

MARKETING

## Top 10 multichannel efforts of Q1

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*Sotheby's Masters of Surrealism exhibit, photo by Ian Gavan*

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Digital technology is helping create a seamless experience for consumers across all platforms, and luxury marketers are increasingly coming up with new and unique methods of bridging that gap.

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Bricks-and-mortar shopping has become streamlined through digital platforms that can help consumers accomplish whatever they would like as well as better predict products that individuals might be interested in. Mobile and digital have also brought consumers further into brands' worlds by making campaigns multilayered and interactive.

Here are the top 10 multichannel efforts of the third quarter, in alphabetical order:



LMVH-owned jeweler Chaumet spotlighted the brand's history as well as nurtured a new generation of design talent by highlighting the work of design students.

The video series follows students from Central Saint Martins at the University of the Arts London as they compete to design a "21st century tiara" for the brand. The designs are narrowed down to the top eight, from which the winner was chosen ([see story](#)).



*Image courtesy of de Grisogono*

Swiss jeweler de Grisogono put together an interactive guide to St. Moritz for the ultimate alpine get-together experience.

Each winter season, de Grisogono celebrates its Swiss heritage by heading to the Alps during prime ski conditions. At the center of its Swiss Alps-themed venture is de Grisogono's Black Book, a print travel guide dedicated to a location particularly popular for winter activities such as apres ski ([see story](#)).



*John Hardy's latest Modern Chain collection*

Jeweler John Hardy is creating a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

John Hardy has entered a partnership with ecommerce mobile application [Hero](#), which allows online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy is rolling out integration with the app to a number of its stores around the United States ([see story](#)).



*Loc Prigent at Le Bon March*

LVMH-owned department store Le Bon March Rive Gauche put a spotlight on its customers and Parisian culture by preserving overheard moments.

Documentary filmmaker Loc Prigent observed conversations that transpired within the retailer's store and curated a

series of quotes for an in-store exhibit titled "Heard at Le Bon March." This lighthearted project brings the atmosphere and characters found within the retailer's walls to life in an authentic way ([see story](#)).



*Lena Peminova for Longchamp*

French fashion label Longchamp will open a new Moscow flagship in the Red Square, signaling Russia's luxury resurgence.

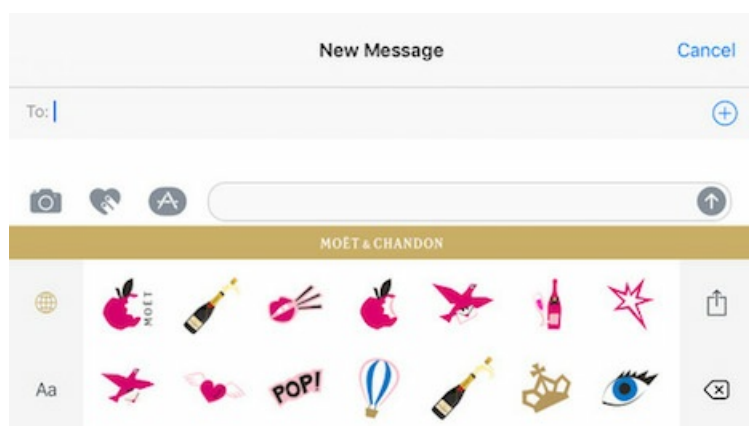
In 2017, Longchamp plans to open four new flagship stores and has created an Instagram campaign, themed as if it were a travel diary, to mark each opening. The #CollectingParisianMemories effort will help Longchamp share its brand happenings in an interesting format that will tell about its new boutique as well as the store location's link to Paris ([see story](#)).



*Image courtesy of Marc Jacobs*

U.S. fashion label Marc Jacobs' phone lines are open and consumers are encouraged to dial-in to make all their dreams come true.

For Valentine's Day, Marc Jacobs filmed a collection of vignettes that echo the sex hotline infomercials prevalent during late night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach may have been a welcomed difference for consumers looking for gift suggestions ([see story](#)).



*Mot & Chandon emojis for Apple devices*



LVMH's Mot & Chandon communicated with ros lovers through fun and flirtatious emoji stickers and customizable bottles for Valentine's Day.

February marked the official beginning of ros season, and with Valentine's Day situated within its midst, Mot & Chandon targeted consumers headed for a romantic evening or a "Galentine's Day" fete among friends. While Mot & Chandon's often markets how sparkling wines are not only for New Year's Eve celebrations, Valentine's Day is one of the category's primary times of year ([see story](#)).

Auctioneer Sotheby's brought surrealist masterpieces to life by using virtual reality, further demonstrating technology's place in the art world.

Sotheby's created a 360-degree virtual reality film, viewable on YouTube and heightened through Google Cardboard, that brought viewers within the surrealist paintings included in its March 1 auction in London. Sotheby's Surrealist Art Evening Sale was held at 8 p.m. GMT/3 p.m. EST, wrapping up its Masters of Surrealism exhibit at the auction house's New Bond Street galleries ([see story](#)).



*Henry T. Segerstrom*

Shopping center South Coast Plaza is delving into its history through events and exhibits as it marks a half-century in business.

The Costa Mesa, CA mall is celebrating its 50th anniversary with a series of marketing initiatives, including a book and special merchandise collections. As its milestone year kicks off, South Coast Plaza also had its moment on film, as a documentary about its founder Henry T. Segerstrom debuted on public television in New York ([see story](#)).



*Image courtesy of Zegna*

Italian menswear house Ermenegildo Zegna connected the dots between ecommerce browsing and in-store purchases with a new service.

The label is now giving consumers the option to reserve pieces that catch their eye online at a store near them, easing the dressing room experience. While luxury shoppers are becoming increasingly comfortable converting online, this feature will allow consumers to easily try before they buy, leading to expedited bricks-and-mortar trips and more confident purchases ([see story](#)).

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