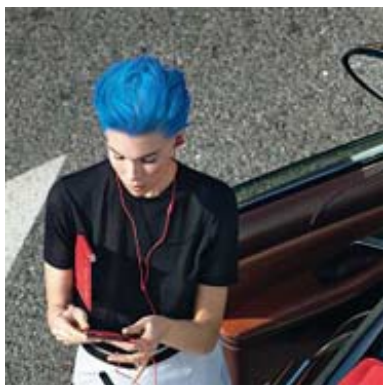


MOBILE

Gucci, David Yurman sponsor Vogue app via product push

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By RACHEL LAMB

Condé Nast's Vogue magazine has updated its mobile application to include sponsored luxury apparel and accessories from Gucci and David Yurman based on the weather and current trends.

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Luxury Daily

Luxury brands can push their products through the features on the application so that users can easily access their products. Consumers can view premium goods on individual pages and choose to buy it online or use a store locator.

“It takes something useful that people want to know about it and presents it in a dynamic way,” said Ryan Peterson, director of marketing at Ubermind, Seattle. “It adds value because it can deliver weather-based recommendations for clothing and just-in-time data, which is great for the apps within it.”

Other luxury brands such as Marc Jacobs, Cole Haan, Prada and Michael Kors have sponsorships within the application.

Ubermind is not affiliated with Vogue or its sponsors, but Mr. Peterson agreed to comment as a third-party expert.

Suit up

When users first enter the application, it uses the phone's GPS and tells the consumer the current temperature.

Consumers can scroll down the list and tap to view an individual product.

Users can view "sponsored weather picks" for luxury apparel and accessories, such as jackets, rain boots or jeans.



Weather picks

The item is shown on its own individual page with its price and the weather condition for which it is suited. Users can click to buy the product online and are taken to an ecommerce site, or can use the store locator to purchase in-store.

Gucci has products in this section, such as its suede fringe jacket.

When consumers choose this jacket, it shows up in an individual product page. Consumers can click to learn more information, which takes them to the branded ecommerce site or can find a store locator.

Gucci has nine sponsored items in this application such as the Inga high-heel ankle-strap sandal, snaffle bit bag, belt with tassels, snaffle bit evening bag, embroidered belt, Jodhpur pant, seam cape dress and strapless drape top.

Luxury brands also have sponsor opportunities in the “trends” section, where there are luxury products listed according to what looks are currently popular.

Consumers can browse through the trend selections and are presented with different products. Users can choose to buy the product online or to find a retail location.

Another sponsorship opportunity is in the “style a look” section, where David Yurman has 11 items such as the chicklet bracelet, curb link bracelet, DY elements, midnight melange necklace, midnight melange ring, midnight melange chain necklace, moonlight ice necklace, moonlight ice bracelet, monlight ice ring, pave mobile earrings and petite pave bead necklace.

Consumers can choose any of David Yurman's rings, necklaces and bracelets to pair with other products.

Users cannot opt to buy David Yurman products, but they can find more information on the brand's Web site.

Users can go through a list of brands or categories to select an item. When it is chosen, the item is automatically paired with other apparel and accessories to complete an outfit.

Consumers can choose “restyle with sponsored products” to find an alternative selection of products.

Items can be selected for the “favorites” section, where there are also advertisements from luxury brands listed at the top of the screen.

These products are clickable, and take viewers to their individual product pages.

Not my style

The Vogue application is aesthetically pleasing and easy to manage, but there are a few areas where it could improve.

While the detour to an ecommerce site could lead to online transactions, some of the sites are not optimized for mobile devices.

Users have to either pinch-and-zoom or squint to see the text and to make a transaction.

Also, there is no social media functionality. Users enjoy sharing new apparel and accessories with their friends, and brands could benefit from the addition of a Facebook, Twitter or email option.

“Brands that are sponsoring another application need to make sure that it is a good partnership and that it makes sense,” Mr. Peterson said. “Brands must make sure that they can create an experience through these advertisements, and make sure that they keep the customers satisfied.”

Final Take

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