

RETAIL

Lane Crawford brings South Beach flavor to Hong Kong

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Lane Crawford's Miami Fever maze game

By BRIELLE JAEKEL

Chinese department store chain Lane Crawford is exhibiting its position as an authority in worldwide fashion with a Miami boutique collaboration that shares an interactive element.

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Lane Crawford is bringing Southern Florida to China with pop-up shops inspired by Floridian style, created in part with Miami-based boutique The Webster. In addition to the specially curated products, Lane Crawford has designed an online game that resembles Pac Man to celebrate the launch.

"The Lane Crawford customer is constantly looking for newness so we are very excited to collaborate with The Webster to create a unique experience for Hong Kong and China," said Andrew Keith, president at Lane Crawford.

Miami to Hong Kong

Fans can play Lane Crawford's online game to compete for a chance to win free products from the collaboration.

Stores in Hong Kong, China and online will feature more than 70 looks that represent Miami fashion.



Lane Crawford sells Miami-themed products

Brands such as Courreges, Gul Hurgel, Olympia Le Tan, Paco Rabanne, RetroSuperFuture and Saint James will be some of the new inventory Lane Crawford will be adding. More than 20 brands will be featured in the Miami-themed pop up.

The campaign will be tapping beauty, fashion and lifestyle influencers to make a large social impact for the limited edition collection.

Lane Crawford and The Webster pop-up shops will begin April 26.

In-stores, Lane Crawford will be installing tropical art deco-inspired beach club decor to embody a Miami feel. Adornments include neon signs, straw beach huts, oversized, brightly colored palm trees and inflatable flamingos.

The Webster founder Laure Hriard-Dubreui will be hosting two cocktail events to celebrate the collaboration. Lane Crawford ifc mall will host an event on May 10 and Lane Crawford Shanghai Times Square will on May 12.

Swimwear, inflatables, beach towels and chairs are some of the items that will be featured in the Lane Crawford pop-up shops.



Lane Crawford's Miami Fever window display

Miami Fever, the game created by Lane Crawford, requires users to speed through a maze that resembles a Pac Man board. The goal is to make it from "Miami" to "Hong Kong" while collecting items along the way.

Each week the highest scoring player will win an exclusive Miami Fever product prize.

The Webster and Lane Crawford

The Webster has been expanding beyond its Floridian roots and recently added a new boutique in Houston.

The Webster operates three boutiques in Florida but has left its home state to open a 5,000-square-foot, freestanding storefront at The Galleria shopping center in Houston. The Webster's Houston store is referred to as the "Jewel Box," as it incorporates design aspects inspired by its Miami and Bal Harbour, FL locations ([see more](#)).

Lane Crawford has been leveraging omnichannel campaigns similar to Miami Fever for a substantial amount of time. For instance, the retailer also recently assisted consumers in the pursuit of a happier, healthier lifestyle through a multichannel campaign.

The retailer's "Let's Live Better" effort aimed 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 ([see more](#)).

"We'll be recreating the dynamic energy of South Beach in a specially designed Miami-inspired pop-up in store and online, where customers will also be able to discover a specially curated edit of worldwide exclusive products," Mr. Keith said.