

The Use of Websites and Twitter

By: Yoshiko Sugimoto

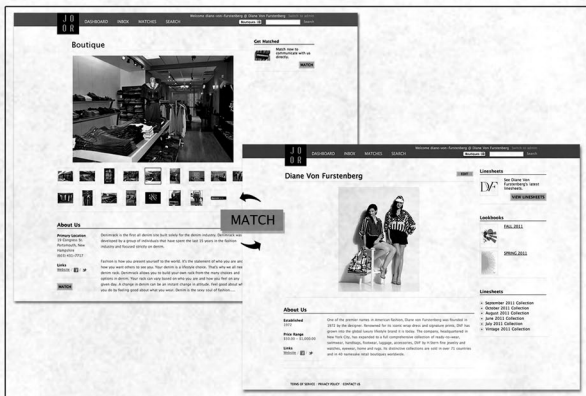
The Council of Fashion Designers of America and an innovative company called JOOR hosted the Fashion Interactive Conference which introduced good examples of designers engaging the digital space at the Soho House in New York City.

Tory Burch said the “level of quality is that of which you see in magazines.” Patrik Ervell who is a younger fashion designer in NY said in regards to websites, “the moving images are both fun and practical.”

Not to Impose

Shenan Reed, Managing Director/ Founder of a marketing company called Morpheus Media spoke about Louis Vuitton, DKNY, and Bergdorf Goodman's relationship with Twitter. He states “DKNY entertains the consumer but does not impose their brand.” DKNY has close to 340,000 followers on twitter. Reed says that “it is important to listen to the voices of active participants, while not going on the defense when criticized.” “It is important to apologize honestly” - he advises.

Some companies such as Kodak employ a Chief Listening Officer to “hear” and monitor the opinions of consumers' opinions on social media platforms. Reed says the number of fans do not determine a brand's success. In fact, it is the quality of the conversation between consumer and brand, and the connection that can be established through such conversation that measures success.



Narrow Down a Target

Jyoti Singhvi, CRM manager (Customer Relationship Management) formerly of Cartier advises to buy “Customer Lists” from Axicom (www.axicom.com), Experiam Marketing (http://experiamktg.com), or WealthEngine (www.wealthengine.com).

Shee stresses to aim at a small target. She thinks fostering excitement is important through different ways, such as sending emails, digitally signed by the CEO, (and she said “sending a birthday card should be easy”). By having contests, and breeding excitement among the followers, even something as simple as sending a birthday card, which shouldn't be hard to do, can establish a deeper connection.

She recommends, as a CRM solution, utilizing the services of companies such as the Salesforce (www.salesforce.com), Landslide (www.landslide.com), and Zoho (www.zoho.com).

JOOR

JOOR (http://jooraccess.com), who co-hosted the Conference with the CFDA, supports corporate transactions between designers and boutiques within the contemporary division of Womens-wear. JOOR aims at maximizing efficiency between stores and brands in finding their business partners.

Having been founded only a year ago, JOOR Now has 250 brands and 2,500 boutiques as members. JOOR is growing at a fast pace. It is growing by 200 boutiques per month and 20 brands per month in membership. There is no annual fee for buyers and brands pay \$5,000.

There are plans to enable buyers to order on JOOR's site this year. Mona Bijoor, who launched JOOR, has experience working with Chanel, Cynthia Rowley, and Ann Taylor.

World News

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【ニューヨーク】米東部連日豪雨による被害が拡大し、死者も増加している。...

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他にない素材感が好評

「NEED'K TEXTILE」

特に好評だったノーディックのブース

NEED'K TEXTILE

CFDA、デジタル市場の好例紹介

ウェブサイトやツイッター活用

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「ジョーアのウェブサイト」

「ジョーアのウェブサイト」

「ジョーアのウェブサイト」

「ジョーアのウェブサイト」

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欧州5カ国の10年衣料品輸入額

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