ILG x DMS

Data My Site

Case Study

ILG GROUP : CERRUTI ACCESSORIES × DATAMYSITE



CASE STUDY

INFLUENCER CAMPAIGN FOR LUXURY FASHION BRAND - 2025 COLLECTION LAUNCH

COMPANY NAME
ILG Group : Cerruti Accessories

INDUSTRY
Luxury Fashion | Watches & Lifestyle Products

WHATWE DID
Influence Marketing | Influencer Selection | Content Approach | Instagram Videos & Stories

LOCATION
Saudi Arabia

CAMPAIGN BRIEF

ILG GROUP : CERRUTI ACCESSORIES

ILG is the officialdistributoroflicensedfashion accessories,with Cerruti 1881 as one of its keybrandsforwatchesandlifestyle products.

3 Months	5	4%	Instagram
	influencers (Saudi-based)	minimum engagement rate	

OBJECTIVE	Build brand awareness and drive engagement for the launch of the brand’s new 2025 season collection.
INFLUENCER CRITERIA	Macro influencers with proven experience endorsing luxury brands, minimum 4% engagement rate.
GENRE	Fashion & Luxury Lifestyle



2025 COLLECTION LAUNCH

OBJECTIVES

01

Createstrong brand awareness

forthe new collection within Saudi Arabia.

02

Positionthe brand

asago-tochoice for luxury fashion enthusiasts.

03

Driveengagement and aspirational storytelling

through influencer-led content.

2025 COLLECTION LAUNCH

STRATEGY

INFLUENCER SELECTION	Identified and onboarded 5 Saudi-based fashion influencers with a strong luxury presence and audience credibility.
CONTENT APPROACH	Crafted a narrative showcasing the luxury shopping journey — from visiting the flagship store at Jeddah Park Jasmine Mall, to curating outfits, and finally styling them with the brand's watches & accessories.

DELIVERABLES

3 Instagram Videos per Influencer

VIDEO 1	Store visit & browsing experience.
VIDEO 2	Purchase moment – showcasing aspirational lifestyle.
VIDEO 3	Full outfit styling with emphasis on watches & accessories.
SEQUENTIAL INSTAGRAM POSTING	amplifying behind-the-scenes moments to build authenticity.



2025 COLLECTION LAUNCH

INFLUENCER-LED CONTENT







2025 COLLECTION LAUNCH

CAMPAIGN STATISTICS

350k+

Reach

350k+ viewers across 3 months.

6.1%

Engagement

Average influencer ER of 6.1% (above industry benchmark of 3%).

Positive

Brand Uplift

Positive sentiment captured in comments & DMs, highlighting collection exclusivity and store experience.

15 + 30+

Content Assets

15 high-quality videos + 30+ stories generated reusable content for the brand’s own channels.

CAMPAIGN STATISTICS

ON INSTAGRAM







DO YOU HAVE ANY QUESTIONS?

THANK YOU

for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM