

MARKETING

Top 10 multichannel efforts of 2017

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Christie's celebrated Audrey Hepburn in an exhibition. Image credit: Christie's

By DANNY PARISI

Multichannel marketing has gone from being a worthwhile strategic plan undertaken by some retailers to becoming an intrinsic method necessary for retail in 2017 to thrive.

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Long story short, if a brand does not have some sort of multichannel integration, they are missing out on what every other brand and retailer already knows: customers are channel agnostic now and they want brands that they can engage with across channels. But brands have embraced this trend and 2017 saw some innovative uses of multichannel retail, from in-store pickup to virtual reality.

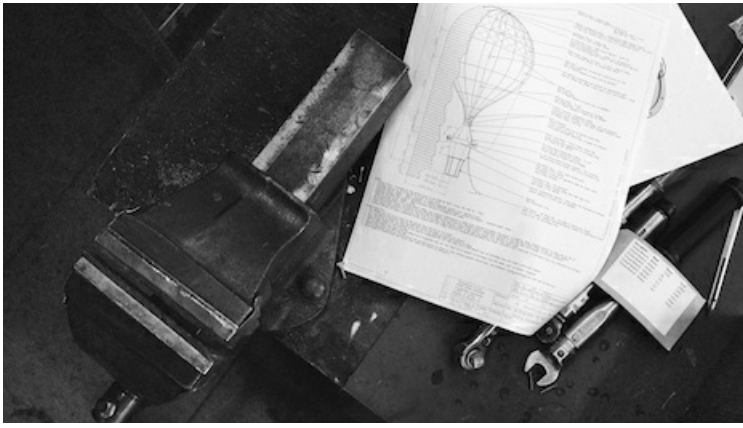
Here are the top 10 multichannel efforts of 2017, in alphabetical order:



Alexander Wang partners with adidas for Season 2. Image credit: 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 make up Alexander Wang's video, promoting the return of its partnership with athletic brand adidas. Alexander Wang's adidas campaign offered an interesting twist with an on-street retail element, which only took place in New York and introduced a two-way texting element ([see story](#)).



Making of the Burberry Balloon. Image credit: Burberry

British fashion label Burberry popped up at London's Heathrow Airport to connect travelers with their friends and family through a time-honored tradition.

The brand installed a life-size hot air balloon at the airport's Terminal 2, honoring the achievements of a balloonist more than a century ago. Along with the balloon, the brand developed a peer-to-peer communication campaign centered on the pastime of sending postcards during a trip ([see story](#)).



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

Auction house Christie's took 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 was 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](#)).

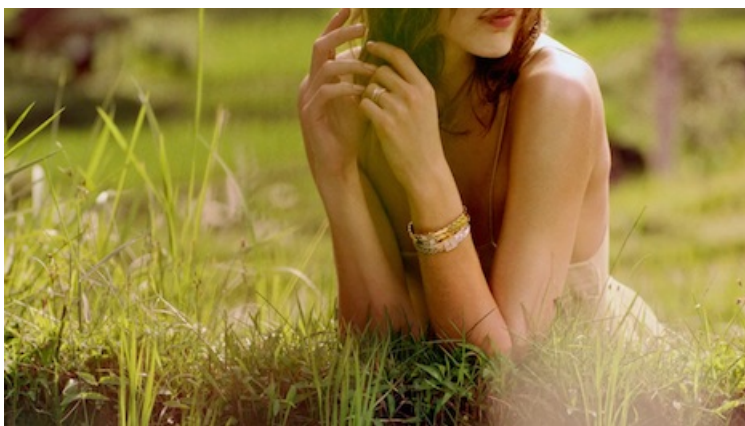


Gucci x Angelica Hicks Art Wall t-shirt collection. Image credit: Gucci

Italian fashion house Gucci geeked out in a multifaceted art project with British illustrator Angelica Hicks.

The #GucciGeek project included two public art murals, one in New York and the other in Milan, as well as a limited-edition collection of t-shirts. Gucci creative director Alessandro Michele discovered the artwork of Ms. Hicks on

Instagram, and was drawn to her "offbeat creative approach and ironic tone," which jumpstarted the creative collaboration ([see story](#)).



John Hardy's latest Modern Chain collection. Image credit: John Hardy

Jeweler John Hardy created a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

John Hardy entered a partnership with ecommerce mobile application [Hero](#), which allowed online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy rolled out integration with the app to a number of its stores around the United States ([see story](#)).



Lena Perminova for Longchamp. Image credit: Longchamp

French fashion label Longchamp opened a new Moscow flagship in the Red Square, signaling Russia's luxury resurgence.

In 2017, Longchamp opened four new flagship stores and created an Instagram campaign, themed as if it were a travel diary, to mark each opening. The [#CollectingParisianMemories](#) effort helped Longchamp share its brand happenings in an interesting format that will tell about its new boutique as well as the store location's link to Paris ([see story](#)).



Image courtesy of Marc Jacobs

U.S. fashion label Marc Jacobs' phone lines opened and consumers were encouraged to dial-in to make all their dreams come true.

For Valentine's Day, Marc Jacobs filmed a collection of vignettes that echoed the sex hotline infomercials prevalent during late-night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach was a welcomed difference for consumers looking for gift suggestions ([see story](#)).



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

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 opened on Sept. 23 and temporarily 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](#)).



Celebrate Mot Moments. Courtesy of Mot & Chandon, photo by @dulceida1

LVMH-owned Champagne house Mot & Chandon expanded the reach of its brand's unofficial holiday to more than 300 international destinations.

Last year on June 11, Mot & Chandon held the first Mot Party Day in London and select cities such as Paris, Hong Kong and Mexico City. The one-day event marks the day the celebratory Champagne spray was born in 1967 after Dan Gurney won the 24-hour Le Mans auto race in France ([see story](#)).



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

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](#)).

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