

MOBILE

Top 10 luxury brand mobile marketers of Q2

July 7, 2015



Promotional image for Nordstrom's Instalog

By SARAH JONES

Luxury marketers tapped mobile's opportunities for consumer engagement and relation management in the second quarter, creating applications that rewarded loyalty or provided exclusive brand experiences.

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From augmented reality-enhanced showrooms to direct text message buying, the shopping experience was improved and personalized through the use of handheld technology. As consumers continue to spend more time interacting with their mobile devices, it becomes increasingly important for brands to be present in the channel.

Here are the top 10 mobile efforts of the second quarter, in alphabetical order:



Emporio Armani Sounds event photo

Armani's music club

Italian fashion label Armani is bringing its enthusiasm for music to consumers in a new medium with the launch of a mobile application.

The Emporio Armani Sounds app is linked with Spotify, bringing together music and fashion in an original way and offering fans access to artists with exclusive performances, playlists and interviews. Consumers rely on their favorite brands to provide access to the personalities that interest them, so this app has the potential to have a longstanding place on Armani fans' phones as they check back in for weekly updates.

This claims to be the first app to combine both music and fashion on Spotify. For example, a gallery of photos from Emporio Armani's spring/summer 2016 menswear show can be viewed alongside an exclusive runway playlist and a video, giving consumers both visual and auditory experiences of the runway ([see story](#)).



Ferrari's augmented reality app

Ferrari's vehicle visualizer

Ferrari Australasia is changing its consumers' showroom visits with an augmented reality application that allows immediate customization and an in-depth look at the vehicles.

Consumers will be able to see the car in a specific color, with certain rims and more options that complete the new showroom walkaround.

As a showroom tool this app requires salespeople to walk around with tablets and use it to show off the features of the car. Ferrari consumers are often in-tune with the car's features, but the augmented reality experience allows them to physically see aspects found inside the vehicle.

Consumers can see the car while driving to learn about its aerodynamics, look inside the automobile at its mechanics and design its external features.

Once completed, consumers are able to save their customized car and email the video to friends and family. The app allows consumers to record a 15-second video to send as a file ([see story](#)).



Four Seasons mobile app

Four Seasons' guest assistance

Four Seasons Hotels and Resorts is encompassing the entire consumer journey in its long-awaited, portfolio-wide mobile application.

From bookings to in-room requests, the app rapidly changes how Four Seasons guests will use mobile. The luxury hotel sector is not known for mobile mastery, so the new app propels Four Seasons to among the top in the field.

The app covers the entire consumer journey across properties. Consumers will be able to make and manage reservations through the app. Check-in, check-out, luggage pick-up and airport transfers can also be handled.

Before or during a stay, guests can consult local recommendations for exploring the destination. These recommendations are in categories such as dining, shopping and cultural pursuits, and hundreds of “very personal” recommendations are available from hotel concierges ([see story](#)).



Moët uses Skosh to send Champagne to friends

Moët & Chandon's social toast

LVMH-owned Champagne maker Moët & Chandon embraced mobile sharing through the

use of social drinking application Skosh.

Moët & Chandon served as the official launch partner of Skosh during the Miami Open Tennis Tournament Finals March 23 through April 5. The app, created by Moët & Chandon's digital creative agency of record Bush | Renz, allowed consumers anywhere in the country to send a glass of Moët Champagne to an individual attending the tennis matches.

Through a few swipes on a mobile device, Skosh users could send a drink to a friend using their Twitter account, whether the recipient was across the bar or across the country.

The recipients received a tweet from the sender which includes a generated hyperlink used to redeem the drink. Once clicked, the recipient must verify their identity and show their mobile device to their server for verification, thus beginning their "Moët Moment" ([see story](#)).



Net-A-Porter's The Edit app

Net-A-Porter's social shopping

Online retailer Net-A-Porter increased its mobile efforts with the launch of two applications that blend content with commerce.

Net-A-Porter's digital magazine The Edit has a new shoppable app, while a social shopping network from the retailer, called The Net Set, debuted May 13. For Net-A-Porter's digital-savvy audience, these mobile apps give consumers more ways and choices of how to interact and shop.

The Net Set, available for iPhone, iPad and the Apple Watch, represents the first time the retailer is joining its social media and shopping community in the same platform.

This app enables designers, brands, fashion personalities and consumers to interact with each other in real-time, sharing inspirations and their own senses of style in a two-way dialogue. The brands that sell through Net-A-Porter will be able to foster more personal relationships with their fans and engage them directly through the medium of Net-A-Porter ([see story](#)).

Nordstrom's SMS point of sale

Department store chain Nordstrom expanded its mobile commerce capabilities with a new feature that enables shopping via text message.

The retailer claims its TextStyle is the first of its kind for a department store in the United States, allowing for a secure, one-to-one buying experience between a consumer and a sales associate. Consumers are constantly connected to their phones, so this enables Nordstrom to serve them in a personal way no matter where they are.

In 2014, Nordstrom developed Next, a service in which consumers could opt-in to communicate with their sales associate via text messages. TextStyle builds on the previous effort, allowing those who are already part of Next to opt-in to allow commerce.

With TextStyle, consumers will receive personalized, private messages from a salesperson, containing product information and a photo of merchandise. If a consumer is pleased with the item and wants to make a purchase, they only need to reply with the word “buy,” along with their unique 10-digit code.

Nordstrom then fulfills the order using the client’s Nordstrom.com account details, and the merchandise is shipped using standard free delivery ([see story](#)).



Ritz-Carlton's ((Chime)) mobile app

Ritz-Carlton's party planner

The Ritz-Carlton Hotel Company enhanced its event services with a mobile application designed to assist meeting and event planners with the details involved with scheduling a function at a property.

The app, ((Chime)), gives meeting planners a way to communicate with the Ritz-Carlton while organizing the fine details such as food and beverage choices, audio visual requests, in-room temperature and more. The ease of throwing an event through this app will likely entice more companies to hold conferences and meetings at Ritz-Carlton properties.

((Chime)) allows organizers an opportunity to request needs immediately and efficiently from their phones or tablets.

If the meeting needs more chairs or beverages, or if the temperature is uncomfortable, the event planner can request the change on the app and Ritz-Carlton will solve the problem ([see story](#)).



Rolls-Royce vehicle for Drive Now

Rolls-Royce's surprise chauffeurs

Rolls-Royce Motor Cars brought an elevated experience to users of the car rental DriveNow application with a free chauffeured driving service in East London.

From April 1-3, consumers could search for the Phantom, Wraith and Ghost models on the map, hidden under code names Sir Henry, Charles and Eleanor, as a form of Easter egg hunt. For the consumers able to find and book the vehicles, they were given a complimentary taste of the Rolls-Royce experience.

London-based DriveNow members are typically able to rent a BMW 1 series or a Mini Countryman for as long as they like. The entire process is handled via mobile, since consumers can find cars via a map within the DriveNow app and then unlock their car with their phone.

Finding the Rolls-Royce provided surprise and delight for consumers, prompting many to stop to admire the car or pose for a picture, which likely ended up on social media ([see story](#)).



Swarovski rewards app

Swarovski's sparkling CRM

Precision cut-crystal maker Swarovski elevated the customer experience across channels with a new rewards mobile application.

Loyalty programs become effective when consumers use them frequently and for a range of purposes. Swarovski is ensuring regular use with “Sparkly” rewards or “Sparklisms” that can be earned for a variety of activities and exchanged for prizes.

The Swarovski Rewards “Just Because” app synchronizes with the brand’s loyalty rewards

programs, but supplants older forms by providing more and easier ways to interact.

Most importantly, the app introduces the concept of “Sparkling.” The more consumers interact with the app, the more they “Sparkle” and the more rewards they accrue.

There are four stages of sparkling: Shimmer, Shine, Sparkle and Swarovski Prestige. Each level bestows more substantial rewards. Consumers can ascend the four stages by making in-store purchases with the app, attending Swarovski events and sharing content with friends ([see story](#)).



Sketch of Viktor & Rolf's Bonbon fragrance

Viktor & Rolf's drawing board

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

The brand hosted events at Saks Fifth Avenue locations during the week of April 20 where consumers who purchased Bonbon products received vouchers for special Chic Sketches inspired by runway looks from Viktor & Rolf's collection.

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 were inspired by apparel from Viktor & Rolf's runway shows.

Unique promotions featuring customized keepsakes can create loyalty and encourage purchases among consumers ([see story](#)).

Final Take

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