

MOBILE

Dior places consumers front row with 360-degree runway show experience

October 6, 2015



Dior spring/summer 2016 runway show

By STAFF REPORTS

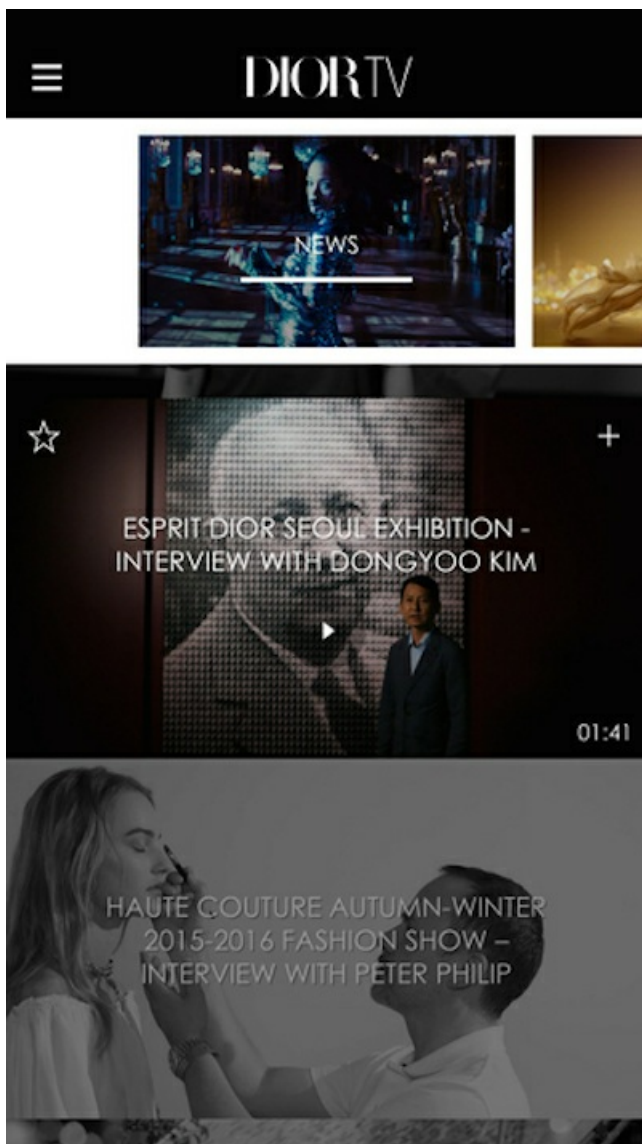
French couture house Christian Dior is letting consumers experience its spring/summer 2016 runway show as if they were there through its new DiorTV mobile application.

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By downloading the app, which launched in September, fans can move their device to get the same range of view they would have if they were sitting in the room during the show Oct. 2. Increasingly, fashion labels are toying with new ways to make their consumers feel a part of the action during runway shows, expanding the audience beyond the venue's physical capacity.

Front row seat

DiorTV launched Sept. 7. Much like the online hub of the same name, it houses video content from the brand in a centralized location ([see story](#)).



Screenshot of DiorTV app

Dior used its social media channels to drive its most loyal followers to the app. Once downloaded and opened, the runway show is featured front and center, allowing an easy path to the content promised.

When the consumer starts the film, they are seated in the front row of the show, beside fashion editors and other VIPs. If they tilt their device to the left or right or up or down, the camera angle shifts as well, as if they are moving their head.

If the consumer tilts her device downward, as if looking at her lap, the video will show the message "Look up."

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Ever wanted to attend a Dior fashion show? Simply download the DiorTV app to get an exclusive 360 immersive experience of our Spring-Summer 2016 fashion show.

Posted by [Dior](#) on [Tuesday, October 6, 2015](#)

Dior shared a traditional video after its runway show, but by releasing this additional way to view the show, consumers may tune in again for a new experience.

From drones at Fendi ([see story](#)) to social media influencers sharing clips from their own seats at Hugo Boss ([see story](#)), fashion brands are working to create a more immersive viewing experience than a traditional video or live stream can provide.

The 360-degree video tactic has been more commonly used in the automotive industry.

Recent months have seen a proliferation of 360-degree videos, but how much does the technology actually do for

consumers?

The videos, which allow the viewer to click-and-drag the mouse to see all-around the "camera," are especially popular in the automotive industry but have also seen use among other brands, including luxury conglomerate LVMH and U.S. apparel label Michael Kors. At this point in time, however, the technology often feels like a gimmick rather than a fully integrated marketing tool ([see story](#)).

In the case of Dior, the video focuses on an event that many consumers want to attend, giving more incentive for interaction.

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