

MULTICHANNEL

Lane Crawford explores “fabric of the moment” with denim destination

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Lane Crawford Denim Room campaign image

By SARAH JONES

Department store chain Lane Crawford is guiding consumers through the plethora of denim styles available for the spring season with a multichannel event.

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For "The Denim Room: All You Need to Know," the retailer has opened a "denim destination" in-store, which carries more than 30 labels' interpretations of the wardrobe staple, and has also launched an influencer series on social media to boost shoppers' jean IQ. In the past few years, jeans have shifted from utilitarian garb to fashion statements themselves, and retailers have taken notice.

"This season, the classic dress-down essential takes an uptown turn, as denim becomes the fabric of the moment," said Kelly Wong, general merchandising manager of women's wear at [Lane Crawford](#).

"With everyone from Stella McCartney to sacai crafting denim into dramatic maxi skirts, sharp tailoring and one-of-a-kind jeans, the spring/summer runways prove that our beloved material has a life beyond everyday jeans."

Shades of blue

The retailer tapped Dutch artist Guda Koster to design installations specially for the Denim Room. For this project, she created "living sculptures" of denim that sit within the in-store edit.



Lane Crawford's Denim Room

Lane Crawford's Denim Room is stocked with some newcomers to the store, including R13, Rachel Comey and Simon Miller, which was a finalist for the CFDA/Vogue Fashion Fund in 2014.

Stella McCartney and sacai are among the labels that have taken denim material and transformed it from casual to luxe, using it to fashion jackets, skirts and shirts as well as jeans. Chlo and Alexander Wang reflect their brand aesthetics with respective baggy tunics and wide-legged black jeans.



Denim Room campaign image

For men, Riccardo Tisci has created a suit, overalls and worker pants in the material, taking denim beyond the weekend. Meanwhile, Saint Laurent Paris' take on jeans was distressed with tears, patchworks and bleach.

Giving consumers the opportunity to make their jeans their own, Lane Crawford is hosting a series of personalization events both online and in-store.

From January 22 through 24 at the retailer's ifc mall location in Hong Kong, Rialto Jean Project founder Erin Feniger will be available to hand-paint designs or initials on denim. Ni-Mes Studio will be on hand at Lane Crawford's Times Square and Canton Road stores to do denim distressing on Jan. 22-23 and 24, respectively.

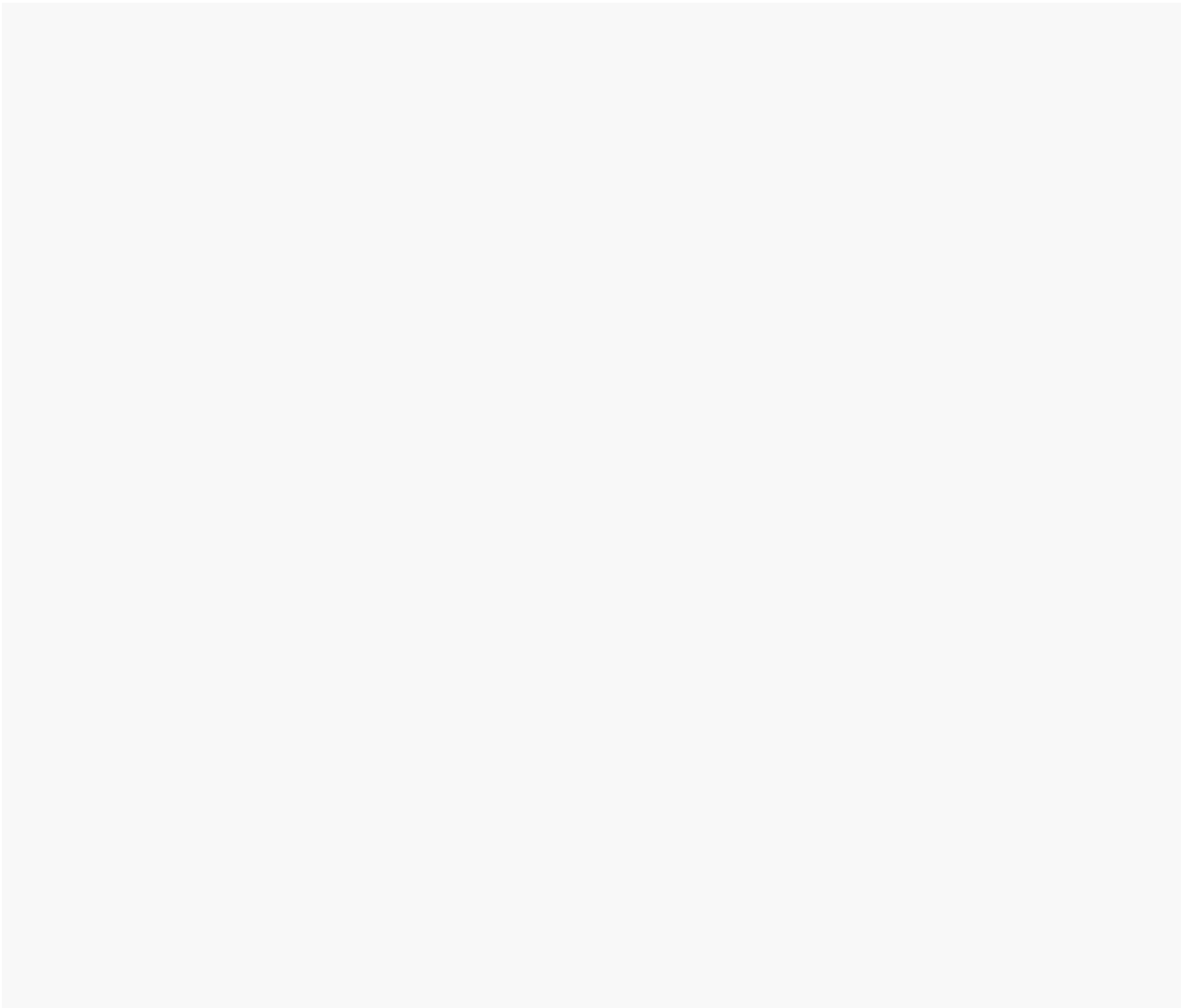


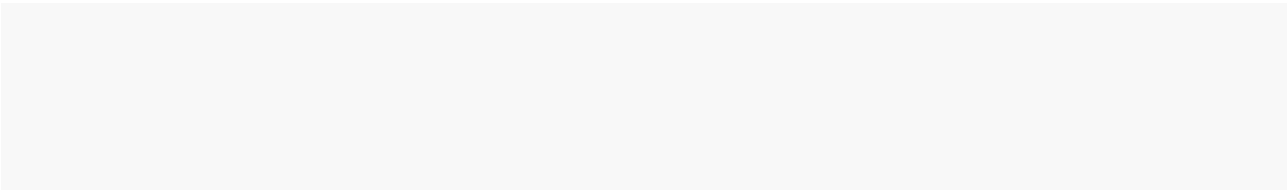
Rialto Jean Project

Denham will make an appearance at three stores to customize jeans with patches or embroidered initials, and will also be offering repairs to waistbands.

Across Lane Crawford's social media accounts, fashion insiders have been asked to share their tips and ideas about denim with the retailer's audience.

In an Instagram video, creative director Sena Husband shares how consumers should wear denim that fits their own personal style and reflects them, rather than just following trends.





#LCDenimRoom | All you need to know Style muse and creative director Sena Husband @sena701 tells us how she wears her denim for an everyday contemporary look.

A video posted by Lane Crawford (@lanecrawford) on Jan 13, 2016 at 8:41pm PST

Marcus, a luxury marketer, provides his tips for mixing denim garments in one outfit, suggesting different weight materials and varied shades to break up the color.

Another post introduces the Rialto Jean Project, whose one-of-a-kind pieces give back to art therapy programs for children.

"Together with the 'The Denim Room' in store and digital flagship store, for instance, as well as our social media content #LCDenimRoom, some of Hong Kong's social influencers are sharing their everyday denim styling tips and denim customization photos on Instagram with the hashtag #LCDenimRoom to inspire shoppers to embrace denim," Ms. Wong said.

Making an investment

As consumers become increasingly comfortable investing in denim, luxury brands are looking to win their business with upscale jeans.

Tom Ford recently launched a denim line for men, and labels including Valentino and Berluti enable male consumers to visit their stores to have custom jeans made to measure. What was once considered a utilitarian item is now looked to for a fashion statement, and brands that might not typically be associated with jeans are getting on board ([see story](#)).

These denim collections are often treated much the same as a brand's other fashion, with similar craftsmanship and attention to detail.

Italian fashion house Valentino is demonstrating that its hand workmanship extends to all categories by highlighting the process behind its denim couture collection for men.

In a short film played across its social channels and on its Web site, Valentino captures every step in the making of a jacket from the collection. Giving consumers this behind-the-scenes look may help to differentiate Valentino's denim from other garments made of similar fabrications and justify the pieces' price points ([see story](#)).

Unique touches help to differentiate one designer's jeans from another's.

"Maintaining its role as a key wardrobe essential, denim enters the spring/summer 2016 season with refreshing new looks and innovative finishes including rip and repair patchwork, embellishments, distressing and paint splashes," Ms. Wong said.