

BLOG

Top 5 brand moments from last week

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Karl Lagerfeld with Kim Kardashian on the reality star's app

By STAFF REPORTS

Embracing ecommerce, mobile applications and in-store technology is not as daunting as it once was for brands within the luxury sector.

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Slow and steady wins the race in the case of Chanel, who has slowly integrated entry-level ecommerce, but those who embrace in-the-moment newness will leave an impression on consumers. For brands holding onto tradition, there is no need to forego printed tomes and glossy catalogs, but digital and mobile integration paves the way for modernity and long lasting consumer engagements.

Here are the top five brand moments from last week, in alphabetical order:



Lily-Rose Depp for Chanel

French atelier Chanel has unveiled its first ecommerce Web site for the fashion division in the United States to sell its sunglasses collection.

Instead of a category-wide launch of ecommerce, Chanel has taken a slower path to brand-operated commerce by offering first skincare and beauty products, and now entry-level sunglasses to test the waters. Launched on Nov. 4, Chanel takes a holistic approach by creating an omnichannel ecommerce experience to complement its bricks-and-mortar boutiques to better serve consumers through enrichment and customization ([see story](#)).

Karl Lagerfeld, creative director of Chanel and Fendi, is set to make a cameo on the Kim Kardashian mobile gaming application.

Beginning Nov. 3, Mr. Lagerfeld will join the cast of characters featured on "Kim Kardashian: Hollywood," an app that allows a user to create her own aspiring celebrity avatar that can then be dressed for red carpet appearances and other scenarios, such as dating and dumping celebrities, similar to Ms. Kardashian's own rise to fame and fortune.

Within the fashion industry, Mr. Lagerfeld is a living legend, but for Ms. Kardashian's younger fans he may be unfamiliar, giving the designer an opportunity to grow his fanbase ([see story](#)).



Promotional image for Louis Vuitton's City Guide app

French leather goods maker Louis Vuitton is complementing its print travel series with a mobile version for on-the-go travelers.

Available for Apple devices only as of press time, the Louis Vuitton City Guide mobile application takes the content available in the printed version and digitizes it for a better consumer experience while traveling. As with the books, the Louis Vuitton City Guide app covers 25 international cities and includes 12,000 addresses offering recommendations and highlights of a given locale ([see story](#)).



Lindsey Wixon for Neiman Marcus' The Art of Fashion campaign

Department store chain Neiman Marcus is increasing conversions made through its more than 150 annual lookbooks by introducing enhanced shoppable elements.

Neiman Marcus is working with rich media marketing technology firm Zmags to design and publish shoppable lookbooks on its ecommerce site, a move that will likely benefit the retailer as the holiday's approach and consumers browse its iconic Christmas Book. For retailers, shoppable content has presented opportunities to generate sales through branded content that serves to heighten the consumer journey ([see story](#)).



The Paris-based Sephora Flash connected boutique

LVMH-owned Sephora's newest retail concept is a bricks-and-mortar connected boutique that creates a disruptive shopping experience via interactive in-store tablets, phone-charging stations and a selfie mirror.

The beauty giant has rolled out its first Sephora Flash boutique in Paris as it ramps up to reach the pinnacle of customer experience via a mobile-connected design. While it still offers its vast array of cosmetic products, the store is also equipped with a digital catalog and discovery tablets to help shoppers explore coveted beauty looks and experiment with new products ([see story](#)).