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MARKETING

## Top 10 mobile efforts of Q1

April 3, 2019



*Customers can speak live to agents via Cadillac Live. Image credit: Cadillac*

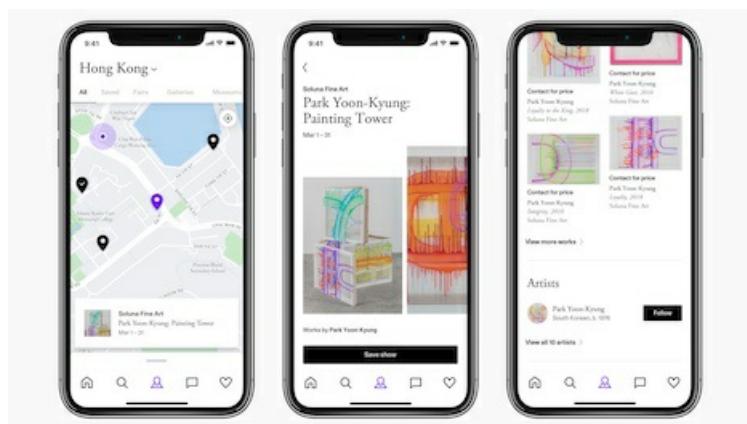
By STAFF REPORTS

Content continues to be a predominant theme in mobile marketing, as brands develop music, podcasts and editorial guides designed to engage consumers on the smallest devices.

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Consumers interact with their phones frequently throughout the day, and this constant connectedness is opening the door for brands to create useful or engaging applications that reach them regardless of location. This past quarter also saw automakers seek to revamp the car buying or driving experience through technology.

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



*Artsy's mobile app will now include art-focused city guides. Image courtesy of Artsy*

Global art platform Artsy and German automaker BMW celebrated art culture by collaborating on a new mobile feature.

The Artsy mobile application now includes personalized city guides that encourage users to explore nearby gallery exhibitions, art fairs and museum shows. Not only will events and artworks be tailored based on consumers' preferences, but Artsy expects the updated app to refine the discovery-to-purchase art collecting experience ([see story](#)).



Balmain's app. Image credit: Balmain

French fashion house Balmain made its brand more accessible and inclusive with the launch of a mobile application that offers augmented reality experiences and live-streamed runway shows.

Debuting ahead of the brand's couture runway presentation on Jan. 23, the app allowed consumers to watch the show in real-time. In recent years the luxury fashion experience has been opened to more consumers via social media, but Balmain is looking to take democratization to a new level ([see story](#)).



Cadillac Live is one part personal shopper, one part live interactive digital showroom. Image courtesy of Cadillac

U.S. automaker Cadillac is looking to change the car-buying experience with a live digital showroom that facilitates one-on-one interactions between consumers and agents.

As affluent consumers grow more accustomed to online research and ecommerce, automakers continue to experiment with ways to add more digital communications into the shopping journey. Claiming to be the first of its kind, Cadillac Live attempts to bridge the gap between analog and digital, as in-person experiences remain essential for affluent drivers ([see story](#)).



Hermès is launching its first podcast. Image credit: Hermès

French fashion house Hermès is delving into its iconic Parisian address in its first podcast series.

"The Faubourg des rves," or "The Faubourg of Dreams," features stories and memories from individuals including Hermès artistic director Pierre-Alexis Dumas and Antoine Platteau, who designs the store's windows. Podcasting has

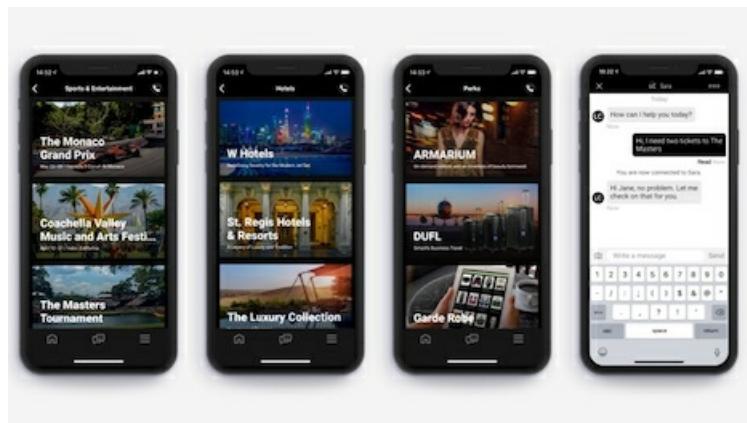
become an increasingly popular storytelling medium for luxury brands, giving them a long-form means to engage with consumers ([see story](#)).



Hugo Boss' new podcast. Image credit: Hugo Boss

German fashion group Hugo Boss is opening up a discussion about modern masculinity in a new podcast series from its perfume division.

Hugo Boss joins the multitude of other luxury brands in launching its podcast, funneling a long-standing fragrance campaign theme into the new series. Titled "Essentials by Boss Bottled," the new podcast series is hosted by popular personal trainer Gunnar Peterson ([see story](#)).



Members can book travel and chat with agents within the new Luxury Card app. Image credit: Luxury Card

Premium credit card provider Luxury Card has introduced a mobile application that gives members on-the-go account management tools with an added emphasis on relationship building.

Available on both iOS and Android devices, the Luxury Card app allows cardholders to check their balances, make payments and book travel services. However, the standout feature is the 24/7 availability of live concierge agents to assist members ([see story](#)).



The Mercedes In-Car Gaming Challenge aims to up entertainment in vehicles. Image courtesy of Daimler

German automaker Mercedes-Benz is looking to gamify the in-vehicle experience, as future autonomous driving capabilities open the door to more immersive forms of mobile entertainment.

The brand's parent company Daimler is launching the Mercedes-Benz In-Car Gaming Challenge, which asks students, designers and startups to envision gaming solutions for cars and buses, which work with the vehicle's own infrastructure or mobile devices. This global competition reflects the growing effort among automakers to reimagine how the driving experience will look once consumers do not have to take the wheel ([see story](#)).



*Parmigiani has released a new musical and visual project. Image credit: Parmigiani Fleurier*

Swiss watchmaker Parmigiani Fleurier put a new twist on influencer marketing with a musical collaboration inspired by its timepieces.

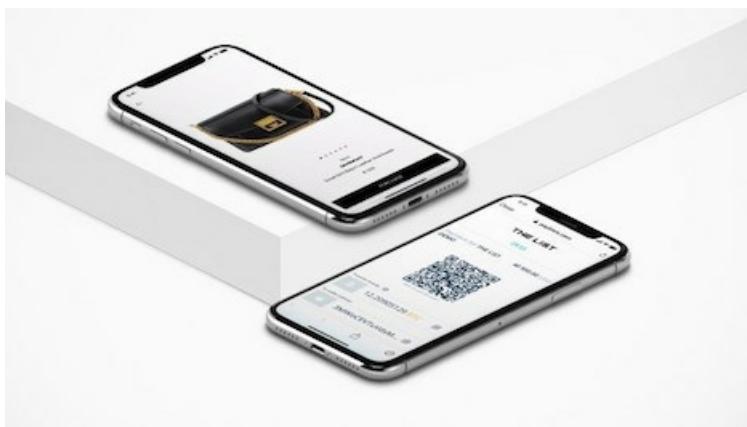
Parmigiani is embracing hip-hop culture by enlisting Grammy-nominated musician Ryan Leslie to create an EP using its manufacture as a starting point. In addition to the four tracks, a music video subtly showing Parmigiani timepieces was also released ([see story](#)).



*Prada debuts official channel on Spotify*

Italian fashion label Prada became the latest brand to head to the auditory world, taking on the role of a DJ.

Prada has launched an official channel on Spotify, where fans of the brand can immerse themselves in the label's lifestyle. The channel's launch begins with the soundtrack to the brand's current spring/summer campaign ([see story](#)).



*The List claims to be the first luxury fashion mobile platform globally offering cryptocurrency payment. Image credit: The List*

Dubai-based ecommerce platform The List made payments more convenient for luxury shoppers with BitBay Pay

integration.

Cryptocurrency payment platform BitBay Pay is working with The List to allow its shoppers to checkout via Bitcoin and other cryptopayment. As cryptocurrency continues to grow, especially in Asian markets, The List is hoping to make checkout convenient for customers no matter how they prefer to purchase ([see story](#)).

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