

IN-STORE

## Lane Crawford turns Shanghai flagship into futuristic arcade for anniversary

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*Exterior of Lane Crawford Shanghai flagship*

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By SARAH JONES

Department store chain Lane Crawford is commemorating the one-year anniversary of its mainland China flagship in Shanghai with a playful arcade-themed storewide campaign.

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"Future: Play," which officially launched in-store Oct. 10, celebrates emerging fashion talent as well as Lane Crawford's expanding apparel portfolio through a transformed store environment, mobile interaction and pop-up retrospectives. While Lane Crawford began in Hong Kong, it has been expanding rapidly in China, opening four stores since 2007, underscoring the growing importance of the Chinese consumer.

"While Hong Kong is the primary geographic home of Lane Crawford, the Chinese consumer is its most important patron," said Brian Buchwald, CEO of [Bomoda Group](#), a China-focused business intelligence firm located in New York and Shanghai.

"The presence in China provides a twofold benefit," he said. "First, it presents an amazing showroom opportunity for the local buyer who may then soon wish to visit Hong Kong and shop at Lane Crawford.

"Second, there is a hope that by building a mainland beachhead in Shanghai, Lane

Crawford can more directly and conveniently tap into the world's largest market for fashion and beauty."

Mr. Buchwald is not affiliated with Lane Crawford, but agreed to comment as an industry expert.

**Lane Crawford** was unable to comment directly before press deadline.

### Birthday party

Raising its profile in high-end fashion, Lane Crawford is welcoming a number of new designers to its offerings, including its first haute couture brand, Giambattista Valli. The label's eponymous designer will visit the retailer's Shanghai Times Square store to celebrate the Asian launch of his second line Giamba ([see story](#)).



*Runway look from Giamba spring/summer 2015*

As part of the in-store display, there will be a retrospective installation looking back at 20 iconic looks from Giambattista Valli's archives. This look back will extend to four store windows, which will house looks from his main collection and Giamba.

Fashion label Proenza Schouler will also be celebrated with a pop-up, which will house all of the digital content since the brand's start, as well as pieces from its spring/summer 2015 collection.

For the campaign, Lane Crawford tapped British fashion magazine *Because* to create a series of digital pop-ups in all of its stores using the application Fashion Scan. Once they have downloaded the application, shoppers can hover their devices over about 30 signs in-store to view exclusive content on the retailer's Web site.



*Video still*

These videos feature profiles of up-and-coming women's wear designers, menswear trends, beauty tools and fashion bloggers. Brands highlighted in Future: Play will also be included, such as Proenza Schouler, Giambattista Valli, Stella McCartney, Alexander Wang, Kenzo and Marc Jacobs.

Global consumers not in China can watch three of these videos online. One shows a Pac-Man character gobbling up menswear, while another presents beauty gadgets in a cartoon manner.



*Video still*

"Mobile and video are two of the pillars of the Chinese consumer experience," Mr. Buchwald said. "Yet the execution and consumer outreach will determine success or failure.

"The strategy Lane Crawford is undertaking is smart and forward thinking," he said. "But the X factor will be does it add to the user journey or subtract once they are in store or in

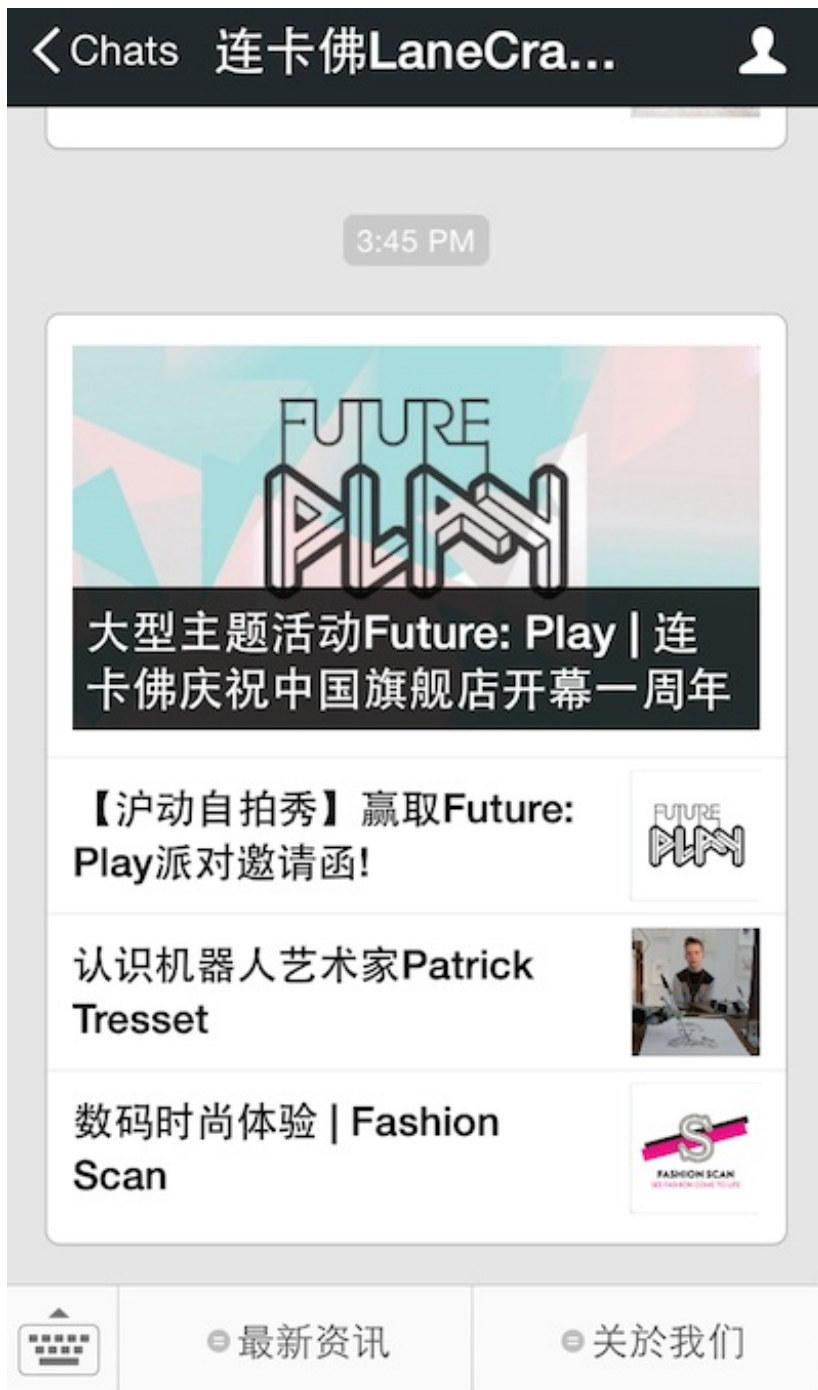
shopping mode?"

Lane Crawford picked this occasion to launch its first WeChat account. Via WeChat, consumers can read up about the in-store event, including a Q&A with artist-scientist Patrick Tresset, and get more information on Lane Crawford's store locations, history and services.

While content is available on WeChat, there is an opportunity for Lane Crawford to reach consumers outside of the social app.

"The idea of integration the robotic artwork of Patrick Tresset is fantastic," said Dave Rodgeron, a retail business development executive at [Microsoft Canada](#), Toronto. "It helps to generate buzz about the promotion and should create a sense of fun that complements the futuristic theme of the campaign.

"I was disappointed though that while he was pictured and mentioned on the Lane Crawford Web site, there was no link to more detail about his work or how he would be involved," he said. "This is a missed opportunity as a true omnichannel experience creates a seamless integration of in-store and online content."



*Lane Crawford WeChat account*

While launching a WeChat account is a step in the right direction, it will be important for Lane Crawford to keep up with the profile.

"Building WeChat capability is paramount - the single most important digital product for the Chinese consumer," Mr. Buchwald said.

"It brings the benefit of not just driving awareness through push content via a subscription account, but also CRM and loyalty opportunities via a service account," he said. "Yet ultimately it will hinge on a well conceived strategy and sustained tactical execution.

"If I had a penny for each WeChat account built by a brand but soon abandoned I'd have lots of money to go shopping on Proenza Schouler and Giambattista Valli products for my wife this weekend."

On Oct. 16, Lane Crawford is inviting loyal consumers, along with celebrities and VIPs, to its Shanghai Times Square store, which will be turned into an interactive playground for the evening. Consumers can compete to win prizes via claw machines, slot car races, bowling, biker game, dart and air hockey, as well as have an animated portrait taken in a digital photo booth.

### Forward looking

Lane Crawford has been looking to the future with its latest campaigns, presenting a modern image for the store founded more than 150 years ago.

Chinese department store chain Lane Crawford is inspiring new season purchases through a fall campaign that features six creative minds.

Through profiles of stylists, designers and magazine editors in-store and online, Lane Crawford is communicating an idea of “Worlds of Modern Living.” By getting different perspectives on what modernity means from these creative minds, Lane Crawford is able to show its wide appeal ([see story](#)).

Luxury brands are finding ways to have fun with fashion via quirky in-store displays.

Italian apparel and accessories label Fendi took inspiration from an arcade for its new pop-up at Harrods to make shopping more of a game for consumers.

In “Fendi Fun” ready-to-wear fashion, fur garments and accessories are displayed in vending machines and hung from mechanical claws. Reminding consumers of their childhood games will likely combat showrooming, as consumers are inspired to purchase so they can be a part of the fun ([see story](#)).

These types of retro-themed interactive in-store displays gives consumers an immersive shopping experience.

"While the stores will reflect a futuristic playground, there was a bit of a retro vibe to the images that were used," Mr. Rodgerson said. "It appears that they are trying to appeal to a younger audience by leveraging new technologies, but this may not be clear in the imagery that they're using.

"The idea of incorporating the use of smartphones in the store environment is very clever," he said. "Many retailers are concerned about shoppers using their phones in the store to facilitate 'showrooming,' the act of checking out prices and merchandise in-store and then ordering it online with their mobile device.

"Lane Crawford has embraced the use of the customer's smartphone to make it an essential element in how they will interact in-store as they use it to download additional content at various digital check-in points. What this does is make the experience in the store more interactive and that's a very successful way to engage your customers and build their enthusiasm for your brand."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/8h6Rc8YxyZc](https://www.youtube.com/embed/8h6Rc8YxyZc)

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