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Versace shows its technological-savviness via live-stream app Periscope

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Image from Versace's breakfast via Periscope

By KAYSORIN

Italian fashion label Versace is giving consumers access to its events by live streaming them with the latest social media application Periscope.

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Luxury Daily

The brand hosted a breakfast in bed with Donatella Versace and shared footage to its Periscope account, allowing viewers to tune in and enjoy the breakfast in real time. Periscope has only been life for a few weeks, but Versace is showing consumers it is on top of the latest technology by making use of it already.

“I think livestreaming with Periscope has the potential to highlight a luxury brand like Versace in a new light,” said [Brian Honigman](#), New York-based content marketing consultant and social media marketer. “It adds a bit more of a personal touch and human connection with the brand and the people behind it (in this case Donatella), which can sometimes be missing from the reputation of a well-known luxury brand.”

Mr. Honigman is not affiliated with Versace, but agreed to comment as an industry expert.

[Versace](#) was unable to comment directly.

Got a live one

Periscope is owned by Twitter and allows users to tweet their own videos and watch the live-streams of other users. Its biggest competitor is the app Meerkat, which is also a live-streaming platform but is not owned by Twitter.



Versace's breakfast highlighted the brand's home decor

Versace's decision to partner with Periscope shows its commitment to working with established companies like Twitter that many of its consumers already use. This will make it easier for consumers to get on board with Versace's use of the new application and enjoy its content.

Periscope's videos are available while they are streaming and for a limited time afterwards of up to 24 hours. Unfortunately, Versace did not provide a link to watch the videos after the live streaming was over, possibly confusing some viewers over how to find the content.



Viewers were able to see Versace up close and personal

Connecting with consumers in real time gives brands an opportunity to forge a more intimate relationship. It also allows them to share information quickly and without any distracting elements.

Periscope and other live-streaming apps will likely increase in popularity as they are

perfected in upcoming months. Versace's decision to use the app shows the brand is cutting edge and able to provide consumers with the latest technology.



Periscope gives a more intimate view of Versace

Immediate access

Live-streaming is the latest trend in social media, and recent releases have caused a lot of commotion. The new live-streaming application Meerkat became a marketing sensation right after its launch because of its ability to connect brands and consumers in real-time without delay.

Meerkat is an app that links to users' Twitter feeds to let them stream live video footage. Brands are quickly jumping on board with this app because of its ability to directly access the consumer on a real-time basis without any lag-time that other apps impose ([see story](#)).

Versace has previously shown its affinity for the latest technology and its ability to incorporate it into marketing strategies. The Italian fashion house let customers immediately buy items from its Anthony Vaccarello for Versus runway show, speeding up the wait time for new merchandise.

Typically, there is a period of months between a runway show and when items hit store shelves, giving fast fashion retailers the opportunity to copy the original design before it is available for purchase. Moving up the production process to before the show and making items available right away helped Versace beat fast fashion at its own game ([see story](#)).

Versace's new project with Periscope further emphasizes the brand's technological ability. Consumers will likely enjoy this new addition.

"The benefits of working with Periscope is that it's a new growing social network, which always represents an opportunity for your brand to be an early adopter." Mr. Honigman said. "Not to mention, it's part of the Twitter ecosystem, which allows businesses active on the platform to potentially tap into Twitter's audience as well."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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