

MARKETING

Top 10 multichannel efforts of Q1

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Beauty is getting a high-tech touch. Image courtesy of SK-II

By STAFF REPORTS

The line between physical and digital experiences continues to blur, as brands find ways of engaging consumers seamlessly across channels.

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From rethinking the luxury retail environment to telling stories through digital dining and art projects, brands are leveraging technology to enhance rather than detract from the human. A key element of recent multichannel marketing initiatives was surprise, as brands rolled out fashionable robots and giant connected installations to catch consumers' attention.

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



A new beauty floor is the latest addition to the revamped Bloomingdale's flagship. Image courtesy of Bloomingdale's

Department store chain Bloomingdale's is capitalizing on the growing popularity of high-end cosmetics by unveiling a new beauty floor at its New York flagship.

The retailer has been undergoing an expansive renovation to maintain its position as a shopping destination in the ecommerce age. The refreshed beauty department has spa rooms, a fragrance hall, interactive displays and other services meant to entice in-store shoppers ([see story](#)).



La Mer creates a larger-than-life jar of its product. Image credit: La Mer

Estée Lauder Cos.' Crème de la Mer created its largest jar yet, allowing travelers at duty free retailer DFS in Hong Kong to interact with the installation.

The 16.4-foot jar allowed shoppers and travelers to experience the La Mer brand on a larger-than-life scale. Celebrating the brand's moisturizer, the giant jar was located at T Galleria Beauty by DFS, Hong Kong, Causeway Bay, and allowed guests to literally step inside the brand ([see story](#)).



Galeries Lafayette's store on the Champs-Élysées. Image credit: Galeries Lafayette

French department store chain Galeries Lafayette is aiming to make shopping more entertaining, intimate and curated at its recently opened Champs-Élysées flagship in Paris.

Opened to the public on March 28, the almost 70,000-square-foot store relies on a combination of technology, service and experiences to meet the demand for retail that goes beyond what ecommerce can offer. This latest store concept reflects Galeries Lafayette's move towards more omnichannel retail, enabling it to test new ideas ([see story](#)).



Le Bon Marché's new concept for Geek Mais Chic. Image credit: Le Bon Marché

Parisian department store Le Bon Marché joined the throngs of luxury retailers transforming the physical space to go beyond simply showcasing products. But its focus on geek chic put a new spin on the idea.

Le Bon Marché's "Geek mais Chic" initiative is a new concept that joins luxury, technology, postmodern elements

and experiential shopping throughout an omnichannel experience. Via partnerships with Armarium, an online luxury rental service, Jaeger-LeCoultre, Smartwater and others focused on technology, the long-term pop-up shop showcases cutting-edge products and unique in-store services ([see story](#)).



Le Petit Chef at Mandarin Oriental, Marrakech. Image courtesy of Mandarin Oriental

Mandarin Oriental, Marrakech in Morocco allowed diners to trace the journey of Marco Polo from the property's in-house restaurant.

The hotel hosted a pop-up restaurant with Le Petit Chef, allowing guests to book an interactive culinary experience at its Mes'lalla eatery. While much of the hotel experience is centered on in-person interactions, a number of properties have leveraged digital technology for one-off culinary creations ([see story](#)).



Marriott is launching a multichannel campaign for its rebranded rewards program. Image credit: Marriott International

Hotel group Marriott International brought its rewards program to life in a multichannel effort that heralded its recent rebrand.

Marriott Bonvoy is the group's newly revamped loyalty program that covers 30 hotel brands, including what was once Marriott Rewards, the Ritz-Carlton Rewards and Starwood Preferred Guest. Loyalty programs are crucial for hospitality groups since they encourage customer retention and emphasize experiential travel, a growing trend among affluents ([see story](#)).



An updated Porsche Centre in Palm Springs, CA. Image credit: Porsche

German automaker Porsche rolled out a new approach to dealerships as more brands are focusing on brand experiences in the physical retail space.

The first “Destination Porsche” concept dealership is now open in Palm Springs, CA. Moving forward, Porsche Centres will be viewed as a community gathering place for new and current customers, with an added emphasis on digital media that can individualize communication ([see story](#)).



SK-II's Future X Scan Station. Image credit: SK-II

Japanese beauty label SK-II showcased its Future X Smart Store at the Consumer Electronics Show. The concept, which originally debuted in Tokyo and has since expanded to Shanghai and Singapore, aims to offer consumers a “phygital” experience.

By sitting in a booth, shoppers are able to get an individual skincare consultation through facial recognition-powered diagnostics. Unlike many other skincare analysis solutions, consumers do not need their face to have direct contact with a device to get a reading.

After learning more about their skin type, consumers can head to a Smart Beauty Bar to discover products and make purchases through a digital shopping cart. Rather than tapping screens, the experience tracks shoppers’ hand movements to enable them to virtually add items to their basket ([see story](#)).



Selfridges is bringing public art to its window displays. Image credit: Selfridges

British department store chain Selfridges embraced the intersection of art and fashion with a creative campaign that spanned stores and digital channels.

The retailer's “State of The Arts” initiative influenced everything from Selfridges’ window displays and product offerings to podcast episodes. Retailers continue to seek ways to differentiate their in-store and online experiences from competitors' ([see story](#)).



Yoox is working with Rob Pruitt on an art series. Image courtesy of Yoox

Italian online retailer Yoox collaborated with artist Rob Pruitt to tackle what can be a tough subject through a multichannel project.

For Richemont-owned Yoox, Mr. Pruitt created “Migration Moving Blanket, 2018,” which explores the movements of people within a social context through an exhibit, a series of art pieces and digital content. Relocation is a universal issue, ranging from the ongoing European migrant crisis to debates about borders and immigration in the United States ([see story](#)).

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