

MULTICHANNEL

Lane Crawford bridges modernity and tradition to fete Chinese New Year

January 25, 2016



Logo for Lane Crawford New Traditions campaign

By SARAH JONES

Department store chain Lane Crawford is taking a decidedly contemporary approach to mark the Chinese New Year, inviting its customers to adopt "New Traditions."

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

To celebrate the holiday, the store has commissioned eight artists to create installations for its stores across Greater China and its Web site, asking them to interpret the classic themes of Chinese New Year through a modern lens. After celebrating its 165th anniversary last year, Lane Crawford has been cultivating a current image that fits the 21st century without losing sight of its heritage.

"As a Chinese retailer, Lane Crawford's participation in the holiday is anticipated and authentic," said Chris Ramey, president of [Affluent Insights](#), Miami.

"The New Year is considered the most important holiday for the Chinese," he said. "Its extended period allows for travel and shopping.

"Lane Crawford and all luxury marketers know that it's human nature for consumption of luxury to increase while on vacation and traveling."

Mr. Ramey is not affiliated with Lane Crawford, but agreed to comment as an industry expert.

Lane Crawford did not respond before press deadline.

Monkeying around

Lane Crawford selected eight artists to reinterpret Chinese New Year. The word for eight in Chinese resembles that of prosperity or wealth, making it a lucky number and one that has significance in the celebration of the new year.

For the retailer, Andrea Minini designed a gold monkey graphic. The artist is known for his animal illustrations that use textured patterns.



Lane Crawford Canton Road featuring artwork by Andrea Minini

Persipient Monkey by Mosaic Art Projects is a large scale papier mch sculpture of a primate. Bringing a touch of tradition into the contemporary art piece are references to the classic art of paper cutting.

Desmond Leung blended paint and ink drawings with digital animations for his Scatter Bloom. The LED motion installation represents the blossoming new year through imagery of flowers blooming, multiplying them through mirrors.

#LCNewTraditions 'Opera Jubilee' by Fashion designer Angel Chen. Inspired by traditional Chinese opera, Bulgarian brides and African masquerade, these godlike headpieces are a modern twist to a Lunar Tradition. Discover the installation in store at Lane Crawford ifc mall and Canton Road, Hong Kong.

A photo posted by Lane Crawford (@lanecrawford) on Jan 22, 2016 at 9:24pm PST

Digital artist Huijun Guan created "Monkey Mansion," a video installation that explores Chinese influence on architecture alongside Chinese idioms. Within the windows of the mansion are three moving monkeys, representing the classic "See no evil, hear no evil, speak no evil."

Hoi Kiu's "81 Steps to Spring" takes reference from the Chinese tradition of counting down to spring from the winter solstice. The installation consists of 80 white tissue boxes painted to resemble porcelain and one at the end painted in a red and gold monkey pattern to represent the holiday.



81 Steps to Spring

In Lane Crawford's Pacific Place Home Store are fashion designer Jan Zhou's paintings, The Yellow Peony No. 1, 2, 3 and 4.

"Artification is increasingly a pillar of luxury," Mr. Ramey said. "Art has no function per se. The closer you position the objects you sell to art, the less resistance you may expect on price."

"Fashion and products that serve a purpose are burdened with a client's personal value-calculus," he said. "Elevating these same products to a higher level brings new meaning and higher margins."



Lane Crawford ifc mall with installation by Mosaic Art Projects

From Jan. 28, consumers will be able to send personalized greetings to loved ones through Lane Crawford's Web site. The interactive Lunar New Year Calligraphy Creator will allow the user to handwrite a message, sign it, pick a background designed by a Chinese artist and send the completed ecard by Facebook, Twitter or email.

Angel Chen, one of the finalists in Lane Crawford's creative call-out, collaborated with the store on a New Year, New You beauty box. The designer created a print for the box, with motifs that reference a family reunion, and inside the container are beauty items including Givenchy Le Rouge lipstick and a Diptyque spray.



New Year, New You beauty box

Other gifting items include gold or red cosmetics from Cle de Peau, La Prairie, Shiseido and YSL. Shoe designer Paul Andrew created an exclusive capsule of pumps plated in 24 karat gold, and Bao Bao Wan developed "The Little Ones," an exclusive set of charms inspired by Chinese customs.

Consumers who make a purchase between Jan. 22 and Feb. 10 will be given complimentary red envelopes, a nod to tradition.

Rolling out the red carpet

With Chinese New Year a key time for travel, luxury brands both in Asia and around the world roll out special offers to attract foot traffic.

In 2013, The Peninsula Hotels attracted affluent travelers to its properties in Asia-Pacific for the Chinese New Year holiday with hotel decor, culinary events and packages.

The brand's properties in Hong Kong, Shanghai, Tokyo, Beijing, Bangkok and Manila each provided guests with a unique display and activities to help them celebrate the holiday Feb. 10. Peninsula Hotels was nodding to quite a few Chinese customs in its celebrations such as its presentation of the traditional morning lion dance at some properties to ward off evil spirits as well as the use the color red for luck ([see story](#)).

Lunar New Year is a prime holiday for gifting between Chinese consumers, and luxury brands typically look to be their choice with celebratory efforts.

Chinese consumers make a large portion of their luxury purchases overseas, and there is growth in travel surrounding the holiday. Before Chinese New Year in 2015, brands and retailers, particularly in the United States and Europe, ramped up their efforts to attract these tourists in-store and online ([see story](#)).

"Like New Year celebrations across most cultures, it is a time for good wishes, optimism and celebration," Mr. Ramey said. "For those marketing to the Chinese it is a particularly unique opportunity due to the extended length of the holiday."