

MARKETING

Top 10 luxury mobile marketing campaigns of 2016

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Image courtesy of Neiman Marcus

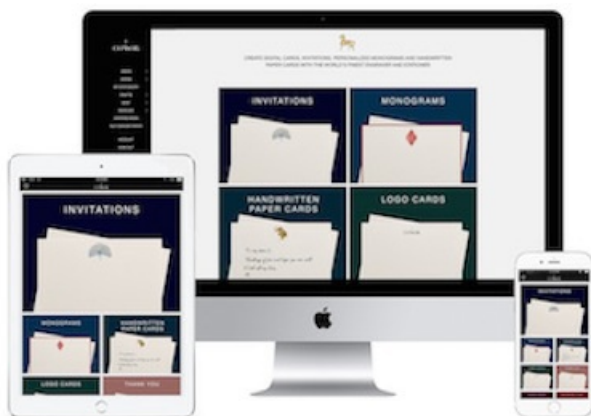
By BRIELLE JAEKEL

Mobile has become an extremely important avenue for luxury brands, and the more technology evolves, the more competition there is to build a truly innovative and luxurious digital experience.

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Applications, mobile Web and third party apps have led the way for brands to create inventive campaigns to connect with consumers. Interactive strategies and emojis also help build a strong relationship with fans and consumers.

Here are the top 10 mobile marketing campaigns of 2016, in alphabetical order:



Devices Connor app

Department store chain Barneys New York bridged traditional and digital correspondence through the launch of a digital stationery platform.

Barneys collaborated with New York-based engraved stationer Connor to design an application through which consumers can create, send and track custom cards and invitations on a phone, tablet or desktop computer. An additional partnership with Bond enabled these digital cards to feature a consumer's own handwriting, bringing a more personal touch to the messages.

Connor is exclusive to Barneys, making this joint venture a natural progression of the relationship.

Within the app, consumers can first choose a card for a selection of occasions, including Valentine's Day, Happy Birthday, Thank you and Barneys-specific designs. Each category contains a number of designs, including original photography, and consumers can even add their own touch by uploading a picture ([see story](#)).



Kenzo x H&M Emotikeno app

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

The Kenzo x H&M collection, designed jointly by Carol Lim and Humberto Leon, went on sale Nov. 3. The collection launch 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.

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 featured a cast of seven international ambassadors including supermodel Iman and Chance the Rapper wearing colorful animal print attire ([see story](#)).



Crème de la Mer

Estée Lauder Cos.' Crème de la Mer turned to Facebook Live to decode summer beauty with one of its newly appointed brand ambassadors, Patrick Ta.

Mr. Ta, a self-taught beauty expert discovered on Instagram, along with Hollywood veteran Kayleen McAdams and Parisian makeup artist Violette, were chosen as La Mer's first official brand ambassadors. Currently, La Mer only offers high-end skincare products, but a beauty line is on the way, hence linking with three beauty gurus ahead of the fall collection launch is a strategic move.

On June 30, the brand hosted a Facebook Live chat with Mr. Ta and Clyde Johnson, executive director of North American education, events and spa experience for La Mer. The 17-minute conversation focused on how to achieve beautiful summer skin and how consumers can recreate celebrity summer looks at home, as well as how La Mer products can be incorporated into everyday skincare routines ([see story](#)).



Promotional image for La Mer's Made for Pinterest effort

Estée Lauder Cos.' Crème de la Mer digitally recreated the word-of-mouth phenomenon that made its products cult favorites through a co-branded campaign.

La Mer's success built on verbal recommendations since its start, and social media has assisted in continuing the tradition, with consumers often turning to digital platforms to peer review products. The social inspiration board application Pinterest has emerged as the ideal platform for sharing favorite products and discovering new ones and has been recently outfitted with ecommerce capabilities.

Building off its word-of-mouth similarities, La Mer launched its first co-branded campaign with Pinterest. La Mer has been active on Pinterest, where it has shared its skincare knowledge and curated content specific to its brand and product lines, since 2015 ([see story](#)).



Michael Kors' Kendall II sunglasses

U.S. fashion label Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens.

Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II style. Luxury incorporated Snapchat into its marketing efforts to show candid behind-the-scenes footage of brand happenings, but promoted interactions on the social channel may resonate better with its millennial and Generation Z user base.

Michael Kors created the Snapchat filter to coincide with celebrations for National Sunglasses Day June 27 ([see story](#)).



Miu Music app

Prada's Miu Miu brought music and fashion together on mobile with the release of a new interactive application.

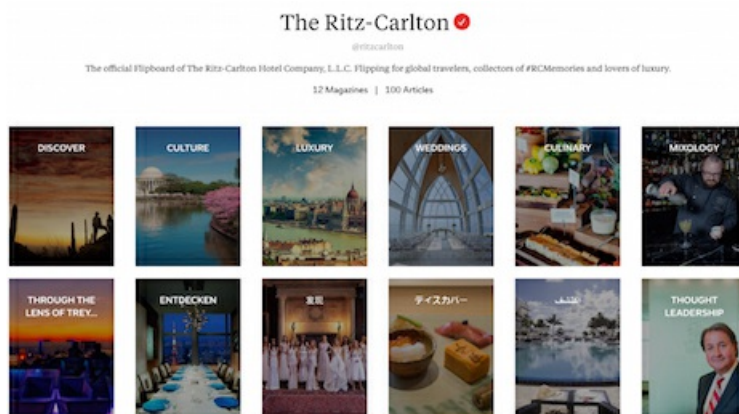
The Miu Music app lets consumers become the creator as they mix beats from DJ Frédéric Sanchez with animated moods featuring the label's latest collections. Music and fashion often go hand-in-hand, whether it is the runway soundtrack that illuminates a designer's vision or a creative partnership, and this app allows Miu Miu fans to create their own relationships between the two artistic outlets.

Miu Miu's app, which launched officially Feb. 22, is available for free for Apple, Android and Windows devices ([see story](#)).

Department store chain Neiman Marcus eased eyewear purchases by enhancing its digital touchpoints through the placement of at-counter Memory Mirrors.

To implement its latest in-store technology, Neiman Marcus partnered with MemoMi, the developer of Memory Mirror, a digital solution that has strengthened in-store trials. As consumer demand for omnichannel experiences has grown, retailers have been adapting the in-store model to tie together physical retail with digital touchpoints that bolster quality and service.

Neiman Marcus introduced MemoMi's Memory Mirrors outside its dressing rooms in select department stores in 2015 ([see story](#)).



Ritz-Carlton Flipboard

The Ritz-Carlton Hotel Company provided its enthusiasts with a one-stop shop online by establishing itself on Flipboard.

The social magazine site is Ritz-Carlton's addition to its social media portfolio and features 12 different branded magazines covering a range of topics. Social media serves as the primary liaison between consumers and online content, so venturing to new platforms and finding new ways to package material will grant a brand more visibility.

Flipboard is a social media platform in which users collect articles, images and other content from other social platforms to form magazines, which users can follow or share on their own flipboards. Magazines can be as broad or specific as the user wants, and there is no limit to how many magazines users can form ([see story](#)).



Shiseido's Rouge Rouge lipstick collection

Japanese beauty brand Shiseido puckered up to a younger consumer demographic via a connected digital experience.

In an effort to get “up close and personal” to millennial and Generation Z consumers, Shiseido developed the “Rouge Rouge Kiss Me” concept. The effort, built around the brand’s Rouge Rouge lipstick line, was Shiseido’s first interactive digital campaign and was developed with Tokyo-based creatives teamLab and its talent collective including CGI animators, engineers, mathematicians, architects, editors, programmers and graphic designers.

Shiseido’s Rouge Rouge Kiss Me effort was housed on a dedicated mobile Web site. Choosing mobile as the catalyst for the effort allowed Shiseido to easily reach younger consumers who are proficient at using digital and social media ([see story](#)).



Versace emoji app

Italian fashion house Versace let consumers put their own touch on some of its most well-known codes with a new Emoji mobile application.

Released in time for Valentine’s Day, Versace’s app passed the creative baton to the user, allowing them to combine existing photos, backgrounds, stickers, drawings and text to create a photo shareable on Instagram. With the romantic holiday around the corner, the label looked at this app as an opportunity for its consumers to share their affection in Versace style.

Versace’s app is free to download for both iOS and Android devices. When the app opens, consumers are met with a blank canvas for their design. The label says it intended to inspire “self-expression and individuality,” both of which are central to the house ([see story](#)).