

APPAREL AND ACCESSORIES

Vogue to broadcast Met Gala red carpet via Facebook Live exclusive

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Comme des Garons as seen in Numero Magazine

By STAFF REPORTS

Cond Nast-owned Vogue will be on-site for the first Monday in May to provide its readership with live coverage of the annual Met Gala.

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This year's Met Gala: The Art of the In-Between will be held on the evening of Monday, May 1 and is a celebration of Japanese designer Rei Kawakubo, founder of Comme des Garons. Ms. Kawakubo will be the first living designer as the subject of the exhibition since Yves Saint Laurent in 1983.

Global gala

The Met Gala is held at New York's Metropolitan Museum of Art and is organized by the museum's Costume Institute. Each year a different topic or designer is selected as the gala's theme and is then explored through an exhibition.

For the 2017 Met Gala, Ms. Kawakubo will serve as honorary chair alongside singer Katy Perry, Comme des Garons fragrance collaborator and music producer Pharrell Williams and Anna Wintour, editor in chief of American Vogue.

The exhibit dedicated to Ms. Kawakubo at the MET will open its doors May 4 ([see story](#)).

Vogue's coverage of this year's Met Gala will be facilitated by Facebook Live, a first for the event. The Met Gala's star-studded red carpet features both designer fashions and creative interpretations of each year's theme.



Comme des Garons as seen in AnOther Magazine

The Cond Nast fashion title will use Facebook Live's 360-degree video capabilities to bring the red carpet to its far-reaching online audience. LVMH-owned Champagne brand Mot & Chandon serves as the Met Gala's celebratory sponsor.

Vogue's live 360-degree broadcast experience will be the only way fashion lovers will be able to watch the arrivals live from the Met Gala's red carpet. By having the live exclusive, it is likely that Vogue will have more than its average viewership on May 1.

The 360-degree live broadcast from the Met Gala red carpet begins at 7 p.m. ET and will be viewable globally by visiting Vogue's Facebook page until 8 p.m. ET.

"Experiences in 360 can have a transcendent quality to them, an in-between, a recognition of two realities," said Megan Summers, global head of production at Facebook Creative Shop in a statement.

"By bringing Live 360 to this year's event, it invites a sense of immediacy and community for Facebook viewers that not only builds beautifully upon this year's theme 'Art of the In-Between,' but acknowledges the desire of fans to be there and experience one of the most prestigious nights in fashion," she said. "We're excited to show how Facebook Live and 360 can reimagine the red-carpet experience."

Social and mass media has allowed the invite-only Met Gala to become a more democratic affair. For example, in 2015 television network E! Broadcasted live as stars and designers walked the red carpet and Instagram compiled event posts via dedicated video channel ([see story](#)).