

RETAIL

Lane Crawford puts family first in festive campaign

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Image from Lane Crawford's "A Family Christmas" campaign

By SARAH JONES

Chinese department store chain Lane Crawford is giving consumers a platform to prove all holiday traditions are worthy of a story.

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"A Family Christmas" centers on the retailer's adoptive family of creators that it has cherry-picked during its Next New open call this year. In addition to introducing its own inner circle, Lane Crawford's campaign invites consumers to make their own memories with their own families.

"Lane Crawford is clearly focusing on the family focus of the holiday season," said Gustavo Gomez, senior advisor at [EnviroSell](#).

"What is nice about the campaign is that it is about the family one builds from relationships and friendships and less about the traditional family definition," he said. "It seems to be a very inclusive message which serves to invite people in.

"By featuring the new designers, Lane Crawford is reinforcing the idea of new traditions, new names, new brands but in a traditional comfort. It serves to bring excitement to the collections while at the same time keeping the tradition of what it means to be Lane Crawford.

"It's Lane Crawford's new family but in a traditional setting. Thus old and new, exciting and traditional. Opening up the traditional Lane Crawford to new looks and new customers."

Mr. Gomez is not affiliated with [Lane Crawford](#), but agreed to comment as an industry expert. [Lane Crawford](#) was reached for comment.

Family affair

Lane Crawford's campaign is introduced in a short film, which tells the story of the process behind the Next New, which held its second edition in April. Those from the fashion, home, gourmet, lifestyle and art categories who desired a place on Lane Crawford's sales floor came and pitched to a panel of buyers, experts and guest judges.

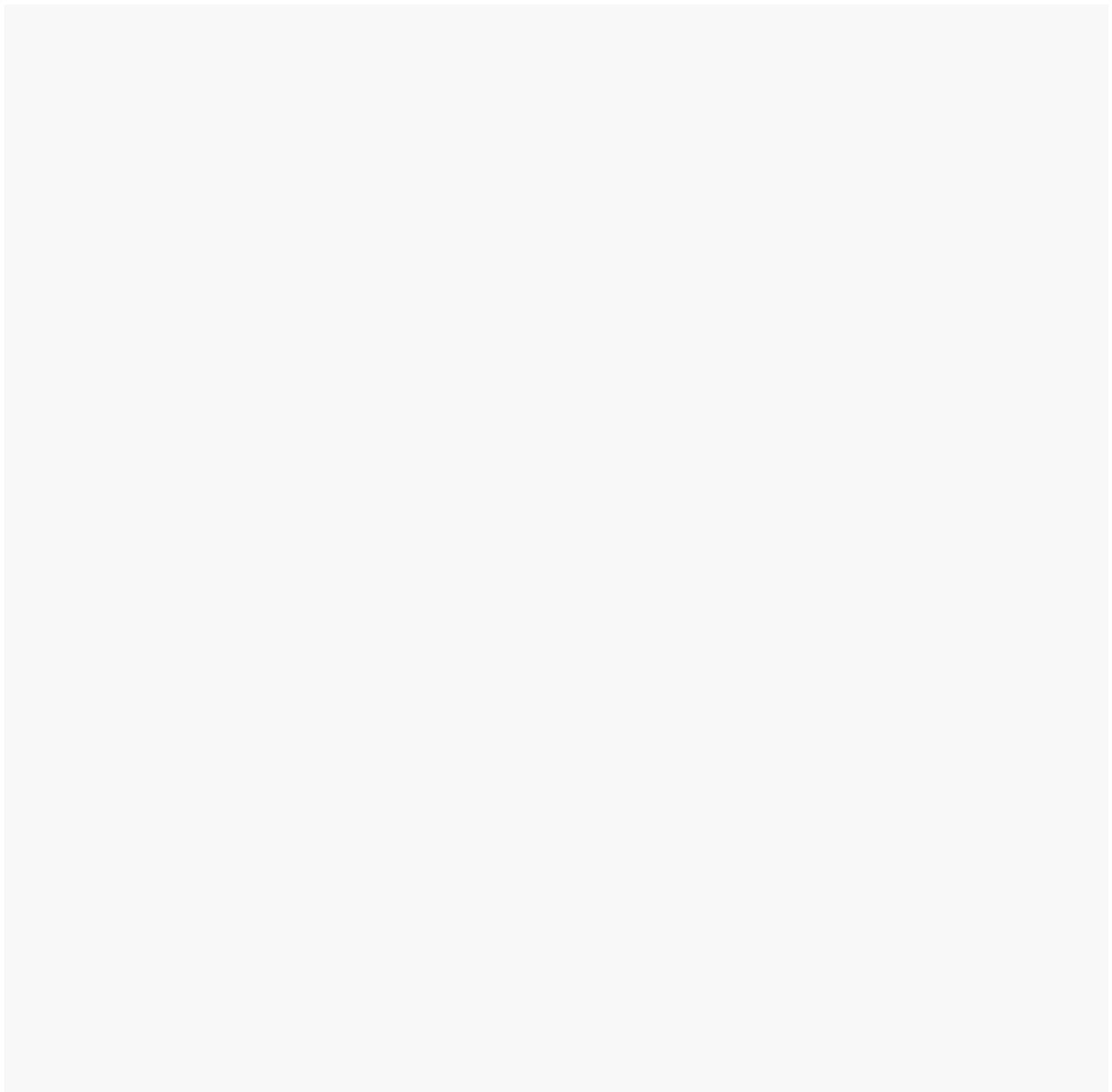
The 13 winners who emerged from the retailer's deliberations were chosen from a pool of 280 applicants.

While these winners were announced in the summer, Lane Crawford has chosen to feature these selected individuals more prominently in its holiday campaign.

The group is featured in a collage playfully posing next to traditional set pieces and props, such as a Christmas tree or gift boxes. In this campaign image, some model their own products.

From the main campaign page, consumers can click on a single person in the collage photo to find out more about them. This brings up a dedicated page for the entrepreneur, which includes text and imagery about their holiday plans and their giftable inventions.

Daniel Fang, the Dutch creator of high-end leash brand High5dogs, talks about his inspiration, his Tibetan Spaniel. For him, the holidays are about relaxing and cuddling with his wife and pooch.



#OurFamilyChristmas "My Christmas family is...anybody who supports rescue and shelter dogs." - High5Dogs
High5Dogs' leashing system allows dog owners to choose from four different ways to leash your dog. In turn, this idea grew into a collection of leashes including the shoulder leash and the leader leash. #lanecrawford #high5dogs
#dog #leash #accessories #pets

The brains behind streetwear brand MASS, Mass Luciano and Antoni d'Esterre Darby-Dowman, have moved far away from their original homes in Latin America and Europe, and so will be celebrating with their family of friends in Hong Kong instead.

Lane Crawford is letting consumers weigh in on their holiday plans with a GIF generator and social contest, titled "A GIF for a Gift." Housed on a microsite, the user is asked three questions about their expectations, such as who they anticipate spend the holiday with and what activities they are most excited for, and a short GIF is created.

For instance, a user could say they are planning to hang out with their best friend at a hot party while blowing their gift budget. This then creates a string of images showing selfies taken, a group boogying under disco balls and a store elevator filled with packages.



Lane Crawford holiday GIF

Those who participate can enter a drawing for a gift worth up to \$5,000. Five winners will be picked each week.

User selected content

Other brands have allowed consumers to customize pre-made content and make it their own. This guided form of user-generated content makes it easier for consumers to share their affinity for a brand.

Department store chain Bloomingdale's asked consumers to say anything with a user-generated content contest that solicits for text over photos.

Continuing its omnichannel efforts around its 100 Percent Bloomingdale's campaign, the retailer is hosting a mobile-only sweepstakes that centers on adding a creative touch to a word. This different approach to a social contest may give Bloomingdale's new insight into its audience, while spreading its visual campaign narrative through its followers ([see story](#)).

For the launch of its Angel Muse scent, Mugler created a Facebook application that looks to followers of the brand to share the things that they #HateToLove.

The app includes a number of options to pick from, increasing the chances of a consumer selecting something they truly #HateToLove. Options include partying, shoes, fragrance, candy and shopping, among others.

When a selection is made the image is repurposed with a filter that causes a colored distortion to appear, similar to a television screen without a sound network connection ([see story](#)).

"The GIFs is a wonderful way to engage young audiences," Mr. Gomez said. "With Snapchat, WeChat and Instagram, GIFs have exploded. They are fun, creative and engaging.

"It's a relatively inexpensive way to involve new and old customers to the brand and expose the Lane Crawford

name across social media."

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