

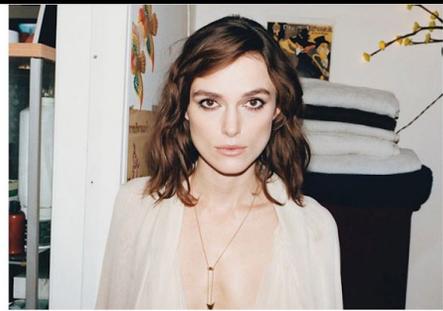
“Gentlewoman” by Celine

Overview of Campaign

Celine’s “Gentlewoman” campaign traces back and reconnects to Celine’s era with creative director Phoebe Philo. As a group we envisioned that the best suitable campaign direction for Celine would be to leverage on Celine’s previously positive representation of women in the fashion community, thanks to Phoebe Philo’s modest, minimal, and professional designs. With all this in mind, the motive for “Gentlewoman” is to take the original definition - “woman of good family...social position...civilized, educated...well-mannered,” and redefine it to mean a modern woman with style and purpose who is professionally driven, unstoppable, and resilient. In this campaign we will work with various women who come from various backgrounds to demonstrate that Celine is a brand that prioritizes diversity and inclusion. In addition, we wanted to show that the brand believes that everyone and anyone can truly embody what it means to be a gentlewoman. Through various platforms on Instagram and print editorials, the campaign will stand for much more than sufficing materialistic desires within the fashion community. The campaign will combat against the lack of positive women representation in the fashion industry through the means of fashion, design, and clothes. Instead, through this campaign it will showcase women wearing clothes that make them feel empowered and confident, while it being functional and stylish for everyday wear. The influencers in our campaign will help translate this message to our target market and overall audience.

Moodboard and Song

The color palate is composed of faded earth tones and pastels, black, ivory and subtle beiges. The fabrics include silk, polyester, wool, lyocell, and linen. Simple plaid and pinstripe patterns are also displayed, although the multiple styles for “Gentlewoman” would employ a greater variety. The mockups demonstrate the campaign photographs’ minimalist setting and poses—our vision is to have each influencer, as well as the group of women, photographed against a simple background like white brick. All of these elements work together to embody the femininity and professionalism of “Gentlewoman” and to focus on the women of the campaign, rather than elaborate makeup or set design. The campaign photographer will be Juergen Teller who has worked with Celine before, for the Joan Didion campaign, in addition to notable brands like Louis Vuitton, Marc Jacobs and Gucci. The song used in campaign promotions on social media and on the Celine website campaign page is “Like A Girl,” by Lizzo. The song is energetic and has a strong feminist message, redefining the “like a girl” phenomenon (Lizzo, 2016). Because the purpose of the campaign is also to redefine a limiting definition, that of “gentlewoman,” Lizzo’s lyrics are a perfect complement.



gentlewoman



Press Release



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<https://www.lvmh.com/houses/fashion-leather-goods/celine/>

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FOR IMMEDIATE RELEASE

CELINE ANNOUNCES “GENTLEWOMAN” CAMPAIGN

PARIS, APRIL 29, 2019—Celine, Inc. announced today that they are developing a campaign that will launch in August 2019. The motive for the “Gentlewoman” campaign is to take the original definition— a woman of good family...social position...civilized, educated...well-mannered—and redefine it to represent Celine’s ideal consumer. She is a modern woman with style and purpose who is professionally driven, unstoppable, and resilient. The campaign will use the following five influencers to reflect this message: Yara Shahidi, Dara Allen, Sabina Karlsson, Rachel Weisz and Maye Musk. These women embody the “gentlewoman” regardless of ethnicity, nationality, size, or age.

The campaign content will consist of a still photography spread as well as interviews with each model about what being a “gentlewoman” means to her. Celine will be partnering with Vogue for the campaign’s print release. Vogue will promote the campaign on social media and be the mode of print publication. Influencers will interact with followers through CELINE specific campaign promotions on their Instagram feed by replying to comments and suggesting their favorite pieces from the new line.

Celine's creative director, Hedi Slimane, and members of Vogue's editorial staff will work together to write an editorial piece describing the "gentlewoman" message, the reasoning behind choosing each influencer and the artistic elements of the campaign. For post-launch press coverage, Celine will target Vanity Fair, Harper's Bazaar, British Vogue, Vogue Paris, and Marie Claire. Hedi Slimane commented, "Gentlewoman is a nice homage to the feminine designs of my predecessor Phoebe Philo, while highlighting Celine's current strengths of minimalism and professionalism. I think this campaign is a great way for women who love fashion to use it as a tool for empowerment."

About Celine

Founded in 1945 by Céline Vipiana, Céline is a French fashion house. Led by Séverine Merle, she is part of LVMH Fashion Group chaired by Sidney Toledano, Executive Committee Member of LVMH

About LVMH

LVMH Moët Hennessy Louis Vuitton, the world leader in luxury goods, is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and RIMOWA. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Royal Van Lent and the Cheval Blanc hotels.

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Target Publications

The “Gentlewoman” campaign will be released in partner with *Vogue*. *Vogue*’s Instagram will be used to release behind the scenes video clips prior to the campaign launch. The campaign includes video interviews with each influencer, which will be released in sections on Celine’s Instagram and linked to the “Gentlewoman” campaign page on the brand’s website. Celine will simultaneously launch its campaign content on its website and Instagram account when *Vogue* launches the campaign in print. *Vogue* will publish the photo spread and an editorial describing the purpose of “gentlewoman” as well as the content explored by each influencer in her interview video. Publications we would target to cover the launch and spread its message include *British Vogue*, *Vogue Paris*, *Marie Claire*, *Harper’s Bazaar*, and *Vanity Fair*. Partnering with *Vogue* will bring the audience’s attention to the campaign and consequently, increase overall brand exposure. These publications maintain a mature readership from young adult to older women for whom fashion remains a main interest. While *Vogue*, *Harper’s Bazaar*, and *Vanity Fair* are optimal print magazines to attract Celine’s American audience, *British Vogue*, *Vogue Paris*, and *Marie Claire* will effectively spread the “Gentlewoman” message to Celine’s British and European followers. We are targeting coverage in two French magazines because Celine is a French brand that must continue to stimulate the French market, fostering its home fan-base.

Campaign Influencers and Influencer Rates

Influencers:

Yara Shahidi, 19, 3.5m followers, African American, Actress

Dara Allen, 25, 17.5k followers, Filipina, Transgender model

Sabina Karlsson, 42.4k followers, Swedish, Plus Size model

Rachel Weisz, 17.7k followers, British American, Actress

Maye Musk, 240k followers, Canadian - South African, Model, 71

Yara is a top tier actress that has a following of 3.5 million and counting on Instagram. She has worked with top magazine publications and brands throughout the years so, to have her on the latest Celine campaign would require a greater amount of money than some of our other influencers. This price might increase depending on the amount of posts we ask them to do on their social media handles. She is also a wonderful addition to the Gentlewoman campaign because of her evolution into womanhood. She is living her life unapologetically with class and style and this is all the things that embody a Gentlewoman. With Yara on our campaign we are also showing that Celine is for everyone who is ready to embrace their womanhood— regardless of age. Est. Pay: \$10,000 at the least.

Maye is a Canadian- South African model with a following over 240,000 followers, the next

influencer with the most following under Yara. Her pay would be between \$6,000 and \$10,000 the least.

Sabina Karlsson- Swedish plus size model with a following of over 42.4k. Price range for social media post would be between \$800 and \$1500.

Dara and Rachel would receive a lower amount just because of their following. A smaller following warrants less pay. Between \$500-\$800 at the least is what we would offer for each influencer not counting their posts on IG Stories, engagement with audience, and thing else that would require their time on social media.

Sample Pitch and Method of Pitching to Influencers

Sample Email Pitch:

Good Afternoon Liz,

My name is Sarai Thompson and I am a graduate student at Syracuse University studying for Magazine, Newspaper, and Online Journalism. In my Fashion and Beauty Advertisement course, my professor assigned my class with a final project to create a campaign for a specific brand. My assigned group and I are creating a campaign for Celine called, "Gentlewoman" and would love to have Yara as one of the "mock faces." This campaign is created to focus on the beauty of the woman who exudes class, purpose, confidence, and reflects these values through her clothes.

Yara is the perfect person for our campaign because of her positive representation in the media, social media, and in all aspects of her life. Yara is at the age of womanhood and independence. Through Yara's age we will send a message to the world that this brand is for everyone who is ready to claim their independence and step into all that embodies their womanhood.

Hypothetically, if we were to have Yara on our campaign. How much would she cost?

Please contact me if you have any questions or concerns and I look forward to hearing from you soon.

Sarai

Method of Pitching:

Citations

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