

MOBILE

Yves Saint Laurent promotes multifunctional makeup pen with iPhone app

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By RACHEL LAMB

Yves Saint Laurent is promoting its multifunctional makeup pen, Touche Eclat, to affluent target audience with an iPhone application.

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Luxury Daily

The application has advice on how consumers can use the pen, a quiz and multimedia content. It is available for free in Apple's App Store.

“The engagement in the application is where the strongpoint is,” said Laura Woolston, marketing manager at Mobclix, Palo Alto, CA. “With all applications, engagement aspects are key because that is what is going to keep the app users loyal and to keep them coming back for fresh content.”

Mobclix is not associated with Yves Saint Laurent. Ms. Woolston agreed to comment as a third-party expert.

Inside the app

The application first brings users to a screen where they can click on one of four options displayed in a drop-down menu: "All you need to know about Touche Eclat," "Your advice

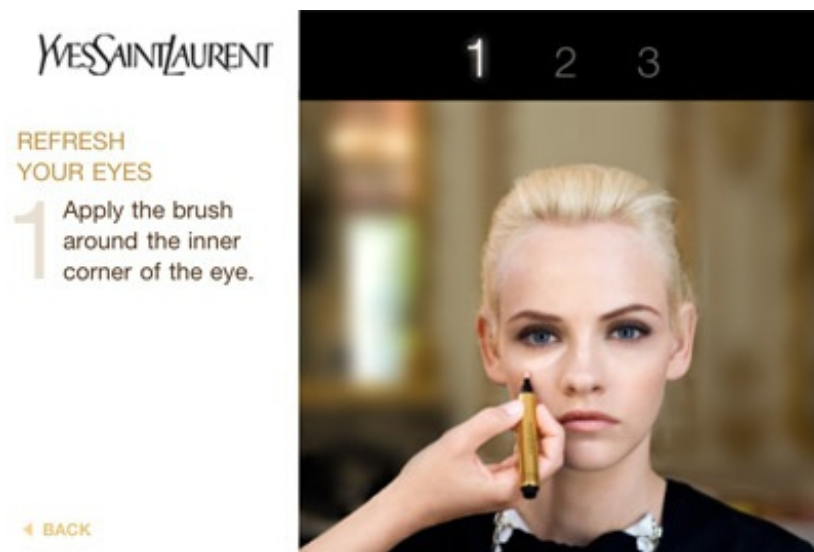
on radiance," "Fans have their say," and "Where to find us?"

Yves Saint Laurent's makeup pen serves four functions: highlighting the face, eliminating fatigue, refreshing the eyes and enhancing the smile.



Screen grab from the application

Users can click on one of the columns found in the "All you need to know" section and they are shown images of how they can use the pen.

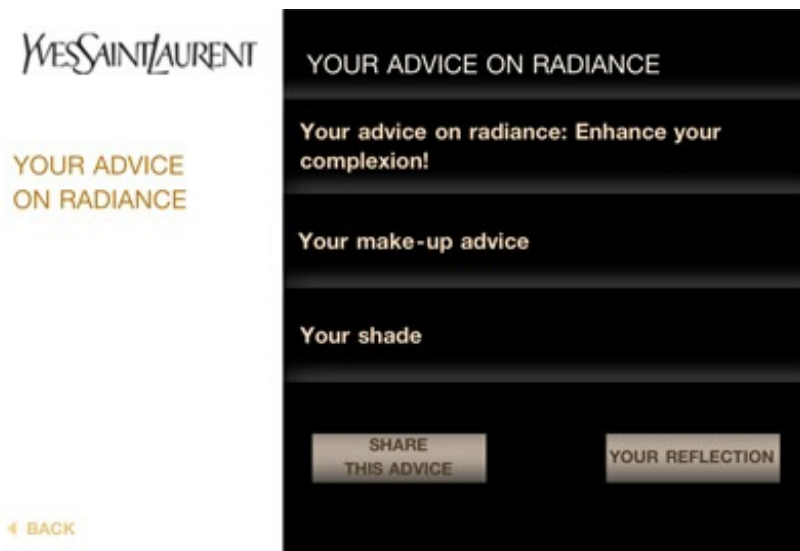


Learning how to use the pen for eyes

In the same section, users can find video clips and the commercial that was used to promote the pen.

Touche Eclat campaign video

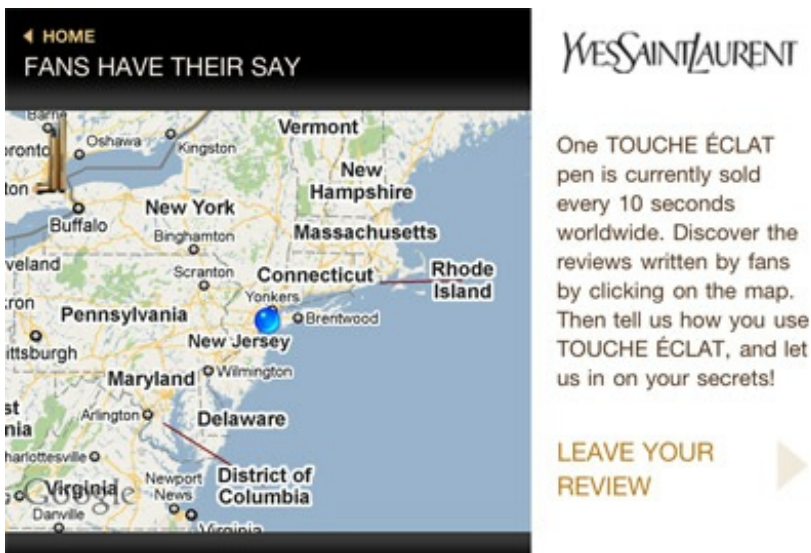
Tapping on “Your advice on radiance” takes users to a short quiz where they can answer questions where the end results give them professional advice about makeup.



Users get professional makeup advice at the end of the quiz

Users can share their results via email, Facebook and Twitter or use the application screen as a way to look at their reflection.

There is also a section where users can leave their reviews for others to look at, and location-based navigation allows users to find stores near them.



Users can review the product for other consumers

Initiatives

Ms. Woolston noticed that for a brand primarily known for its apparel, Yves Saint Laurent does not incorporate that aspect into its application, which she thinks would be a great asset.

Also, push notifications promoting Yves Saint Laurent products would also serve as beneficial for the brand, as luxury consumers are likely to always have their smartphones with them, including while shopping.

However, the application incorporates an incredible amount of multimedia content, including video integration, social media, images and text, which proves to be beneficial in wooing and keeping potential clients.

“A big plus for luxury brands marketing applications is making sure they are collaborating on different platforms throughout their application,” Ms. Woolston said. “The fact that users can leave reviews and use the locator to find stores near them and take a quiz is a really strong quality that the app has.”

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