



Fashion Brands & Social Media Marketing

Max Bouathong, Sarah Bourgie, Tiffany Cadieux





Your different shopping categories

Search, Wishlist and Shopping bag

Promotional video including their products

DISCOVER SHOEPEAKS

THIS IS NOT A SHOE



If you scroll down you will see their catalogue for their products, if you click on one of the photos it will bring you to a report including photos and a description of the collection

Skin Deep



New Season SS17





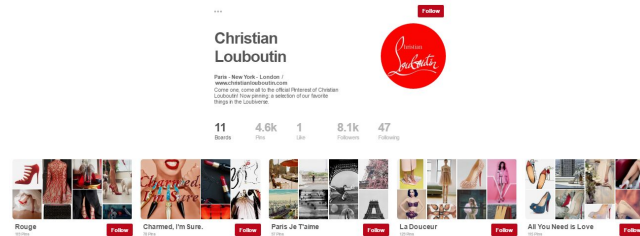
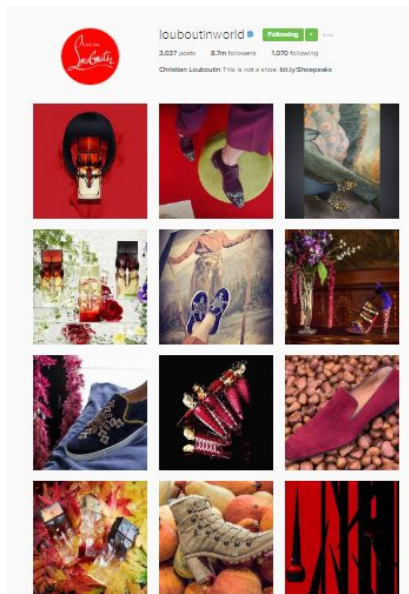
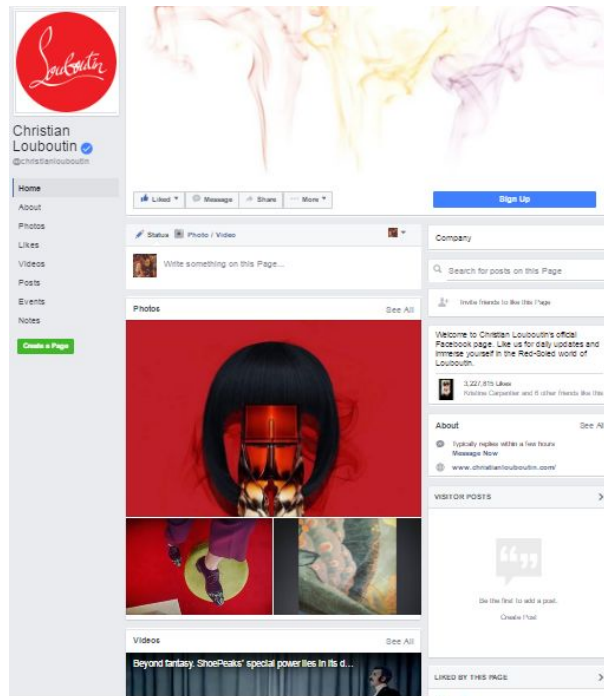
Tornado Blonde and royal purple and gold of Trouble in Heaven. A unique and luxurious metallic finish gives the bottles an iridescent, radiant effect and differentiates the oils within the Christian Louboutin Parfum range.



SHARE THIS NEWS



You are able to share the collection through Facebook, Twitter or Pinterest. If you click on the Pinterest link you will get all photos of the catalogue in separate pins so that you can choose which one you would like to share.





Week 1



Comments

Christian Louboutin posted an advertisement for their perfume at SAM November 1st. The post got 1.4K likes and a total of 57 shares. They had a comment from a fan complaining of their high prices, the brand then responded with a comment explaining that they have different price points for each country and to contact customer service if they had any questions. They also had a comment where a fan showed his appreciation of the quality of the products, and the brand liked the comment.

Christian Louboutin put a 3 post ad campaign on their instagram page during the first week of November showing their new perfume oil collection. They got 62.2K likes with over 150 comments for this ad. A fan commented asking when it will be available and the brand responded to the comment with the info to contact customer service.

During the first week of November Christian Louboutin came out with a campaign for their new "Shoepeaks" clutch. On Twitter they put a total of 4 promotional videos, and 6 articles.

Week 2



Comments

During the second week of November Christian Louboutin put 3 promotional videos for their new perfume "Tornado Blonde". They had a total of 1,600 likes and over 60 shares for these videos. They had a comment from a fan that complained that the video was in English when Christian Louboutin is a French company, but the brand did not respond.

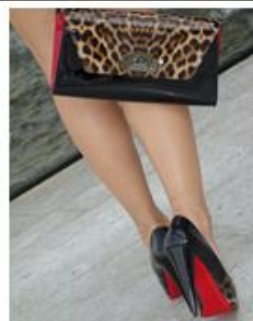
"louboutinworld" What's hiding in plain sight? Soon all the wonders of Christian Louboutin's Cabinet of Curiosities will come to life! Zoom in to see more. #BeauteLouboutin" The brand posted a total of 6 images that peaked fans interest by making them try to find the similarities with these images.

On Twitter during the second week of November Christian Louboutin posted a collage of 3 photos of the shoes that they collaborated with Sabya Mukherjee to design. They got a total of 836 likes and over 270 shares for this post.

Week3



Machet King HCL Team, those were taken during a Photoshoot I had in Paris and the photo was wrongly credited on Instagram. It was photographed by @quintanaphotography. Please update. Thanks.
Like · Reply · November 17 at 1:32pm
Christian Louboutin @Dear Machet
Thank you for bringing this to our attention! We sincerely apologize and are always happy to credit a photographer for their work.
See More
Like · Reply · November 17 at 5:23pm
View more replies
Kayline Gregg I have these shoes! Unfortunately, dropped into an AC vent and the material on the heel got wrapped off. Does anyone know if I can send them Christian Louboutin for repair?? Thank!!
Like · Reply · November 16 at 1:03pm
View previous replies
Christian Louboutin @Dear Kayline
Should you need to repair or refurbish your Christian Louboutin item, we are happy to recommend the following repair specialist.
See More
Like · Reply · November 16 at 5:04pm
View more replies



iolsbankz Please which online store can i order for delivery in Nigeria?
louboutinworld @iolsbankz Bonjour! Please contact customer-service@christianlouboutin.fr for further assistance.

Christian Louboutin Retweeted
InStyle @instyle · Nov 16
We "have" to talk about his shoe collection



Go inside Christian Louboutin's Stunning Parisian Penthouse @in...
Christian Louboutin has always had a particular relationship with his surroundings, including his Paris home, located near the Opéra. The ...
instyle.com

Comments

Christian Louboutin posted a photo of a pair of shoes that a women is wearing. They had received a comment from a women who was photographed in this photo and told the brand that the photo was wrongly credited on instagram. The brand then responded appolagizing for the error and was more than happy to change the credit.

Christian Louboutin posted a photo of a pair of shoes and a purse that they sell on their website. They had a comment from a customer wanting to know which online store he can use to order these products to Nigeria. The brand then responded to the comment with information about how to contact customer service.

On November 16th Christian Louboutin retweeted an article the InStyle had posted that included an article with photos of Christian Louboutin's Stunning Parisian Penthouse.

Week 4



Details
Bonjour New York! This Saturday, November 20, Christian Louboutin brings magic and pure delight to the streets of New York City. In celebration of our recent perfume launch, we'll be giving samples of our three signature scents: Blau, Gambia, and Tendre. To celebrate, we're also giving away a special scented Christian Louboutin Invitation, select your favorite sample to take home, and don't forget to add our lovely corner, made and snap a #selfie with one of our three Snapchat filters, available exclusively this Saturday.
Join us!
9:30 am - 1:00 pm: Sales 5th Avenue at 49th Street between Madison and 5th Avenue
1:30 pm - 2:30 pm: Christian Louboutin at 901 Madison
3:30 pm - 4:30 pm: Christian Louboutin at 19 Herald Street



louboutinworld The soft touch of new Velvet Matte shade So Tingo gives winter lips a colourful jolt of electricity. #louboutinworld
View all 100 comments
clicca Foto
gustababine @christianlouboutin what is it about??
our24 奢侈品全球定制, 有货, 你还会升公事, 从此照中看世界
the_scent_story the material looks so smooth
Add a comment...



Christian Louboutin
Ending on 20.11.16 Bid on Christian Louboutin's shoes here Christian Louboutin was created in 1992 when Louboutin opened his first boutique at 19 Jean-Jacques...
smallstepsproject.org

Comments

"Keep your eyes peeled for a Vespa - Christian's preferred mode of transportation - abound with flowers and you've found us! Sample all three perfums via a special scented Christian Louboutin Invitation, select your favorite sample to take home, and don't forget to visit our beauty corners inside and snap a #selfie with one of our three Snapchat filters, available exclusively this Saturday."

Christian Louboutin started posting their Christmas lipstick collection on Instagram on November 21st. They got a total of 28.8K likes and over 100 comments for this photo.

On November 20th Christian Louboutin posted a website to the foundation Small Steps Project where you can bid on signed Louboutin shoes to support children living in landfills. The post got 63 likes and a total of 24 retweets.