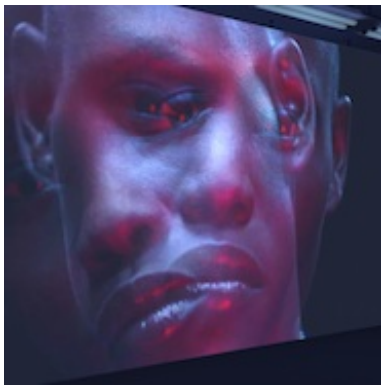


INTERNET

Kenzo builds 3D virtual gallery to illuminate fall collection

July 25, 2014



Screenshot of Kenzo's digital gallery

By SARAH JONES

French apparel and accessories label Kenzo is taking consumers inside the atmosphere of its fall 2014 collection with a 3D digital museum.

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Luxury Daily

Kenzo's "Grace to the Nth Power" lets consumers use their phone or mouse to navigate the virtual space, which is complete with videos and a gift shop. Taking consumers on a physical journey through a video series leads to a more immersive experience than simply collecting films on a flat microsite.

"Kenzo gets it," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency. "We just don't all live 24/7 digitally."

"Giving physical life to digital projects is the new challenge ahead of marketers," he said. "Beside any strategic perspective, what an incredible demonstration of creative talent Kenzo is giving us."

Mr. Benattar is not affiliated with Kenzo, but agreed to comment as an industry expert.

Kenzo could not comment by press deadline.

Walking tour

Kenzo introduced the campaign with a social video that was posted to YouTube, Twitter and Facebook, which it presented as a “digital experiment.”

The 44-second video shows model Grace Bol sitting atop a set of televisions playing various clips. She is joined periodically by model Sang Woo Kim, who films her with a phone or paces down a darkly lit hallway.

Embedded Video: [//www.youtube.com/embed/dWP2eMNMKSo](http://www.youtube.com/embed/dWP2eMNMKSo)

Kenzo Fall 2014 - Grace to the Nth Power

Along with the video, Kenzo directed consumers to a microsite to get the full experience.

This pulls up a bright room with windows overlooking a garden, welcoming consumers to the Vivian Gallery. A button takes users to the “public entrance.”

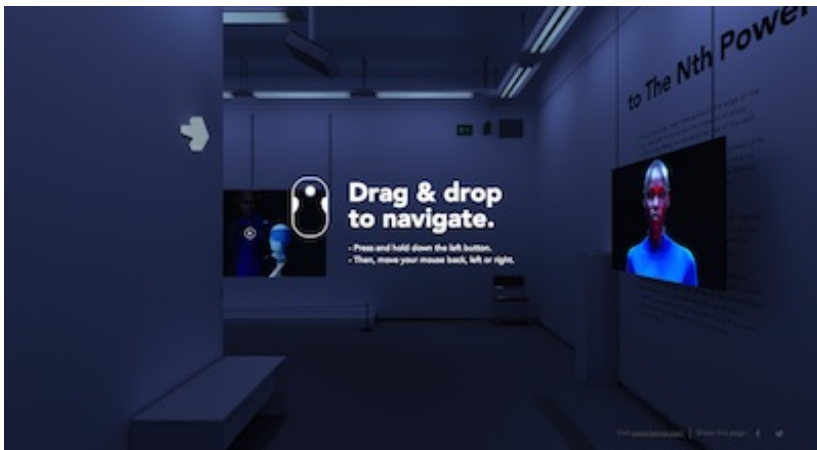


Kenzo digital gallery microsite homepage

Next the consumer is prompted to pull out their phone and navigate to the same page to enter a four letter code. This then syncs up to the computer to let the device work as a remote.

To not exclude those who only have a desktop handy, the experience can also be viewed by scrolling with a mouse.

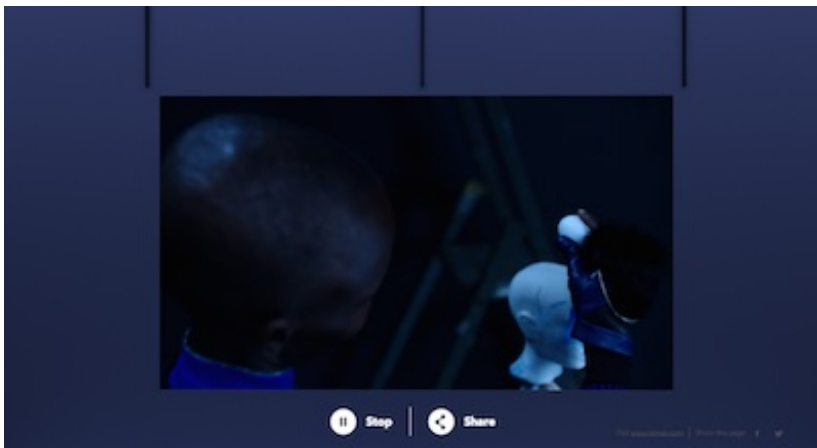
Once the virtual museum page loads, a male voiceover tells the consumer that Grace came in and stole everything from the gallery in a few nights. He says that he doesn't know why she did it, but that the show is no longer his, it's hers.



Screenshot of Kenzo's digital gallery

At the start of the exhibit is a series of moving images of Grace that play automatically. When the user scrolls forward to move through the gallery, they come across a video screen, and a button appears to play it.

This video shows Grace and her male friend entering the gallery at night with bags. She contemplates a bust of her own head before cracking a hardboiled egg on the sculptures skull, peeling and eating it.

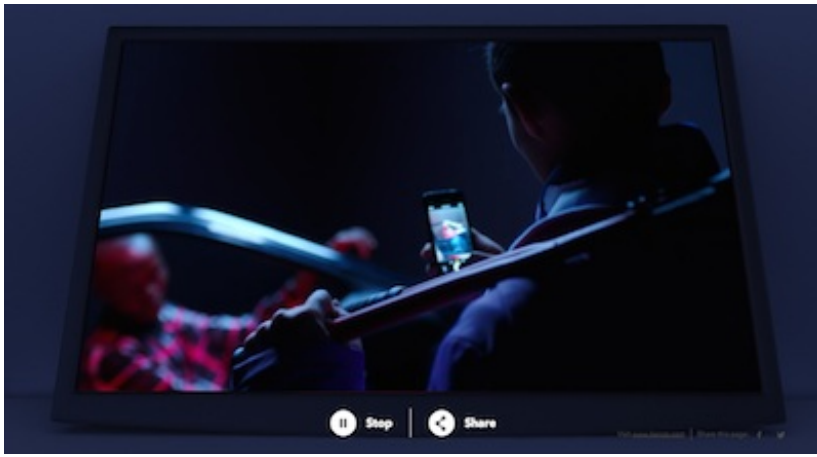


Screenshot of Kenzo's digital gallery

The next film shows her friend removing paintings from the walls of the gallery.

Arrows on the screen ensure that the consumer follows the correct narrative path.

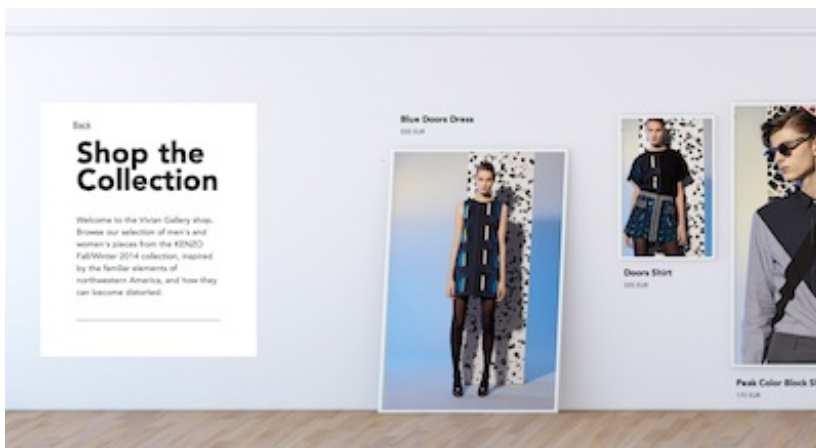
In the next film, Grace gets behind a suspended car door and pretends to drive while her friend photographs her. He then cuts down the art installation.



Screenshot of Kenzo's digital gallery

Once they reach the end of the exhibit, consumers encounter a door that allows them to “exit and shop.”

This brings up a page where consumers can browse a selection from the fall 2014 collection. Clicking on an item sends the user to the ecommerce page on the main Kenzo Web site.



Screenshot of Kenzo's digital gallery

Sales from this particular site might not be as important as the experience.

"Does it really matter?" Mr. Benattar said. "Kenzo has a million other sales channels.

"What matters is the wow effect of the project, the brand awareness it's creating for Kenzo, keeping it at the absolute cusp of coolness," he said.

The brand worked with directing duo Partel Oliva and Web designers Kim Boutin and David Broner on this 3D gallery.

Kenzo will display the videos and artworks from Sept. 24-26 at Galerie 12 Mail in Paris.

The microsite can be accessed [here](#).

Bringing physical to digital

Other fashion labels have recognized the importance of a physical experience online.

Footwear and accessories label Jimmy Choo is allowing consumers to experience its autumn/winter 2014 collection in a virtual showroom.

Jimmy Choo's digital feature is modeled after the space used to show the line to press in February, letting consumers play fashion editor and preorder items from the collection from the page. This innovative display elevates the online shopping experience beyond just a product page ([see story](#)).

Two-screen experiences allow for more natural movement for consumers looking at content online.

French atelier Christian Dior expanded its wonDiorland initiative's digital touchpoints with exclusive mobile content that enhanced the desktop experience.

By entering a device-specific four-digit code found on Dior's mobile site for wonDiorland, the consumer could discover additional content developed from the brand's latest fragrance, Dior Addict. The addition of this mobile-to-desktop tactic aligned with Dior's ongoing approach for the fragrance launch that included a dedicated Facebook account to attract brand enthusiasts ([see story](#)).

This digital campaign is likely to have an impact.

"For sure, the program will have multiple ripple effects," Mr. Benattar said. "This will generate a massive amount of press from the right sources, a serious amount of buzz, and it will maintain Kenzo as the darling of the oh so influential fashionista.

"No need to lavish them with a runaway," he said. "Digital rules."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Yn7pfritSLQ](https://www.youtube.com/embed/Yn7pfritSLQ)

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