

MARKETING

New York Fashion Week festivities draw participation from inside, outside industry

September 8, 2017



Jonathan Simkhai's spring/summer 2017 show during NYFW. Image credit: NYFW

By SARAH JONES

With New York Fashion Week now in full swing, luxury brands beyond the fashion industry are looking to get in on the action.

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From an automaker offering consumers the chance to strike a pose to refashioned Champagne bottles, marketers are aligning their brands with the spectacle unfolding on the runway and around the city. Whether or not they actually market fashion products, those who link up with the week-long affair are given a chance to leverage some of the buzz surrounding the latest designs.

"Brands want to be able to tap into the fashion industry to show that their brand exists beyond the category that they are in," said Kimmie Smith, fashion Stylist and co-founder/style director of [Athleisure Mag](#), New York. "By connecting with fashion, it showcases a coolness that is easily embraced by their current customer as well as one that they would like to tap into."

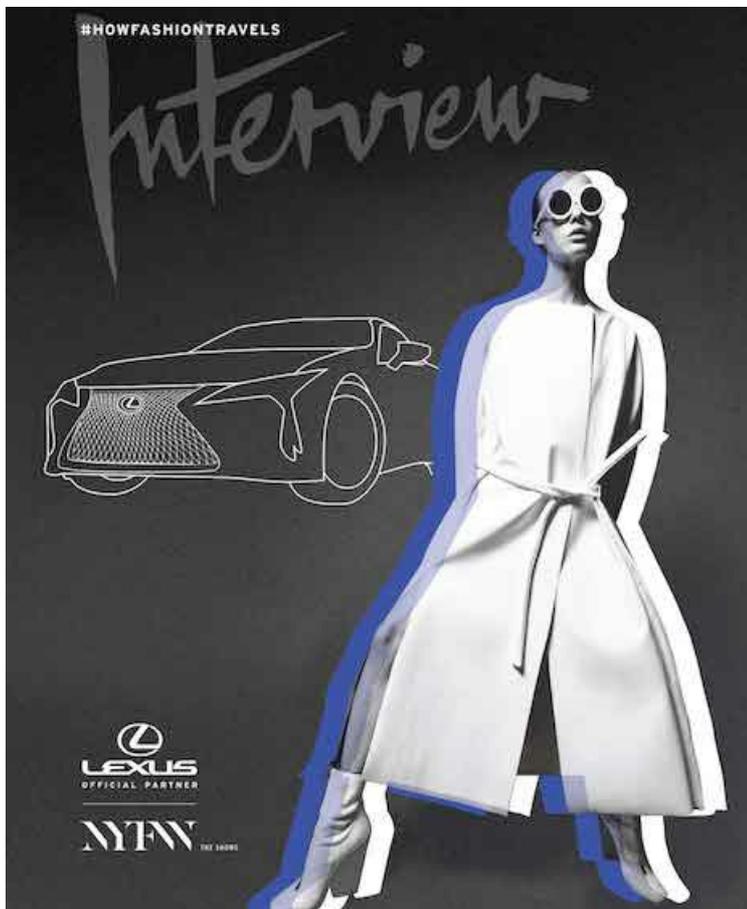
"Regardless of what brand a luxury product ties into - it steps up the brand and shows that the luxury item is attainable," she said. "People remember the partnership and think about personally embracing the brand or to seek out ways to customize it to make it their own."

Fashion focus

Toyota Corp.'s Lexus, which has been a lead partner of New York Fashion Week since the shows in September 2015, is returning to its role as official automotive sponsor of the event.

As in past years, Lexus' participation goes beyond brand name placement. The automaker will be providing a fleet of about 100 vehicles to shuttle fashion show goers between venues.

For the [#HowFashionTravels](#) campaign during the spring/summer 2018 shows, Lexus is also teaming up with Interview magazine to offer consumers the chance at their 15 minutes of fame.



Lexus' #HowFashionTravels campaign will see consumers

On Sept. 8-9 from 11 a.m. to 6 p.m., visitors to the experience at 459 West 14th Street can get a taste of modeling as they pose for photographer and Interview editorial director Fabien Baron against a backdrop by Stefan Beckman that is inspired by Lexus' LC 500.

On Sept. 7, "Lexus: Set in Motion" kicked off with a photo shoot featuring influential models including Hari Nef and Jasmine Sanders. The photographs taken against the installation will be featured in a spread in Interview's December/January Art issue.

In previous years, Lexus has outfitted cars based on runway looks and has set up an installation in Grand Central Station ([see story](#)).

"The automotive and fashion industries have many commonalities," said Greg Kitzens, general manger, Lexus marketing, New York. "For Lexus as in fashion, there is a mutual appreciation for luxury, craftsmanship, design and attention to detail.

"Through Lexus' sponsorship of NYFW, we are able to not only reach some of the most influential people in the world with our #HowFashionTravels campaign, but also have them directly interact with our products through our VIP concierge car service," he said.

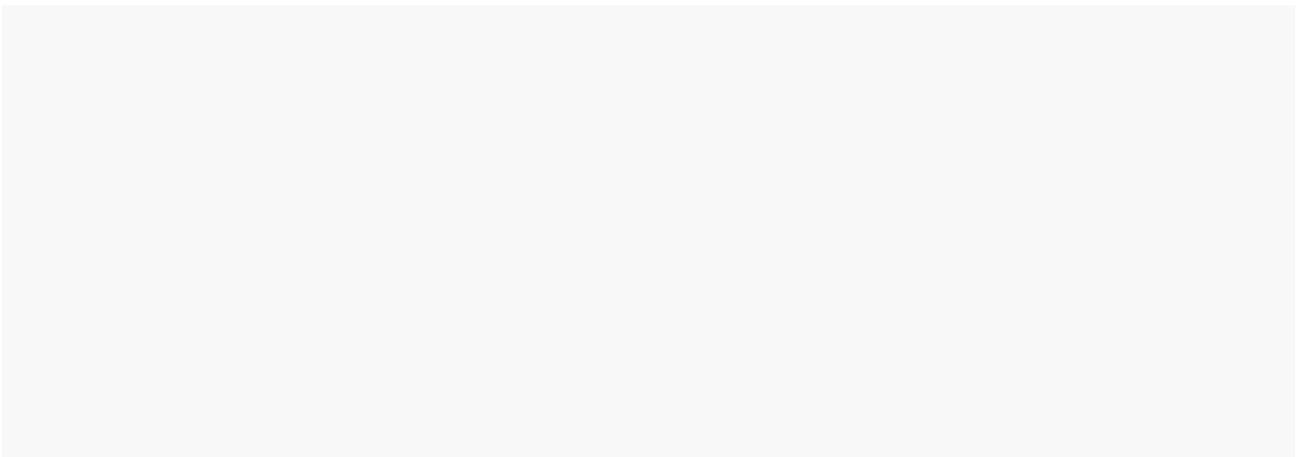
Champagne house Mot & Chandon is also leveraging the fashion week buzz through the launch of three limited-edition bottles of its Mot Nectar Imprial Ros designed in collaboration with New York-based label Public School.

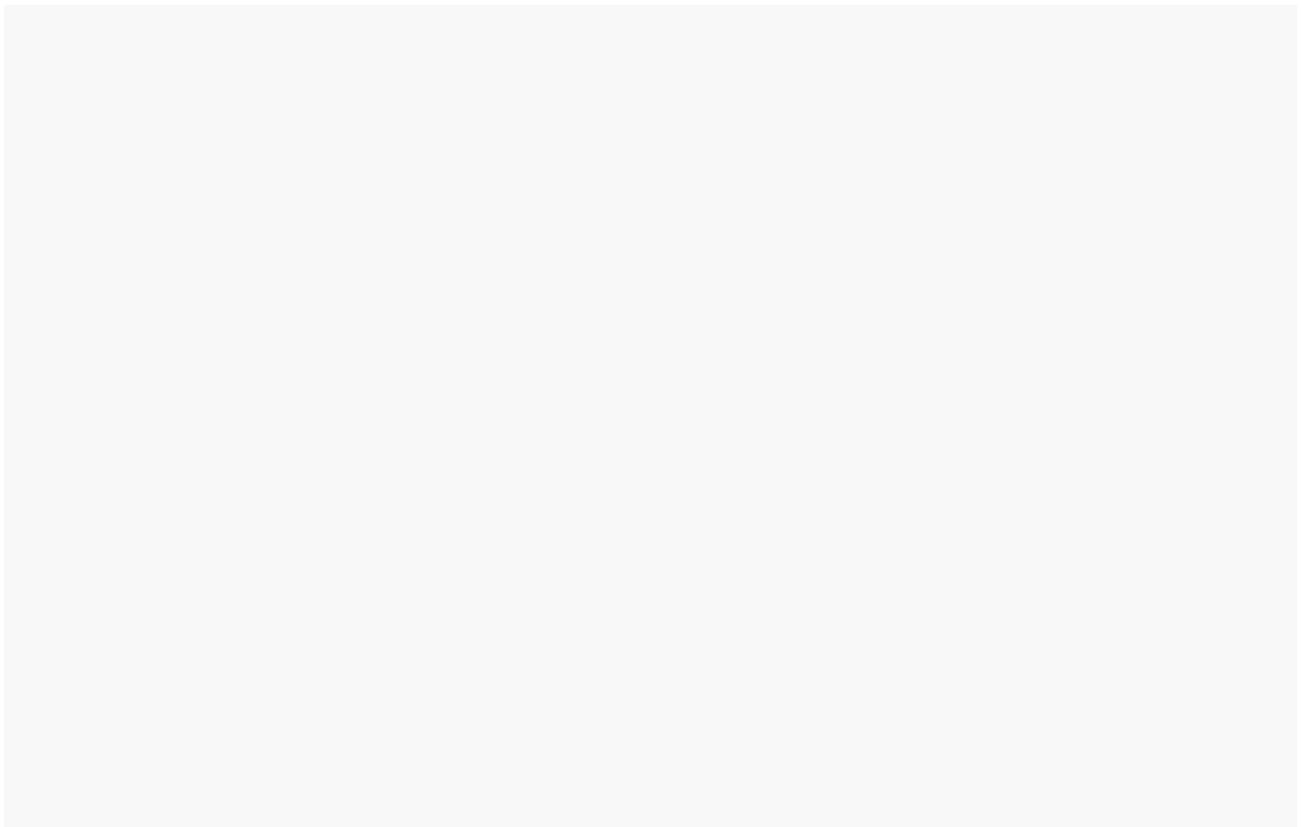


Dao-Yi Chow and Maxwell Osborne working on their Mot bottles. Image courtesy of Mot & Chandon

In honor of Public School's 10-year anniversary, the label's designers Dao-Yi Chow and Maxwell Osborne outfitted the bottles in black, a color that features in their collections. Referencing their brand's origins, which stem from a black leather jacket, the Jeroboam bottle and a set that includes all three sizes 750ml, Magnum and Jeroboam include touches of black leather.

Described as "classic French luxury meets New York street style," the bottles will debut on Sept. 10, the same day as the brand's runway show. The bottles, which retail from \$59.99 for the 750ml to \$999 for the three-piece set, will be available for a limited time online at SherryLehman.com and at retailers in cities including New York, Los Angeles, Miami, Atlanta and Chicago.





Classic French luxury meets New York street style. #MOETxPSNY

A post shared by moetusa (@moetusa) on Sep 6, 2017 at 10:13am PDT

"As a pillar of classic luxury, with a rich history in supporting fashion and the arts, Mot & Chandon was drawn to and inspired by Public School's fresh perspective on luxury design," said Renaud Butel, **Mot & Chandon** USA's vice president. "Blending Maxwell and Dao-Yi's influence on New York streetstyle with the iconic French luxury of Mot presented the perfect marriage for an innovative brand like Mot Nectar Imperial Ros."

Auction house Sotheby's also made an announcement as fashion week started on Sept. 7, sharing that Marie Claire creative director and "Project Runway" judge Nina Garcia would be a tastemaker for its upcoming Contemporary Curated sale. Slated for Sept. 27, the auction includes pieces from the collection of late Nancy Gonzalez CEO Santiago Barberi Gonzalez.

Ahead of the sale, Ms. Garcia is sharing her favorite pieces from the 300 lots in an editorial feature on Sotheby's Web site.

While not fashion labels themselves, as retailers of runway designers, department stores are also ensuring they get attention during fashion week.

Barneys New York is partnering with Sidney Prawatyotin, the brains behind the humorous fashion Instagram @Siduations, to depict fashion week. Taking his concept of collaging fashion with scenarios for comic effect, the social media sensation will be creating works that depict each of the main four fashion weeks.



Collage by Situations for Barneys. Image credit: Barneys

Saks Fifth Avenue is teasing a special runway show of its own on Sept. 8, sharing a clip of an escalator.

Harper's Bazaar will also host its Icons party on Sept. 8, complete with a performance by The Weeknd.

Following fashion week

Along with some less expected players, NYWF is serving as the launchpad for some fashion-centric companies' new features.

The Council of Fashion Designers for America is debuting a chatbot in time for fashion week, giving attendees and interested followers another channel through which to learn about the shows and its member designers. Through the chatbot, users can ask for information on the show schedule for the day, search for shows or discover the ways to attend fashion week.

Also, ahead of the fashion week spree, Launchmetrics is giving brands additional opportunities to connect with influential individuals in the industry through its GPS Radar platforms.

Originally launched in 2006, the site and companion application act as a centralized resource for the runway shows, giving members the ability to track and request invitations as well as find more information about a particular label's runway looks. Along with other additions, an updated version of the app launched Sept. 4 includes the addition of brand profiles, allowing companies themselves to share that latest with interested influencers and media ([see story](#)).

Finding collaborators is key, as influencers and partners are an important part of the fashion week marketing approach, as influencer posts throughout the event tend to perform better than branded ones ([see story](#)).

For instance, LVMH-owned watchmaker Tag Heuer showed off its sartorial side to New York Fashion Week attendees with help from a new brand influencer.

During NYFW Sept. 8-15, 2016, the Swiss watchmaker participated in a runway presentation and pop-up shop to show that its timepieces can be incorporated into any ensemble. To achieve this feat, Tag Heuer introduced its latest friend of the brand, 95-year-old style icon Iris Apfel, a departure from its usual sports and celebrity personalities ([see story](#)).

"Fashion Week continues to change by embracing larger brands as well as smaller ones," Ms. Smith said. "It allows for more voices than just the ones that are typically seen to dominate the space.

"Fashion Week showcases that a brand is able to create a line that has a vision which can connect with a customer - those who purchase as well as those that share the brand with others," she said. "Fashion Week as a platform allows for designers to have the opportunity to have their creations seen, included socially in the conversation and to have others embrace it for retail expansion."

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