

APPAREL AND ACCESSORIES

Kenzo, H&M express brand motifs in emoji-form as capsule debut nears

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Kenzo x H&M Emotikenzo app

By JEN KING

Parisian fashion label Kenzo is speaking to consumers in vibrant and playful emojis ahead of its H&M collaboration hitting stores next month.

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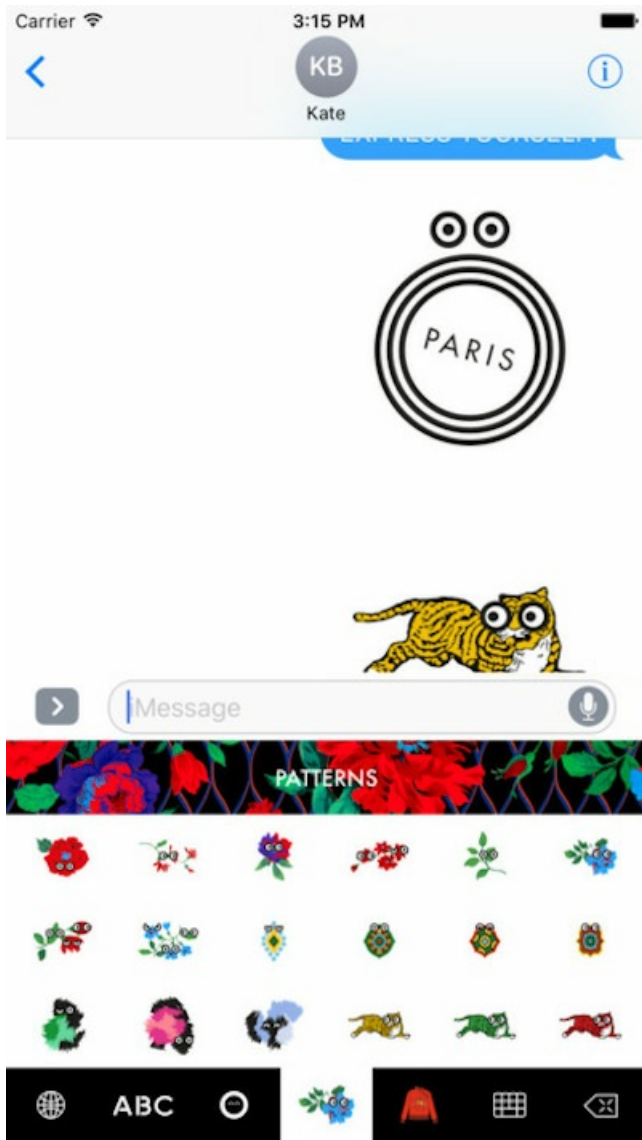
The Kenzo x H&M collection, designed jointly by Carol Lim and Humberto Leon, goes on sale Nov. 3. The upcoming collection launch has caused much anticipation given the label's quirky aesthetic, expansive fan base and the demand seen for previous H&M collaborators such as Balmain in 2015.

Chatting Kenzo style

To build anticipation for the Kenzo x H&M collection, the Parisian label worked with photographer Jean-Paul Goude on a personality-driven teaser campaign. The ads feature a cast of seven international ambassadors including supermodel Iman and Chance the Rapper wearing colorful animal print attire ([see story](#)).

Kenzo has also worked with H&M on two mobile applications to continue to build anticipation and awareness for the collection prior to launch. The custom messaging app includes a bevy of Kenzo x H&M-themed emojis, dubbed Emotikenzo, to brighten peer-to-peer communication in a memorable way.

The Emotikenzo app opens with a floral background, a print seen in the Kenzo x H&M collection, and menu options to learn about the collaboration, an app installment tutorial and an option to change the language. There is also a prompt to download the H&M app to encourage mobile commerce.



Kenzo x H&M's Emotikenzo keyboard app

Kenzo's app offers users four different keyboards to creatively customize messages. The app includes Emotikenzo letters that lets the user write the Kenzo logo font and a second Emotikenzo keyboard that recreates the font as emoji facial expressions.

The other keyboards concentrate on the collection with a pattern section using floral prints and motifs seen in Kenzo's line, including its tiger mascot. The final keyboard includes two pages of collection pieces including men's and women's apparel and accessories.

For consumers with Apple iOS 10, Kenzo x H&M offers a second app. While the concept is the same, allowing consumers to express themselves through Emotikenzo icons, this app syncs with Apple iMessage through its sticker option.

The Emotikenzo app is available for **Apple iOS** and **Android** devices. Kenzo x H&M's sticker **version** is compatible only with Apple iOS devices with the latest software update.



Kenzo x H&M's Emotikenzo sticker app for iOS 10

Despite the meteoric rise in the use of emojis in marketing campaigns over the past year, marketers may be too focused on younger consumers and missing an opportunity to reach 25-44 years old with the symbols, according to a June report from Appboy.

While 43 percent of consumers 25-44 years old think it is fun when brands use emojis in messages - the highest of any age group - 39 percent report that they have never received a message with emojis from a brand, also the highest of any age group. The use of emojis by brands in campaigns has consistently grown month-over-month since last fall and has skyrocketed 609 percent from a year ago, with 2,680 June campaigns including the icons ([see story](#)).

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