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Ralph Lauren uses interactive windows to launch line at Harrods

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London department store Harrods

By SARAH JONES

British department store Harrods is helping U.S. fashion label Ralph Lauren gain attention for its first Polo line for women with a mobile-enhanced window display.

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Using mobile proximity technology, the displays let passers-by unlock exclusive and interactive content. Going beyond the traditional window display enables a brand to expand the customer experience through multiple channels.

"Ralph Lauren were keen to offer interactivity directly with visitors and to engage the user with valuable exclusive content," said Guy Cheston, media sales director at [Harrods](#), London.

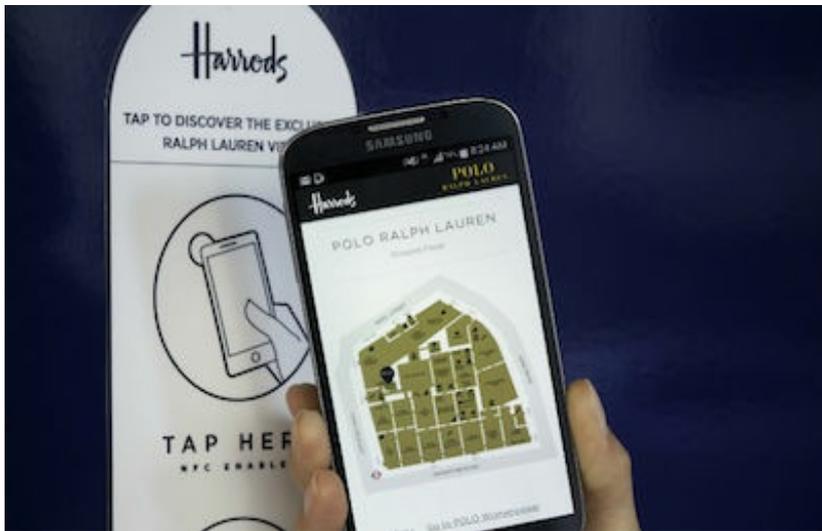
"We are offering a moment for users to commit time and focus on the brand," he said. "It's also about making a window display work harder on a more personal one-to-one level offering exclusive content."

[Ralph Lauren](#) worked with loyalty and near-field communication (NFC) payments company [Proxama](#) for this digital initiative.

Tap to shop

Spanning 15 windows on Brompton Avenue, Polo Ralph Lauren's displays use NFC and QR codes to allow for interactivity. Consumers can tap or scan lenticular prints and stickers with their phones, which brings up a landing page.

This site includes an interactive map directing consumers to the Fashion Lab in Harrods, the new section of the store where Polo Ralph Lauren for women is located.



Window display and interactive map

The landing page also includes a link to Ralph Lauren's mobile Web site, where consumers can view the collection, even if the store is closed.

Proxama linked the campaign to its TapPoint system, allowing Harrods and Ralph Lauren to watch the results in real-time, getting detailed views of the customer journeys.

"TapPoint, Proxama's marketing and loyalty platform is used to track engagement with the window display, including the number of people that who 'tapped' or 'scanned' the NFC tags and QR codes," said Pascal Caillon, general manager of North America at Proxama. "Data includes the number of people who 'tapped to find menswear in-store' or 'tapped to find women's wear in-store'.

"TapPoint's analytical tool also allows Harrods and Ralph Lauren to measure the click through rate to 'shop the collection online,'" he said. "Current statistics, 10 days into the campaign, show that the majority of consumers who interacted with the window display went on to shop the collection online. This is a great indicator of offline interaction driving online mobile sales."

This coincides with an unrelated Bruce Webber campaign on display at the new Polo Ralph Lauren flagship store in New York. For the launch of the collection, Mr. Webber created a 30-second video showing vignettes of "downtown" women.

Ralph Lauren's campaign reflects a growing embrace of digital from luxury brands.

In a branded statement, Mr. Cheston said, "Luxury brands are well known for being conservative, rightly protecting their precious brand values. A few years back, it was a challenge to get luxury brands to promote via digital screens in-store due to sensitivities

over adjacencies with competing brands, but this is not an issue any longer. They see the impact, and high value in such a dynamic medium which drives retail sales in-store.”

Mobile movement

Harrods previously worked with Proxama on another mobile proximity digital campaign, The Handbag Narratives.

The retailer increased foot traffic through the expansion of its luxury accessories department with The Handbag Narratives that rewarded consumers with exclusive views and offers.

The Handbag Narratives showcased more than 20 luxury designers in the exhibition and several of the handbags were exclusively crafted for the department store’s customers. The event used the power of narrative to further entice consumers to visit the store ([see story](#)).

Harrods saw more than 400 downloads in a matter of a few weeks.

"In comparison to the Handbag Narrative campaign that ran last year, we have already seen an increase with the number of people digitally interacting with NFC via their smartphones," Mr. Caillon said.

"This may be due to the recent announcement from Apple that the latest iPhone includes NFC," he said. "And, although it is currently limited to mobile payments in the U.S., this may have created more of an awareness of the technology."

Other retailers have tapped mobile interactivity to raise engagement levels with their windows.

The windows that year told the story of the Yeti, which is rumored to live on top of the Saks Fifth Avenue building in New York making snowflakes. Saks worked in conjunction with MasterCard and The Science Project on the mobile site that allowed users to create their own Yeti name, customize a snowflake and flick it up from their phone or tablet onto screens in the display ([see story](#)).

Tapping into digital displays allow luxury brands to be seen as innovators.

"Technologies like TapPoint offer luxury brands the capability to bridge the gap between the physical and digital retail experience for their consumers," Mr. Caillon said. "Evident by the initial stats from this campaign alone, this is something consumers desire.

"Meanwhile, participating luxury brands place themselves at the forefront of the digital age."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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

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