

Beyond the seams and Behind the scenes

VERENA
SACCACIO
DIGITAL STRATEGY
SOCIAL MEDIA
CONTENT
EST. 2020

with Abercrombie & Fitch

By Rena Saccacio



Beyond the Seams and Behind the Scenes

As a consumer, I value clothes designed by passionate individuals who believe in their creations and would wear them themselves. Beyond the Seam and Behind the Scenes, an Abercrombie and Fitch social media segment, offers A&F consumers an insightful glimpse into the design process. Through short, interview-style videos, designers share their inspirations and discuss their favorite A&F pieces. They also highlight what sets these designs apart from competitors and provide styling tips. The segment further enables consumers to connect with the designers behind their favorite pieces, adding a personal touch to their wardrobe selections.

Meet the Designers



Ava Vossoughi

Associate Designer

 <https://www.avavossoughi.com/>



Dara Broadous

Associate Apparel Designer

 <https://www.daraoshunniyi.com/>

3 questions



Designers answer the following:

- What was the inspiration behind this piece?
- What makes this design different?
- How would you style this piece for A&F Summer?



Content Breakdown

- **In-feed picture**

The segment will be announced through in-feed content post to generate engagement prior to interview release.

- **Interview-styled video**

The video will be released onto all social feeds' in three short clips with each focusing on one of the three questions asked.

- **Story post**

Both the in-feed picture and interview-styled video clips will be posted to platforms with story functions and include links to the A&F website and mentioned products.

- **Email**

The announcement of the segment will also be shared via email to existing and newly joined A&F members. Email recipients that click the link to watch from the email directly will earn 10 points towards their *my*Abercrombie rewards program.



Segment will also be promoted on A&F website

Mock-up Content

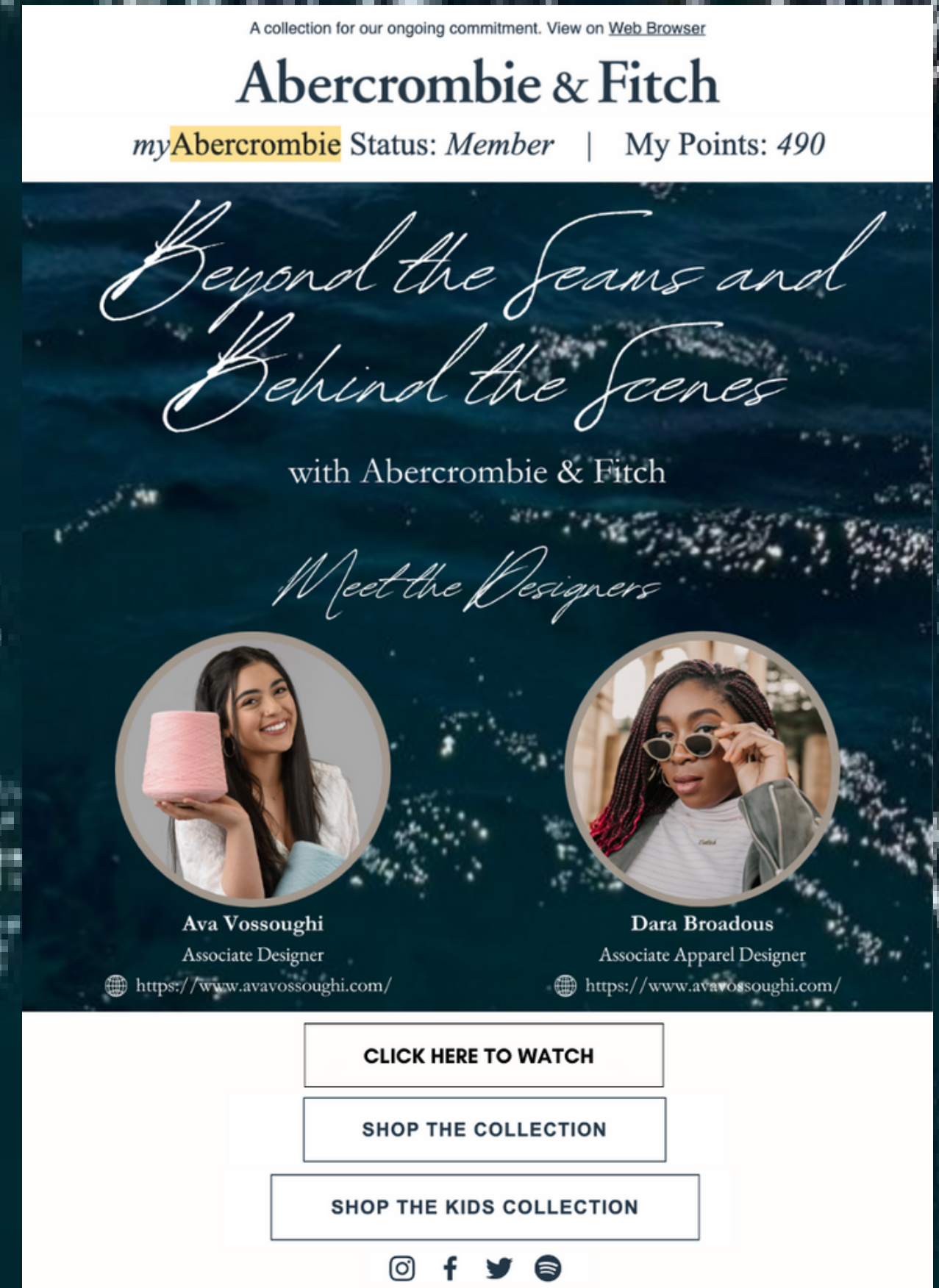
INSTAGRAM CAPTION:

"Get to know your favorite A&F Summer pieces and the talented designers who created them through our new "Beyond the Seam and Behind the Scenes" segment. #A&FSummer23 #BSquared"

promoted pieces by the designers



Instagram Post



Email Marketing Campaign

Benefits of the Segment

Promotes New Summer Products

The segment launch empowers A&F designers to explore Summer 2023's latest products, engaging consumers on a deeper level. Designers offer styling tips, enhancing credibility and transparency, fostering trust, and driving sales via WOM from individuals that make up Abercrombie & Fitch.

Humanizes A&F

People want to do business with other people, and humanizing A&F through the segment will help the company to forge more meaningful relationships. By enabling designers to share their genuine experience and passion for A&F, the brand gains an authentic personality that customers desire and can relate to.

Drives Traffic to the Brand and its Media Channels

In the era of technology advancements and declining traditional media usage, promoting A&F Summer products through the digital space aids in retaining and expanding audiences. Leveraging social platforms and email ensures reaching individuals who receive information through various digital media channels.