

APPAREL AND ACCESSORIES

Jean Paul Gaultier goes on Latin American Snapchat trek

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Candid shot of Jean Paul Gaultier, as seen on Snapchat

By STAFF REPORTS

French fashion label Jean Paul Gaultier is taking its enthusiasts on a tour of Latin America through a Snapchat activation.

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From Oct. 16-26, Jean Paul Gaultier will visit three Latin American cities, showing its Snapchat community the culture, sites of specific locations. Snapchat's candid nature also allows a brand to let its guard down and present a more casual and relatable version of itself to followers.

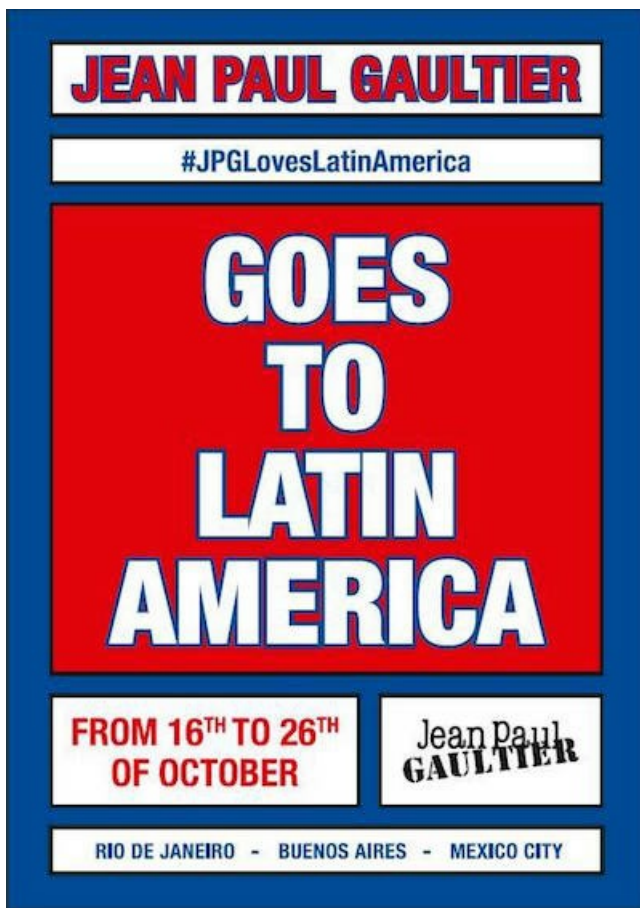
Latin American stories

During its 10 days in Latin America Jean Paul Gaultier will explore Rio de Janeiro, Brazil, Buenos Aires, Chile and Mexico City.

Using Snapchat as a window into the brand, Jean Paul Gaultier's Snap Story shows the designer and model friends exploring different locations in Latin American.

In Snaps taken in Rio de Janeiro, followers can watch Mr. Gaultier and models' journey around the Brazilian city. Shots are not overtly branded, but rather resemble snapshots of a personal vacation.

The designer and his companions are shown dancing, posing for selfies and enjoying themselves. One model is seen in a gold gown, presumed to be a Jean Paul Gaultier design, but is not overtly pushed as such.



Promotional image for Jean Paul Gaultier's trip to Latin America on Snapchat

To promote its exclusive Snapchat content, Jean Paul Gaultier is using the branded hashtag #JPGLovesLatinAmerica. Considered an emerging market, hosting a social media initiative with Latin America at its center could help Jean Paul Gaultier expand its presence in the region.

According to a report by A.T. Kearney, Latin America is showing signs of life for retail potential.

Economic turmoil in Latin America closes off the market, although luxury spending continues to increase in Brazil. Devalued currency is forcing the country's upper classes to spend within the country's borders rather than abroad.

Chile and Mexico are also now "closing" markets, characterized by expensive real estate and high competition. On the flipside, however, Colombia is experiencing retail CAGR of nearly 12 percent, incomes are increasing quickly and consumers have embraced omnichannel retailing ([see story](#)).