

CONSUMER ELECTRONICS

## Vivienne Tam tech partnership permeates the NYFW audience

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*Vivienne Tam shows off Lenovo collaboration at NYFW runway show*

By BRIELLE JAEKEL

NEW YORK A Lenovo executive at the Mobile Marketing Association's SM2 Innovation Summit demonstrated how the computer brand was able to infiltrate New York Fashion Week's audience by partnering with a designer and fashion influencer.

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During the Sept. 26 session, "Marketing in the Age of the Shareable Moment," the executive emphasized the importance of passion points and leveraging brand ambassadors. Lenovo tapped Vivienne Tam to help create fashion attachments for its mobile device, and the designer was involved from start to finish and built her NYFW runway show around the product.

"In this case we had a new product and we did this with Vivienne Tam," said David A. Roman, chief marketing officer and senior vice president at Lenovo. "She is really specialized in that china chic by bringing together that Eastern esthetic with the Western aesthetic.

"We worked with her for about five months and she completely controlled the design of the product," he said. "She rolled it out during her fashion show here in New York during Fashion Week.

"She really made it a part of everything she did, a part of building the show and designing everything around it. So it became a real integral part of that."

Brand ambassadors

Lenovo values the creation of innovative and unique devices that can inspire passion from consumers. Recently, the computer manufacturer was able to target an audience it would not normally have access to by partnering with major influencers in the industry.

Ms. Tam and Lenovo teamed up to create fashion attachments, named Moto Mods, of which Moto Z owners can remove and replace by snapping it into their devices. Users can remove the phone's original outerwear and then snap in the new fashion attachment.



*Vivienne Tam's Instagram shows off Christina Millian with the fashion Moto Mod*

To increase passion over the new products, Ms. Tam worked on the project from start to finish and focused her NYFW efforts on the new tech accessory. The designer showed off the accessories within her runway show, where guests received Vivienne Tam bags filled with Lenovo products.

The tech manufacturer also worked with style blogger Ingrid Nilsen to establish an intimate, yet highly beneficial marketing experience. While Ms. Nilsen does have a substantially large audience on social media, it may seem small compared to a high profiled celebrity such as Kim Kardashian, but that does not make her brand less effective.

Ms. Nilsen's followers on social media think of her as a trusted source for fashion information and recommendations, which makes her ambassadorship highly influential. Her audience is also extremely niche, which means the fashion product is being shared with 1.7 million followers, most of which will be interested in the item.



*Ms. Nilsen shares the Moto Mods with her YouTube audience*

The fashion blogger and designer met before the Vivienne Tam fashion show during NYFW. Ms. Nilsen talked about her experience on her social channels, and featured the fashionable Moto Mod on her "August Favorites" video on YouTube.

#### Contextual partnerships

While it is important to invest in partnerships that make sense within the context of the brand, these partnerships can branch out to unlikely friendships as long as the experience fits. Lenovo is not a brand rooted in fashion, yet it teamed up with a fashion designer because the experience tied it together.

These partnerships can be highly effective for brands and can help usher in a new audience.

For instance, Swiss watchmaker Hublot showed that it has love, even for American football, with a recently inked partnership with the New York Football Giants.

As part of its Hublot Loves Football efforts, the watchmaker teamed with the National Football League's New York Giants as the iconic club's official timekeeper. To kick off its new role, Hublot invited friends of the brand and team

for a "luxury tailgate" under the Empire State Building Sept. 20, fresh off the Giants' win over the New Orleans Saints ([see more](#)).

Scotch whisky producer Johnnie Walker also took on a similar partnership and voyaged east by sea with the help of a local cruise line.

Johnnie Walker House's 21st and latest lifestyle oriented setting was aboard Genting Dream, touted by Dream Cruises as Asia's first-ever luxury cruiser. Asia's growing cruise market and the continent's enormous population and economic development give the partnership a promising outlook ([see more](#)).

"We want to have information that is relevant," Mr. Roman said. "We want to have things that are interesting and fun.

"But also, if you can tap into these passion points and into people's passions, they are much more likely to share that information," he said.

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