

RETAIL

Lane Crawford encourages mindfulness, balance through influencer advice

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Promotional image for Lane Crawford's Let's Live Better campaign

By SARAH JONES

Chinese department store chain Lane Crawford is assisting consumers in the pursuit of a happier, healthier lifestyle through a multichannel campaign.

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The retailer's "Let's Live Better" effort aims to promote both physical and emotional well-being through curated products and an assortment of suggestions from influencers. Lane Crawford's campaign reflects the intensifying interest in wellness, extending the retailer's role beyond the commercial to become a coach for self improvement.

"Modern living is multi-dimensional, enforced with pressure for us to attain greater levels of achievement and betterment," said Joanna Gunn, chief brand officer, **Lane Crawford**. "We would like to encourage our customers to put themselves first, so that they can enjoy life, and pursue a happier and healthier life.

"Living better starts when you feel happy," she said. "When you are happy, you make better decisions and eventually better things will happen. You'd be surprised how much things can change when you know you're making the right decision."

Me time

Lane Crawford's campaign hits on various aspects of elevated living, including fashion, fitness, beauty and dcor upgrades.

Helping consumers get active in style, the retailer has pulled together an edit of activewear and athleisure. This includes the Shanghai-based Particle Fever, the winner of its scouting competition The Next New 2016, as well as the recently launched Athletic Propulsion Labs and the menswear Sohant, new to Lane Crawford.

Lane Crawford is also helping consumers form a foundation wardrobe of loungewear and basics from the likes of The Row, Theory, T by Alexander Wang and Orlebar Brown.

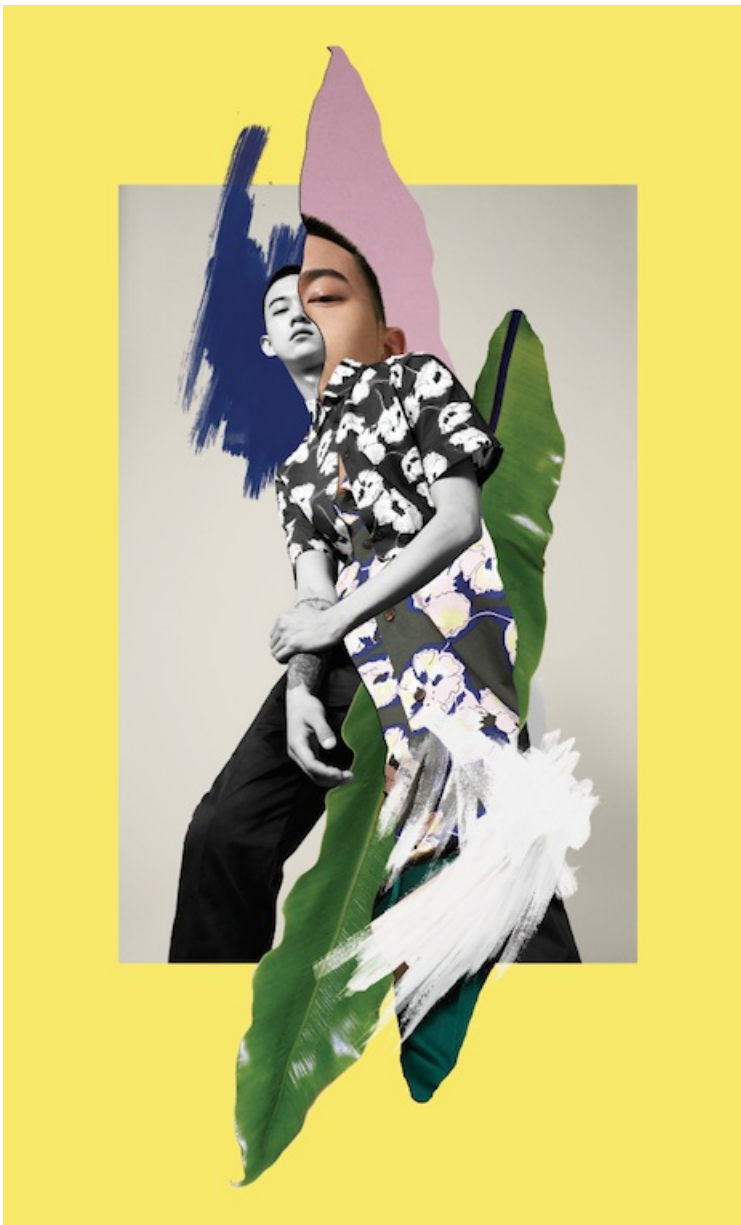


Image from Lane Crawford's Let's Live Better campaign

Promoting relaxation at home, Lane Crawford is taking inspiration from Scandinavia's cozy designs and the Danish concept of Hygge, meaning comfort and solace. Featured labels include furniture brands Ferm Living and Broste Copenhagen and Design House Stockholm and Stelton for the kitchen.

Taking beauty more than skin deep, Lane Crawford is featuring supplements from The Beauty Chef. The campaign also spotlights organic and natural beauty products from Edible Beauty and Vanessa Megan.

For personalized solutions, Codage's customized beauty products address an individual's concerns, drawing inspiration from French pharmacies.

As part of this initiative, Lane Crawford is also bringing Brooklyn-cool to Hong Kong through a collaborative pop-up shop with Kinfolk. Based in the Williamsburg section of Brooklyn, NY, Kinfolk is a boutique, nightclub and coffee shop all-in-one, with a cult following among locals ([see story](#)).



Promotional image for Lane Crawford's Kinfolk pop-up

Lane Crawford's initiative continues on its Web site, where it explores living better through the lens of five influencers. Each of these personalities is profiled in a short article and video, in which they tackle topics such as positivity and balance.

Model and XYZ fitness instructor Angie Ng opens up about her battles with eating disorders growing up, which led her to change her goal from being skinny to having energy.

New York-based fitness instructor Johnny Tieu's participation in a race in college forced him to rethink fitness, and made him change from his original career of finance. He shows Lane Crawford visitors some workout moves in a short video, allowing consumers to challenge themselves.

Solong Zhang talks about passion and enjoyment, something the Hong Kong resident found in dance. He urges readers to follow their dreams.

Also talking about career moves is Ricky Cheuk, who is a former international rugby player turned chef. After finding himself frustrated with finance, he turned his passion for food into a Thai health food bar and coffee shop.

Touching on kindness is Kate Jones, the co-founder of Hong Kong-based get.give, a gifting line of eco-friendly products designed to help recipients get organized. She shares some of her top decluttering tips.

Let's Live Better with Lane Crawford

Online, Lane Crawford also offers interactive activities, such as a digital coloring book and quizzes that determine which fitness gadget or product edit are right for the individual.

Selling ideas

Last year, Lane Crawford helped consumers get closer to their fitness and wellness goals with the launch of an athleisure shopping destination.

The year-long "The Fit Room: Fit for Modern Living" kicked off with a series of in-store events and a social influencer series of tips for a fit lifestyle. Through this, Lane Crawford can become consumers' go-to guru for exercise gear and guidance ([see story](#)).

Along with selling merchandise, retailers are increasingly using their position in consumers' lives to deliver advice that goes beyond the commercial.

Retailers such as Nordstrom and Barneys New York motivated consumers to keep their New Year's resolutions intact through features supporting a healthy lifestyle.

Consumers often put their mind to healthy eating, fitness and self-love at the start of a new year, but soon drop the ball and return to their regular habits. Messages of encouragement, recommendations and tips are easy ways for retailers to connect with consumers on a personal level beyond a point of sale, and even inspire consumers to keep up with their resolutions ([see story](#)).

"Through our 'Let's Live Better' edit of the best new brands and products designed to help customers live every moment more mindfully, we look to inspire customers to make time for themselves, indulge in passions and get

moving," Ms. Gunn said. "We have also invited a line-up of brands, experts and influencers across fashion, lifestyle and beauty and wellbeing to share how they live better.

"Through these stories, we will create experiences that will help enrich people's way of living."

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