

MOBILE

Viktor & Rolf promotes fragrance with fashion sketch app collaboration

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Viktor & Rolf bottle

By KAYSORIN

Dutch fashion house Viktor & Rolf is celebrating the one-year anniversary of its Bonbon fragrance by offering consumers the opportunity to receive fashion sketches courtesy of the mobile application Chic Sketch.

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Luxury Daily

The brand will be hosting events at Saks Fifth Avenue locations during the week of April 20 where consumers who purchase Bonbon products will receive vouchers for special Chic Sketches inspired by runway looks from Viktor & Rolf's collection. Unique promotions featuring customized keepsakes can create loyalty and encourage purchases among consumers.

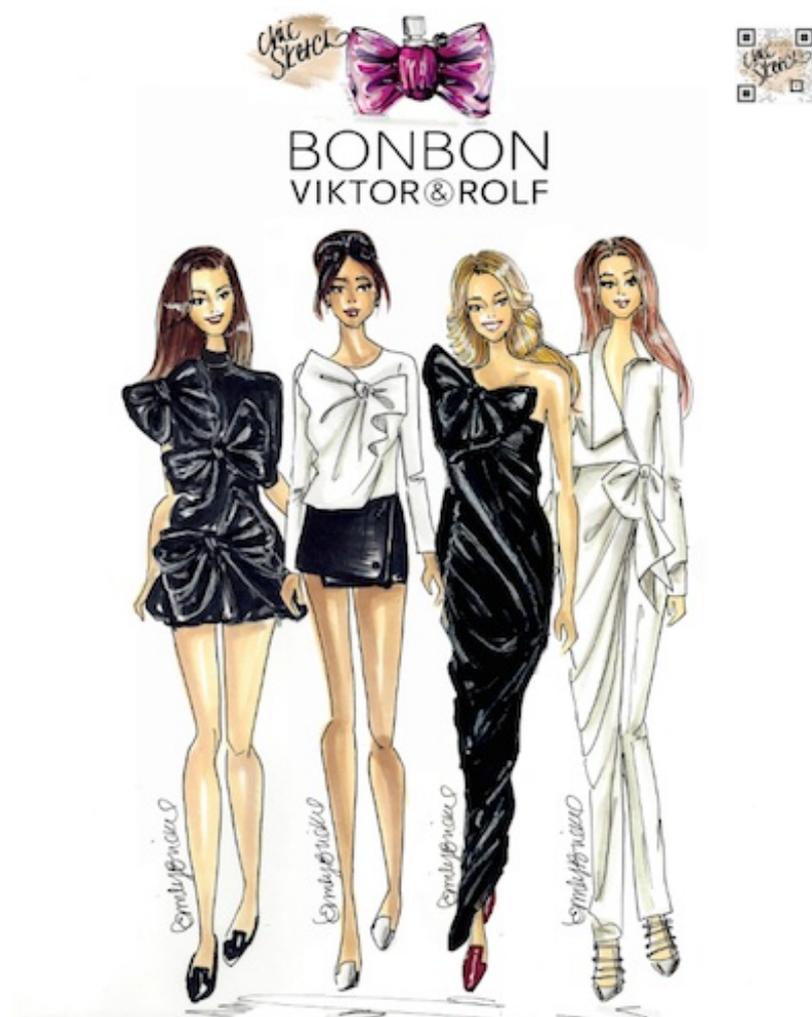
"What I love about fashion sketches is that they are completely unique and custom to each individual and moment in time," said Emily Brickel, co-founder, [Chic Sketch](#), New York. "Each sketch is a one-of-a-kind keepsake... something fun and different to remember an event by, as opposed to just a memento or photograph.

"It creates an immediate feeling of connection. Fashion sketches are typically reserved for those in the fashion industry such as top designers and celebrities, but we are bringing

these personalized sketches directly to the consumer, which is so exciting.”

Etch a sketch

Chic Sketch is a unique mobile app that allows users to submit photographs of their outfits and receive customized sketches from professional fashion illustrators. The sketches provided for this promotion will be inspired by apparel from Viktor & Rolf’s runway shows.



Chic Sketch will provide consumers with unique Viktor & Rolf sketches

The promotion is targeted to highlight Viktor & Rolf’s Bonbon fragrance and will be available to consumers who purchase the new Body Crème, Satin Body Powder or Limited-Edition Shimmer Bottle from Saks Fifth Avenue stores.

The sketches will help promote both Viktor & Rolf’s beauty products and apparel, successfully integrating multiple aspects of the brand. This is more likely to create consumer loyalty and increased engagement than promotions that target a single product.



The collaboration will highlight Viktor & Rolf's Bonbon scent

The promotion will help both Viktor & Rolf and Chic Sketch gain publicity and cement their status in the fashion industry.

“By giving each guest a custom fashion sketch scented with the Bonbon fragrance, a lasting impression will be made,” Ms. Brickel said. “We hope that guests will remember Chic Sketch and our brand partner Viktor & Rolf’s Bonbon collection by the personalized experience we shared.

“Usually after events, such as our collaboration with Viktor & Rolf, guests spread the word through social media and word of mouth, which as we all know is extremely powerful.”



It will celebrate Bonbon's one-year anniversary

Fashion sketches are a particularly useful marketing tool because they can be easily shared on social media. They can also be customized, making them more appealing to consumers and creating a sense of intimacy.

The collaboration between Viktor & Rolf, Chic Sketch and Saks Fifth Avenue will provide consumers with both a unique gift and a memorable experience.



Viktor & Rolf is known for its unconventional designs

Image conscious

Other brands have taken advantage of fashion sketches in similar ways to promote their designs. For example, French footwear label Christian Louboutin showcased collections and designer sketches in its first iPhone application that acted as a to-go guide to the brand.

The free app let consumers view shoes and handbags from the current collection, add products to an in-app wishlist, share images via Facebook, Twitter and email and locate a retailer. The label also shared product videos, sketches of its 20th Anniversary Capsule Collection and brand news ([see story](#)).

Fashion sketches can also be used in other creative ways to give consumers a behind-the-scenes look at their favorite brands. For instance, French leather goods maker Hermès teased its winter menswear show with a series of animated sketches.

Starting Jan. 20 and up until the show on Saturday, Jan. 24, Hermès unveiled a new illustration by Damien Florébert Cuypers on a dedicated microsite, sharing the preparations for the presentation. Keeping up a consistent stream of content before a runway show can help remind consumers and get more eyes on a live-stream ([see story](#)).

Viktor & Rolf's collaboration with Chic Sketch and Saks Fifth Avenue will give consumers a fun piece of memorabilia that will keep both brands top-of-mind for consumers. Sharing customized promotions like this can help brands forge lasting relationships with consumers.

"Chic Sketch provides top brands with a new, unique and innovative way to connect with consumers," Ms. Brickel said. "For brands looking to create memorable experiences for their consumers, Chic Sketch is the perfect partner."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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