

APPAREL AND ACCESSORIES

Anya Hindmarch gets pixelated for UGC photo-editing app

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Anya Hindmarch, autumn/winter 2016

By JEN KING

British accessories label Anya Hindmarch is showing that it is cool to be square in a mobile application effort that brings its autumn/winter 2016 collection to life.

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For autumn/winter 2016, Anya Hindmarch found inspiration in pixelation and the early ages of digital artwork, resulting in apparel and accessories featuring 8-bit graphics in a palette of bold rainbow colors. The PIX by Anya Hindmarch app, the first from the accessories maker, puts the brand's creative vision in the hands of consumers, allowing fans to pixelate their surrounding world.

"Anya Hindmarch has never been one to shy away from creative marketing techniques," said Parisa Durrani, director of mobile strategy at **Plastic Mobile**, a Havas company. "The PIX app is another way for the brand to portray her fun and playful attitude while simultaneously getting free brand awareness when people share the images they make.

"The novelty of the app may wear off soon for users, but it will be worth it if the Hindmarch camp can capitalize on the small window created by this campaign app," she said. "This window of opportunity is tight since the app is not particularly deep in terms of offering, which will see the majority of users uninstall after a single use.

"With the phone being homebase for the majority of consumer's photos, a mobile app makes the most sense for this type of activation. By having the ability to pixelate their photos right after taking them and share them directly from the app, you are removing process barriers that may have incurred by choosing desktop."

Ms. Durrani is not affiliated with Anya Hindmarch, but agreed to comment as an industry expert.

Anya Hindmarch did not respond by press deadline.

Pixel pastimes

For its autumn/winter 2016 collection, Anya Hindmarch incorporated the "building blocks of digital design" into its apparel and accessories collection.

On its Web site, the brand's namesake founder said, "I'm fascinated with the debates surrounding digital design as art' so [I] have started at the beginning, with early 8-bit graphics and pioneering arcade games.

"We've explored each design using innovative leatherwork techniques such as heat-fusing and leather marquetry,"

she said. "These ideas are brought to life on the runway in a show that explores the development of artificial consciousness and poses the question, do computers dream when they sleep?"

Anya Hindmarch autumn/winter 2016 campaign

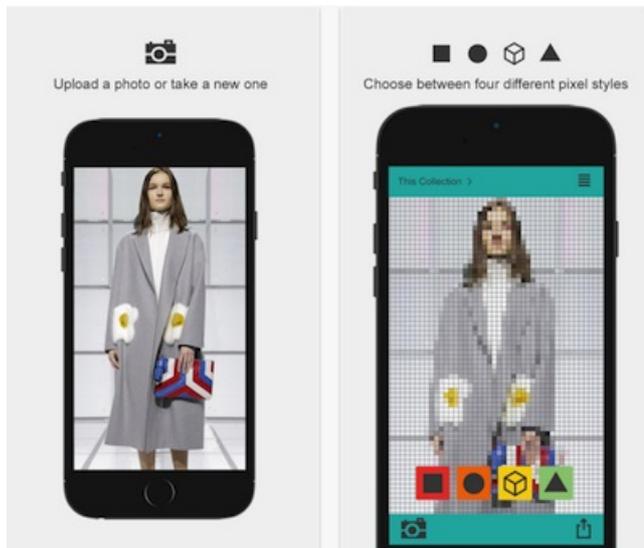
The supporting app created for autumn/winter 2016 continues Anya Hindmarch's concept.

Available for Apple and Android mobile devices, consumers can create and share their own pixelated artwork using PIX by Anya Hindmarch.

Syncing to the user's camera, consumers can opt to take a new photo or upload an image from their camera roll.

Once a photo is selected, the consumer can choose from four different pixel styles including a one-dimensional square, circle or triangle option. To create a more textured image, she can also choose a cube style.

By pinching the image on the screen, the degree of pixelation can be adjusted. When the image is to the user's liking, she can save or share the finished work.



PIX by Anya Hindmarch photo-editing app

The use of the hashtag #PIXByAnya is encouraged so Anya Hindmarch is able to track participation and repost its favorites on its social channels.

Within the app, consumers can read more about the autumn/winter 2016 collection, watch runway footage from London Fashion Week and browse a product gallery. A shopping prompt leaves the PIX by Anya app and opens the mobile device's browser, landing on the collection's ecommerce page.

The collection includes handbags and other leather goods with pixelated patterns and Space Invader, Smiley, Wink and Eyes characters, which are also shown in old school graphics.

Pieces include Anya Hindmarch's Maxi Featherweight, Ebury, Bathurst and Cross-Body handbag styles in addition to its Pocket clutch, footwear, scarves, key chains, leather stickers and other small leather goods.



Anya Hindmarch Smiley handbags for autumn/winter 2016

Anya Hindmarch PIX by Anya can be downloaded for free from Apple's [App Store](#) and [Google Play](#).

"For a brand who sells a \$1,000 pencil case, the purpose of an app like this is not directly to drive sales," Ms. Durrani said. "Not many users will download a single feature app if they have no connection to the brand, which makes it seem that Hindmarch is looking to increase engagement with her already loyal following.

"It is another touchpoint that allows Hindmarch to show that her brand likes to think outside the box and try something humorous, while also increasing her impressions on social media," she said.

Creative expression

Co-creation apps allow the consumer to feel as if she is part of the brand's campaign.

For example, Prada's Miu Miu brought music and fashion together on mobile with the release of a new interactive app.

The Miu Miu Music app lets consumers become the creator as they mix beats from DJ Frdric Sanchez with animated moods featuring the label's latest collections. Music and fashion often go hand-in-hand, whether it is the runway soundtrack that illuminates a designer's vision or a creative partnership, and this app allows Miu Miu fans to create their own relationships between the two artistic outlets ([see story](#)).

Photo-editing apps are among the most popular type of co-creation initiatives on mobile.

For instance, French footwear and accessories label Christian Louboutin let its consumers further display their affection through photography with a branded filter app for iOS.

Much like a branded version of Instagram, the Louboutinize app enables consumers to add one of a handful of exclusive filters that represents an of the label's aesthetic to their photos, which can then be shared on social media. Christian Louboutin's fans actively produce user-generated content showing their favorite purchases, so this app launch may provide new inspiration and spur additional photo snapping ([see story](#)).

"Since success is relative, it all depends on what the brand's aspirations for the app are," Ms. Durrani said. "Unlike most apps, creative apps are not as worried about the number of downloads as they are with virality and social/media impressions they return.

"These apps usually have very short life cycle, with installs and users peaking shortly after launch, and then quickly decreasing as user's lose interest in an app with minimal functionality," she said. "For these apps to be truly successful, and drive consumers to their retail platforms, they have to give consumers an incentive to keep their app (coupons, contests, multiple use cases, etc)."