

MULTICHANNEL

Moschino amplifies runway capsule through Nordstrom, Selfridges

September 24, 2014



Moschino Barbie doll

By SARAH JONES

Italian fashion label Moschino is letting consumers experience “the dream” faster through a capsule collection available straight off its Barbie-themed runway show.

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Luxury Daily

In addition to selling in its own channels, Moschino is selling the capsule through Nordstrom and Selfridges, along with other select retailers, expanding the audience for the pink hued apparel and accessories. This will help spread awareness for the brand, as well as its speedy runway commerce structure that has been established after two seasons.

"Jeremy Scott's latest capsule collection for Moschino demonstrates all of the fun and camp attitude that he has come to be associated with," said Dave Rodgeron, a retail business development executive at [Microsoft Canada](#), Toronto. "With a heavy helping of Barbie, seasoned with Sponge Bob Square Pants and McDonald's Fries he's created a line that's sure to resonate with people who enjoy fun fashion.

"To be honest, I thought that many of the Barbie fashions were quite wearable, not just something you'd see Katy Perry wear during a concert," he said. "In this way, taking the

collection to mainstream retailers will give the collection much more attention than it would drive on its own through Moschino."

Mr. Rodgeron is not affiliated with Moschino, but agreed to comment as an industry expert.

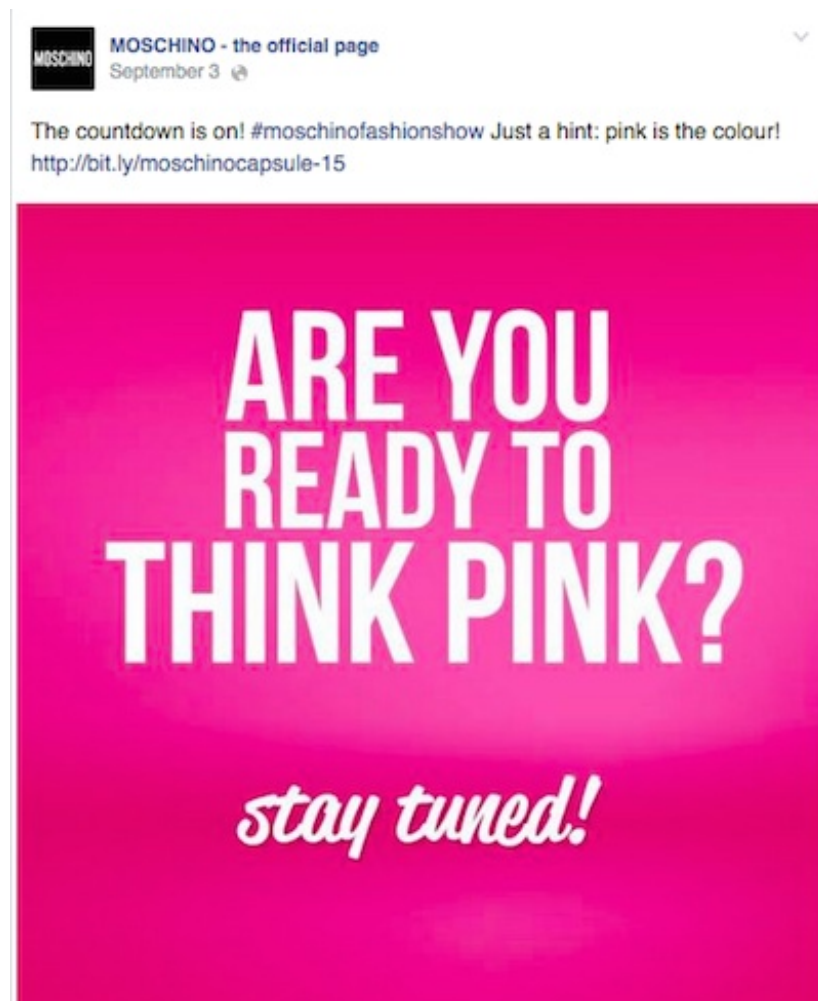
Moschino did not respond by press deadline.

Dressing up

Last season, Moschino gave consumers the opportunity to shop a capsule collection during its fall/winter 2014 runway show during Milan Fashion Week.

Moschino's "Watch It, Taste It, Shop It" event was heavily promoted on the brand's social media channels leading up to the runway show with bold imagery, prompting consumers to sign up for an access code. By making the event exclusive, consumers participating felt they were special and part of the brand's inner circle ([see story](#)).

This season, Moschino teased the runway show in a similar manner, with multiple social media posts and emails inviting consumers to "shop the dream" and "think pink." Consumers could register on the site to be reminded of the show.



Facebook post from Moschino

The day of the show, Sept. 18, Moschino sent an email reminder to consumers signed up for its newsletter, telling them to tune into the show that night. The following day, Moschino prompted consumers to shop the capsule with a second email.

MOSCHINO

SPRING SUMMER 15 RUNWAY CAPSULE COLLECTION

is now available online





Email from Moschino

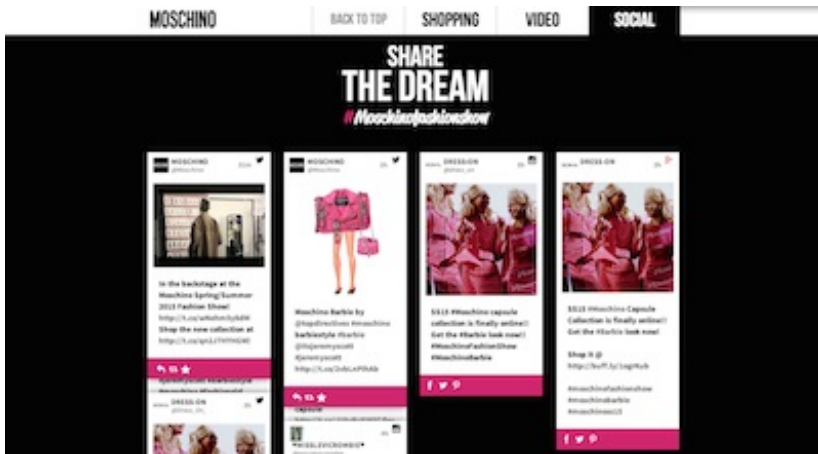
Online, the capsule collection is housed on a dedicated page of Moschino's Web site. At the top of the page, a slideshow of runway images plays, below which is a call-to-action to "start your shopping experience."



Moschino spring/summer 2015 capsule page

The capsule includes sweaters, a cell phone case that looks like a pink plastic mirror and t-shirts with Barbie insignia and text, such as "It's very expensive being Moschino."

Below the shopping links, consumers can watch the entire runway show and browse a feed of social media posts from both Moschino and other parties about the collection.



Moschino spring/summer 2015 capsule page

Nordstrom and Selfridges are both carrying the collection in-store and online, becoming part of what is expected to be a frenzy to get the trendy items.

Pieces were available in Nordstrom stores in Ala Moana, HI, the Americana at Brand Mall in Glendale, CA, near Los Angeles and the Aventura Mall outside Miami starting Sept. 19 and online from Sept. 21. The capsule the retailer is selling ranges in price from \$35 for a headband, which has already sold out, to \$1,995 for a leather crossbody handbag designed to look like a pink motorcycle jacket.



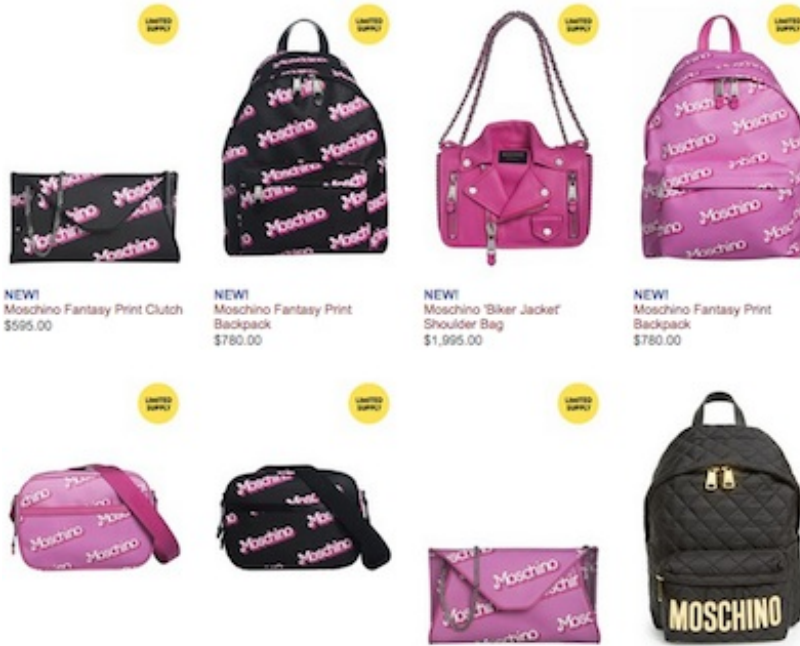
NARROW BY:

Item Type | Material | Color | Price | Store Availability

SORT BY: Featured

20 ITEMS

PAGE 1



Moschino capsule on Nordstrom ecommerce page

Nordstrom is also selling the iPhone case and logoed backpacks.

To introduce the collection, Nordstrom used Twitter and Facebook to show off images of some of the pieces, and linking to the brand's handbag ecommerce page. Nordstrom also wrote a blog post linked to this page, in which consumers were warned that "wearing Jeremy Scott anything may attract street style paparazzi."

N Nordstrom @Nordstrom · 4h
 Before it's gone: @Moschino's limited-release with @ITSJEREMYSCOTT. bit.ly/1CbbMd7



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View more photos and videos

Tweet from Nordstrom

Selfridges' capsule was also available by Sept. 19 in-stores. The retailer used social media to share runway photos to get consumers to come shop the collection in-person.



Barbie is big news for SS15, Moschino says so. Get your hands this hot-off-the-catwalk collection first, it's just landed in store #SelfridgesLondon (4 photos)



Facebook post from Selfridges

On Sept. 21, Selfridges sent an email to consumers letting them know the capsule was available online, referencing Aqua's song "Barbie Girl."



CLICK & COLLECT ORDER BY 4PM TODAY, GET IT FIRST THING TOMORROW*

Email from Selfridges

Selfridges' collection skews more toward apparel, with a pink leather biker jacket and skirt, sweaters and tees, as well as accessories.

Instant gratification

This shop the runway feature could be accessed across devices, allowing consumers who were away from a desktop to participate immediately on their phones or tablets.

Moschino recently updated its mobile-optimized Web site to encourage consumers to buy on their phones.

The new mobile Web site launched with a free shipping offer for consumers who made purchases on a smartphone. Using an incentive may help to convince consumers who would usually not shop on mobile to checkout on their smartphone ([see story](#)).

Solely on the mobile site, consumers could download wallpapers of a Moschino-clad Barbie doll.

It is becoming more common to allow instant ecommerce for runway shows.

For instance, Italian fashion house Versace let customers immediately buy items from its Anthony Vaccarello for Versus runway show, speeding up the wait time for new merchandise.

Typically, there is a period of months between a runway show and when items hit store shelves, giving fast fashion retailers the opportunity to copy the original design before it is available for purchase. Moving up the production process to before the show and making items available right away may help Versace beat fast fashion at its own game ([see story](#)).

Like this effort from Moschino, Versace's collection was available both directly through the brand and in select third-party retailers.

"Moschino has already begun selling through Nordstrom and Selfridges and has plans to include several other well-known banners in the days to come," Mr. Rodgerson said.

"What I find very interesting is that both of these retailers committed to the line sight unseen," he said. "This may have been the price of having the merchandise before any other retailers, but it certainly shows the confidence that Nordstrom and Selfridges have in both Jeremy Scott and Moschino.

"In making this commitment, they have demonstrated a sense of adventure and fun that's bound to have a positive influence on their customer experience," he said.

"The consumer reaction will be interesting. The prices are not modest, and it remains to be seen if the people who appreciate fun in fashion are the same people with the financial assets to buy these items."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/PctZMLfk7P4](https://www.youtube.com/embed/PctZMLfk7P4)

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