

MULTICHANNEL

Top 10 multichannel efforts of Q3

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Katy Perry was photographed by Steven Klein for W magazine, September 2017. Image courtesy of W magazine

By JEN KING

Due to the availability of numerous platforms and consumers' increased desire for experiential marketing, multichannel concepts reign as go-to methods to engage potential luxury buyers.

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Events will always be a driving force used to build awareness between a brand and consumer, but thanks to technologies such as virtual reality, augmented reality and even the simplicity of a text message, marketers' campaigns are reaching new heights. As the lines of marketing channels continue to blur, an in-store event will not be without a digital accoutrement going forward.

Here are the top 10 multichannel efforts of the third quarter of 2017, in alphabetical order:



Alexander Wang partners with adidas for Season 2. Image credit: Alexander Wang

Texts from Alexander Wang

U.S. fashion label Alexander Wang looked to two contrasting New York subcultures with its new interactive avant-garde campaign.

Rave culture and cycling were the subjects that made up Alexander Wang's "Season 2" video, promoting the return of its partnership with athletic brand adidas. Alexander Wang's adidas campaign offered an interesting twist

with an on-the-street retail element, which only took place in New York and introduced a two-way texting element ([see story](#)).



Burberry's exhibit features candid portraits of British life. Image credit: Dafydd Jones, Magdalen Commemoration Ball, Oxford, 1988

Burberry's runway photo display

Fashion house Burberry explored the British way of life through the medium of social and documentary photography.

The exhibit "Here We Are," presented at the brand's new runway show venue Old Sessions House, featured more than 200 prints from about 30 artists. Burberry had recently been teasing its runway shows with public exhibits, allowing more individuals to experience the inspiration behind its collections while also extending the life of its presentations beyond the catwalk ([see story](#)).



Christie's celebrates Audrey Hepburn with new exhibition. Image credit: Christie's

Christie's and Audrey

Auction house Christie's has taken on a significant responsibility with its Audrey Hepburn exhibition, using a variety of social tools and virtual reality to make a lasting impact.

"Audrey Hepburn: The Personal Collection" exhibition at Christie's in London is a collection of important artifacts owned and relating to the iconic late actress. Living up to the importance of Ms. Hepburn's legacy, the exhibition adopted a variety of online marketing strategies to engage with consumers, most importantly being a 360-degree tour of the exhibit ([see story](#)).



Promotional image for Ready, Set, Go! Image credit: Passage du Havre

French Olympics block party

French department store chains Galeries Lafayette and Printemps got into the sporting spirit, celebrating Paris' bid to host the Olympic Games.

Ahead of the Olympic Committee's formal announcement of the 2024 site of the games, the retailers were two of the local businesses participating in the Haussmann neighborhood's "Ready, Set, Go!" festivities. The broader #HaussmannParis banner was intended to not only support Paris' hosting of the games, but also raise awareness for the 9th city district as a destination ([see story](#)).



Unskilled Worker's "Space Boy Prince" for Gucci. Image credit: Unskilled Worker

Gucci's Unskilled Worker

Kering-owned Gucci is continuing its relationship with Unskilled Worker via a 40-piece capsule collection featuring the British artist's work.

Gucci's relationship with Helen Downie, who uses the nom de plume Unskilled Worker for her art, began in 2015 when creative director Alessandro Michele found the artist on Instagram. Mr. Michele has discovered a number of artists in this way, many of which have resulted in Gucci collaborations, capsules and art projects.

Gucci and Unskilled Worker have collaborated on a 40-piece capsule collection including ready-to-wear, shoes, handbags, silks and accessories. Pieces include artwork by Unskilled Worker. The partnered pair will also create large-scale murals of Gucci x Unskilled Worker illustrations in New York, Milan, Paris and Shanghai ([see story](#)).



Sketch of Marie Claire's first-ever The Next Big Thing concept shop. Image credit: Hearst's Marie Claire

Marie Claire hails IoT

Hearst-owned Marie Claire magazine headed to New York's SoHo neighborhood to bring discovering the next big thing in fashion, personal care and technology from its pages to the physical realm.

Marie Claire's first-ever "The Next Big Thing" concept shop, open Sept. 23 to Oct. 12, offered consumers a new way to shop, powered by Mastercard technology and other innovative touch points that are revolutionizing the retail sector. The concept shop, in addition to selling innovative products, demonstrated how in-store retail is becoming smarter thanks to advances in digital technologies that mirror the online experience ([see story](#)).



Mr Porter launched the Kingsman collection in January 2015. Image credit: Mr Porter

Mr Porter and all the Kingsmen

Online men's retailer Mr Porter temporarily entered bricks-and-mortar to host a pop-up shop on London's St. James' Street.

The pop-up opened Sept. 8 and coincides with Mr Porter's second collaboration with the British spy film franchise, "Kingsman." In 2015, Mr Porter explored its British sartorial roots through a capsule collection and content hub influenced by the feature film, "Kingsman: The Secret Service," an effort considered a "gold standard" among movie merchandising.

Bringing the costume to collection range in-store, Mr Porter opened the first Kingsman's shop within the 300-year-old wine merchant Berry Bros. & Rudd on St. James' Street ([see story](#)).



Nordstrom's new magalog replaces its older traditional digital catalog. Image credit: Nordstrom

Nordstrom's debut magalog

U.S. department store chain Nordstrom ventured into the world of digital publishing with the release of the first issue of its new online magazine, called simply "n."

The digital publication is a combination of editorial and catalog aspects, bringing customers not just images and prices of new products, but also putting those goods in the context of outfits and seasons. Nordstrom joins the many upscale retailers who now publish their own digital magalogs ([see story](#)).

W magazine's enhances print's fixed plane

Conde Nast-owned W magazine demonstrated the potential augmented reality has for the print industry with a September cover that spoke to the reader.

W magazine's September edition, featuring singer Katy Perry, was brought to life through an augmented reality effort that enhanced 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](#)).



Zegna's latest campaign illustrates and animates stories submitted by fans. Image credit: Ermenegildo Zegna

Zegna's animated moments

Italian fashion house Ermenegildo Zegna turned to its customers and fans for inspiration in the latest iteration of its "Defining Moments" campaign.

While previous aspects of this campaign were focused on highly-produced original content from the brand, a new initiative saw Zegna soliciting inspiring personal stories from its fans to be turned into animated shorts. The move is a unique use of user-generated content in an industry known for keeping a tight rein on how it produces its advertising campaigns ([see story](#)).

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