

MOBILE

Dolce & Gabbana tries Kylie Minogue for size

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By ELIZABETH ZELESNY

Italian fashion house Dolce & Gabbana has partnered with Kylie Minogue's latest nationwide tour and is using the singer to push the brand via a mobile application.

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The Kylie application is mobile-optimized for the iPad and iPhone and Android smartphones. The application lets users discover the stage wardrobe that Dolce & Gabbana has created for Ms. Minogue's "Les Folies Tour," keep up-to-date with her latest news and get inside her fitting room with Domenico Dolce and Stefano Gabbana.

"Clearly among the mobile device platforms available, the iPhone is arguably considered the premium platform," said Errol Apostolopoulos, head of innovation strategy and marketing at Optaros, Boston. "Based on the appeal of the ecosystem that iTunes and the App Store provide along with their tremendous smartphone market penetration, most luxury brands see the iPhone as table stakes for developing their mobile applications.

"However, luxury brands should expand to the Android platform as well to broaden their reach," he said. "In addition, it will be a strategic decision to expand to the tablet platform like the iPad in the near future to take advantage of the unique capabilities and market that this platform provides."

Optaros did not develop the application. Mr. Apostolopoulos agreed to comment as a third-party industry expert.

The application was developed in-house. Dolce & Gabbana did not respond by press deadline.

The Kylie application can be downloaded for free in Apple's App Store and in the Android Market.

Highly Kylie

Dolce & Gabbana it would seem, is striving to reach a younger female audience by styling the singer on tour and developing a mobile application to complement its efforts.

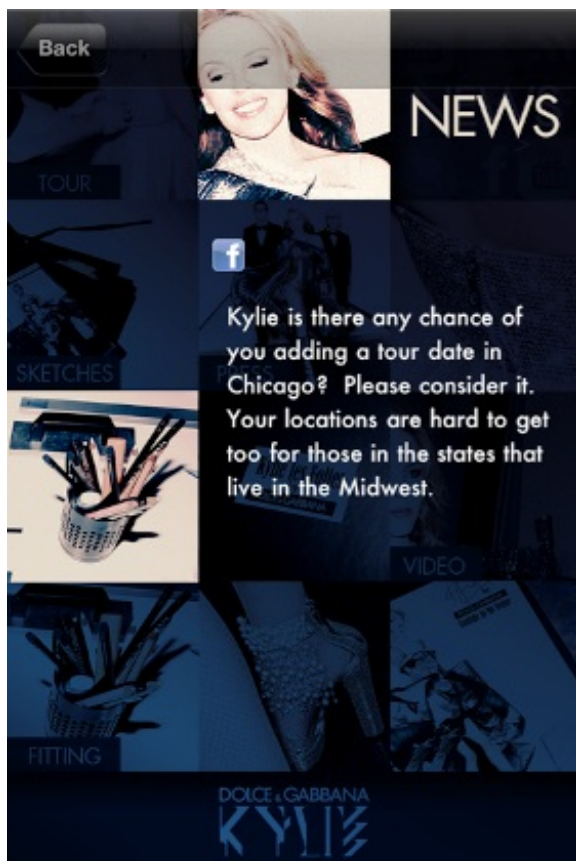
Dolce & Gabbana has not posted the application news on its Facebook and Twitter pages just yet, but to reach consumers and fans, that would be the smart thing to do.

The application opens with a full-screen collage of 12 thumbnail images in which seven of the photos direct users to several categories within the application.

The categories are tour, news, sketches, Kylie has always been our Piccola Principessa, video, fitting and official.

Users can browse through the Kylie Minogue nationwide tour dates via the tour category of the application.

The news category displays recent Facebook and Twitter posts from consumers and fans about Ms. Minogue's tour and Dolce & Gabbana.



Facebook post via news category

For example, a consumer posted via Facebook a request for Ms. Minogue's tour to come to Chicago.

Providing this functionality within the application allows users to interact with one another via the same medium.

The sketches category of the application lets consumers look at the Dolce & Gabbana drawings for the selection of apparel and accessories that Ms. Minogue will don on her tour.



Dolce & Gabbana sketches

Streaming fans

According to the brand, Kylie has always been its "Piccola Principessa." This category of the application lets users learn about the friendship between Mr. Dolce, Mr. Gabbana and Ms. Minogue.

The video category of the application directs users to the Dolce & Gabbana YouTube page. Consumers can watch exclusive footage from the fittings with Ms. Minogue.



Dolce & Gabbana fitting Ms. Minogue

In addition to the video footage, users can browse through photos taken during the fittings process via the fitting category of the application.

The official tab of the application showcases several editorial shots of Mr. Dolce, Mr. Gabbana and Ms. Minogue.



Mr. Dolce, Mr. Gabbana and Ms. Minogue

The application serves as a tool for the marketer to inform and add value to its relationship with Ms. Minogue, all with the objective to sell.

“It is important for the brand to have a mobile presence because affluent consumers over-index in their use and expect to interact with their brands easily,” Mr. Apostolopoulos said. “A brand can take advantage of developing and extending their relationship with their customers by providing useful, effective experiences on smartphones.”

Final take

Kylie Minogue and Dolce & Gabbana

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