

MARKETING

Top 10 digital efforts of Q1

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Chlo Sevigny is among the first personalities featured in Farfetch Communities. Image credit: Farfetch

By STAFF REPORTS

As more of consumers' purchase paths center around digital channels, brands are responding with editorial ecommerce experiences and simplified ordering.

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Luxury labels are using technology to deliver better customer service, whether through heightened ecommerce offerings or voice assistant functions. Reflecting the fact that more of consumers' interactions are digitized, one brand even poked fun at device addiction.

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



AD is launching a new platform for design professionals. Image credit: Architectural Digest

Cond Nast shelter publication *Architectural Digest* is launching a new members-only platform, as the media group looks to further engage professionals after planning to put the majority of its content behind a paywall.

Geared towards design industry professionals, AD Pro will launch in April and include exclusive news, trade tools and services, as well as access to special events. Industry-oriented features include profiles, a job board and a calendar of trade events ([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 affluents 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](#)).



Duxiana integrates Alexa into the bedroom. Image credit: Dux

Luxury bed designer Duxiana is bringing voice control into the bedroom, revealing an innovative product that exhibits just how prolific voice-activated speakers have become.

Alexa will now become a part of affluent consumers' sleep cycles with a new bed from Dux and audio technology provider Stell. Announced at the Consumer Electronics Show 2019 in Las Vegas on Jan. 7, Dux has designed a bed with Alexa integration with the hope of making technology a sleep aid rather than a distraction ([see story](#)).

Ecommerce group Farfetch is bringing shoppers an editorial ecommerce experience through the launch of a new concept that leans on its global community.

Farfetch Communities will feature content from selected members of the retailer's community, allowing consumers to browse through edits made by boutique owners, stylists or cultural icons. With this move, Farfetch is speeding up its editorial output, taking its online content from weekly to daily updates ([see story](#)).



Ultimately, properties are about how consumers can envision spending their lives in their homes. Image credit: Luxury Portfolio

Real estate marketing firm Luxury Portfolio International is tapping digital advertising to retarget users who have visited properties on its Web site.

Created by digital advertising provider Adwerx, a new tool has launched that is custom tailored for Luxury Portfolio. The goal is help provide associates and clients with listings on its Web site with a way to keep their properties in the minds of interesting homebuyers ([see story](#)).



Shoppers have up to a week to review their potential purchases. Image courtesy of Net-A-Porter

Online retailers Net-A-Porter and Mr Porter are launching their updated "try-before-you-buy" service, featuring curated at-home shopping consultations for their most loyal customers.

Despite embracing ecommerce, shoppers still prefer to get a real feel for luxury apparel before committing to purchases. Try-before-you-buy services often allow consumers to pass the burden of browsing onto personal shoppers and stylists as well for added convenience ([see story](#)).



Re/Max is helping agents create their own marketing videos. Image credit: Re/Max

International real estate brokerage Re/Max is introducing a new digital tool to better help its agents reach more discerning home buyers and sellers in a competitive marketplace.

Today's prospective real estate clients are doing more research on their own time and often turn to personal recommendations when finding an agent. By helping real estate professionals create easily shareable, quality video

content, Re/Max hopes to make their agents more discoverable ([see story](#)).



Bryan Boy leads a group of influencers working with Ferragamo. Image courtesy of Salvatore Ferragamo

Italian fashion label Salvatore Ferragamo is celebrating its new Gancini monogram in an extensive digital project that centers on a group of influencers.

Paul Andrew, creative director of women's collections, reimagined the Gancini, or "little hooks," based on the brand's eponymous founder's heritage. To mark the update, the label collaborated with influencers dressed in Gancini prints to poke fun at today's digital-centric culture ([see story](#)).



Virtuoso is giving its advisors more tech capabilities. Image credit: Virtuoso

High-end hospitality network Virtuoso is empowering its advisors with a new planning platform devoted to clients' long-term travel goals.

Virtuoso's Wanderlist buttresses the relationship between advisor and client with a new visual tool for planning dream trips. Instead of focusing on one trip at a time, Wanderlist provides a future view and encourages clients to be more involved in the planning process ([see story](#)).



Guests have water fun on the yacht Mischief, available on Yotha. Image credit: Yotha

A new platform is launching in the hopes to make yacht booking easier, finding a new niche in the digital age.

Those interested in chartering a yacht trip will be able to correspond directly with the owner's representative through digital platform Yotha for an easier experience. Users can book their trips and then interact with the free concierge

service to create a bespoke itinerary ([see story](#)).

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