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Valentino, Cartier, D&G go beyond mere banners in Vogue app sponsorship

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By RACHEL LAMB

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Luxury brands such as Cartier, Valentino, Dolce & Gabbana and Michael Kors are using Vogue's commerce-enabled Vogue Stylist application to advertise and sell their products to the magazine's readers.

Rather than serve mere banner ads, the luxury brands have integrated their own content and products for an experience that hardly feels like advertising.

“The application is strictly an ad and ecommerce vehicle,” said Robert Victor, vice president of product and strategy at appssavvy, New York. “It makes the advertising actionable from a mobile standpoint.

“If you look through the lookbook and like a pair of Valentino boots that you see, you can actually click on them to see where to pick them up,” he said. “Learning about trends and where to get them is why people read fashion magazines, but this does so much more than just a regular magazine does.”

[Appssavvy](#) is an application developer that is not affiliated with [Vogue](#). Mr. Victor agreed to comment as a third-party expert.

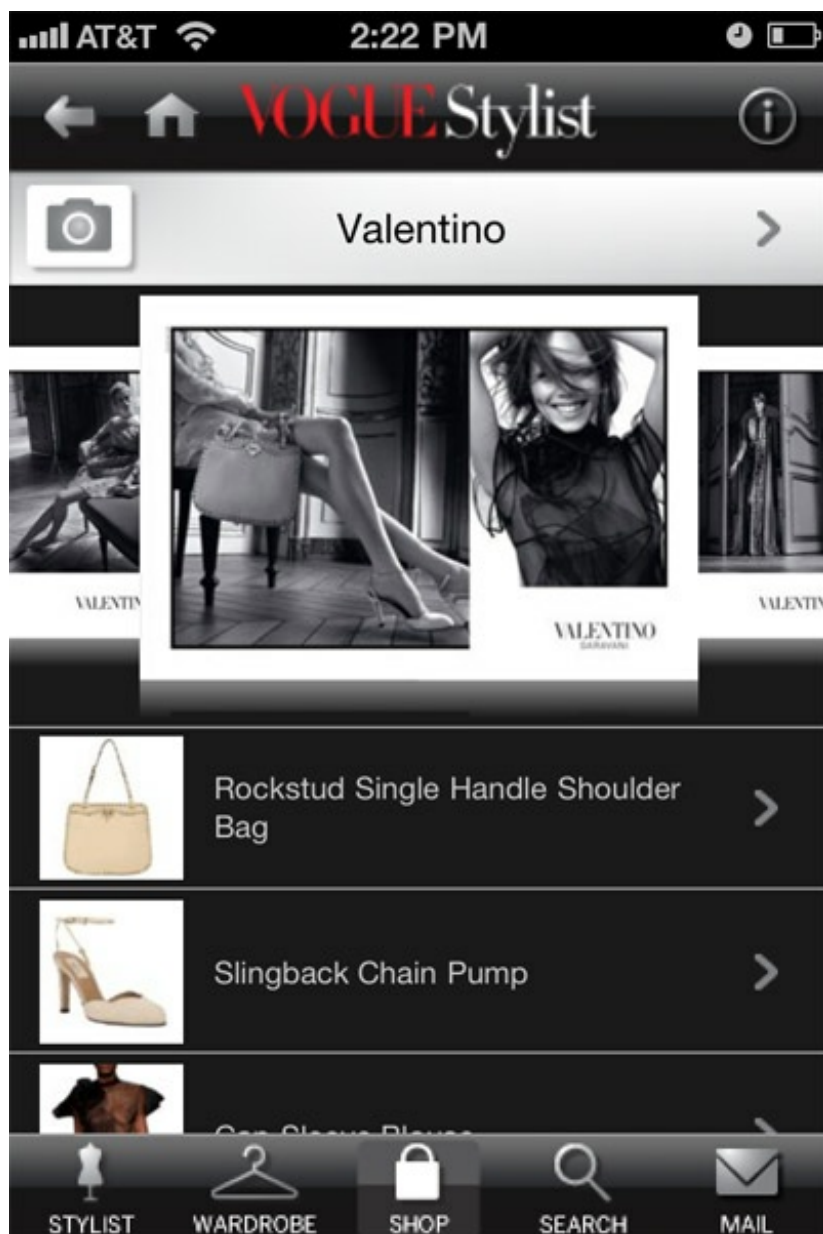
Inside the application

Users first go into the application and see brand advertisements, for Valentino, Dolce & Gabbana and Mulberry, which they can flip through.

The idea here is that the "ad unit" is as close to content as possible, so it is useful to women looking for style advice.

Valentino, D&G, Mulberry and Cartier have done a great job within their sponsored sections, so it really does not look or feel like advertising.

Each section is very rich in content for each of the various products, which allows the brand to engage with users far longer than a banner ad or a mobile coupon would.

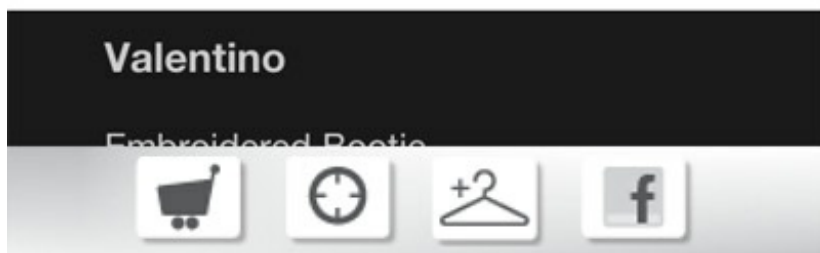
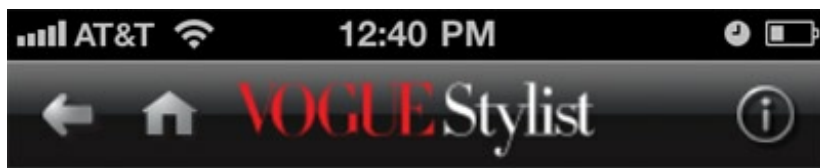


Valentino ad in the Vogue application

Tapping on Valentino's ad, for example, brings users to a page where the brand's products are listed under the advertisement. All of the clothing and accessories that the model is wearing in the ad can be viewed.

Selecting an item brings users to an individual product page, where they can buy the item, click on the navigator to locate a nearby retailer, share it on Facebook or add it to their “wardrobe” on the application.

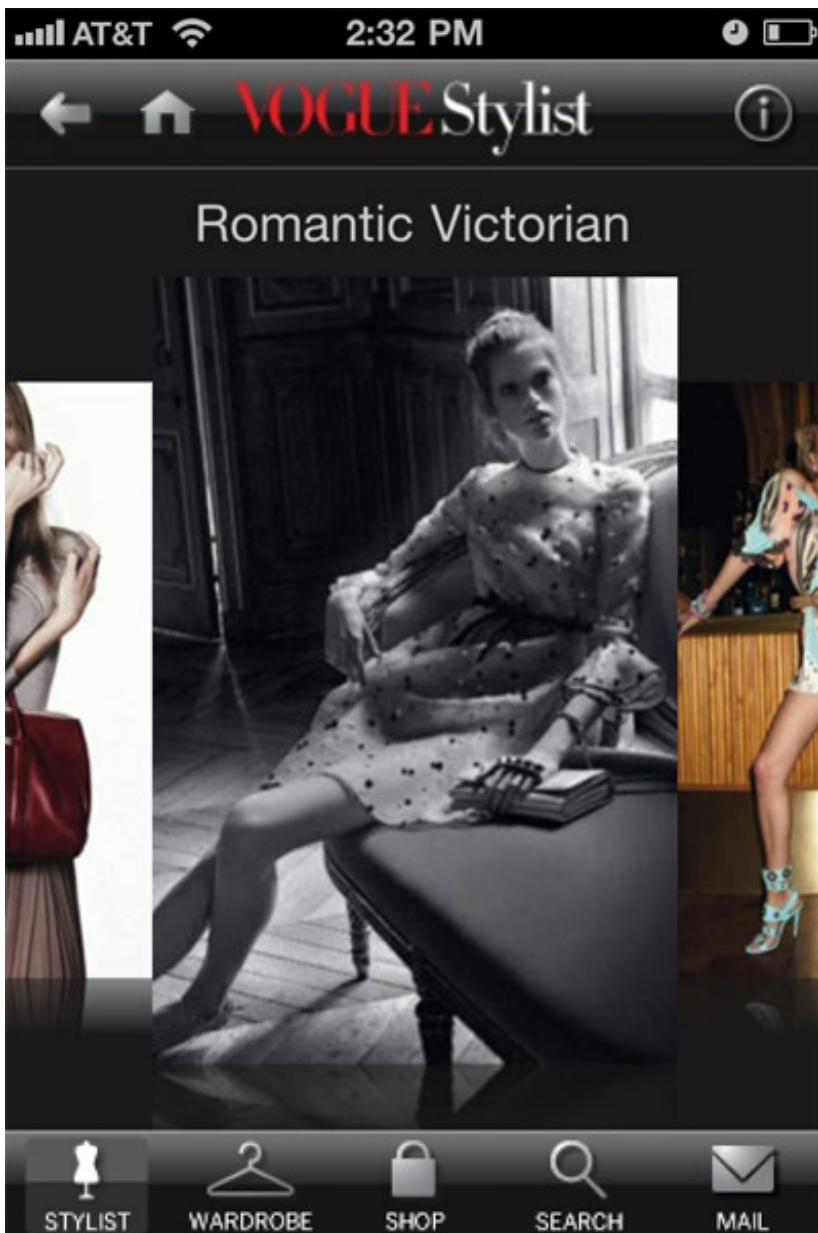
This is all done via an app-within-an-app experience. Consumers do not ever need to leave the application to view additional content.



Individual product page

If users select the buying option, the application takes them to the Valentino ecommerce site where they can purchase the items. Other brands are selling products through online retailer Zappos.

Users can also click on the “Stylist” option, which brings them to a page where they can thumb through the season’s different looks such as "Mad About Hue," "Romantic Victorian" and "American Sportswear," where luxury brands have products advertised.



Stylist option where users can see the season's hottest trends

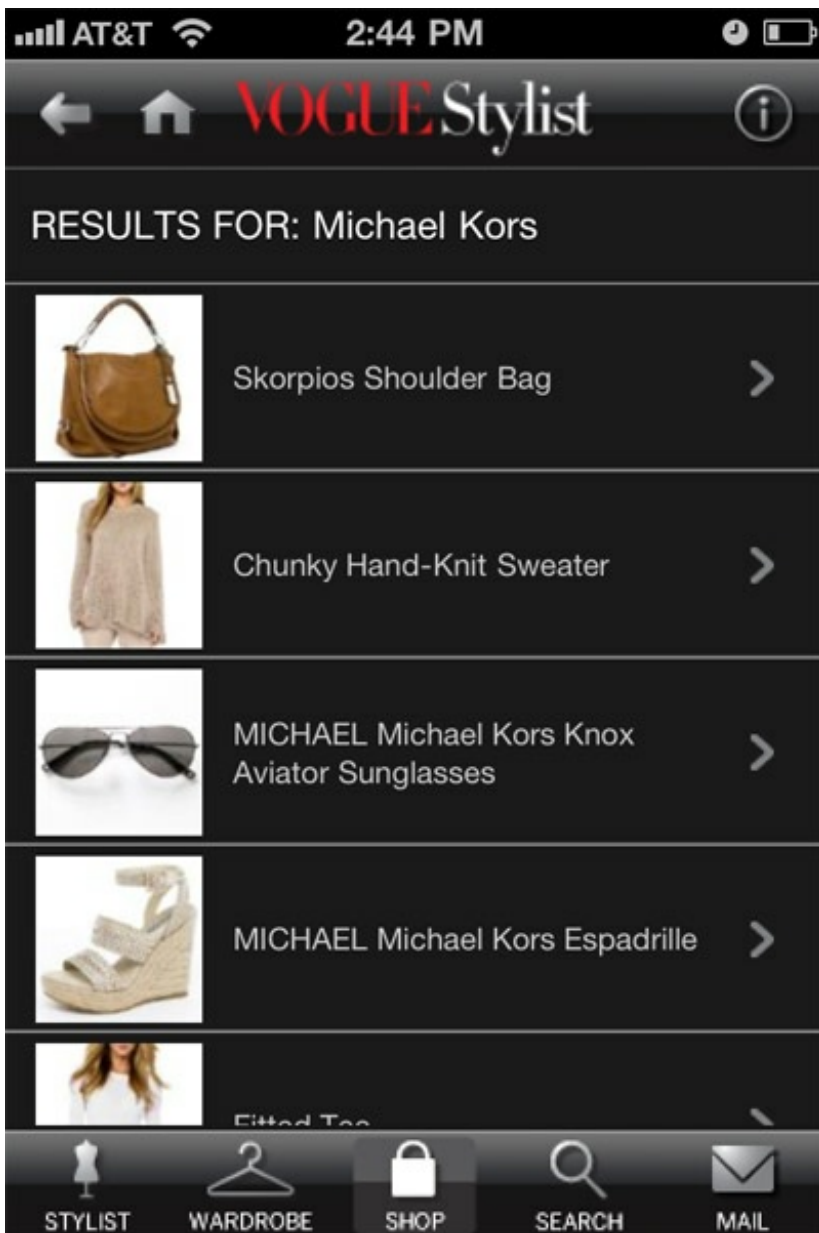
Tapping on "Romantic Victorian" brings users to a page where they can look at a few different apparel and accessory options in the category, one of which is a ring from Cartier.

Once users are brought to the page, they can select the store locator that uses location-based advertising to discover what retail locations are near them.

Users can also share these items through Facebook or add them to their wardrobe.

When users view a product from a certain designer, tapping the product will bring them to other apparel and accessories from the same brand that can be viewed in the application.

What is most attractive about the application, from a marketing perspective, is the fact that the luxury brands featured within can reach affluent shoppers who are in discovery mode looking for ideas and are near a point of purchase.

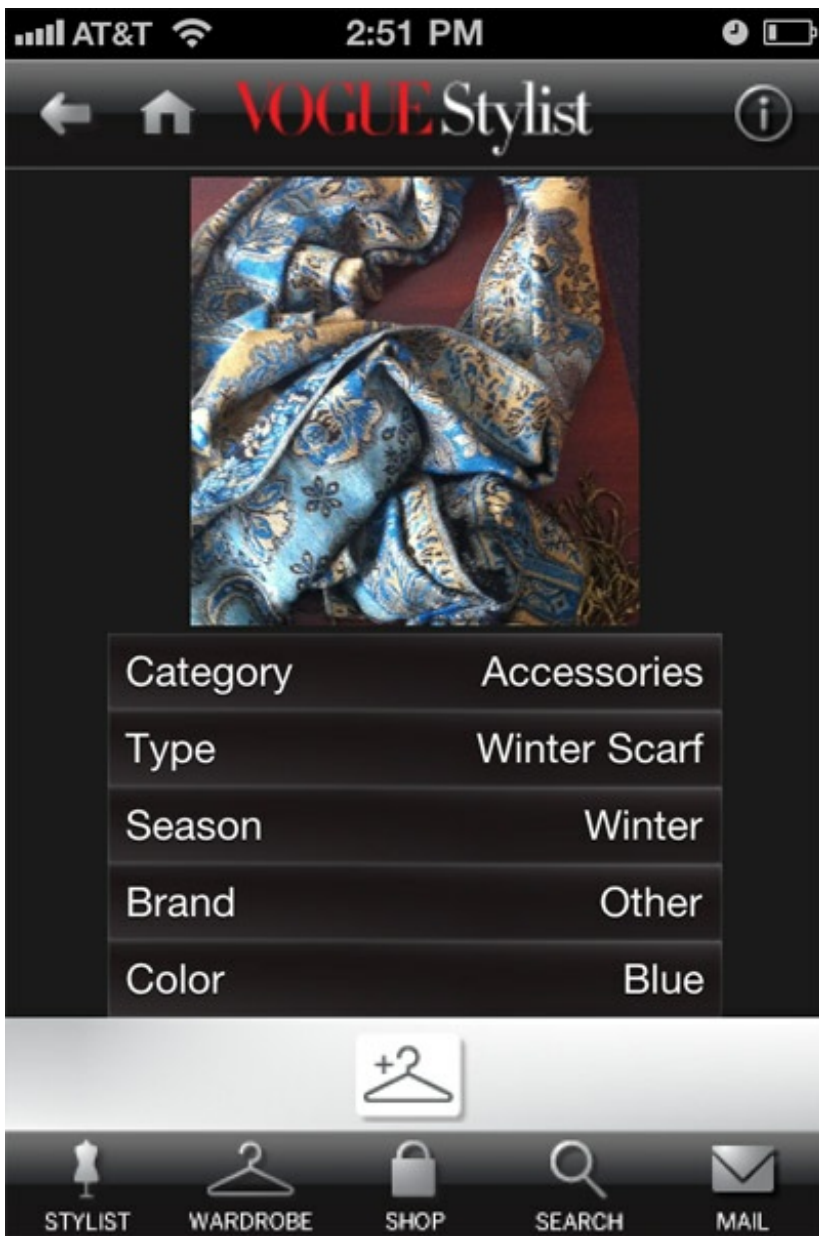


All Michael Kors results found in the Vogue application

Other Vogue stylist app features

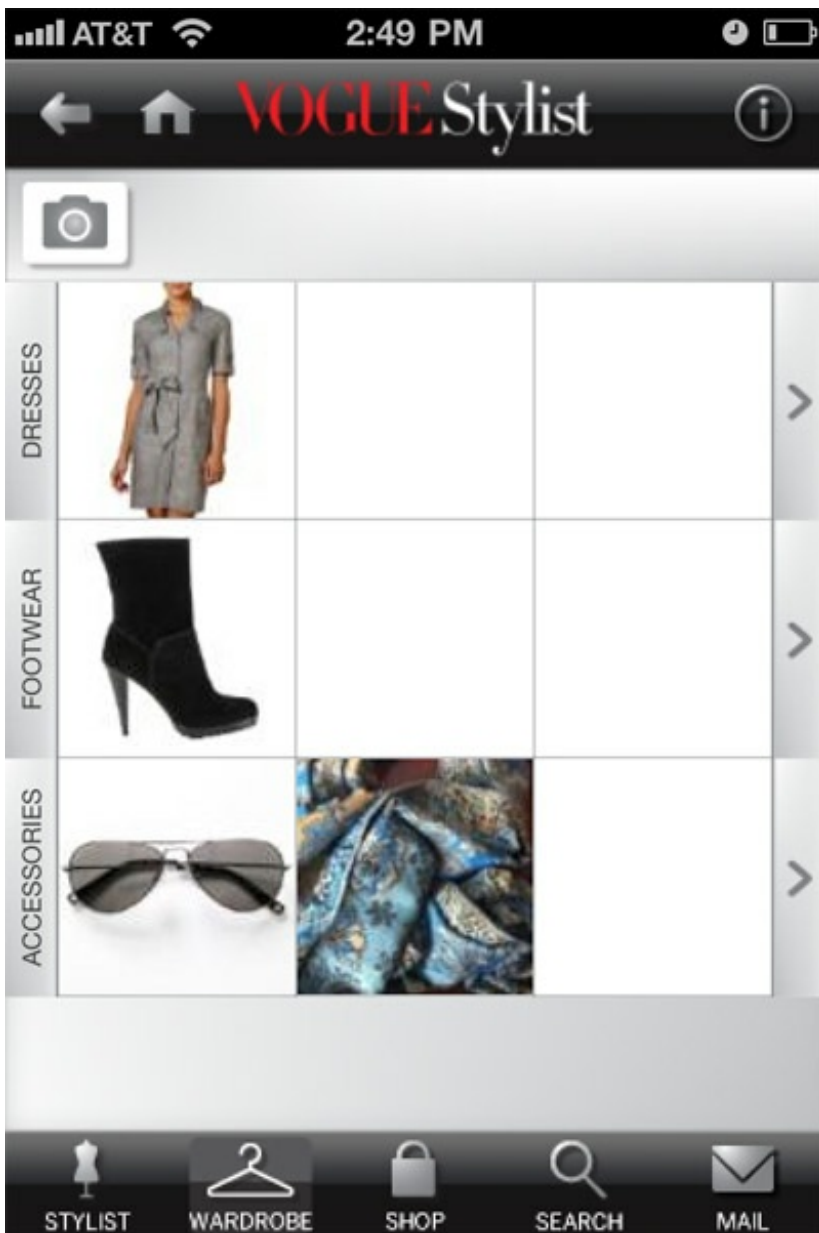
The Vogue wardrobe feature allows users to select items from the ads and looks that they have seen, and also encourages them to add items of their own wardrobe.

Users can take pictures of clothes that they are wearing, or accessories or apparel that other people are wearing, and pair them with other articles to personalize an outfit.



Added article of clothing

After users take a picture, they select the type of apparel or accessory, brand name, color and other details so that they can place it with their other outfit selections.



An outfit made of Vogue clothing and personal accessories

“This application is definitely better suited for the iPhone because you get more out of it,” Mr. Victor said. “Women can walk down the street and use their camera to take pictures of other consumers, or things that they see in the store.”

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Final take

Vogue application demo by VogueTV

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