

APPAREL AND ACCESSORIES

Top 10 apparel and accessories efforts of H1

July 21, 2016



Burberry's runway show in February 2016

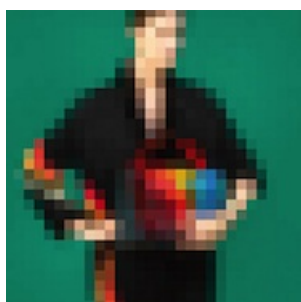
By SARAH JONES

The fashion industry is facing disruption, with heritage brands trying to navigate an increasingly fragmented runway calendar.

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From finding inventive ways to showcase craftsmanship to creative outdoor efforts, brands innovated without losing their personality and positioning. As consumers continue to desire a closeness with their favorite brands, co-creation became a common theme at the beginning of 2016.

Here are the top 10 apparel and accessories efforts of the first half of 2016, in alphabetical order:



Anya Hindmarch, autumn/winter 2016

Anya Hindmarch's photo editor

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.

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 ([see story](#)).



Edie Campbell for Burberry 2016

Burberry's runway calendar makeover

British fashion label Burberry gave consumers immediate access to its fall/winter 2016 collection following its runway show Feb. 22.

Right after the models walked in the designs, the apparel and accessories were showcased in select Burberry stores, on Apple TV and on Burberry's Web site, giving fans the opportunity to pre-order looks immediately following the show. More design houses are closing the gap between the runway and retail, speaking to consumers' shortened attention spans amid digital disruption ([see story](#)).

Burberry also unveiled its first advertising campaign since announcing its new direct-to-consumer approach.

In line with its recently announced format, the new campaign is running from June to September. During this time frame, consumers will be able to purchase the campaign looks, including the Burberry Heritage trench coat and The Patchwork handbag, online and in-stores ([see story](#)).



Dolce & Gabbana street art

D&G takes it to the streets

Italian fashion label Dolce & Gabbana hit the pavement for a graffiti project with heart.

The latest incarnation of the brand's #DGFamily initiative placed a cartoon drawing of designers Domenico Dolce and Stefano Gabbana, along with their pets, in multiple spots around London and Paris. Dolce & Gabbana's founders frequently reference close relations for their apparel designs and marketing campaigns, keeping the family as a central pillar of the brand.

Via social media, consumers were told to scout out these drawings and snap a photo, tagging it #DGFamily and sharing their location. For Paris, the label plotted points with portraits on Google Maps to make them easier to find ([see story](#)).



Fendinumi

Fendi's mascots

Italian fashion label Fendi has created new brand faces in the form of mascots with big personalities.

Inspired by the Japanese kigurumi, or costumed characters, the Fendirumi made their first public appearance in Tokyo at the brand's Ginza pop-up store opening event in November. The Fendirumi duo went on an adventure as they attend Fendi's runway show in Milan, a trip that was documented by the ambassadors on Snapchat ([see story](#)).



Promotional image for Fratelli Rossetti & Atypical skateboards

Fratelli Rossetti's artisan showcase

Italian footwear label Fratelli Rossetti is opening up its Milanese boutique to up-and-coming artisans, allowing these talents to showcase their skills to a wider audience.

Fratelli Rossetti's "New Artisan" initiative will tell the narratives of the creatives currently building their careers through a series of monthly events at the label's store on Via Montenapoleone. Keeping a focus on handcrafted items, New Artisan boasts the artistic capabilities of objects commonly mass produced, such as skateboards, lampshades, mobile phone covers and sunglasses ([see story](#)).



Alex Thomson in Hugo Boss eyewear

Hugo Boss stages a stunt

German fashion label Hugo Boss promoted its eyewear to a new batch of clients with a daring #SkyWalk.

For the stunt, solo-round-the-world sailor Alex Thomson, clad in the brand's products, combined sailing and kiting to overcome both his fear of heights and the elements. The broad appeal of extreme stunts will help Hugo Boss convey its confidence and ambition to new audiences.

The Skywalk stunt was Hugo Boss' third with Mr. Thomson, after the Mastwalk and Keelwalk. The two amassed more than 4.5 million views, meaning that the Skywalk video has a good chance of going viral and exposing the brand to new clientele ([see story](#)).



Isaia's "Tailor-Made Crime"

Isaia's criminal craftsmanship

Italian menswear label Isaia is delving into the simultaneously sartorial and shady attributes of its hometown in a humorous tale.

"Tailor-Made Crime" is a multi-part thriller parody that plays off the brand's historic home of Casalnuovo,

referencing both the skilled craftsmanship and organized crime that calls the area around Napoli home. Throughout the film, a detective attempts to interrogate Isaia employees, leading to some revealing insights about the brand's apparel production.

A trailer creates tension, much like a murder mystery, as a female police officer is seen running around Isaia's production facility on a quest for answers. Her quest revolves around trying to find the real reason for Isaia's success, thinking it must be tied to the more sordid activities in the region ([see story](#)).



Kenzo's "Primary Colors"

Kenzo's dance party

French fashion label Kenzo is letting consumers try their hand at music production through an interactive experience showcasing its spring/summer handbag styles.

For its "Primary Colors," the brand teamed with the production team behind anime series Culture Sport to create an animation that responds to a track created by the user on a drum machine, with handbags dancing to the rhythm of the customized electronic beats. Involving consumers in the creation of a digital experience helps to further immerse them in the intended message.

On what the brand has dubbed the Kenzo CS909, they can click on boxes within a grid to create a four-bar dance hit, mixing and matching different timbres of percussive sounds within each beat. The user also has the power to change the tempo by lowering or raising a number within the sequencer.

When the composer is happy with her creation, she can play it back to hear the finished effect. As she does, she can watch the handbags respond to the pulses in the music ([see story](#)).



Marc Jacobs #StreetMarc example

Marc Jacobs' call for graffiti

U.S. fashion label Marc Jacobs encouraged consumers to graffiti the wild postings of its spring ads throughout New York with their own art, speaking to the co-creation trend.

A social contest for New York Fashion Week told consumers to treat the brand's creative as their canvas, using it as the backdrop for their own art. Once they had tagged the art, they were told to post and hashtag a photo for the chance to attend the brand's show on Feb. 18 ([see story](#)).



Michael Kors handbag

Michael Kors' Chinese New Year push

Coinciding with Lunar New Year, U.S. fashion label Michael Kors launched its first campaign on popular Chinese social photography application "in."

On the app, the brand has created a series of stickers depicting a cartoon monkey on a world tour as well as popular handbag styles, which "in" users can add to their photos before sharing with family and friends. According to Michael Kors, this was the first time a luxury fashion brand has partnered with "in," giving the label visibility on a widely used platform during the important shopping holiday.

"In" is China's biggest photo sharing app, with upwards of 60 million users. When using the app, consumers can transform their photos with stickers, tags, filters, prints and other editing tools before sharing on social media or via a message.

Michael Kors is now getting in on the action by creating 10 stickers for the app. These tie in with its Chinese New Year campaign, which followed the global travels of an animated monkey ([see story](#)).