



## SAINT LAURENT

### Company profile:

Founded in 1962 by Yves Saint Laurent and Pierre Bergé, today luxury French fashion house Saint Laurent spans women's and men's ready-to-wear collections as well as leather goods, shoes and jewellery, which are brought to life by current creative director Anthony Vaccarello.

# Immersive video campaign and audience targeting help Saint Laurent return to the fashion show calendar in style

**The challenge:** Making sure all eyes were on the Saint Laurent SS22 show at Paris Fashion Week

Subtlety isn't Paris Fashion Weeks' forte. With so many influential designers taking to the catwalk to debut their latest collections, standing out from the crowd is essential. Having taken the decision at the start of the pandemic to present at its own pace and not be bound by the fashion calendar's seasons, Saint Laurent's SS22 womenswear show was set to mark the brand's long-awaited return to the official Fashion Week Calendar – so it wanted to come back with a bang. To do this, Saint Laurent planned to unveil its collection virtually, by streaming the show to new and existing audiences online.

**The solution:** To recreate that front-row feeling from afar and maximise the number of people who could experience its collection, Saint Laurent opted for an immersive video campaign. Spread across three stages, a teaser video generated excitement around the show and helped recruit new attendees beyond the brand's core following. Next, a live broadcast allowed audiences to really feel part of the occasion, while a 15-second highlights reel shown two weeks later kept momentum going and interest in the brand and its new collection high.

**Why use LinkedIn?** To really make sure the show landed, Saint Laurent needed to get its latest collection in front of the right people. This is where LinkedIn audience segmentation helped, by allowing the brand to target both high-net-worth individuals and audiences with a strong

affinity to fashion, for example those working for the likes of *Vogue* and *Harper's Bazaar*. Leveraging sponsored video on the platform also enabled Saint Laurent to create immersive experiences that helped grow brand awareness and capture the imagination of fashion-forward audiences.

**Results:** Audience segmentation and three-pronged video campaign leads to soaring engagement

By taking the time to define its audiences and then drip-feed them videos, Saint Laurent was able to build enthusiasm, which ultimately helped to grow engagement. Using video not only created a sense of rendez-vous that made audiences feel valued and part of the process, but it helped spark interest long after the show had come to an end – all of which has led to some strong results:

Number of views  
**x25 vs estimated**



**61% of video views** were completed **100% vs 20%** luxury benchmark

**84% video view rate** was achieved **vs 27% luxury benchmark**

