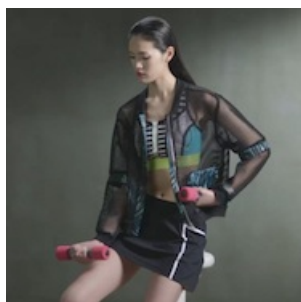


MULTICHANNEL

## Lane Crawford gets consumers moving with multichannel fitness campaign

April 28, 2016



*Lane Crawford Fit Room content*

By SARAH JONES

Chinese department store chain Lane Crawford is helping consumers get closer to their fitness and wellness goals with the launch of an athleisure shopping destination.

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

The year-long "The Fit Room: Fit for Modern Living" is kicking off with a series of in-store events and a social influencer series of tips for a fit lifestyle. Through this, Lane Crawford can become consumers' go-to guru for exercise gear and guidance.

"The athletic trend is an unstoppable trend that the world is going through at the moment," said Kelly Wong, general merchandising manager of women's wear at [Lane Crawford](#).

"We have seen that a lot of brands are shifting into a sportier aesthetic, mainly driven by the whole athleisure and wellness trends," she said. "There's a whole array of women's wear designers and brands that work hard to blur the lines between the locker room and customers' everyday wardrobe."

On the move

Lane Crawford's Fit Room will carry 70 different brands for men and women.

For women, labels range from the mega-brand, including Nike and Adidas, to the cult brands favored by athletes for running or tennis, such as Lucas Hugh and Monreal London. Lane Crawford is also carrying the highly anticipated Ivy Park collection from pop singer Beyonc Knowles-Carter.



*Activewear carried in the Fit Room*

Men can pick from technologically-driven wear from Isaora, T by Alexander Wang's basics or swimwear from Orlebar Brown.

ICNY founder and designer Mike Cherman will be on-hand to personalize purchases from his label with reflective graphics. He will be making an appearance at the ifc mall store on April 29, with a follow-up store visit to Lane Crawford's Canton Road location the next day.

Going beyond activewear, Lane Crawford is helping consumers fit in workouts at home with equipment from Technogym. Additional tech accessories, including Fitbit activity trackers and Beats by Dr. Dre headphones, make exercising more enjoyable.



*Lane Crawford's Fit Room*

For the nutritionally minded, Vitamix blenders will help to create smoothies and other healthy concoctions.

Nutrition and activity also have an impact on appearance. Lane Crawford will be selling a line of juices and smoothies to tackle beauty concerns and desires such as aging and hair and nail strength, as well as health issues such as immunity.

Since April 16, Lane Crawford has been hosting weekly activities at its ifc mall, Canton Road and Times Square locations. Participants can take part in workouts on Technogym equipment, watch a demonstration of spin-cycling or take on a challenge with XYZ or compete in exercise games with ARNZ Fitness Movement.

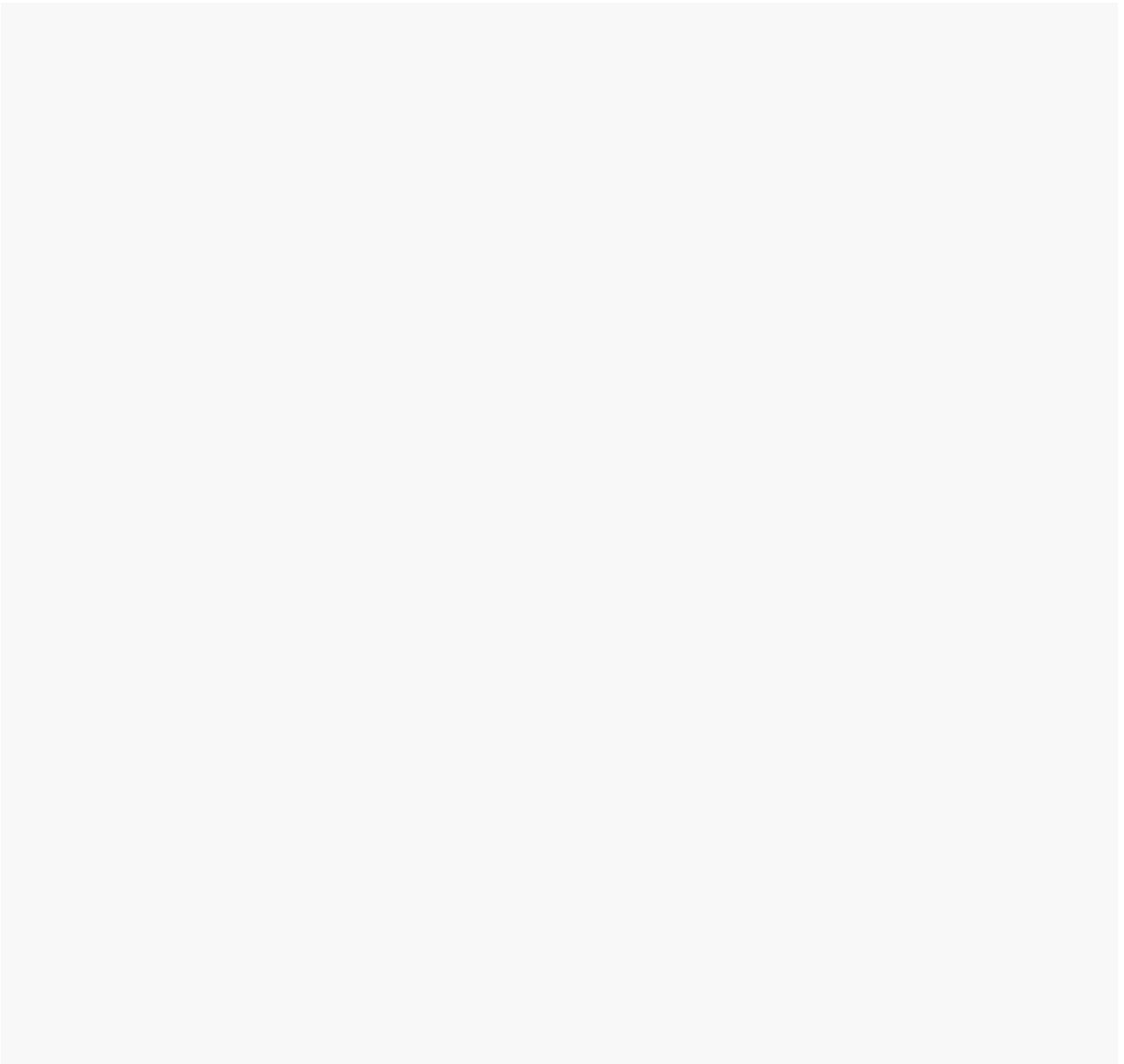


*Yoga classes are being offered at select Lane Crawford stores*

Beauty workshops will conquer post-workout looks, while Cara G.'s Genie Juicery will be hosting a cold-pressed juice bar.

Online, Lane Crawford is sharing tips and tricks from fitness influencers with its audience on social media.

Wellness expert Nealy Fischer shares ideas on everything from dark chocolate's benefits against heart disease to the upside of doing a handstand. She also demonstrates a partner stretch to ease tension after sitting at work all day.



#LCLiveFit #RESET Long day at work hunched over a computer? Grab a partner or a friend and stretch open your heart with this simple chest opening exercise that melts the stress of your long day away and eases the tension in your back and shoulders. We have partnered with wellness expert Nealy Fischer to bring you a series of physical, nutrition and wellness tips, to keep you living #LCLiveFit Pants (female): The Upside Top (female): Alexander Wang Pants (male): The Upside Top (male): Dyne Expert: @bynealy Model: @lindsayjang @arnzfitnessmovement

A video posted by Lane Crawford (@lanecrawford) on Apr 18, 2016 at 6:07pm PDT

Lane Crawford is encouraging consumers to share their own "healthy adventures" on Instagram with the hashtag #LCLiveFit for the chance at a wellness gift bag. One winner will be chosen each week from April 22 through June 10.



*Promotional image for Lane Crawford contest*

### Active participants

As consumers strive to reach their fitness goals, brands are making it easier for them to stay on track.

Since 2013, Trump Hotel Collection has been tailoring the travel experience for health-conscious guests with its Trump Wellness program.

The brand offers guests programs that help them maintain a healthy lifestyle while traveling for vacation or business. The program ties into the hotel group's "Live the Life" slogan by offering affluent consumers more options to personalize their stay (see story).

Lane Crawford has previously taken inspiration from trends, establishing helpful edits for shopping ease.

Earlier this year, the retailer guided consumers through the plethora of denim styles available for the spring season with a multichannel event.

For "The Denim Room: All You Need to Know," the retailer opened a "denim destination" in-store, which carried 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 ([see story](#)).