

MOBILE

Top 10 luxury brand mobile marketers of Q3

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Promotional image for Spring app

By JEN KING

During the third quarter of 2014, marketers continued to create mobile experiences that were engaging, fun and served an overall function to make consumer interactions easier.

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These fluid and connective mobile efforts included a retail floor plan application, games that work to educate while being entertaining and tools that serve the on-the-go affluent consumer. Mobile shows no signs of floundering, so brands that cater to affluent consumers through these channels will create a stronger connection than those slow to adapt.

Here are the top 10 mobile marketers from the third quarter of 2014, in alphabetical order:



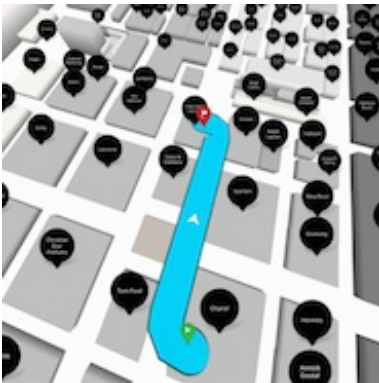
BMW app contest

German automaker BMW invited consumers to create mobile applications through Aug. 18 that enhance the driving experience.

Interested consumers were asked to devise a plausible idea and pitch it to their social communities in a virtual crowdfunding effort. The ideas that received the most virtual funding had a chance to work with BMW's innovation team in the United States or Germany, and may even see their app hit the market.

BMW provided a few sample ideas, apps that the brand already built, to give interested consumers a sense of how contest pages will be set up and how to arrange pitches.

One sample idea is the Concierge Service app that provides drivers with curated information on-the-go ([see story](#)).



Screenshot of Galeries Lafayette's Haussmann app

French department store chain Galeries Lafayette is helping consumers plan their shopping excursions with a new mobile application.

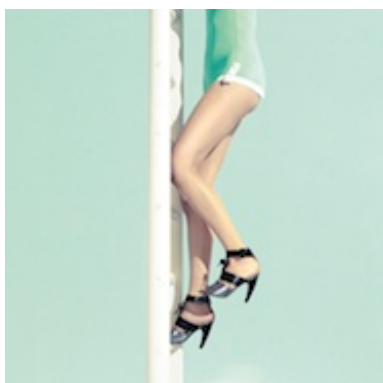
Through the app, consumers can map out an itinerary before traveling to the chain's 10-story flagship Paris store on Boulevard Haussmann. As a main tourist destination in Paris, this app will help visitors to Galeries Lafayette find what they are looking for within the large department store, acting as an extension of the customer service team.

When the app opens, consumers are presented with a search bar and a map of Paris above the fold. The search function allows consumers to find brands, restaurants in-store and customer services.

If the map is clicked, consumers are shown an aerial view of the flagship store, giving an idea of its location compared with landmarks, including the Musée du Louvre and Place

Vendôme.

A “Plan my visit” link on the homepage takes the consumer to a section of the app where they can lay out an itinerary by selecting brands or other spots within the store ([see story](#)).



Stiletto Wars image

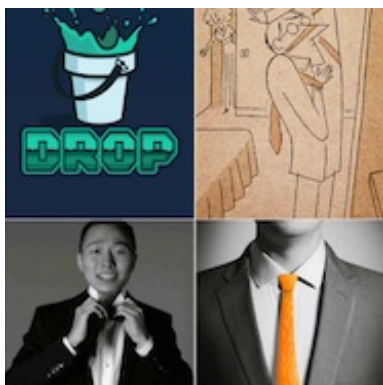
British department store Harrods is getting shoe fanatics to engage with its recently expanded footwear sales floor with a heel-themed digital game.

Stiletto Wars is accessible in the September issue of Harrods’ magazine application, as well as in a window display at the retailer’s London store. Providing an entertaining way to interact with products allows brands to engage consumers on an ongoing basis via their mobile devices, as well as providing an active way for aspirational consumers to get involved.

To play the game on a mobile device, consumers have to first download the Harrods magazine app for free, and download the September issue within the app. To introduce the game, Harrods shared a social video on Facebook that showed the app in use, and ended with a link to the Apple App store to download the magazine for iOS devices.

The issue is themed around Harrods’ Shoe Heaven, a newly unveiled 42,000-square foot space for women’s footwear that will stock more than 50 designers and labels.

The game is akin to Bejeweled for pumps, asking consumers to match at least three of the same shoe either vertically or horizontally. When three are matched, the consumer gets points, and the line of matches disappears to allow the tiles to shift down ([see story](#)).



Screenshot of Hermès Tie Break app

French apparel and accessories house Hermès is giving consumers an interactive way to

browse its tie selection with a new mobile application that aims to provide a respite from work or commutes.

Hermès' Tie Break includes arcade games, GIFs, cartoons and animated tie designs, as well as tie tying tutorials and a gallery of autumn/winter 2014 tie patterns. Adding a touch of gamification to fashion will encourage consumers to interact with the entire range of Hermès' ties.

Tie Break opens with a tutorial that explains the navigation of the app. Consumers can pull on images of various ties to reveal a "break."

When the first tie is pulled, a larger image of the elephant print springs up, and the animals begin to turn around in place. A plus sign icon pulls up options to view the model, share the break or add it to the favorites.

"How to Knot" provides tutorials on tying a range of knot styles. Sketched diagrams give step-by-step instructions ([see story](#)).



Montblanc's e-StarWalker

Germany's Montblanc is extending its writing instrument offerings with the introduction of the new mobile-ready stylus, the e-StarWalker.

Montblanc partnered with consumer electronics brand Samsung to create the technology needed to create a digital writing instrument specifically for the Galaxy Note 4 smartphone. By widening the scope of its offerings into the digital realm, Montblanc will likely see an increased interest among mobile-savvy consumers.

Together with Samsung, Montblanc developed a line of accessories to complement the Galaxy Note 4. The accessories collection combines Montblanc's leather goods with its fine writing instruments.

To ensure that Montblanc's heritage is not left behind as the brand expands, the e-StarWalker can be either a traditional pen or a ScreenWriter. The consumer simply switches out the ink cartridge to change the instrument's usage.

Montblanc's StarWalker fineliner refill is for ink, while the e-refill is for use on the Galaxy Note 4. Montblanc also developed the Pix with Samsung in mind which also includes a rollerball ink change-out in blue or black ([see story](#)).



Mulberry Carascope animation

British fashion label Mulberry is using an interactive quiz to generate social conversation around its new Cara Delevingne-designed collection.

Mulberry's "Carascope" asks consumers to pick between five pairs of opposing traits to help them select the right handbag for them. The feature was designed with a mobile-first layout to get consumers to engage with the brand on-the-go.

The brand introduced its Carascope to consumers via its accounts on Facebook and Twitter. The brand is also featuring it on the homepage of its Web site, with the call to action to "meet your match."

Mulberry designed the feature to be responsive and intuitive to have an appealing, easy-to-use layout on a mobile device. The feature also works on desktop ([see story](#)).



Saks' Like2buy images

Department store chain Saks Fifth Avenue is heightening its sense of community through a new content hub that streamlines social media interactions with consumers.

Using New York Fashion Week as a backdrop, Saks' content page, housed on the retailer's Web site, is set to launch on Sept. 4. The new aspect of Saks' Web site, dubbed as a "fanreel," will create a center for the retailer's fashion-forward consumers to gather and share via social media.

Saks' user-generated content hub, categorized under the tag #SaksStyle, will collect photos of purchased items from Instagram, Twitter, Facebook and Tumblr to give consumers an idea of popular merchandise available at the retailer. Saks Fifth Avenue worked with Curalate, a marketing and analytics suite for the visual web, to create #SaksStyle.

Updated daily, consumers will be able to filter the images on #SaksStyle according to

product categories such as handbags or shoes. All images featured on #SaksStyle will be enabled for “likes” and the retailer is encouraging interaction through consumer comments ([see story](#)).

Oscar de la Renta, Tamara Mellon and Carolina Herrera are prompting consumers to shop with them via their stores on a new mobile application Spring.

Spring is a fashion and beauty marketplace for both luxury and fast fashion, with each brand managing what products to put up and when. Becoming part of this mobile fashion aggregator will allow brands without another mobile-optimized shopping platform to gain sales from consumers on-the-go, while raising visibility for new arrivals for all labels involved.

The app requires users to register before they can browse. Once logged in with email or Facebook, the app provides a list of brands to browse and asks if the consumer would like to receive updates from Spring.

A “Discover” tab shows notable edits, which at press time featured exclusives to Spring, edits from the Web sites WhoWhatWear and Cool Hunting and a collection of pieces from designers who are Council of Fashion Designers of America members ([see story](#)).



Screenshot of The RealReal's RealBook app

Online luxury consignment marketplace The RealReal has compiled its data on resale value into a mobile application to help give consumers a better idea of selling prices for high-end goods.

The RealReal’s “RealBook” app is described by the retailer as doing what Kelley Blue Book does for cars for fashion and accessories. For luxury brands, this app may help to justify the purchase price of a handbag or watch, since consumers can see how much an item retains its value for resale.

The RealReal’s app pulls data for more than 500 brands compiled from its 500,000 plus sales since its launch in 2011. While the Web site is members-only, the app is open to all consumers, regardless of whether they have created an account with the marketplace.

This app joins The RealReal’s main app that is primarily designed as a shopping platform. RealBook launches by telling consumers they can browse through thousands of items to either find out the value of their own piece, or to shop ([see story](#)).



Yoox mobile commerce

Yoox, the official ecommerce partner of Kering, is teaming up with Chinese social communication application WeChat to enhance its consumers' mobile shopping experience.

As part of the global partnership, Yoox created new official accounts for the United States and Italy on WeChat, as well as revamping its existing Chinese account. Tapping into WeChat's platform for social shopping will allow Yoox to make the mobile commerce experience more personal for consumers, giving access to live chat and messages from the retailer.

When a consumer is in the WeChat app, she can search for Yoox.com to add it as a contact. Once selected, she can click a button to follow the retailer, and select receive messages to get content from Yoox.

As long as messages are enabled, the consumer will be greeted with a notification that prompts her to chat with Yoox. Clicking on the message brings up a simple tutorial page that explains the features of the retailer's account.

Through WeChat, consumers can chat in real time with customer care or get style advice from a Yoox representative by clicking on links under the "enjoy" button on the homepage for the account ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Kb8Wnv-nimc](https://www.youtube.com/embed/Kb8Wnv-nimc)

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