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Luxury Custom Curated Experiences culls curated knowledge from Mobile World Congress classroom

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Still from Louis Vuitton mcommerce film

By JEN KING

Navigating the ever-changing pattern of consumer behavior and understanding the impact of the Internet of Things are some of the foremost challenges luxury houses are faced with today.

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Technology changes rapidly, and luxury houses have been notoriously slow to adapt alongside the latest technological advances, but a new program offered during Mobile World Congress in Barcelona Feb. 22-25 is setting out to improve the industry's understanding of IoT and its impact on consumer experience. Luxury Custom Curated Experiences is intended to assist luxury brands attending Mobile World Congress to better grasp IoT and how mobile and technology touchpoints can be implemented through strategy and tactic.

"Consumers in Motion Group is launching Luxury Custom Curated Experiences in collaboration with the Mobile World Congress Tour Program at Mobile World Congress next week in Barcelona," said Dan Hodges, CEO of [Consumers in Motion Group](#) and co-founder of [Luxury Custom Curated Experiences](#).

"Europe is the center of the luxury world and we are pleased with the participation of global luxury brands this year at Mobile World Congress," he said.

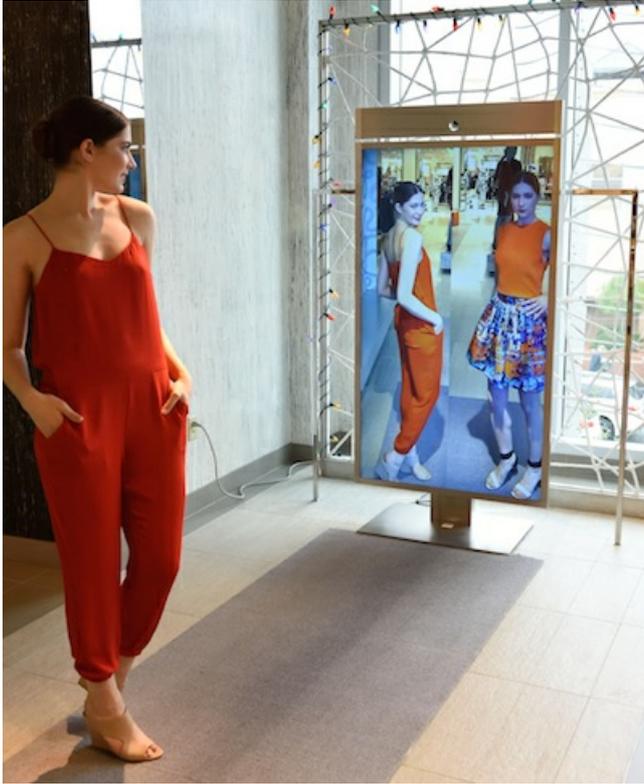
Game plan

Created by Groupe Speciale Mobile Association, the annual four-day Mobile World Congress brings together vendors from across the sector, including 800 telecommunications operators and others from the broader mobile ecosystem. Participants include handset and device makers, software companies, equipment providers and Internet companies, as well as those in adjacent industry sectors.

Bringing together the world's technology and thought leaders in one venue offers luxury houses an opportunity to learn about the possibilities the sector can offer their business. But with so many vendors and topics of discovery, a course of effective action may be hard to narrow down.

Mobile World Congress is attended by the global inventors that are shaping tomorrow's future, offering innovations that will serve as models and inspiration for businesses going forward. Commonly, brands and agencies attend the summit and find themselves asking, "How do you find out about the technologies and the business problems that

have already been solved?" and "How do you find out what you do not know and find out what you are missing?"



Memory mirrors are among the technologies seen at Mobile World Congress (Image courtesy of Neiman Marcus)

Luxury Custom Curated Experiences hopes to serve as the aggregate to these questions by helping businesses fine-tune their time at Mobile World Congress. Using the event as a classroom, Luxury Custom Curated Experiences offers highly curated experiences for executives looking to maximize their four days spent at Mobile World Congress to advance business development goals, network and learn.

The curated experience offers hands-on knowledge needed for luxury brands to advance their strategies, goals and objectives. Essentially, participating in a Luxury Custom Curated Experience achieves months of high-level meetings, business development and immersive learning all during the duration of Mobile World Congress.

When partaking in a Luxury Custom Curated Experience, first a brand's goals and objectives for Mobile World Congress are identified. The next step assesses the companies attending and evaluates them based on the participant's stated goals and objectives.

The third step works to facilitate and attend meetings. Luxury Custom Curated Experiences provides briefing documents to assist with this step, ensuring a productive outcome. Lastly, Luxury Custom Curated Experiences provides a follow-up summary for the meeting.

In its inaugural year, Luxury Custom Curated Experiences counts an automaker and European brand as participants. For more information and to book a Luxury Custom Curated Experience at Mobile World Congress 2016, click [here](#).

Mobile musts

Technological innovations have infiltrated the luxury industry across verticals. For luxury brands to be successful in today's landscape, a grasp on consumer behavior in relation to multilateral innovation is needed.

Many of these innovative solutions are rooted in mobile and social technologies.

For instance, department store chain Barneys New York is offering its consumers an elevated shopping experience by embracing in-store technologies at its newly opened Chelsea flagship.

According to the retailer, it is the first luxury department store to launch iBeacon technology within a bricks-and-mortar space. Barneys plans to use iBeacons to share rich multimedia content such as videos, look books and interviews with designers to inform and entertain its consumers while creating a seamless and efficient in-store experience ([see story](#)).

Likewise, a well-adapted use of social media also falls into the bracket of current consumer behavior.

During New York Fashion Week, retailers have been embracing Snapchat as the latest and greatest social media platform.

A number of retailers have noticed the change in relationship consumers have with fashion week and have responded accordingly, becoming active on Snapchat just prior to New York's 2016 edition. Almost half of the platform's audience is between the ages of 18-24, rates at least double those on Instagram and Twitter, making it an ideal platform for reaching a consumptive audience ([see story](#)).

With all industry eyes on Barcelona for Mobile World Congress, it is the hope of Luxury Custom Curated Experiences to offer participating brands a chance to streamline the experience to benefit their business practices.

"Companies achieve four months of high level meeting and business development at Mobile World Congress in four days," Mr. Hodges said. "It is the place where the center of the global luxury industry meets the world's most innovative companies."

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