In 2009, the impact of bloggers and social media reached its tipping point for New York Fashion Week. The years that followed have brought a new wave of deeply-integrated marketing strategies surrounding the events of NYFW to build brand awareness and drive consumer engagement.

Spilling over from fashion brands and retailers, lifestyle partners that fall into the beauty and interior design categories are now embracing all things social and digital when marketing during one of the most important semi-annual events in the U.S.

A great example of a beauty brand leveraging integrative marketing for A/W 2012 is the partnership between Creative Nail Design and Red Door Interactive. Red Door Interactive launched a multifaceted social media campaign for Creative Nail Design (CND) coinciding with CND’s 15th anniversary at Mercedes-Benz Fashion Week in New York.

The CND Fashion Week experience created a “hands-on” social media campaign that provided exclusive backstage access straight from the runway using integrated initiatives including infographics, a Facebook contest, Pinterest, Instagram, Tumblr and Twitter.

For those of you who don’t know, CND works with designers to develop custom nail styles that communicate the point of view of the current collection, like the Groovy Pinswheel Manicure CND created for Nicole Miller this season. “Each season, the digital conversation surrounding fashion week gets bigger, as does the focus on nails as the ultimate fashion accessory,” said Flye DeBrown, director of marketing at CND. “We’ve been behind-the-scenes for 15 years and are thrilled to be working with our partners at Red Door Interactive to tell the CND Fashion Week story through social media.”
Now, CND Fashion Week extends to social media via a content strategy that includes real-time Twitter updates and daily blog coverage from CND co-founder and style director Jan Arnold. Backstage photos and videos are shared via Instagram, YouTube and Tumblr. Runway looks and nail style close-ups are pinned from the blog to Pinterest. An infographic called "The History of Nails at Fashion Week," explores the evolution of the nail trend and a daily Facebook giveaway invites fans to choose their favorite runway nail style from the A/W 2012 shows.

The overall CND Fashion Week strategy is collaborative by nature, and allows the brand to focus on capturing visual content, while Red Door extends those activities online, providing the technical capabilities and expertise to drive awareness, social share, influencer coverage and conversation.

Leveraging Pinterest and Instagram

"In the fashion industry, much like many other markets, consumers are looking to feel a personal connection with the brands they love," said Crosby Noricks, director of social media for Red Door Interactive. "Social media allows for this, but only when the strategy strikes the right balance between personality, immediacy and value. We're proud to be able to do that for CND!"

In an interview with PRMM, Noricks (also the founder of PR Couture) shared with us why CND chose to integrate Pinterest and Instagram into this campaign.

"Looking at Instagram or Pinterest, a popular share is often a new manicure, and the more creative the better! CND works directly with designers to develop custom looks each season and the results are always stunning, beyond the typical runway coverage, so we wanted to share our own nail close ups," Noricks shared. "We also know that bloggers and publications are furiously posting images during fashion week and we wanted to be a part of this digital content share revolution!"

We were inspired by recent stories of Pinterest as a strong traffic driver, and so we have been pinning these images along with the CND colors used on a runway board. We've also been discovering great nail images from Pinterest users and repinning them to our "nail pinpiration" board.

"We see each tool, including the infographic, as a story-telling tactic to raise awareness and interest in CND by highlighting their involvement in fashion week," Noricks continued. "Industry insiders may know the role CND plays, but Instagram and Pinterest help us to reach new audiences while growing our online community and driving traffic back to the website."