

MARKETING

## Top 10 mobile marketing efforts of Q4 2018

December 26, 2018



A female and male avatar model clothing from Yoox. Image credit: Yoox

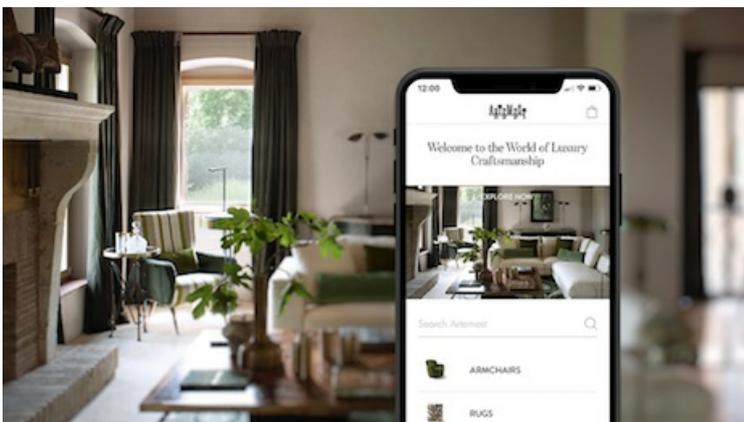
By STAFF REPORTS

Mobile is crucial for luxury marketers and retailers to share their latest innovations, especially as the channel becomes increasingly popular for purchasing.

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This past quarter, luxury brands have created more sophisticated levels of customer service and content through the use of mobile. Marketers are using mobile devices and platforms for new product launches, improved shopping experiences and to better share brand stories.

Here are the top 10 mobile marketing efforts of the fourth quarter, in alphabetical order:



Artemest's app. Image courtesy of Artemest

Dcor ecommerce platform Artemest is bringing its artisan wares to a new channel with the debut of its first mobile application.

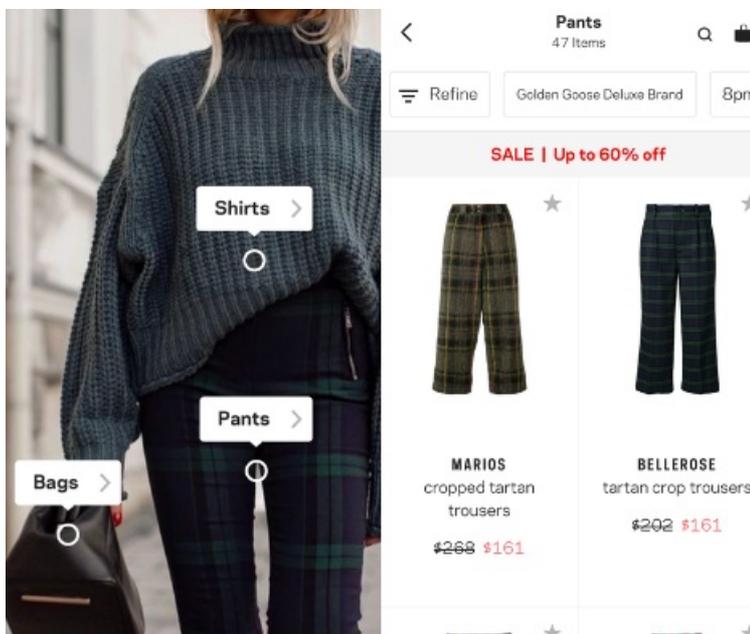
Helping consumers visualize artisan goods inside their own homes, Artemest is premiering an augmented reality experience within the app. Beyond tools for end consumers, the app features solutions for the design community, as Artemest looks to strengthen its ties to interior designers ([see story](#)).



*#TheBSeries was available for 24 hours only. Image credit: Burberry*

British fashion house Burberry is the latest luxury label to embrace the streetwear-inspired drop product release format with the debut of monthly collections.

The first collection for Burberry's B Series dropped on Oct. 17 through a 24-hour social media sale. As consumers constantly seek out newness, luxury brands are finding ways to deliver products outside of the traditional seasons ([see story](#)).



*Farfetch's new visual search allows users to upload photos and shop similar products.*

Online luxury platform Farfetch has introduced a new visual search tool, the latest move by a luxury marketer to capture the attention of younger, more visually driven affluent.

Called "See It, Snap It, Shop It," the new feature has been integrated into the retailer's mobile application. Mobile and in-app shopping continues to gain traction among luxury consumers, motivating digitally savvy brands to find new ways to innovate mobile shopping experiences ([see story](#)).



*Four Seasons Chat allows guests to connect with real people on property in real time on multiple channels, including latest addition WhatsApp.*

*Image credit: Four Seasons*

Hospitality brand Four Seasons Hotels and Resorts is expanding its communication with customers with a new rollout for its messaging service.

Four Seasons Chat will now be available on WhatsApp, making the chat service available on nine different messaging platforms. Launched just over a year ago, Four Seasons has stated that the chat service has exchanged more than 3.5 million messages ([see story](#)).



*Genie avatar wearing Gucci apparel. Image credit: Genie Inc.*

Italian fashion label Gucci is tapping into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

Users of the mobile application Genies, which integrates avatar-to-avatar communication with artificial intelligence, will be able to dress their avatars with luxury apparel from Gucci. The label is among the most digitally savvy in the luxury world, as proven by its enthusiasm to discover new, mobile-first advertising avenues ([see story](#)).



*The Lexus ES. Image credit: Lexus*

Toyota Corp.'s Lexus has seen positive effects from a high-touch mobile campaign that leverages artificial intelligence to tailor advertising to users in the moment.

Working with artificial intelligence provider Aki Technologies, Lexus is rolling out an ad campaign in Philadelphia, Houston and Baltimore that maps audience receptivity across segments. After seeing previous success in the summer, Lexus is gaining greater faith in AI and its ability to keenly target potential customers ([see story](#)).



*Screenshot of the Kodak x Marc Jacobs app. Image credit: Marc Jacobs*

U.S. fashion label Marc Jacobs is mirroring the throwback aesthetic of its 90s grunge-inspired collection by looking to bygone technology.

To promote its Redux Grunge Collection 1993/2018, Marc Jacobs teamed with Kodak to create a camera application that allows users to apply effects to their photography that mimic shots taken with a point and shoot. With camera phones and digital photography readily available to consumers today, the imperfections of film have become more of a novelty ([see story](#)).



*Preferred Hotels & Resorts celebrated its 50th anniversary this year. Image credit: Preferred Hotels & Resorts*

Luxury hotel group Preferred Hotels & Resorts is balancing function and visuals with a new Web site to better connect with travelers.

Since online and mobile booking have become such prominent forces in travel, Preferred Hotels has adapted its online brand presence in response. The new Web site is responsive for better use on mobile as well as desktop and has been designed to attract more users ([see story](#)).



*WatchBox has acquired Chronofy. Image courtesy of WatchBox*

Timepiece reseller WatchBox is giving retailers a new tool to assess, authenticate and sell watches through the acquisition of Chronofy.

Functioning as a Kelley Blue Book for watches, Chronofy's Web site, mobile application and printed guide allow

independent sellers, dealers and pawnbrokers to more confidently value timepieces. Leveraging Chronofy, WatchBox is debuting a subscription service for retailers to help removes barriers to the secondhand watch market ([see story](#)).



*Outfits in YooxMirror are modeled by a new avatar. Image credit: Yoox*

Ecommerce lifestyle retailer Yoox is introducing a new feature to its mobile application that uses artificial intelligence to create a more engaging shopping experience.

Yoox, part of Yoox Net-A-Porter Group, is launching YooxMirror, which will feature a collection of products organized around fashion themes on a weekly basis. AI technology will suggest specific items so users can create and view stylish outfits before completing a purchase ([see story](#)).

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