

CASE STUDY SMEG LONDON

MISSION

2017 was a game-changing year for Smeg. The iconic Italian brand opened a flagship three-storey space, nestled amongst other luxury brands such as Burberry and Louis Vuitton, in the vibrant St James's development behind Piccadilly Circus.

Little Red Rooster was tasked with organising an opening party to end all opening parties, inviting media, famous faces and social media influencers. On top of that we needed to hit our rolodex of key journalists to create a buzz for the Regent Street, St James's store by securing coverage with the national, lifestyle, trade and online press. The stage was set for most monumental event in the history of both Smeg UK and Little Red Rooster.

METHOD

While most of the rest of the white goods industry is firmly entrenched on Wigmore Street, Smeg decided to contradict what is expected of it as a kitchen appliance manufacturer and position itself in the opulent redevelopment of St James's Market. Whilst planning it was important to create an event that was uniquely Smeg and embraced the worlds of fashion and design to be daringly different.

To ensure the event ran smoothly it was critical we effectively liaised with both Smeg in the UK and Italy. We set up regular meetings with all involved so that we constantly shared a common goal of the evening. A night of fine wine and organic Parmigiano Reggiano, as part of an authentic Emilia-Romagna menu, was in order to deliver an event of Italian sophistication and charm.

In the weeks and months running up to the event we strategically contacted journalists at national newspapers to secure stories in the business pages. By allowing the media one-on-one time with both UK managing director Mike Giddings and CEO Vittorio Bertazzoni we booked in a flurry of brand storytelling pieces to coincide with the store launch.

Another aspect we had to bear in mind was inviting high calibre celebrities to attend the opening party, this would in turn mean that their picture with a limited edition Dolce&Gabbana x Smeg fridge appeared in the print and online. The Smeg London store would then be seen as a social hotspot, pushing footfall in the run up to Christmas.

BOOM

The event was a roaring success with over 150 journalists in attendance including key titles such as Metro, Telegraph Luxury, The Times Bricks & Mortar, MailOnline, Vanity Fair, The World of Interiors, Cosmopolitan, WIRED, Esquire and Tatler but to name a few.

Famous faces such as British fashion designer Alice Temperley, Channel 4's George Clarke and BBC Radio 1 DJ Chris Stark strutted down the red carpet and added a touch of sparkle to the proceedings.

After months of planning and many a sleepless night the Little Red Rooster team pulled together and saw a staggering 109 pieces of press coverage appear for the London store launch month.



**LITTLE
RED
ROOSTER**

We ♥ design, *technology*, fashion
& *the Rolling Stones*.