

MOBILE

## Chanel showcases latest runway looks via mobile app

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Luxury brand Chanel is taking advantage of the various native features of Apple's iPad and iPhone to showcase its latest runway looks.

The Chanel Fashion application lets users tilt and swipe to engage with content. It allows users to catch up on the latest news, watch an exclusive ready-to-wear runway show, browse through looks from the show and locate nearby stores.

[\*\*Sign up now\*\*](#)

**Luxury Daily**

"There are three or four main reasons why luxury brands choose to launch a mobile app that we have seen," said Ashish Toshniwal, CEO of YMedia Labs, Redwood City, CA.

"They want to have information related to their products, so consumers can keep up with launches," he said. "Also, entertainment brand engagement and social media integration

are extremely important.

"Brand engagement is the biggest reason luxury brands implement mobile apps."

Y Media Labs did not build the Chanel mobile application. Mr. Toshniwal agreed to comment as a third-party expert.

As a San Francisco-based mobile strategy and application development firm, Y Media Labs develops for all major mobile platforms.

Inside the app

Within the application, users have the ability to catch up on Chanel's latest news via the "Chanel News" tab.

Users have two options to discover Chanel's beautiful runway looks. They have the option to view the Paris-Byzance Ready-to-wear collection either from video footage or high-definition images.

If consumers choose to view the runway looks via static images, they can share their favorites by email.

Although users cannot purchase any products within the application, there is no doubt that it is a great way to get affluent consumers buzzing about the brand, which can lead to sales.

Consumers can search for the nearest Chanel boutiques and retail vendors, so the brand is providing an effective way to drive customers into its stores.

Browse then buy

There is an increasing trend within the luxury sector of brands providing runway catalogues via their mobile applications. Providing these videos and images of the latest fashions helps create awareness, which is an important aspect of the purchase process.

Interested consumers can view their products digitally before seeing them in person. Next, they can use the store locator to find the Chanel store nearest to them and visit the location to make a purchase.

Luxury brand Dolce and Gabbana has a detailed application to showcase a few of their products while offering a store locator so that consumers can go see them in person (see story).

"If you look at all the iPad sales numbers, it is mind-blowing," Mr. Toshniwal said. "The way we are moving in the mobile space is a no-brainer for luxury brands to get on it because people who are buying the iPhone and iPad are affluent.

"The fact that the iPhone and iPad are so expensive sounds like a market for the luxury brand consumers," he said.

Final take

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