

MOBILE

Louis Vuitton expands reach of collection with mobile-optimized fashion show

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By ELIZABETH ZELESNY

French fashion house Louis Vuitton has expanded the reach of its fall/winter collection by streaming the fashion show that is optimized for the iPhone and iPad.

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Consumers can watch the fashion show at <http://fashionshow.louisvuitton.com> and stream it on mobile devices. Louis Vuitton fans can sit in the front row, get an insider experience or watch the event together with designer Marc Jacobs – all on mobile and online.

“There’s always a push in technology to take it to the next level,” said Laura Ries, president of Roswell, GA-based marketing consultancy Ries & Ries. “And that is what is creating some of the news value around it.

“Louis Vuitton has taken it one step further and allows consumers to have a more interactive online experience,” she said.

The Louis Vuitton fall/winter fashion show showcased the brand's iconic leather goods, apparel and accessories.

Stream preen

Arguably one of the most prominent fashion shows at Paris Fashion Week, the Louis Vuitton runway show attracted A-list celebrities and fashionistas from around the world. The show was held on March 9 in Paris.

From a marketing perspective, Louis Vuitton is able to reach more affluent consumers via streaming the fashion show online and iPhone and iPad, upping the chances for sales of merchandise.

This is not the first time that Louis Vuitton has broadcast its fashion show.

In October 2009, Louis Vuitton was one of the first luxury brands to broadcast its fashion show live on Facebook.

Louis Vuitton offers consumers and fans the opportunity to discover the unique atmosphere of its fashion show.

The online event allows users to explore the show space for an experience with endless boundaries.

Users can enter the fashion show space and access panoramic backstage views by passing directly through the catwalk.

In addition, users are able to watch the hair and makeup process and the rehearsal, and take in the sights before the show.

Consumers can simply click, drag and tap in any direction to explore and view the exclusive content.

Designer Marc Jacobs and stylist Katie Grand provide insight of the show with anecdotes on the preparation of the collection.

Meanwhile, Louis Vuitton is using Facebook to provide consumers and fans with access to unedited content, inspirations, rehearsals, guest arrivals and interviews with the models.

According to the brand, the Louis Vuitton Facebook page has featured only pure editorial content that has attracted more than 2 million international fans to date.

The brand is also marketing the streaming fashion show via its Twitter page and YouTube account.

Louis Vuitton has updated its Twitter followers on the streaming fashion show.

Explore the backstage, meet Marc Jacobs and the models, and watch our Fall/Winter show from the front row! <http://bit.ly/fnQegZ>
12:07 PM Mar 22nd via web

The brand's YouTube account features a timelapse video of the fashion show preparations.

Louis Vuitton Fall/Winter fashion show

"Louis Vuitton has allowed for the content to be social," said Christopher Dessi, managing partner at Drive Action Digital, Wayne, NJ. "They prompt you to log in via Facebook connect.

"The only downside is that the Facebook open graph isn't executed," he said. "However, I have to say I don't think it would have worked here."



Runaway success

Watching a fashion show on a luxury brand's Web site is the closest thing to being a guest at the show.

Users are able to feel the energy and attitude of the brand and the excitement that comes with actually being there.

The cost of streaming and bandwidth has come down significantly and luxury brands are taking advantage by streaming their fashion shows online and through mobile devices.

For example, the Armani show streamed its 2011-2012 men's collection via a live

microsite ([see story](#)).

Also, Burberry streamed its fashion show live on Feb. 21 on Burberry.com. The British luxury brand also broadcasted the show in London's Piccadilly Circus ([see story](#)).

"For high-end brands, the fashion show tends to be a big thing," Ms. Ries said. "Today in the Internet age, brands are putting it out there in new and innovative ways.

"Everyone can't go to the fashion show, but every can now talk about them," she said. "I think it helps Louis Vuitton and other top brands."

Final take

Are actual fashion shows in danger of disappearing?

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