

Advertisement:



SUBSCRIBE TO OUR NEWSLETTER

Subscribe to our free, weekly email for in-depth reportage on global fashion trends

Your email address:

SEE THE CURRENT ISSUE

JC Report 174 | Burberry Giveaway, Paris Fashion Week Videos, Shoes Galore »

- [DAILY INTEL](#)
- [JCTV](#)
- [TRENDSETTERS](#)
- [INTERVIEWS](#)
- [BLOGS | FASHION WIRE](#)
- [PARTY PAGES](#)
- [EXPLORE](#)
- [LINKS](#)
- [HOT IN STORE](#)
- [TALENT PROFILE](#)
- [RUNWAY](#)
- [LIFESTYLE](#)
- [BEAUTY](#)
- [ACCESSORIES](#)
- [BUSINESS](#)

Advertisement:



THE NEW
SPRING
SUMMER
COLLECTION



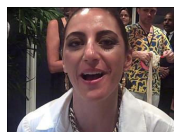
FREE SHIPPING

ARMANI
C.P. COMPANY
STONE ISLAND
MALO
ETRO

PHOTO CREDIT

Photos courtesy of
Contributing Editor.

JCTV



JCTV Asks: What Don't Outsiders Know About Rio Style?

January 22nd, 2009



JCTV Interviews: Shoe Designer Michel Vivien

March 16th, 2009

See video

JCTV Asks: What Are Your Two Favorite Emerging Labels, And Why?

February 26th, 2009

[see more »](#)

Advertisement:

Italian Footwear Tries On Social Media

March 11th, 2009 | Milan



The internet has opened up an endless horizon of possibilities for the fashion industry. From the rapidly changing nexus of applications (video blogs, Twitter, online social shopping) to designers and stylists taking their Facebook pages into their own hands (Isaac Mizrahi's video blogs, Patricia Field's latest Wireimage photos) and the

expanding overlap of fashion and entertainment (Tommy.tv, Ralph Lauren's iPhone runway application), the web has ushered in new modes of communication and conveyance for the fashionably inclined. Now, the **National Association of Italian Footwear** is pushing the boundary further, pioneering even newer online territory.

The NAIF is the first fashion trade organization to deploy social media directly to consumers themselves. In February, it launched a unique "Made in Italy" campaign by partnering with groundbreaking social advertising site **Zooppa** and asking consumers to upload videos about what they think of Italian footwear in competition for cash prizes. Within three weeks, the site saw more than 100 submissions and 100,000 downloads. The winning video was by Alessandro Meucci, an aspiring filmmaker living in Tokyo with his Australian girlfriend who loves her Bruno Magli stilettos.

Will CFDA be next, soliciting feedback directly from the shoppers who consume the actual brands? There's no telling where this intriguing new trend will show up next, but it's a compelling model for fashion organizations to highlight their member brands and raise consumer awareness in a changing, and often slippery retail landscape.

—Genevieve Bishop

[Add new comment](#) | [Email this page](#) | [Printer-friendly version](#) | [f](#) [Digg](#)

Tags:

Alessandro Meucci, Bruno Magli, Business, CFDA, Isaac Mizrahi, National Association of Italian Footwear, Patricia Field, Ralph Lauren, Tommy.tv, Zooppa,

New opportunities on the web

On March 12th, 2009 Silvia M. (not verified) says:

This is a very interesting news and concerning not only fashion and beauty brands but all the B2C companies that need to get in touch with their customers in a very innovative and creative way: closer and deeper. It's fantastic! Customers with their feelings, needs, ideas and crativity are the main resource for brands to enrich their offer and to improve their communication strategy. Now Internet gives companies more chances to involve directly the public in their advertising campaigns increasing the visibility and the awareness of the brand. New fields and new chances that have to be exploited at most.

[reply](#)

Nice experience

On March 12th, 2009 Alessandro Cappellotto (not verified) says:

The contest is closed and we are very proud of the results. Many thanks to all the "zooppers" have participated: they were great!

[reply](#)

Exciting contest

On March 13th, 2009 Alessandro Meucci (not verified) says:

Italian style, made in Italy... a real passion for us. Filming in Tokyo


 [SEARCH](#)

Advertisement:



FREE SHIPPING

THE NEW
SPRING
SUMMER
COLLECTION

ARMANI
C.P. COMPANY
STONE ISLAND
MALO
ETRO



JCR ON TWITTER

is wondering is Beth Ditto will help to usher in more plus sized babes into the fashion realm [about 2 hours ago](#)

is reliving Beth Ditto's performance at the Fendi Party in Paris via the video i'm about to upload [about 10 hours ago](#)

was watching Nokia's Face of Africa on the Africa channel...have you noticed the buzz surrounding Africa these days? [about 11 hours ago](#)

is intrigued by the idea of promoting Made in America designs. [about 17 hours ago](#)

asks, are photo captions really necessary these days when people want images posted so fast [about 17 hours ago](#)

[follow us on Twitter »](#)

BLOGS | FASHION WIRE

Daily News

A GLOBAL ROUNDUP

Thrift fashion, Escada survives, Hermes relief, Rodarte ad...

March 18th, 2009

Daily News

A GLOBAL ROUNDUP

Sander joins Uniqlo, CFDA nominees, Trouble for Carlos Miele, Color for men...

March 17th, 2009

Daily News

A GLOBAL ROUNDUP

Theyskens out at Ricci, Cheaper fashion, Brandelli leaves Kilgour, American Apparel sells stake...

March 16th, 2009

Daily News

A GLOBAL ROUNDUP

Shrinking stores, American Apparel sells stake, Beth Ditto, Buzzed about fashion week topics...

March 13th, 2009

Daily News

A GLOBAL ROUNDUP

McQueen's glorious collection, Department store discounts, Conde Nast UK, Low consumer spending, Luxury's price...

March 12th, 2009

[see more »](#)

Advertisement:



The HSBC Premier World MasterCard®

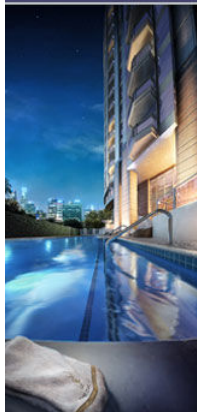
Yours when you begin a qualifying Premier relationship.†

[LEARN MORE](#)

HSBC PREMIER

A Collection of
the World's Premier
Hotels and Resorts

JustLuxé.com



> **Best Rates**

Search & Book
with our
Best Rates
Guaranteed

CLICK HERE

was exciting and naturally elegant. I was very impressed the National Association of Italian Footwear launched the "Made in Italy" campaign by partnering with Zooppa, a really innovative territory for advertising. Thanks again for choosing the video "My Personal World".

[reply](#)

POPULAR



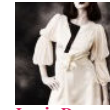
Retail Watch: Corto Moltedo Joins The Palais Royal



Daslu's Cheap And Chic Generation



Sabrina Dehoff's Unexpected Accessories



Louis De Gama Diffuses The Tension

RECENT COMMENTS

IKRAM...

IKRAM...

I just checked on their...

I love swapstyle.com!...

Some of these editors don't have a clue who their audience is!...

[see more »](#)

Advertisement:

Already a member? **Login**
Join us - **Sign Up**



- [ADVERTISING](#)
- [ABOUT](#)
- [CONTACT US](#)
- [JOBS](#)
- [PRIVACY POLICY](#)
- [MASTHEAD](#)

[Home](#) » [Daily intel](#) » [Beauty](#) » [Italian Footwear Tries On Social Media](#)

© 2008 JCr LLC. ALL RIGHTS RESERVED.
web production by [designguru](#)