

## FASHION

# First Insight Gauges Consumer N.Y. Fashion Week Favorites

- Ralph Lauren, sleeveless looks and the color purple were standouts.

BY ARTHUR ZACZKIEWICZ

Consumers are smitten with Ralph Lauren, love sleeveless looks and favor purple as a color and solid when it comes to pattern types.

And when it comes to pricing, consumers are often willing to pay more than what companies set as a price point.

That's the latest read on shopper sentiment from First Insight Inc. regarding spring designer collections. Working with WWD's coverage of the collections, the analytics firm conducted a consumer survey over eight days where 289 styles were tested. There were more than 2,600 responses that generated more than 400,000 data points on 18 designer brands.

The survey involved users playing an online game, "What Would They Pay?" which culled various data points and sentiment metrics, said Jim Shea, chief marketing officer, and Joe Callahan, director of marketing at First Insight. When the results were crunched, Ralph Lauren emerged as the top brand by average positive sentiment.



A spring look from Tory Burch.

Coming in at number two was Diane von Furstenberg, with Carolina Herrera in third. Rebecca Minkoff was fourth. Regarding the most favored dress, a ready-to-wear look from Tory Burch's collection (pictured with this article) was the top overall item with a 70 percent positive sentiment score.

Some of the notable brands that garnered strong, positive sentiment included a Ralph Lauren look with a 62 percent score. Comments by those surveyed described it as a "fantastic dress" with a "very unique hem." Another favored design was a simple black dress with a V neck, which had a 67 percent positive sentiment rating. Those polled said the look was "Very simple. Very classy."

One Marc Jacobs dress came in with a 59 percent sentiment score. Commentators praised the dress, and touted it as having celebrity potential – "possibly Scarlett Johansson," one respondent said. Other high scorers included DKNY, Desigual, Calvin Klein and BCBG Max Azria.

By age group, the top two brands for 19- to 29-year-olds were Diane von Furstenberg and Carolina Herrera; for 30- to 44-year-olds, the brands were Ralph Lauren and DVF, and for 45- to 59-year-olds, the designers were Minkoff and Zac Posen. It's important to note that the game used to poll respondents featured a large runway image of the dress, which included the designer's name. No logos or other details were included.

What's also noteworthy is that this year's Ralph Lauren collection got mixed reviews from fashion critics. "Yet, consumers absolutely loved it," Shea said, adding that the results reflect a disconnect

between fashion editorial perspectives and consumers.

The survey revealed that purple and black were the two top colors, followed by red. Purple, by the way, was the most favored color during the fall collections survey, which was also conducted by First Insight. With sleeve length, sleeveless received the highest sentiment followed by short-sleeve and then long-sleeve. Regarding patterns, solid came in first followed by floral and then print.

With hem length, the high-low look garnered the highest sentiment, followed by the mini. With necklines, the halter look took the top spot, followed by round and then the V-neck design.

Shea and Callahan said there were some surprises in the results. "When you get into pricing, that's where it gets really interesting," Callahan said. He noted that even though consumers polled may favor two styles equally, how they value the designs can vary. For example, Callahan said the top favored Marc Jacobs items were "equally well-liked" by 19- to 29-year-olds as it was by 45- to 59-year-olds.

But Callahan quickly noted that the Millennials "were willing to pay more than \$1,700 more [for the Marc Jacobs items] than those ages 45 to 59," he said. And for Desigual's top item, "people were willing to pay more than its typical price."

## MEDIA

## Valentino Donna Ad Set to Launch

- Åstrid Bergès-Frisbey is featured in the film lensed by Louis Garrel that's due to break on Oct. 8.

BY JENNIFER WEIL

Valentino mined Italy's cinematic history for its new video campaign for Valentino Donna, the house's most recent women's fragrance, that's due to go live online, starting Oct. 8.

Taking a cue from directors such as Federico Fellini and Michelangelo Antonioni, plus actresses such as Monica Vitti from the Sixties, Valentino's designers Maria Grazia Chiuri and Pierpaolo Piccioli opted to set the ad in Rome, the brand's

birthplace.

The scent's ambassador, Åstrid Bergès-Frisbey, embodies Valentino Donna in the film, directed by Louis Garrel.

The scene is enigmatic. From a distance, one sees the actress walking across the empty Piazza Navona late at night. A man's voice says: "How long has it been since I was last here?" He reminisces about the square, a café that had stood there, then adds: "The last time I was here, she was exactly the same. Maybe it's her."

Bergès-Frisbey walks down a narrow street and again, through the lens of the narrator, the viewer sees her but now at a much closer range.

"Maybe it's her. I recognize you. I know who you are. Please don't turn around," the male voice says. "I would recognize

you anywhere, perhaps even with my eyes closed. At least you could tell me your name."

Bergès-Frisbey, in a doorway – studded like the Valentino Donna bottle – turns toward the man and says: "If you knew me, then you know my name."

"We wanted to give this idea of a contemporary woman who is really faceted," Piccioli said. "The idea of the movie was to get one moment and one night in Rome, and one meeting between a woman and this man who might recognize her. So it's like a frame of a movie...with the idea of an intimate Rome. It can be one moment in the life of a man or a woman. It's something very individual but very universal at the same time.

"We wanted to get this spiritual side of Rome and its emotional side, not a post-card kind of view," he continued.

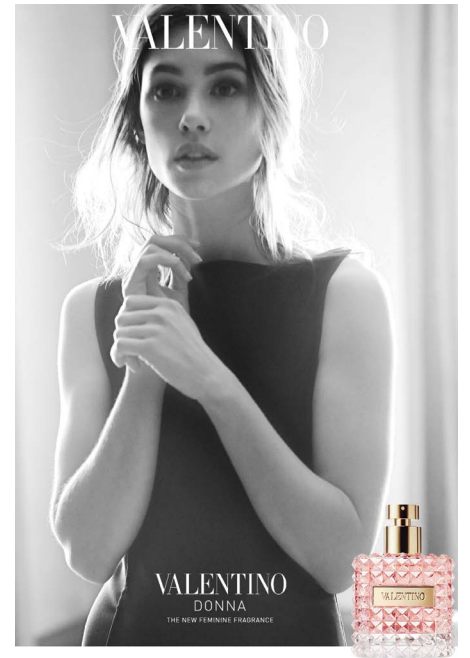
They chose Garrel, a director, actor and face of Valentino Uomo to lens the campaign and be the voice of the omniscient narrator.

Valentino Donna is a floral and chypre perfume created with Givaudan perfumers Sonia Constant and Antoine Maisondieu and Valentino's fragrance licensee Puig. It launched in the U.K. exclusively at Harrods and Galeries Lafayette in mid-July.

Chiuri said Bergès-Frisbey was an obvious choice as the face.

"She reflects, in some way, the idea of women that we like: She has strong character but is romantic and at the same time she's really independent and a little bit rock 'n' roll," Chiuri said.

"She represents many of the younger women's generation," added Piccioli.



To prepare for the part, Bergès-Frisbey was shown the Valentino Donna perfume and bottle, and given some black-and-white images to peruse.

"There were two main films they were inspired by – 'Roma' and 'La Notte,'" she said.

"They had this very precise idea that they followed," Bergès-Frisbey said. "You saw they [poured] a lot of love into the project and were passionate about it."

The actress said while not being overly familiar with fashion, she knew Valentino.

"I loved the elegance and simplicity of it," Bergès-Frisbey said. "It's kind of less is more."

The 1-minute-48-second spot will first break on parfums.valentino.com and on Valentino's Facebook, Instagram and Twitter accounts, and also on some blogs based in France, the U.K. and Italy on Oct. 8.



A still from the video campaign.