

MOBILE

Jean Paul Gaultier provides perspectives on couture show through Periscope

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Camille Benaroché at Jean Paul Gaultier

By STAFF REPORTS

French couture label Jean Paul Gaultier is giving consumers a tour of its "factory" through the eyes of digital influencers.

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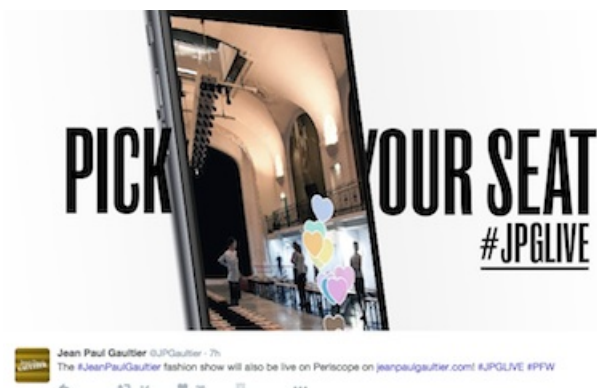
For the livestream of its couture spring/summer 2016 show on Jan. 27, the brand gave consumers the option to pick their seats, allowing them to watch the official video or view a Periscope feed captured by one of two bloggers. Fashion brands are frequently looking for ways to elevate the live-stream experience, taking it beyond a static video and allowing viewers to choose how they consume content.

Vantage points

Jean Paul Gaultier counted down to its runway show for weeks on its Facebook page. Short videos showed a golden sliding door opening to reveal scenes, such as factory gears or a marquis sign bearing the brand's name.

Fashion blogger and consultant Camille Benaroché sat in the balcony, giving viewers an aerial view of the crowd and runway below.

Meanwhile, blogger and stylist Vanessa Perroud sat eye level with the runway, getting closer shots of the models as they strutted past.



Tweet from Jean Paul Gaultier

In addition to the bloggers, Jean Paul Gaultier handed over its Snapchat account to model Daphne Groeneveld for 24 hours. This takeover provided an unfiltered backstage pass.

Other brands have worked to give a varied account of their runway shows through influencers and technology.

For instance, German label Hugo Boss gave consumers multiple perspectives of its runway show during New York Fashion Week through partnerships with five popular style bloggers.

Each of the bloggers were given a personalized iPhone, which they used to document the show, with their photos and videos appearing on their own channels as well as incorporated in the brand's livestream microsite.

Diversifying the voices that broadcast its runway show gave Hugo Boss the opportunity to reach not only its own audience, but that of the bloggers ([see story](#)).

Also, Italian fashion house Fendi gave consumers a different view of its runway show live-stream on Feb. 20, 2014 through high-definition cameras attached to drones.

In addition to the standard view of the runway, consumers watching the brand's fall/winter 2014 show on Fendi's Web site during Milan Fashion Week had the ability to switch to the camera angle of the aerial drones. This new way of filming the runway show allowed viewers at home to have a unique experience and feel more a part of the action, as they could switch vantage points ([see story](#)).

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