

Memo Pad: Social Engagement...

Path of Glory

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SOCIAL ENGAGEMENT: Salvatore Ferragamo jumps into the social media arena today with a new viral project, the W List, centered around the fall 2010 reissue of the its iconic W handbag. The project marks a redesign of Ferragamo's Web site that's intended to engage users and stimulate shopping.

"The launch of the W List coincides perfectly with restyling our site, which also launches this week and features an enhanced shopping experience," said chief executive officer Michele Norsa. "The W handbag was originally created for Mrs. Wanda Ferragamo, and is a centerpiece of the resort 2011 collection."

The 60-day "digital jet-set" initiative at wlist.ferragamo.com is the brand's first social media campaign and includes an interactive component that allows fans to generate their own content. A group of tastemakers were chosen — ranging from bloggers, artists, actors and fashion insiders — to kick off the project by sharing stories about their personal style, recent travels or anything else that might serve as a source of inspiration, but come Wednesday, anyone can contribute.

While editorial from Elettra Rossellini Wiedemann, Barbara Bush and Selita Ebanks will populate the W List upon its launch, users are encouraged to submit their own content for the duration of the initiative and vote for those they find most interesting. The campaign will culminate in a contest, and the stories with the most votes will move to the top of the list. The brand has its own YouTube channel and plans to launch an official Facebook page in the near future.

— Rachel Strugatz

