

MULTICHANNEL

Matches Fashion spurs interactive engagement via Facebook Live

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Promotional image for Matches Fashion

By JEN KING

Retailer Matches Fashion is leveraging the new Facebook Live to bring to life a three-day events series happening at New York's WOM Townhouse.

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Matches Fashion's will set up its residency at 214 Lafayette Street beginning on Friday, April 15 and will broadcast the weekend's happenings to a global audience. Recently launched, Facebook Live is the social network's live streaming tool that allows followers access to exclusive events, regardless of location, to increase interaction and engagement with brands in real time.

Residency recordings

Specializing in men's and women's apparel and accessories, the London-based Matches Fashions operates ecommerce and four stand alone stores in the United Kingdom. Serving a global clientele online, Matches Fashion carries more than 400 high-end designer brands such as Saint Laurent, Alexander McQueen, Burberry and Lanvin.

Matches Fashion's event kicks off with an 11 a.m. roundtable discussion featuring fashion blogger Leandra Medine of Man Repeller. During the discussion Ms. Medine will be joined by Matches Fashion buying director Natalie Kingham and Sies Marjan designer Sander Lak.

Later that evening, lifestyle publication The Coveteur will host a cocktail party and launch its Shop With edit live. The Shop With content, some of which is live on Matches Fashion's Web site, features 12 outfits hand-selected by The Coveteur team from the retailer's brand assortment.



Announcement for Matches Fashion x New York, April 16

Saturday evening will bring men's style consultant Eugene Tong to Matches Fashion's event. Over cocktails and music, Mr. Tong will showcase an edit of the season's men's collections.

Matches Fashion's event series wraps on Sunday with a discussion led by Paddle8's Vivian Brodie, the auction house's head of emerging contemporary art. Ms. Brodie, who will be joined by gallerist Alexander Heller and collector Tiffany Zabłudowicz, will discuss the latest trends in contemporary collecting.

Throughout the Matches Fashion weekend event food will be provided by Gather Journal.



Announcement for Matches Fashion x New York, April 17

Matches Fashion is one of the first fashion brands to use Facebook Live. To create the real-time content Matches Fashion will film the events using only an iPhone and will not edit or use professional-grade recording equipment.

To further enhance the global digital dimension of Matches Fashion's event series, consumers will be able to interact directly as well. Using Facebook Live, consumers are invited to comment on the videos directly, asking questions and sharing opinions, providing in-depth access to the content.

Consumers interested in participating in the events can register through Matches Fashion's social accounts or on its [Web site](#).

Live action

Sharing events as they happen creates a more authentic, candid experience for consumers to enjoy.

As content consumption continues to shift toward mobile devices, Snapchat is similarly benefiting due to its quick bursts of immediate entertainment.

According to Fashionbi's "Snapchat For Live Storytelling" report, the fastest growing social platform has the highest penetration among millennials, with 71 percent of its users under the age of 34. With high engagement rates and a growing user base, brands that are not already leveraging Snapchat's intimate storytelling capabilities should embrace the platform ([see story](#)).

Likewise, digital channels offer brands fighting for a relatively small group of consumers the opportunity to appeal to new audiences, according to panelists at The New York Times International Luxury Conference on April 6.

While overexposure on social media has some worried about losing exclusivity, panelists from Facebook and The Paris Opera emphasized the opportunity it presents to appeal to an audience that could not be reached any other way. To be successful going forward, businesses will need to find ways to incorporate new channels into their story in a genuine manner that will reach new customers ([see story](#)).

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