

MULTICHANNEL

Top 10 apparel and accessories brand efforts of H1

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Interior of Lanvin's first boutique

By SARAH JONES

Fashion labels focused on granting consumers access to their brands through both digital and physical installations in the first half of the year.

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From changing how fashion shows are live-streamed to digitizing museums, brands made sure that consumers could connect with them regardless of their geographic location. A number of labels also began to embrace user-generated content, enabling more audience participation on social media.

Here are the top 10 apparel and accessories brand efforts of the first half of 2014, in alphabetical order.



Fendi drone on a runway

Fendi's drone-filmed runway show

Italian fashion house Fendi gave consumers a different view of its runway show live-stream on Feb. 20 through high-definition cameras attached to drones.

In addition to the standard view of the runway, consumers watching the brand's fall/winter 2014 show on Fendi's Web site during Milan Fashion Week had the ability to switch to the camera angle of the aerial drones. This new way of filming the runway show allowed viewers at home to have a unique experience and feel more a part of the action, as they could switch vantage points.

During the runway live-stream consumers could watch the live footage on Fendi.com. As they were watching, fans could switch between the four or more cameras flying in the air to see different angles of the runway ([see story](#)).



Ferragamo Fiamma campaign image with Helena Bordon

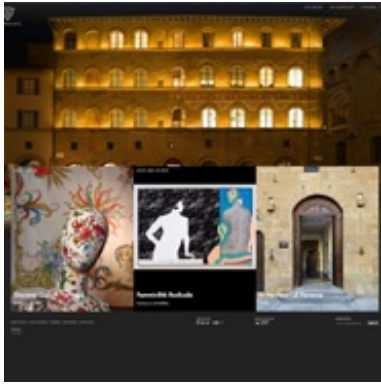
Ferragamo's female film series

Italian leather goods brand Salvatore Ferragamo is highlighting its family ties with a female-focused campaign around its new Fiamma bag.

Ferragamo's campaign, which launched May 7, includes video interviews with international mothers and daughters talking about their inherited legacies and "their role in the unfolding creation of the beauty and craft of life." By highlighting how other families keep their heritage alive, Ferragamo is able to also showcase its own legacy.

For this campaign, Ferragamo shot pairs and trios of female members of notable families in intimate settings. Three videos were available at campaign launch exclusively on Ferragamo's Web site, and the other four will debut either May 9 or 12.

Ferragamo created a dedicated hub of its Web site for its Fiamma campaign. On this page, consumers can view the films, bag collection, event photos and a social feed ([see story](#)).



Gucci Museo Web site

Gucci Museo

Italian fashion label Gucci has created a digital hub for its bricks-and-mortar museum to expand the audience of its art and fashion displays.

The brand has translated the Gucci Museo experience into a dedicated Web site that features images of the exhibitions as well as information about the house's history. By keeping this Web site separate from Gucci's main site, the brand has created a singular place to learn about the atelier's heritage through digital content, spreading awareness and building loyalty.

Gucci opened its museum in Florence in 2011 as part of the brand's 90th anniversary. In addition to a permanent archive collection from the label, Gucci's museum hosts contemporary art exhibitions that are financed by the Pinault Foundation.

This Web site takes the physical collections and digitizes them for a global audience ([see story](#)).



Kenzo digital pop-up exterior

Kenzo's No Fish No Nothing campaign

French fashion label Kenzo entered a long-term partnership with Britain-based conservation group Blue Marine Foundation.

The brand launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon.

Kenzo then blended social media and awareness with ecommerce in a Parisian digital pop-up store for its NoFishNoNothing line.

The pop-up was open for a week, and allowed consumers to shop the collection that the brand created to support Blue Marine Foundation, an environmental conservation organization. By creating a physical hub for this campaign, Kenzo drew more attention to the cause that it had chosen to champion ([see story](#)).



Sketch of Jeanne Lanvin

Lanvin's 125th anniversary

French fashion house Lanvin is celebrating its 125th anniversary with a campaign spanning all of its social media platforms and its Web site.

The brand periodically releases archived photos and videos focusing on its heritage and Jeanne Lanvin, the designer who founded the label. The brand had told the story of its founding and history in print, but sharing its heritage through an online medium has allowed it to reach a broader audience.

On Facebook the brand shares new posts every Thursday featuring important moments in the brand's timeline. The brand's Instagram account features new photos each week showing an object from Ms. Lanvin's office, which has been preserved over the years and kept closed to the public.

Lanvin's Pinterest has themed boards celebrating different aspects of the brand's history, including the brand's DNA and codes. Each photo has an explanation or anecdote attached.

The brand launched a microsite delving into the heritage of the house, with a multimedia timeline.

Lanvin's logo also received a redesign for the milestone, with the addition of a 125 ([see story](#)).

LOEWE



Loewe ad campaign image

Loewe's rebranding

Spanish leather goods brand Loewe transitioned to its new creative director Jonathan Anderson across channels.

The brand has revealed a new logo inspired by German typist Berthold Wolpe and designed by M/M Paris, who also created a new anagram for the house.

As Loewe transitions, it has been highlighting its heritage on social media to keep its history alive with the hashtag #pastpresentfuture.

An ad campaign launched in June juxtaposes Loewe handbags against iconic images by fashion photographer Steven Meisel that acted as inspiration for Mr. Anderson's first collection for the brand.

Loewe's new Web site design highlights both its updated logo and latest advertising campaign ([see story](#)).

To prepare consumers for changes, Loewe sent an email to its newsletter subscribers.

In the body was a letter from CEO Lisa Montague, explaining how Mr. Anderson is going to modernize the brand, keeping the craftsmanship and some of the silhouettes they are familiar with, while introducing some new looks and products ([see story](#)).



Michael Kors Jet Set event

Michael Kors' Shanghai 360 experience

U.S. fashion label Michael Kors sustained the atmosphere from the Jet Set collection debut for its Shanghai, China, flagship with a 360-degree application that ferried fans through the celebration.

The brand introduced the store with an exclusive runway show, 3D visuals and various projections. In addition to an encapsulating microsite, Michael Kors gave fans a sense of the evening's progression and what it would have been like to attend with the MK360 app.

Michael Kors' extravagant event took place May 9 in an airport hangar outside of Shanghai. More than 15,000 square feet of projection screens including a main screen that stood 44 feet high and 321 feet wide were used at the event.

Fans were able to watch a livestream of the event and runway show, view GIFs of attendees and other special content on the Jet Set microsite.

The brand also launched an app on WeChat to give local fans a chance to attend the event and view a live interactive feed ([see story](#)).



Pradasphere promotional image

Prada's Harrods takeover

Italian fashion brand Prada hosted a takeover of London department store Harrods through the month of May.

The in-store experience, which opened May 2, included a pop-up shop, an exhibit, a café and window displays that educate consumers about the brand's connection to art and pop culture. Through these displays across the store, Harrods was able to bring Italy into its doors and Prada spread awareness for its history and cultural projects.

While the physical exhibit was up, Prada created an accompanying microsite that provided both multimedia from the exhibit itself and also gave a look at runway shows and advertising images dating back to the 1980s. Creating this hub for consumers to view the house's past boosted awareness of Prada's heritage and served as an extension of the physical exhibit ([see story](#)).



Pucci's scarf-wrapped building

Italian fashion house Emilio Pucci caught consumer attention with an installation on the Baptistery of San Giovanni featuring one of its iconic scarf prints.

Pucci's "Monumental" display was part of the larger Firenze Hometown of Fashion event held in Florence June 17-20 to commemorate the 60th anniversary of the Center of Florence for Italian Fashion.

Pucci's gigantic scarf building covering was conceived by Pitti Imagine, the branch of the Center of Florence for Italian Fashion that creates fashion events.

A life-size translation of Pucci's Battistero scarf was printed on canvas will be draped on the building, following the architecture of the façade. This bright art installation in pink, yellow and orange wraps around the entire building ([see story](#)).



Which Shirt Are You promotional image

Thomas Pink's personified shirts

British fashion label Thomas Pink launched a new campaign that attaches personalities to its men's dress shirt line to help consumers decide which style will suit them.

The LVMH-owned brand created a microsite for its "Which Shirt Are You" campaign, which includes video profiles of British men of varying professions, a social feed and videos detailing the different shirt designs. By focusing on the men behind the shirts, Thomas Pink is able to show the universality of its collection.

A dedicated microsite houses the videos of tastemakers and a social feed of content produced by Thomas Pink fans.

Below the videos is information about a contest the brand is running as part of What Shirt Are You. Consumers can tag a photo, sartorial story or video on Instagram, Facebook and Twitter with #WSAY and include @Thomas_Pink to enter.

Each Tuesday the brand picks the three best posts, whose owners win a gift card worth either about \$250, \$80 or \$40 ([see story](#)).

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/jRGBrbsEY-w](https://www.youtube.com/embed/jRGBrbsEY-w)

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