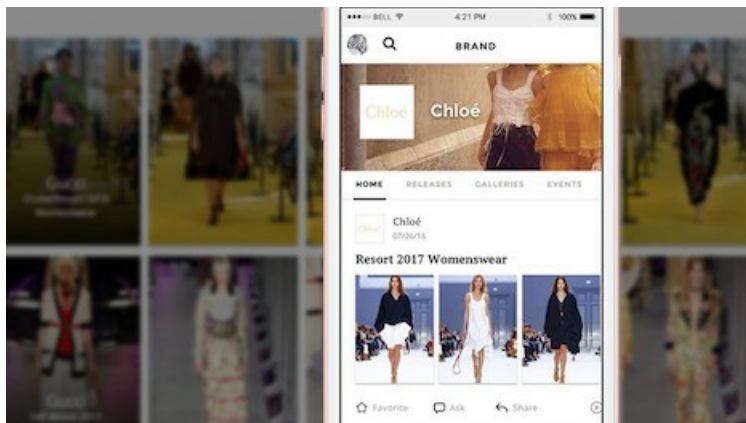


MARKETING

Top 10 luxury mobile moments of Q3 2017

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Chloé brand profile on GPS Radar. Image courtesy of GPS Radar

By JEN KING

As mobile becomes essential to daily life, luxury brand marketers have worked to incorporate touch points that leverage functionality and engagement to reach affluent consumers.

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Mobile marketing is a blend of on-the-go interaction and useful tools such as ride-sharing and geolocation solutions as well as a method to communicate a brand's message. During the third quarter of 2017, luxury brands turned to mobile technology for payment, transportation, counter experience and even product authentication, demonstrating how necessary mobile has become.

Here are the top 10 luxury mobile efforts of Q3 2017, in alphabetical order:



Dior Parfums has been given its own Instagram. Image credit: Dior Parfums

French couture house Christian Dior expanded its Instagram footprint further with the creation of a perfume-centric account.

Since the launch of its makeup Instagram profile last year, Dior has since added accounts for its children's wear and menswear, creating spaces to serve up content to a more specific audience. Now, the brand is reaching out to fragrance aficionados with its newly created @DiorParfums handle ([see story](#)).



Entrupy's device scans luxury goods to authenticate them. Image credit: Entrupy

A tech startup aimed at solving the issue of counterfeit goods raised \$2.6 million in a Series A funding round.

The New York-based software-as-a-service company Entrupy launched in 2016 and today is used by hundreds of secondhand luxury sellers to authenticate goods from brands such as Chanel and Herms. With its newly acquired capital, Entrupy plans to expand its technology, making it more of an industry standard ([see story](#)).



Este Lauder's new chatbot uses AR to project makeup colors. Image credit: Este Lauder

Cosmetics brand Este Lauder launched a conversational chatbot through Facebook Messenger that lets customers virtually try on its products via augmented reality.

The chatbot offers recommendations and answers questions as customers search for lipstick and other cosmetics. Additionally, technology from ModiFace will let customers project an augmented reality version of Este Lauder products onto her face using a smartphone's camera ([see story](#)).

Ahead of the fashion week spree, Launchmetrics gave 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](#)).



"LR100 Rinascente: Stories of Innovation" exhibit. Image credit of La Rinascente

Italian department store La Rinascente was the latest retailer to leverage social messaging platform WhatsApp as a vehicle for personalized customer service.

Marketers are increasingly turning to methods of conversational commerce, facilitated by artificial intelligence, to broaden their reach and streamline conversions. Artificial intelligence via chatbots are commonly used to answer consumer questions and make product suggestions, but the technology offers opportunity for retailers looking to enhance the purchasing journey on mobile ([see story](#)).



The Style Daily is Matchesfashion's new curated content feature. Image credit: Matchesfashion

British fashion retailer Matchesfashion.com unveiled an interactive and curated guide called The Style Daily.

The feature combines elements of chatbots, editorial content and online shopping into a unique stream of recommended products. Uniquely, the content provided by The Style Daily is available only through the retailer's mobile application, emphasizing the primacy of mobile in the modern digital landscape ([see story](#)).



Sephora is starting a conversation via its Beauty Insider Community. Image credit: Sephora

LVMH-owned beauty retailer Sephora is encouraging peer-to-peer communications through the launch of its new Beauty Insider Community.

Instead of spurring a dialogue between brand and consumers, as many marketers often work towards, Sephora is taking a different approach to generating conversation among its enthusiasts. The beauty industry relies heavily on

peer recommendations, and consumers often put more stock into influencers and friends' opinions rather than brands themselves, making Sephora's Beauty Insider Community an accurate read of current trends ([see story](#)).



Shoppers can view crystal accessories in virtual reality. Image credit: Mastercard

Precision-cut crystal maker Swarovski is working with Mastercard for its latest retail innovation, a virtual reality shopping app for home decor.

The app will allow customers to view crystal accessories for their homes in three dimensions, all through their smartphones. The partnership shows that even with augmented reality's dominance, virtual reality can still be a powerful tool for brands and retailers in all categories ([see story](#)).



Vacheron Constantin's first vintage piece to featured in the 222 model. Image credit: Vacheron Constantin

Swiss watchmaker Vacheron Constantin is building a community based on the popularity of its vintage timepieces with the launch of a dedicated Instagram account.

Vacheron Constantin's vintage timepiece-themed Instagram account takes its name from the watchmaker's discussion forum, The Hour Lounge. Similar to the passionate haute horlogerie conversations had on its form, Vacheron Constantin's @TheHourLounge Instagram account will give enthusiasts a new platform to discuss and share interest in the brand's vintage timepieces ([see story](#)).



Westfield Century City. Image courtesy of Westfield

Shopping center group Westfield Corporation is making it easier for consumers to travel to and from its malls

through a nationwide partnership with Uber.

As part of the alliance, announced Aug. 31, Westfield will set up designated areas at its U.S. properties for customers to be dropped off and picked up by Uber drivers. With foot traffic down in malls, operators are leaning on new services to attract customers ([see story](#)).

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