**Fashion Houses Went Social on Oscars Night**

Luxury fashion houses are warming to social media and using events such as Sunday night's Oscars to build buzz by chattering about the couture worn by stars strutting the red carpet. That's a big step for couture brands, which until recently saw social media as having a potentially corrosive impact on their air of exclusivity.

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<http://wwd.com/media-news/digital/brands-social-media-reaction-red-carpet-10369777/>