar. 2020.

- Okonkwo, U. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Palgrave Macmillan, 2014.
- Phan, Michel, et al. "Social Media and Luxury Brand Management: The Case of Burberry." *Journal of Global Fashion Marketing*, vol. 2, no. 4, 2011, pp. 213–22., doi:10.1080/20932685.2011.10593099. Accessed 10 Nov. 2019.
- Prada Group. *FY2019 Result Presentation*. Milan, MI: Prada Group, 2020. https://www.pradagroup.com/content/dam/pradagroup/documents/FinancialDocuments/AnnualReport/inglese/FY_2019_results%20presentation_18_03_20.pdf. Accessed 25 Apr. 2020.
- Romo, Zahaira Fabiola González, et al. "Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands." *International Journal of Interactive Mobile Technologies (IJIM)*, vol. 11, no. 6, 2017, p. 136-49., doi:10.3991/ijim.v11i6.7511. Accessed 18 Dec. 2019.
- "The Kelly Bag." *Hermès US*. www.hermes.com/us/en/story/106196-kelly/. Accessed 17 Dec. 2019.