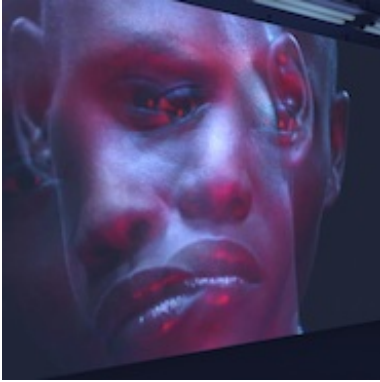


MULTICHANNEL

Top 10 luxury branding efforts of Q3

October 9, 2014



Screenshot of Kenzo's digital gallery

By JOE MCCARTHY

Luxury brands bolstered ecommerce and fostered compelling in-store experiences in the third quarter of 2014.

[Sign up now](#)

Luxury Daily

Harrods made shoe enthusiasts swoon over its immense footwear department and Selfridges honored the greats that sowed the seeds of modern fashion. Nordstrom maneuvered around Instagram's barriers to commerce, while Sotheby's gained a wider audience through a partnership with eBay.

Here are the top 10 branding efforts from the third quarter of 2014, in alphabetical order:



Anya Hindmarch pop-up on Mount Street

British accessories brand Anya Hindmarch set up a temporary mini-mart-themed boutique on London's Mount Street.

A nod to her fall/winter 2014 collection, which included cereal box inspired totes and shoulder bags designed to look like metallic potato chip bags, the store resembled a classic convenience store.

Instead of typical fashion retail fixtures, handbags were displayed in shopping carts next to gilded cans and fruit or what looked like refrigerated cases. A black-and-white checkerboard floor and primary color palette furthered the mini-mart atmosphere.

Signs on the wall told shoppers what "Anya says," including a motto that handbags are "fashion candy."

In reference to its 99 Mount Street address, the shop sold ice creams, or soft serve cones, for .99 pence, or about \$1.70, according to [The Telegraph](#).

Not forgetting the fashion, handbags were also available for order. A number of the food-themed handbags, including the Coco Pops Imperial Clutch, were sold out online, with a waiting list ([see story](#)).



Harrods Shoe Heaven

British department store Harrods welcomed consumers to its newly remodeled shoe floor through email and social media.

The newly minted "Shoe Heaven" is 42,000-square feet and will stock more than 50 designers and labels. To inspire foot traffic, the brand deployed an extensive digital campaign.

"Harrods' digital campaign is encouraging its followers to spread the word via social media and the elegant, enticing photos of the new showroom should inspire shoppers to indulge in this first-class personalized experience," said Ken Morris, principal at [Boston Retail Partners](#), Boston.

"The Shoe Heaven reinforces Harrods' legacy of making retail a theatrical experience and should drive incremental sales in the luxury shoe category," he said ([see story](#)).



Karl Lagerfeld's new publication

Karl Lagerfeld is continuing to expand his impact in the fashion world with his own publication "The Karl Daily," a newspaper that can be accessed online and in several of his stores.

The fall/winter 2014 issue was released "haute off the press" to offer consumers insight into Mr. Lagerfeld's life as one of fashion's most well-known men. The Karl Daily presents a unique way for consumers to look into the man behind the brand and designs of Chanel and Fendi, in addition to his eponymous label.

"Step into the skin of Mr. Lagerfeld himself and finally get a chance to adopt the backhanded endearment of his sarcasm," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency.

"Talk about a clever way to engage consumers into an experience they will remember, love and share," he said ([see story](#)).

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

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.

An "exit and shop" option takes consumers to a page where they 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 ([see story](#)).



Nordstrom Instagram image

Department store chain Nordstrom enabled ecommerce through Instagram with a clickable link in the profile section of its account.

Nordstrom worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. Instagram provides high engagement but has proved an obstacle for linking to purchase options, so this solution could give marketers a way to generate business from the social platform.

Instagram posts do not allow for clickable links in the text, but the profile section of an account does allow for one link. Nordstrom's profile now has a clickable hyperlink to its page on Like2Buy ([see story](#)).



Exterior of Selfridges' London flagship

British department store chain Selfridges brought together 12 "pioneers and provocateurs" in fashion design, including Jean Paul Gaultier and Oscar de la Renta, for a multichannel campaign.

"The Masters" includes dedicated window displays, in-store features, exclusive fashions and bespoke videos about each designer. This celebrates established design talent, while allowing Selfridges to show its connection to the fashion world.

"Looking to truly established designers, who have been so influential and genre-defining in their own unique ways, feels both a very natural and an unusual thing to do now," said Sebastian Manes, buying and merchandising director at [Selfridges](#), London.

"I think quite often in the fashion industry we can become obsessed with the new; with young talent, and emerging labels, which is wonderful and absolutely what we should be nurturing," he said. "But that type of project is something we do a lot of, and we really intuitively felt the need to celebrate some of the established designers who, without which, our store wouldn't be quite as outstanding" ([see story](#)).



Sotheby's New York headquarters

International auction house Sotheby's has joined forces with online auctioneer eBay to develop a digital platform that enables consumers to easily browse artwork, antiques and collectibles.

The partnership will likely raise eBay's stature in the auctioneer sector, as its work with Sotheby's will introduce the online shopping platform to the international art business. For Sotheby's, partnering with eBay will have a similar effect by making the auctioneer more accessible to global consumers.

Through the partnership, eBay will grant its 145 million active buyers access to Sotheby's expertise, auction experience and artwork and collectibles. For Sotheby's consumers, seamless access to eBay's platform and payment solutions will make the auction process easier ([see story](#)).



SPG Pro promotional image

Starwood Hotels and Resorts is rolling out a new version of its Starwood Preferred Guest loyalty program, SPG Pro, to cater to business professionals.

The new offer allows meeting and travel professionals – those handling the logistics of events – to gain elite status, upgrades and SPG points for business-to-business events booked at portfolio properties. Essentially, Starwood is allowing business professionals to reap personal benefits for what they do at work.

Embedded Video: [//www.youtube.com/embed/sRC3A1iYApI](https://www.youtube.com/embed/sRC3A1iYApI)

SPG Pro - Now It's Your Turn

"Extending Starwood's loyalty leadership to the B2B space makes strong business sense," said Maire Griffin, director of communications at [Starwood Hotels and Resorts](#), New

York. "Today B2B accounts for almost 70 percent of Starwood's overall room revenue and with every additional 1 percent share shift, we're adding \$80 million to our topline" ([see story](#)).



Yoox mobile commerce

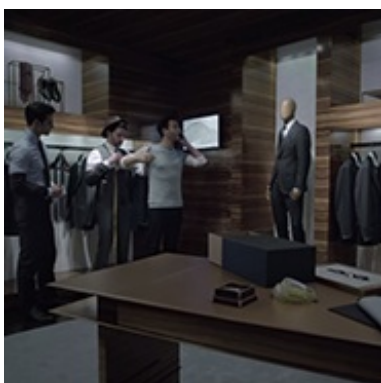
Yoox, the official ecommerce partner of Kering, is teaming up with Chinese social communication application WeChat to enhance its consumers' mobile shopping experience.

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](#)).



Video still from "A Rose Reborn"

Italian fashion label Ermenegildo Zegna is inviting fans to tune in to multiple episodes of

a film series that showcases the exciting lifestyle of its target consumer.

The "A Rose Reborn" film series follows a young engineer in London pressured to sell his lucrative business to a Chinese billionaire and has a "House of Cards" mixed with soap opera aura to it, in that every exchange is freighted with worry. Interestingly, Zegna managed to demonstrate its fitting services in the film in a way that does not feel contrived.

Embedded Video: [//www.youtube.com/embed/NKi2XQkFplg](https://www.youtube.com/embed/NKi2XQkFplg)

"A Rose Reborn" movie by Zegna: Episode 1

"A more established narrative takes the focus and places it directly on the consumers' emotional attachment to the brand story," said Courtney Scott, lead planner at **Huge**, New York.

"Instead of just evoking a feeling, which many luxury brands aim to do with video content, this approach gives the audience a glimpse into the world of a man, and a story that they can buy into," she said ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.