

MOBILE

Lanvin expands retrospective exhibit with informative mobile app

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The mobile application includes many original images of Jeanne Lanvin

By KAYSORIN

French fashion house Lanvin is creating a comprehensive experience for viewers who attend its Jeanne Lanvin retrospective in Paris by providing a mobile application to complement the exhibit.

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Luxury Daily

The app allows users to learn more about the history of the brand and its founder, while also providing a map of the exhibit and audio guides to supplement each of the different galleries. This both enhances the viewer's experience and encourages an ongoing interaction with the brand that will keep it fresh in the consumer's mind.

“To entertain, inform, assist and connect audiences with the heritage, craftsmanship and artistic vision of the label requires that the application is not designed to serve as a digital replica or replacement for the tactile, sensual experience of the exhibit, but rather to augment the audience's experience in manners unique to the device and its capabilities,” said Scott Forshay, senior strategist at [Mutual Mobile](#), Austin, TX. “To have focused on simply delivering a digital copy of the exhibit would have been a missed opportunity, but the brand succeeds in utilizing the audio guide to articulate the heritage and creative of the label.

"This effective companion function definitely adds to the experience, and audience members who choose not to download the application will have missed out," he said. "Additionally, the map feature allows audiences to potentially map out their desired route through the exhibit in advance, thus increasing efficiencies for those who may have limited time to view it."

Mr. Forshay is not affiliated with Lanvin, but agreed to comment as an industry expert.

Lanvin was unable to respond by press deadline.

Leave it to Lanvin

The Lanvin retrospective will be held in Paris at the Palais Galliera from March 8 until Aug. 23 and include many of Ms. Lanvin's personal creations. The app has been created to help viewers best take advantage of the exhibit.



The app includes images of vintage Lanvin sketches

The three elements to Lanvin's new mobile app are titled "Portrait," "Visit" and "Infos," and they each provide different information about the exhibit. The app opens with a montage of vintage Lanvin couture and sketches that eventually ends with the portrait section.

Lanvin's portrait section of the app features 18 images from Ms. Lanvin's life, including pictures of her childhood, official documents and shots of her at work in the studio. There is also a short biography that users can scroll through to learn more about her life.

JEANNE LANVIN

01/18



Jeanne Lanvin

1867 Jeanne Lanvin is born in Paris on 1 January, the first of eleven children

1880 Working as an apprentice for the milliner Madame Bonni, she is nicknamed "the little bus": on her deliveries she runs behind the bus to save the price of the ticket

1885 Sets up her own millinery business on Rue du Marché-Saint-Honoré

1889 Opens her store at 16-20 Rue Boissy-d'Angles



Portrait



Visit

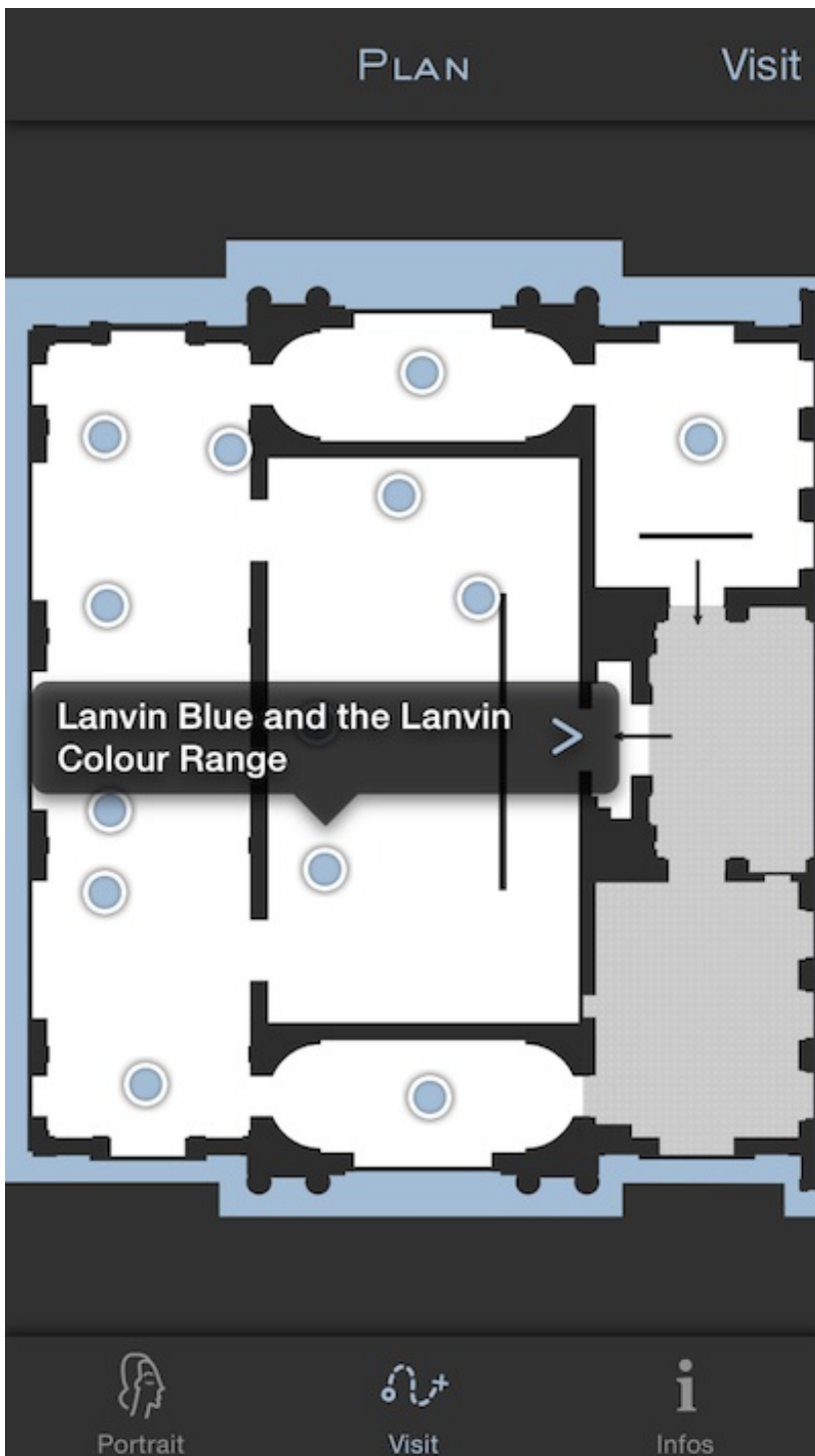


Infos

Jeanne Lanvin lived in Paris for most of her life

The visit section provides information that one might need when actually attending the retrospective. The exhibit has been divided into 13 sections with subtitles such as "Glitter and Romance," "Embellishment and Embroidery" and "Lanvin Craftsmanship: Topstitching, Applique and Transparency," and the app provides information on all of them.

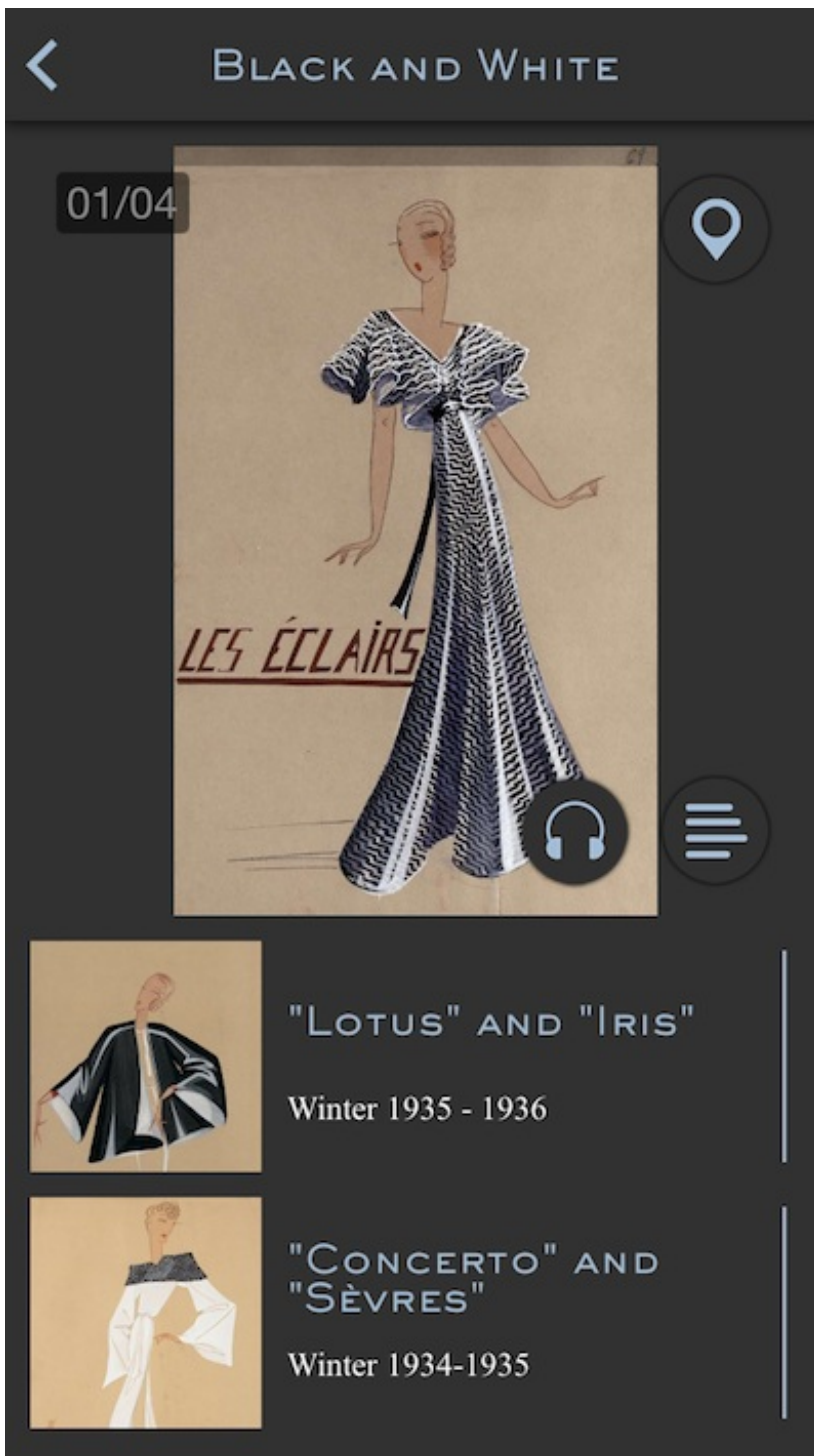
There are images of each of the pieces along with text elaborating on the section and an audioguide that viewers can listen to while attending the retrospective. There is also a map that shows where each of the different sections that make up the exhibit are located within the Palais Galliera.



The map helps visitors explore the exhibit

The infos section links to social media platforms Twitter and Facebook where users can share the app or their experiences using the hashtag #JeanneLanvin. It also provides useful facts such as the location and schedule of the Palais Galliera, prices and directions.

This extensive app ensures that Lanvin's consumers will get the most out of their experience visiting the retrospective and that they will learn as much as possible about the brand. It will foster brand loyalty and help keep Lanvin in their minds in a new and interesting way.



The audioguide gives users a detailed explanation of the pieces

Celebrate good times

The new app is part of a larger scheme of technological updates that Lanvin has been introducing recently. The French fashion house is celebrating its 125th anniversary with a campaign spanning all of its social media platforms and its Web site.

The brand will periodically release archived photos and videos focusing on its heritage and Jeanne Lanvin, the designer who founded the label. The brand has told the story of its founding and history in print, but sharing its heritage through an online medium will allow it to reach a broader audience ([see story](#)).

Lanvin is also using other platforms in addition to the mobile app. For example, Lanvin added a heritage-focused microsite to its digital presence that will educate consumers

about the brand's 125-year history.

Lanvin's microsite organized content on a timeline and was updated weekly during the brand's anniversary campaign to include later events in the house's past. Prior to this the brand's Web site content was focused solely on the present day, so this microsite rounds out its digital presence and helps raise awareness of the brand's history ([see story](#)).

The retrospective celebrates the brand's history in a more traditionally manner, but combining it with the mobile application gives it the perfect touch of modernism. It is an ideal way to keep younger consumers engaged and excited about the brand.

"While the app is rudimentary in its feature set, it serves its function admirably," Mr. Forshay said. "If improvements were to be made to the experience, the issues would be less technological and more in the execution of the campaign itself.

"Audiences who choose to take the time to download a branded application exhibit a far greater degree of brand affinity and, as such, the onus is on the brand to reward this loyalty," he said. "Rewarding application downloads with increased accessibility to the brand, such as providing behind-the-scenes video content showing the construction of the exhibit to provide additional entertainment value or allowing those who use the application to RSVP through it to avoid lines or access a private viewing room would go a long way in terms of creating deeper connections between the label and its legion of loyalists."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/fEbGUpfReQ4>

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