

MEDIA/PUBLISHING

Vogue provides insider access in 360-degree supermodel series

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Kendall Jenner for Vogue's "Supermodel Closets." Image credit: Caleb Adams for Vogue

By SARAH JONES

Cond Nast-owned Vogue magazine is leveraging virtual reality technology to give consumers an immersive tour of some of the fashion industry's most coveted wardrobes.

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Together with Google's Daydream virtual reality platform, Cond Nast Entertainment and Vogue are sneaking a peek into a handful of supermodels' closets in 360-degree films. Publications, including Vogue, are increasingly leveraging digital media to provide content that extends their brands further than the page.

"The idea was to bring people somewhere they wouldn't ordinarily be able to go with virtual reality, and of course have the chance to stand next to Vogue's supermodels and hear the stories behind their favorite clothes and accessories," said Liz Markman, spokesperson for [Google](#).

Closet confidential

Vogue's "Supermodel Closets" series kicked off with It girl Kendall Jenner. The member of the Kardashian clan shares personal anecdotes as she takes viewers through a number of her favorite items.

For instance, two of the garments she chooses to feature are the matching Christmas pajamas that she and her family wore in different years. She also points out boots that her brother-in-law Kanye West gifted her, which she says are a favorite.

While rummaging through her racks of clothes, the model also begins to try on some of her favorite pieces, accessorizing her look with thigh-high boots from Manolo x Vetements or an oversize blazer.



Behind-the-scenes of Vogue's Supermodel Closets shoot. Image credit: Caleb Adams for Vogue

While Ms. Jenner is showcasing her favorite items, the 360-degree format enables consumers to change their vantage point to look at her entire wardrobe, rather than having to stay with a set camera angle.

In just a day, the video amassed more than 1.5 million views on Vogue's YouTube channel.

Vogue / Kendall Jenner Takes You on a 360 Tour of Her Closet / Supermodel Closets

Following the feature on Ms. Jenner, there will be four more episodes taking consumers inside of model closets.

This series, which uses Google's VR solution Jump, is one of the first to be filmed with Yi Halo cameras, allowing consumers to look in all directions, including up. The camera also allowed the producers to fit into tight spaces in the closets.

"As a leader in digital video, Cond Nast Entertainment is about exploring emerging platforms and pushing the boundaries of entertainment," said Teal Newland, senior vice president, marketing, distribution, and new platforms, Cond Nast Entertainment, in a statement.

"We are thrilled to be one of the first partners to work with Daydream on an exclusive VR series for YouTube," "Vogue's 125th anniversary coupled with the September Issue is the perfect opportunity to explore the closets, personal stories and fabulous fashion of some of the world's most famous supermodels."

Mobile media

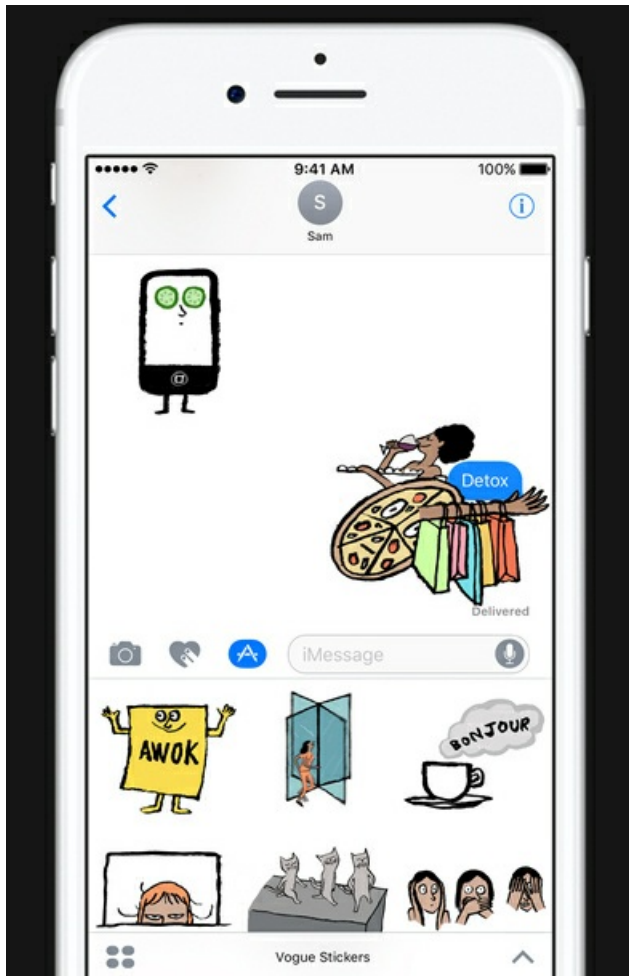
This series comes as Vogue is celebrating a milestone 125 years in print.

Among the celebrations for the anniversary are limited-edition designs from Rodarte, Proenza Schouler and Marni ([see story](#)).

Ushering the publication further into the digital era, Vogue has launched a number of initiatives aimed at engaging audiences on mobile.

Vogue debuted a Snapchat Discover channel during New York Fashion Week this February, using the platform to share unique content ([see story](#)).

As of Aug. 15, the magazine has also translated its brand into stickers for Apple's iMessage keyboard. The 24 stickers illustrated by Jean Jullien depict tapping stilettos and a literal catwalk of felines.



Screenshot of Vogue magazine stickers. Image credit: Vogue

Print publishing is finding technology to be an ally in broadening the impact of its editions.

Fellow Cond Nast title W magazine demonstrated the potential augmented reality has for the print industry with a September cover that speaks to the reader.

W magazine's September edition, featuring singer Katy Perry, is brought to life through an augmented reality effort that enhances the reader's experience via interactive features. The fashion and beauty sector, as well as the retail, travel and automotive industries, have all benefitted from applying augmented reality to campaigns as a way heighten the effect of an initiative, thus increasing the chances of making an impression on today's consumer ([see story](#)).

"In virtual reality you get the chance to really feel transported, like you're somewhere else," Ms. Markman said. "Experiencing the video with Google Cardboard or Daydream brings you so much closer."