

MULTICHANNEL

## Top 10 luxury brand multichannel marketers of Q3

October 5, 2015



*Suzana Lau of Susie Bubble for Pringle Deconstructed*

By JEN KING

In the third quarter of 2015, luxury brand marketers developed multichannel campaigns that created fluid experiences offering consumers various outlets for discovery.

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By exploring heritage in inventive and hands-on ways to taking a road trip and hosting VIP soirees, multichannel has allowed marketers to craft branded environments across the digital and physical realms. Going forward, it is likely that all campaigns produced will have elements on mobile, digital and in-store to meet consumers' interests on a platform they feel most comfortable.

Here are the top 10 luxury brand multichannel marketers of the third quarter of 2015, in alphabetical order:



*Looks from The Row and Proenza Schouler for Made in New York*

Barneys New York's "Made in New York"

Department store chain Barneys New York is supporting the fashion industry in its hometown through an initiative that promotes local manufacturing.

For its exclusive Made in New York collection, the retailer is partnering with the Council of Fashion Designers of America and the New York City Economic Development Corporation to bring designers together with Fashion Manufacturing Initiative grant recipients of varying specialties. With New York Fashion Week around the corner, having Barneys take up this cause may help spur change in the industry and bring more production back to New York.

The New York-based labels Altuzarra, Narciso Rodriguez, Proenza Schouler, The Row, R13, Rag & Bone and Thom

Browne designed pieces exclusively for Barneys, and then were paired up with FMI Grant facilities to bring their visions to life, keeping the process within the city.

During New York Fashion Week in September, when the global fashion community descended on New York to take in the runway shows, Barneys' Madison Avenue flagship featured the designs in a window display ([see story](#)).



*Baume & Mercier #MyMomentOfSuccess*

#### Baume & Mercier #MyMomentsOfSuccess

Switzerland's Baume & Mercier shared consumers' moments of success through a new social initiative meant to highlight the brand's timepieces as part of an achievement.

Baume & Mercier often features moments of celebration in its campaigns to connect consumer milestones to its products, whether the occasion is a promotion, graduation or wedding. For this campaign, Richemont-owned Baume & Mercier focused its lens on millennials who are "young and ambitious."

To become better acquainted with its millennial consumers, Baume & Mercier has expanded the #MyMomentOfSuccess effort to include a social contest. By sharing their own successes, consumers have the opportunity to attend the Forbes Under 30 Summit as well as win a Baume & Mercier timepiece ([see story](#)).



*Image from Harrods' August Made With Love magazine issue*

#### Harrods' During Made With Love

British department store Harrods is showcasing the passion behind the handcrafted luxury goods it sells with a month-long storewide campaign that brings artisans and consumers together.

During Made With Love, the store will host a number of limited-edition and exclusive items designed specifically for the retailer and will also bring in representatives from brands to provide demonstrations or personalization services. Introducing the makers of its luxury goods to consumers may boost consumer loyalty while also justifying purchase price.

Throughout the store will be items special to Harrods, including exclusive versions of Chloé's Drew bag and three exclusive styles of carpets from The Rug Company. There are also limited-edition dresses from Alexander McQueen and Mary Katrantzou, and one-of-a-kind jewels on display from Bulgari.

To showcase the people behind the coveted merchandise, Harrods will use "retail theater," bringing the artisans in-store ([see story](#)).



Jean Paul Gaultier campaign screenshot

### Jean Paul Gaultier Paris scavenger hunt

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

Social media fans were spurred to track down two fleeing models, Bride and Punk, from the Jean Paul Gaultier exhibit at the Grand Palais des Champs-lyses, which opened April 1 and closed 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.

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.

On Thursday, July 2 and Friday, July 3, Parisian fans were encouraged to go on the look-out for the two escaped models who would go to various locations ([see story](#)).



Goodies from Karl Lagerfeld for Private Klub

### Karl Lagerfeld VIP

Fashion label Karl Lagerfeld organized exclusive Instagram parties for its community of enthusiasts as part of a promotion for its new fragrance duo.

Karl Lagerfeld's "Private Karl" promotion, for the fragrance of the same name, allowed consumers to "steal the spotlight" through a private party meant to impress friends. Luxury depends on exclusivity, so by bringing a VIP experience to the digital realm, Karl Lagerfeld translated traditional sentiment to an important channel where aspirational and established consumers can connect with branded touchpoints.

After signing up the consumer received a confirmation email directing them to their party's Web page. Through the provided link the consumer could explore their event with their individual party name as well as view a countdown clock to the time they scheduled.

On this page the consumer also discovered a personalized hashtag, made exclusively for the Private Klub party. This hashtag, made using the formula of #[partyname]PrivateKlub, was used to categorize photographs uploaded to Instagram during the party.

The site also offered consumers a private gift, giving the campaign an additional level of exclusivity. By selecting their location from a drop down menu, Karl Lagerfeld sends the consumer an email ([see story](#)).



#OmegaVivaRio social charity effort

#### Omega timekeeping at the 2016 Olympic Games in Rio de Janeiro

Switzerland's Omega is gearing up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown.

With the summer Olympics about a year away, the watch brand's "Omega Viva Rio" campaign aims to start a conversation surrounding the games early on to keep the its role top of mind, but also highlight Omega's civic duties to city's young. Social responsibility is taken up by many brands, but by presenting its philanthropic efforts on a global scale, to an international audience, Omega's social projects may have more impact.

Omega introduced Omega Viva Rio on social media as a "community countdown" that will include 12 social projects benefiting Rio de Janeiro over the course of 12 months, until the games begin in July 2016.

The watchmaker's hopes that the social impact will become the brand's legacy long after the games and its role as timekeeper have passed. It is also likely that through Omega's efforts, many of its affluent collectors and enthusiasts will pledge additional funds to the social efforts put forth by the brand ([see story](#)).

#### Pringle of Scotland Deconstructed

British apparel and accessories label Pringle of Scotland is giving consumers the opportunity to become a designer with an interactive customizer for some of its most iconic knitwear.

Tied to the celebration of its 200th anniversary, Pringle Deconstructed offers the ability to hand select each color and detail, such as monogramming and logo placement, that is used in the brand's Twinset and Argyle styles. Meant to highlight the importance of Scottish craftsmanship, this first of its kind platform will remain long after the end of the bicentennial, creating a new form of distribution for the brand.

Along with the online effort, Pringle is bringing Deconstructed to select stores such as Selfridges in Britain and Lane Crawford in China and Hong Kong. At digital kiosks, consumers can interact with the platform via tablets.

In addition, Pringle is celebrating its 200th anniversary with an exhibition sharing its history at the National Museum of Scotland in Edinburgh ([see story](#)).



Ralph Lauren fall/winter 2015 runway show

#### Ralph Lauren fall/winter 2015 runway show

U.S. fashion label Ralph Lauren is taking its fashion show across the pond through a collaboration with live-streaming application Periscope.

The brand's presentation at Skylight Clarkson Square during the spring/summer 2016 runway show in New York Sept. 17 will be simulcast to pedestrians in London's Piccadilly Circus, according to [WWD](#). This initiative reflects Ralph Lauren's drive to push into digital, this time using technology to allow a larger audience to participate in the event in real-time.

Ralph Lauren began teasing its Periscope streaming on social media Sept. 8.

A few days before the show, the brand plans to publicize the feed on the sides of the screen in Piccadilly Circus, using tweets and a countdown clock to build anticipation. Drawing attention from its online audience, Ralph Lauren will also tweet to its 1.3 million Twitter followers prior to the show using the hashtag #RLRunway ([see story](#)).



Saks fall 2015 magalog cover

#### Saks Fifth Avenue magalog promotion on Instagram

Department store chain Saks Fifth Avenue gave consumers a new way to experience its fall magalog through an animated Instagram feature.

For the launch of its biggest publication to date, the retailer decided to roll out the red carpet, working with Hscusa.tv to create 3D models of the books, enabling consumers to flip through the entire magalog virtually. Retailers are increasingly adding digital and social touchpoints to their publications, allowing consumers to interact with content via the channel of their choice.

Saks' fall malogos took over both the @Saks and @Saks\_Mens Instagram accounts on Aug. 8. The cover art of the respective women's or men's issue was split into 12 different posts, creating a larger picture on the social platform.

Each video contains a 3D rendering of the malog. When played, the issue opens to one section of the publication, flipping through the pages to give an overview. Throughout, 2D elements leap off the pages and fly toward the viewer, highlighting specific imagery and products featured in the issue ([see story](#)).



Yves Delorme Linen Road Airstream

#### Yves Delorme's linen road trip

French linen maker Yves Delorme is sharing its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

"La Route de Linge," or The Linen Road, commemorates the brand's 170th anniversary, as its Airstream caravan visits the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrates the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality.

For this journey, Yves Delormed decked out an Airstream with cream pillows and linens. While at stops, the vehicle's side can be propped up, creating an open and inviting display. At each location, consumers can snap a photo of their face as a flower in a cutout of an Yves Delorme textile and share it to Facebook to enter to win a linen set.

Yves Delorme is also using digital media to promote the tour and involve brand fans in the whole celebration.

Consumers can follow the road trip regardless of their location through a microsite. Here, they can view a map of all locations and read about the places the tour has already stopped ([see story](#)).

#### Final Take

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