

IN-STORE

## Lane Crawford spurs consumer crafting with DIY sessions

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*Lane Crawford Instagram post featuring workshop leader Geneva Vanderzeil's Vans*

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By STAFF REPORTS

Department store chain Lane Crawford is helping consumers get in touch with their artistic side with a series of DIY workshops in-store.

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**Luxury Daily**

Every Saturday from May 23 through June 13, at the retailer's Canton Road store, the brand's Blitz will curate sessions where consumers can make a pair of Vans classic white slip-ons their own with supplies found in a complimentary kit. Getting consumers actively participating in making the clothing they will wear can create a lasting memory of the store.

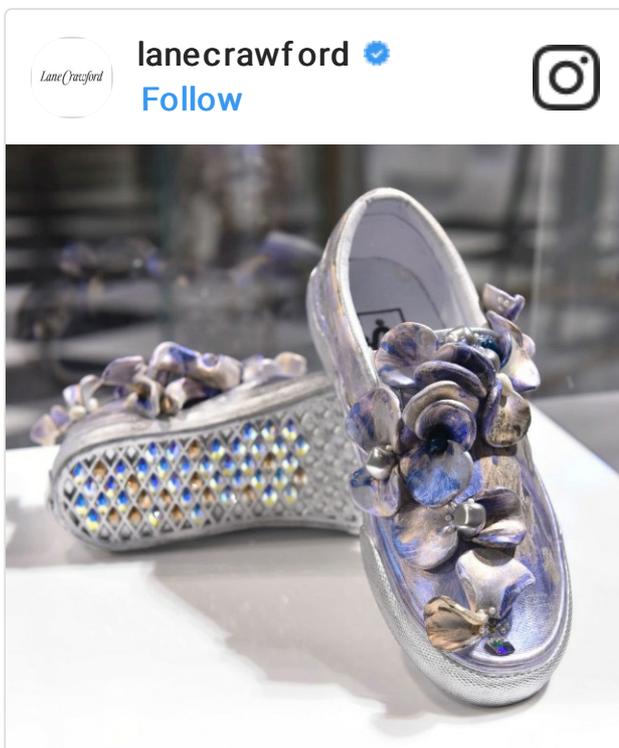
Blank slate

In addition to the workshops, Blitz invited a group of nine designers, including Hood by Air and Katie Hillier, to craft their own pair of Vans.



*Lane Crawford #FashionYourCanvas workshop*

The results, which include slides with rainbows and sculptural sneakers, are being auctioned off by Lane Crawford online and in-store to benefit Mother's Choice, a nonprofit that provides care and a permanent home for infants and children in Hong Kong.



To participate in the silent auction, consumers have to email the store with the name of the designer and a price in Hong Kong dollars. The auction will close June 29, and the winners will be notified within the following week.

Other brands have engaged consumers with DIY events.

For instance, British apparel and accessories label Mulberry gave consumers an up-close look at how its Bayswater handbag is made with a branded tent at the Wilderness festival in Oxfordshire, England.

The tent, labeled “Mulberry Loves Craft,” let consumers witness the brand’s craftsmanship as well as make a personalized bracelet of their own. Creating an active way for consumers to experience the craftsmanship of the brand helps the message stick with participants ([see story](#)).

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