

## Designer Revival: Content and Social Media Strategy

Designer Revival is an Upper East side jewel for avid thrift shoppers. It was founded by consignment pioneer Myrna Skoller almost twenty-five years ago. New owner, Tiffany Keriakos has driven the brand's vision and added freshness since 2015. However, with the quick rise of social media and strong online competitors, Designer Revival needs to retain loyal customers and attract the new wave of fashionistas. I have devised a three point strategy that injects Designer Revival into social media organically. Even though the store has a YouTube channel, it has been inactive for a few years and has only eighty-seven subscribers. A new social media strategy that goes directly to consumers and taps into trend-driven social media platforms must be implemented. Currently, DR has seventeen thousand six hundred followers on Instagram with around one thousand five hundred posts. However, on the emerging platform TikTok, the store has only nine videos and seventeen hundred followers.

It is imperative to invest into advertising and collaborations with influencers on both platforms. Instagram gives consumers the ability to shop directly for pieces they're interested in. And TikTok allows creators to develop creative and short videos designed to create traffic onto the store's website as well as create a buzz. These are two very different platforms with different benefits. If DR partners up with collaborators active in both platforms, a symbiotic relation will be successful. Here are the three points needed to roll out this strategy.

### **Instagram Collaborations with Ads + Shop Feature:**

Instagram offers several options for promoting a brand. The available plug-in options are stories, photos, videos, photo carousel, collections and in the explore page. The most budget-friendly way to reach potential customers is with the photo option on the explore page. Instagram released statistics that only 50% of businesses use the explore page feature yet 83% of Instagram users have reported to purchase a product through an Instagram ad. This statistic happens because businesses prefer photo ads plugged into the newsfeed due to Instagram's 'endless scrolling' feature. However, it is a delicate balance to roll out ads into newsfeeds because many Instagram users find ads annoying in nature. Instagram's personalized newsfeed is filled with posts of people you follow, and many users constantly click on ads to make them disappear because they disrupt the newsfeed's flow. It's an invasion of privacy, especially to users that don't follow fashion trends or thrifting. Staying away from this model is important because Instagram charges ad space daily and it exposes it to a general audience, not a designated target audience.

In order to reach a curated audience without sifting through uninterested users, DR needs their presence in the explore page. Users can go to the fashion category in explore and see DR ads that connect to Instagram shop. Instagram Shop is a new and key feature developed to give users an easy access to featured products in the ads. Users can purchase the highlighted products within the app and they can be redirected into the store's website to explore.

Moving into the actual ad content, a series of photoshoots with influencers would work as a soft launch. The group of influencers has to be diverse in it's content and catered audience. The common threads between these creators are fashion and thrifting. Below is a list of potential collaborators and these group of women all cater to different subgroups in fashion. Also, they are all active on Instagram and TikTok allowing them to create content for both platforms seamlessly.

Influencer	IG Followers	TikTok Followers
Brittany Xavier	1.6M	3.6M
Vienna Skye	72.3k	1.3M
Nava Rose	472k	5.1M
Chriselle Lim	1.3M	2.6M
Leonie Hanne	3.2M	1.1M
Karen Wazen	5.6M	2.0M
Camila Coehlo	8.8M	745.5K

I have created some mock-up outfits for these collaborations. Next to the outfits are the prices and descriptions that will appear on the Instagram shop feature when a user clicks on the ad.

Due to the nature of COVID-19 and the uncertainty of safe traveling, the influencers will get these pieces in the mail and do a safe photoshoot within the parameters they find fits their brand. Influencers have creative freedom for these photoshoots as long as they promote DR in an ethical and authentic way.



## Spring Soirée

### Spring Soiree Purchase Tags:

**Dress:** Vintage Pink Azzaro Couture Embellished Silk Gown \$695

**Shoes:** Pink Stuart Weitzman Velvet Sandals \$185

**Bag:** Pink Miu Miu Fur Clutch Bag \$450

**Bangle:** Silver Fendi Crystal & Fox Fur Bangle \$795

**Necklace:** Nude Lanvin Grosgrain & Faux Pearl Necklace \$285

**Earrings:** Silver Ippolita Diamond Cherish Stud Earrings \$395

**Sunglasses:** Pink Chloe Round Tinted Sunglasses \$355

### Chic Fall Purchase Tags:

**Dress:** Black and White Stella McCartney Color Block Dress \$145

**Shoes:** Pink Balenciaga Knife Bootie Jersey Crepe Boots \$770

**Bag:** Black and Multicolor Balenciaga Magazine Print Clutch Bag \$800

**Ring:** White Chanel Coco Resin Ring \$480

**Necklace:** Cream and Brown Jennifer Miller Large Link Necklace \$95

**Bangle:** Black Chanel CC Rhinestone Studded Bangle \$1,120

**Sunglasses:** Blue Chanel Square Tinted Sunglasses \$450



## Chic Fall



**Summer Tease Purchase Tags:** 6

**Set:** Beaded Tank and Multi Color Vintage Valentino Floral Skirt Set \$1,395

**Shoes:** Gold and Silver Miu Miu Glitter Floral Sandals \$95

**Bag:** Beige Gucci Mini Bamboo Leather Shopper Bag \$1,040

**Earrings:** Silver Chanel Camellia Earrings \$610

**Sunglasses:** Green Dior Square Tinted Sunglasses \$355

**Scarf:** Light Blue & Multicolor Hermes 'Regina' Silk Scarf \$450

**Spring Affair Purchase Tags:**

**Pants:** Vintage Blue & Multicolor Floral Print Pants \$85

**Blouse:** Red Hellessy Sleeveless Tie Shoulder Top \$135

**Shoes:** White Balenciaga pool sandals \$385

**Bag:** Purple Dior Dior Oblique Canvas Tote Bag \$560

**Earrings:** Silver Dior Heart Drop Earrings \$560

**Necklace:** Judith Ripka Pearl 18k Gold & Diamond Necklace \$1905

**Sunglasses:** Red Dolce & Gabbana Octagonal Tinted Sunglasses \$450



**Spring Affair**

## **Fashion Story Clips**

These are snippets of stories created by the selected influencers about thrifting and the favorite piece they got at Designer Revival. We would give total creative freedom to create content that fits their brand and highlights the store. The short version is tailored for TikTok with sixty seconds.

The sixty second clip posted on TikTok cannot be reposted on Instagram because IG passed a community guideline that it will delete any videos with the TikTok watermark. Therefore, the IG reel videos must be recorded separately and may also be longer. It is important that the content matches the platform. We want to keep a fast-paced, fun and playful tone for the Tik Tok version. On Instagram we want to include more in-depth personal stories and an extra feature or two. The whole purpose of these snippets is to bring sentimentality back into thrift shopping. People who purchase vintage fashion items usually have a personal connection to the piece or have deep admiration for its time period.

Although the fashion story clips work differently depending on the social media platform, they both have to have a cohesive theme and promote DR in a creative way. Because influencers have complete creative freedom, they are expected to adhere to each platform's community guidelines.

## **Aesthetics Challenge**

Finally, the third point in the strategy is a challenge created for customers and fans of Designer Revival as well as thrifting. People may participate on TikTok or IG and post either a picture or a short 15 second video with a thrifted outfit. Same regulations as the fashion story clips apply. It is imperative that these videos follow the community guidelines because we do not want bad press or have the videos, hashtag and DR account suspended or shadow banned.

The challenge is to draw inspiration from the piece create an outfit fitting for an alter-ego or persona. It can be as creative and as specific as the participant wants. Ex. Clue character during interrogation, Y2K prom, fictional character brought to life, etc.

For the entry to count, Designer Revival's IG and TikTok handles must be tagged and people have to use the #AestheticsChallenge hashtag. The prize is a Designer Revival gift card and the creator gets exposure by taking over DR's social media accounts for a day. They may promote themselves and DR in creative and engaging ways.

To give the winner access to the DR accounts works as a way to show DR's followers that the brand engages constantly with its customers and it also encourages influencers and customers to create funny/relatable/BTS content.

