

INTERNET

## Couture houses include consumers in fashion shows through SoundCloud

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*Runway look from Schiaparelli couture fall/winter 2014*

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By SARAH JONES

Jean Paul Gaultier and Schiaparelli are extending the lives of their couture runway shows by sharing specially created playlists with their social audiences.

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**Luxury Daily**

Both labels enlisted music stylists Mode-F for runway soundtracks that were unique to their collections. Instead of circulating a video of their shows, the brands instead chose to give an auditory recap of the presentation atmosphere.

"These two brands likely chose to share the soundtrack behind their show with consumers as audio rather than posting a full video of the show because it is simply a novel idea," said Aaron Kirchner-Loeser, marketing assistant at [Aurnhammer](#), New York.

"An audible soundtrack is an experience in itself that brings a higher and unique level of consumer engagement," he said.

"A much younger, hip demographic will be interested in this type of runway show content, especially since it is being delivered via a cool, chic platform like SoundCloud."

Mr. Kirchner-Loeser is not affiliated with Jean Paul Gaultier or Schiaparelli but agreed to comment as an industry expert.

Jean Paul Gaultier and Schiaparelli were unable to comment before press deadline.

Fashionable sounds

Schiaparelli used its Facebook page to generate excitement for runway show, sharing images of the hot pink invitations and the venue, as well as showing which famous friends were in attendance, including Christian Louboutin and Valentino creative directors Maria Grazia Chiuri and Pierpaolo Piccioli.

The brand shared four runway looks the same day as the show, giving just a glimpse of the collection.



The Schiaparelli Haute Couture Fall/Winter 2014-15 show finale. — at Place Vendôme.



*Facebook post from Schiaparelli*

On July 10, the brand posted a link to a SoundCloud upload of its show playlist, originally shared on the music site by Mode-F. This included music curated by Mode-F's Alexander Maxwell, Laurent Ballot and Nano de Clausel.

Mode-F works with fashion designers to create a playlist that translate the clothing seen on the runway into sound, turning the runway show into a "magical moment."



## *SoundCloud page for Schiaparelli couture fall/winter 2014*

Schiaparelli's mix was dominated by classical composer Henry Mancini.

Jean Paul Gaultier was more quiet about its runway show on Facebook, posting only the Mode-F soundtrack after the event. The 18-minute playlist featured a number of tracks from Marilyn Manson.



## *Facebook post from Jean Paul Gaultier*

The playlist ends with a song from Conchita Wurst, a bearded drag queen that closed Jean Paul Gaultier's show in the bridal look.



## *Tweet from Jean Paul Gaultier*

SoundCloud allows users to add a track to a playlist, repost or share, so the brands may benefit from word of mouth.

## Consumer connection

Other brands have used music to connect with consumers during their runway shows.

For example, German apparel label Hugo Boss encouraged consumers around the globe to view its Berlin Fashion Week runway show by optimizing the live stream for smartphones and tablets and presenting it via Spotify, which is a first for the digital music service.

The #Hugo Rocks Berlin fall 2013 runway stream went live Jan. 17 via digital, mobile and Spotify. The show marks the label's 20th anniversary and the start of a new monthly Spotify playlist offering that is available to users of the service on their PC, mobile device, tablet and home entertainment system ([see story](#)).

Social music platforms allow brands to show more personality.

Luxury brands that create playlists and maintain a profile on Internet music provider Spotify can show off their identities and further engage with consumers through shared music interests.

Brands including Bergdorf Goodman, Pierre Balmain, Hugo Boss and Rebecca Minkoff have used Spotify to create and share playlists that embody the brand's character. Through a program like Spotify, brands are able to connect with consumers through a more emotional form such as music ([see story](#)).

Music has the opportunity to stay with consumers longer than a runway video.

"Music, especially on a new-age social platform like SoundCloud, helps connect consumers to a brand by leveling the playing field," Mr. Kirchner-Loeser said.

"The younger generation may not be as familiar with historic brands like Jean Paul Gaultier and Schiaparelli, so using a new and chic social platform like SoundCloud with experiential music may bridge the gap between consumers and these two brands respectively," he said. "Also, when listening to this soundtrack in the car or at the gym, consumers will always be reminded of the intrinsic coolness of the brands."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/3UouUEtLbE8](http://www.youtube.com/embed/3UouUEtLbE8)

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