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Jean Paul Gaultier wanders Paris for scavenger hunt

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Jean Paul Gaultier campaign screen shot

By JOE MCCARTHY

French fashion brand Jean Paul Gaultier is stoking interest in its latest exhibition through a Parisian scavenger hunt on Twitter and the live-streaming application Periscope.

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Luxury Daily

Social media fans are spurred to track down two fleeing models, Bride and Punk, from the Jean Paul Gaultier exhibit at the Grand Palais des Champs-Élysées, which opened April 1 and will close August 3. Periscope has permeated the fashion industry mostly in the form of immersive runway shows, so Jean Paul Gaultier's use of the app in a way that gives consumers agency presents an expansion of possibilities.

"Periscope opens up an entirely new world to experiential marketing," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"It allows the opportunity to highlight authentic, real-time experiences that others are able to virtually experience," she said. "Instead of capturing a 'perfect' still-life, these virtual sessions create stronger advocacy as they are more engaged for a longer period of time in the scavenger hunt."

Ms. Strum is not affiliated with Jean Paul Gaultier, but agreed to comment as an industry

expert.

Jean Paul Gaultier did not respond by press deadline.

Scoping out

The brand announced the contest on social media. In a playful spirit, Jean Paul Gaultier revealed that two models have escaped from the Grand Palais exhibit and it is up to fans to track them down and restore order.



Jean Paul Gaultier Facebook post

A video accompanied the initial post. A model named Punk clad in punk gear wanders through the exhibit. He is then abruptly accosted by a model named Bride in a gown who leads him outside, running with her arm outstretched.

Once outside, Bride rejoices while Punk seems bewildered. They then continue through Paris with Bride leading the way.

Embedded Video: <https://www.youtube.com/embed/fkkatN5NI-0>

Exposition Jean Paul Gaultier

On Thursday, July 2 and Friday, July 3, Parisian fans are encouraged to go on the look-out for the two escaped models who will go to various locations.

Five tickets to the exhibition are available each day for those who first discover the new locations of Bride and Punk.

When enthusiasts find the runaways, they must capture the encounter on Periscope, then upload it to Twitter with the hashtag #expoJPG.



Jean Paul Gaultier #expoJPG tweets

Updates on the scavenger hunt will be posted to social media as the days progress.

Through the contest, the brand is able to test out new possibilities for Periscope and also generate interest in the exhibit at the Grand Palais in a crafty manner.

Branching out

The fashion industry tends to leverage social media and digital tools to brand-build more than other product sectors.

For instance, Periscope is furthering brands' capabilities to immerse consumers in their runway shows, placing them in the front row regardless of where they are.

During London Collections: Men, labels including Burberry, Dunhill and Belstaff brought consumers into the action with handheld live footage, making them feel a part of the event. This unfiltered access complements the social media mix of photos and video packages and provides more instantaneous gratification for fans ([see story](#)).

A luxury brand's digital presence should be more about storytelling and branding than driving direct response, according to panelists at the Columbia Business School Retail & Luxury Goods Conference March 27.

During the "Technology and the Creation of a Premium Retail Experience" session, panelists discussed the ways that digital has made it easier for consumers to purchase items, from social media to in-store technology. While tempting to drive ecommerce traffic, the best practice may be to keep direct product page links out of social media ([see story](#)).

Periscope, in particular, offers brands with a more intimate way to connect with

consumers.

"It creates an opportunity to connect with the audience's emotions similar to reality TV - surprise, excitement, etc.," Ms. Strum said.

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/-dFM7VxvmdU>

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