MARKETING

Top 10 luxury mobile moments of Q2 2017

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Sephora Virtual Artist Looks. Image courtesy of Sephora

By DANNY PARISI

Mobile has become a ubiquitous part of consumers' lives and in the marketing departments of luxury brands around the world.

The second quarter of 2017 has seen a number of luxury brands debuting new solutions and campaigns centered on the mobile channel. From chatbots to augmented reality to mobile games, luxury brands are set on using mobile to reach consumers in new ways.

Here are the top 10 mobile moments of the second quarter, in alphabetical order:

Bang & Olufsen is working with Apple on audio. Image credit: Bang & Olufsen

Danish consumer electronics maker Bang & Olufsen is partnering with Apple to simplify multi-room audio.

In Apple's upcoming iOS 11, announced during its Worldwide Developers Conference on June 5, the tech company's Home Kit that controls functions such as door locks and lighting will gain compatibility with speakers. Bang & Olufsen is one of the launch partners, allowing Apple users to take advantage of the new feature with their speakers (see story).

Coldwell Banker's Home of the Week

Coldwell Banker Real Estate is looking to innovate how consumers search for potential properties by powering a new feature on Amazon's Alexa.

Amazon Echo owners will now be able to ask the device's operating system, Alexa, for the top listing of the week from Coldwell Banker through voice control. The partnership will also bring the Echo Dot into the real estate firm's Smart Home Staging Kit (see story).
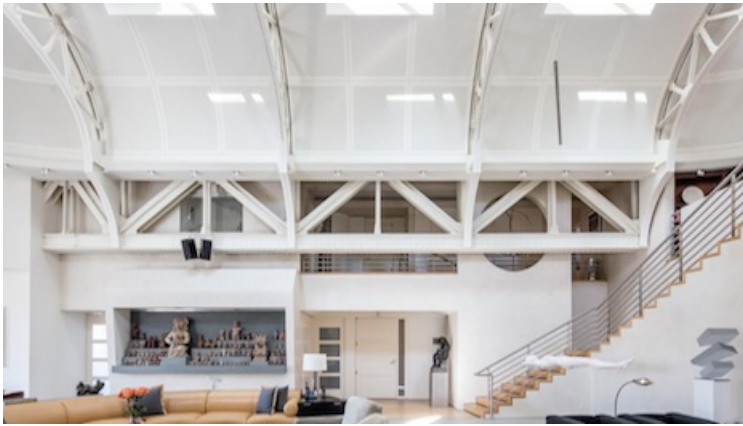
A Douglas Elliman's property in New York. Image courtesy of Douglas Elliman

Real estate firm Douglas Elliman is putting more control in the hands of its realtors as well as customers with a heightened mobile presence.

A third mobile application has been released for Android and iPhone that allows Douglas Elliman realtors their own branding. Interested consumers will be able to browse a variety listings on the app while associates will be able to customize their own apps for customers to use as well (see story).

Este Lauder's Pure Color Love lipstick. Image credit: Este Lauder

Beauty marketer Este Lauder is wielding the pull of digital and bricks-and-mortar presence in an interactive campaign for its latest lip product.

The makeup brand is interacting with beauty fans through a multitude of platforms in an attempt to tout its new Pure Color Love Lipstick range. Through a partnership with augmented reality makeup application YouCam, Este Lauder

is allowing users to try on its product and win a contest (see story).

Lancme's #MiracleontheMove campaign

Beauty marketer Lancme has been able to garner a 17 percent increase in conversions on the mobile Web, thanks to an accelerated mobile page program.

The luxury beauty manufacturer is now seeing more traffic via mobile Web than through desktop after it launched its Progressive Web App. Lancme has seen a 53 percent spike in mobile sessions on Apple mobile devices as well as an 8 percent increase in cart abandonment recovery through push notifications (see story).
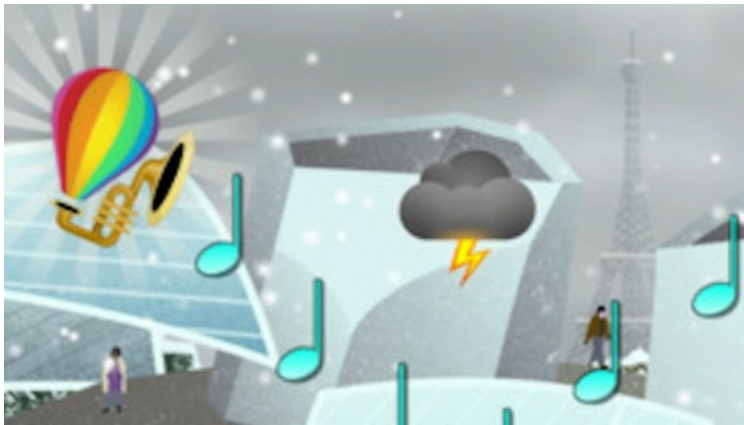
Lucky Vibes is played in the sky above Fondation Louis Vuitton; Image credit: LVMH

Luxury goods conglomerate LVMH is seeing who rules the Parisian skies in a gamification effort tied to its Fondation Louis Vuitton.

Working with London-based culture tech studio, Amphio, Fondation Louis Vuitton has launched the "Lucky Vibes" game for Apple iOS devices. Amphio's mission statement is to reimagine what is possible in today's digital world, an objective that is currently at the forefront of business, even for those in the luxury space (see story).

The St. Regis in Maldives will be one of the locations to receive this new tech. Image Source: Marriott International

Members of Marriott International's loyalty program will now be able to check in to a large number of hotels through a mobile application, streamlining the check-in process for the hotelier's preferred customers.

The new mobile check-in feature will be available for every customer who is a member of the Starwood Preferred

Guest program. Global rollout of this new mobile feature is expected to wrap up around the end of 2017 (see story).

Sephora customers are now treated to a host of personalized features. Image credit: Sephora

Beauty retailer Sephora is helping consumers achieve their desired beauty look with help from artificial intelligence and augmented reality.

The color matching feature on the Sephora Virtual Artist bot for Facebook Messenger has been extended to Sephora's mobile applications for iOS and Android, allowing consumers to find and try on product shades that correspond to hues in images. The retailer's updates also include the expansion of its try-on feature to cheek color cosmetics for the first time (see story).
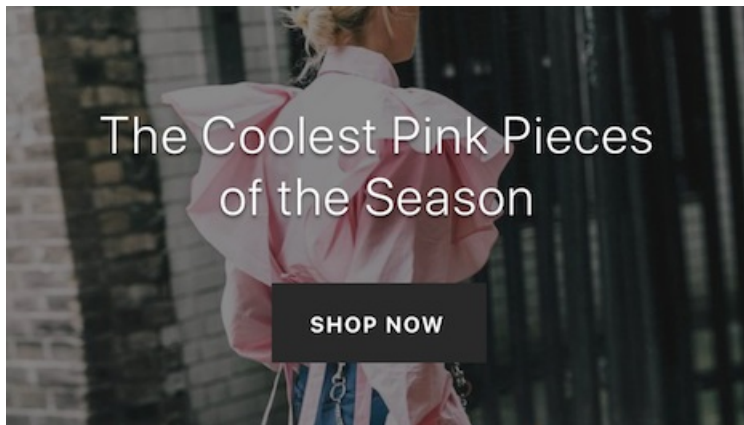
Who What Wear home page for its retail app. Image credit: Who What Wear

Online ecommerce publisher Who What Wear is taking its fashion expertise to handheld devices with a new mobile application.

The online publication will bring its magazine-like content to the small screen with a new app designed for performance. Users will able to shop seamlessly within content without having to worry about entering coupon codes for a frictionless experience (see story).
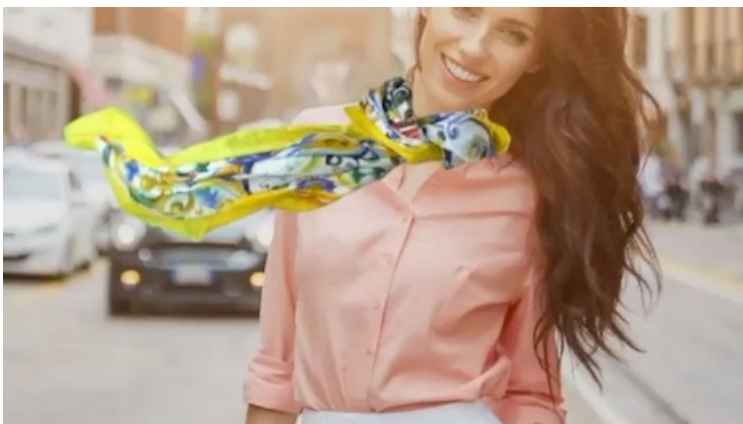
A Dolce & Gabbana scarf sold by Yoox, as seen in augmented reality. Image credit: Yoox

Online retailer Yoox is taking shoppable selfies with the help of augmented reality.

Yoox has partnered with augmented reality application Lumyer to animate its followers' selfies. Applicable for both photos and videos, the Lumyer app adds unique effects through the use of lenses, similar to the interactive filters available on Snapchat (see story).