

MOBILE

Luxury brands to improve visibility during Fashion's Night Out with mobile app

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By RACHEL LAMB

Luxury retailers such as Bergdorf Goodman, Alexander McQueen, Bloomingdale's, Gucci and Marc Jacobs are now better seen through a mobile application that lets consumers find stores and special deals during Fashion's Night Out Sept. 8.



Optimized for the iPhone and iPad, the app's primary feature uses the device's GPS to find events and retailers participating in the event. The app is also commerce-enabled, allowing consumers to buy products from brands' sites in-app.

"The luxury retailers participating in the event gain additional exposure through the app," said Laura Woolston, marketing manager at [Velti's Mobclix Exchange](#), Palo Alto, CA.

"Not only do users have the ability to plan out which retailers they will be visiting during the event – which increases discoverability for the brand – but the app also provides location details and links directly to the brands' Web site," she said.

"Also, after selecting to view the specific luxury retailer's page within the app, you can see what type of deal or giveaway they are having that night and also push your 'itinerary' through your social channels."

Condé Nast developed this app. The publisher was not able to respond by press deadline.

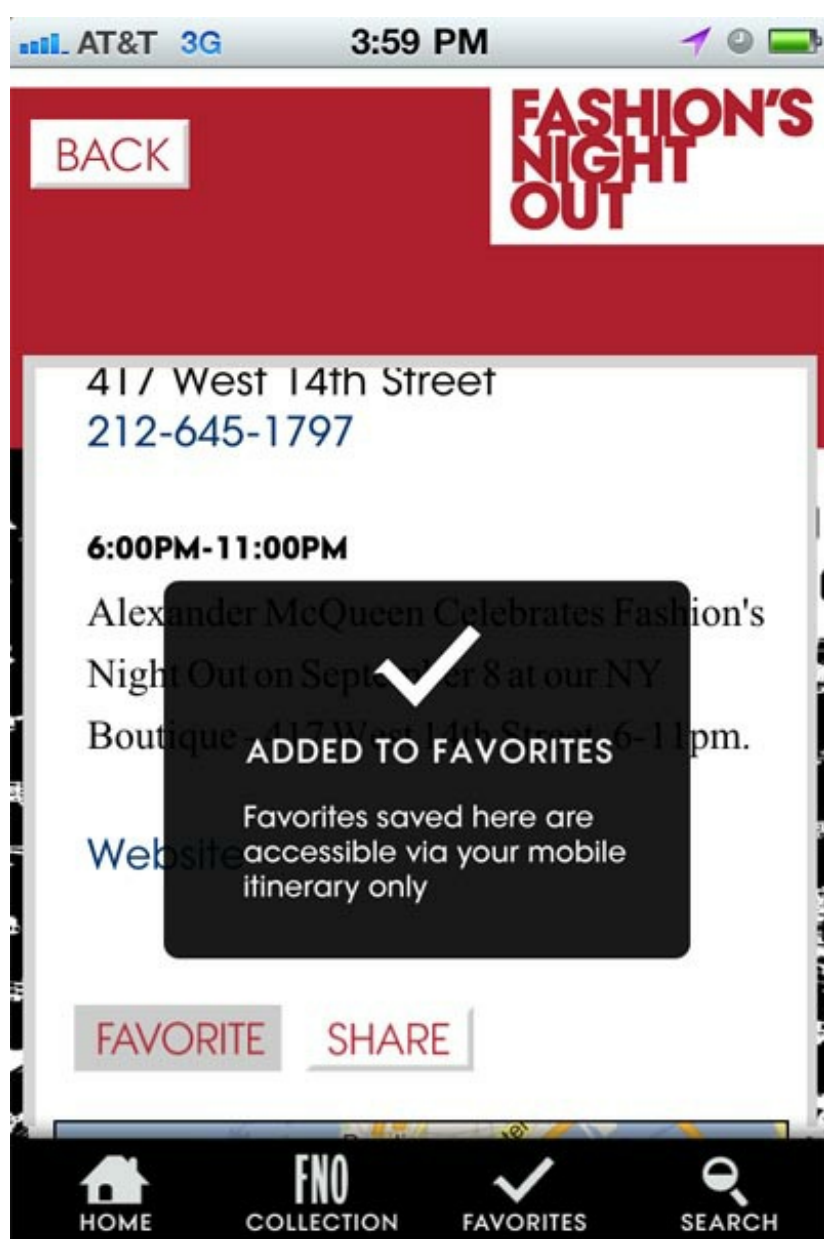
Ms. Woolston is not affiliated with Conde Nast, but agreed to comment as an industry expert.

Bright night

Almost every luxury brand has a retail location that is participating in Fashion's Night Out in New York.

Prior to the event, consumers can look through all of the retailers listed on the app with the times and locations that will host Fashion's Night Out activities.

Consumers can "favorite" brands, which will add the designer to the user's mobile itinerary.



Favoriting a designer moves it to the mobile itinerary

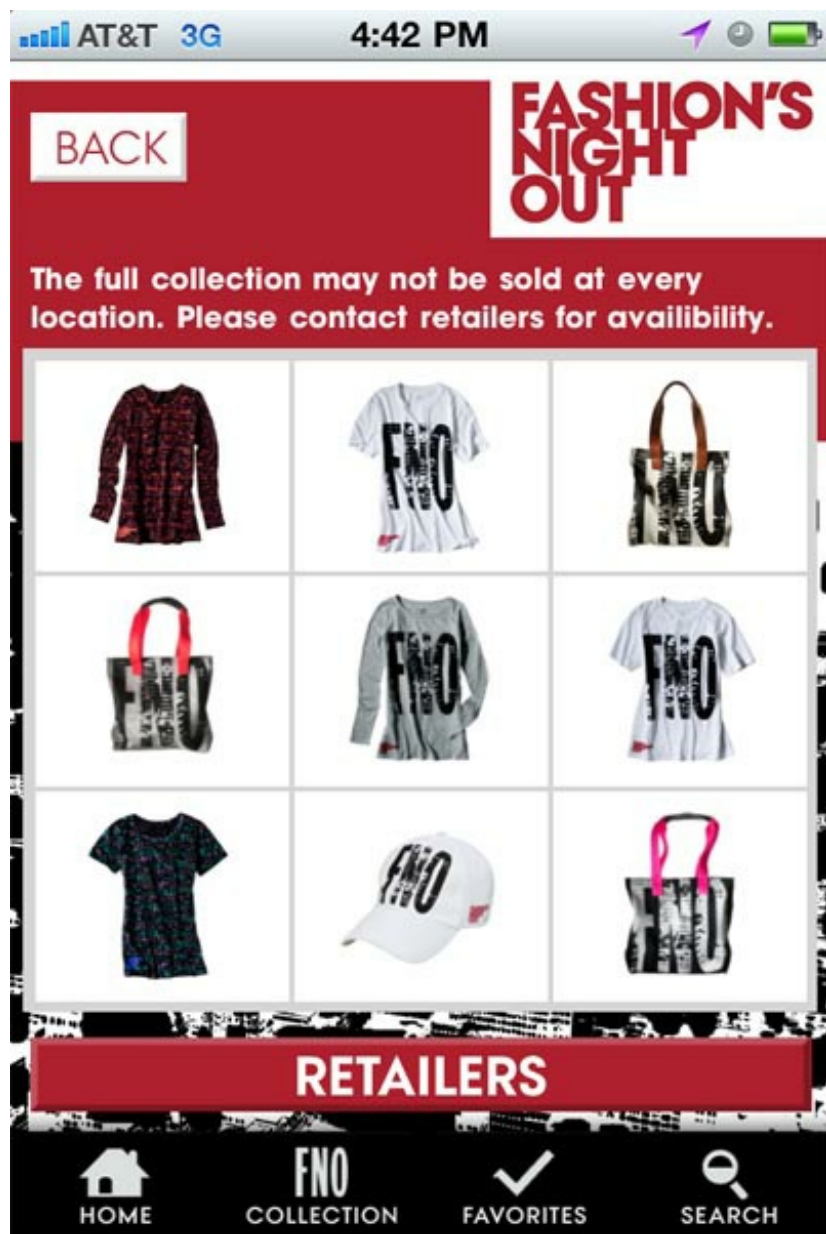
There is also a social media function that allows consumers to share their favorite designers and events that they will be going to via Twitter, Facebook and email.

Consumers can click on the “around me” option to locate retailers and events close to their location.

The app uses the phone’s GPS to give directions to stores and a map for easy navigation.

Users can filter through event categories by start times, type of event and neighborhood.

Consumers are able to browse through Fashion’s Night Out apparel which includes shirts, hats and the official Fashion’s Night Out tote designed by Brahmin (see story).



Apparel on the FNO app

The app also lists the retailers that will be selling Fashion’s Night Out apparel and accessories.

Users can shop on the retailer's mobile site for the Fashion's Night Out collection and other branded items by clicking on the Web site link in the app.

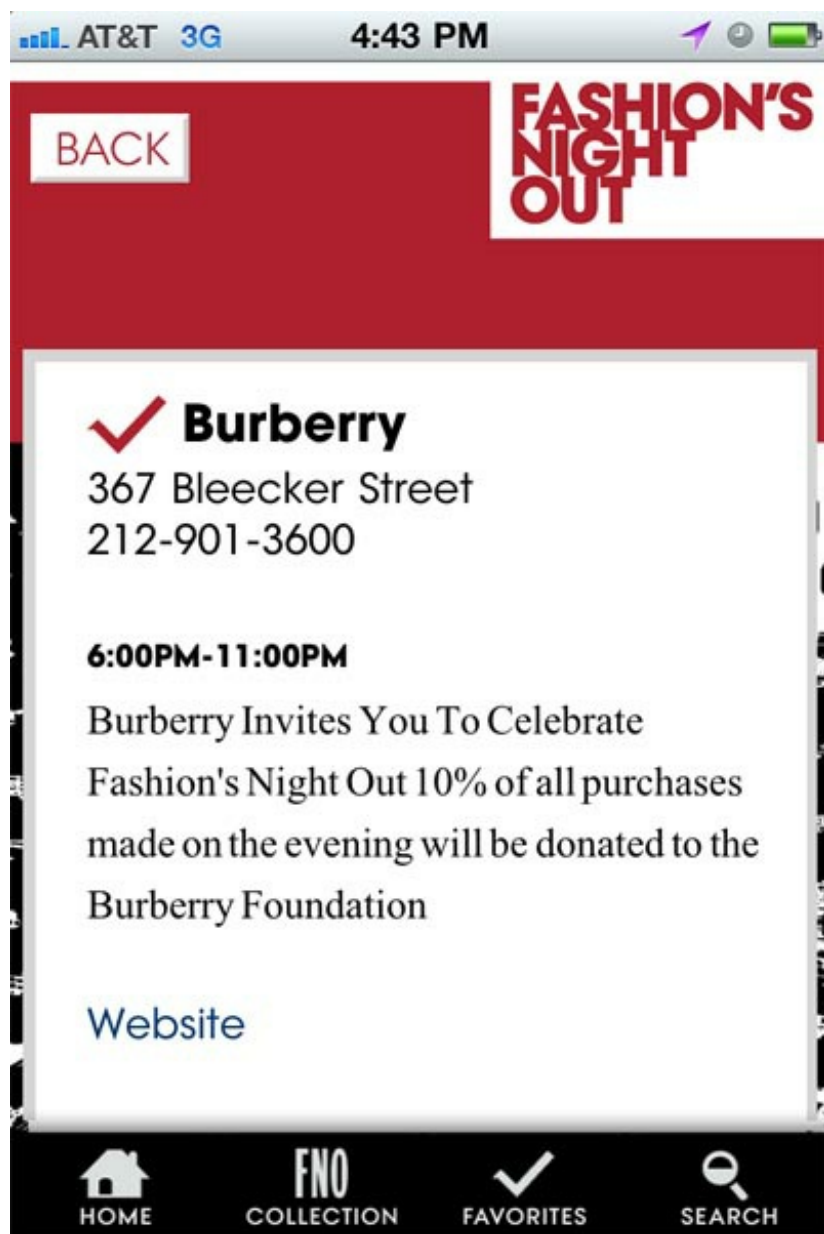
Increasing store traffic

The Fashion’s Night Out app allows attendees to better focus on what they want to see and

where they want to go.

Brands can also use this app to incentivize consumers to go to their locations by offering discounts, perks and guest appearances.

For instance, consumers looking at Burberry's location in the app will find that 10 percent of all purchases made on that night will be donated to the Burberry Foundation, a philanthropic organization dedicated to helping young people realize their dreams through creativity.



Burberry on the FNO app

Additionally, Barneys New York will be dedicating 10 percent of its Madison Avenue flagship sales and 10 percent of its ecommerce sales on Sept. 8 to the National September 11 Memorial & Museum ([see story](#)).

Other brands are promising special experiences and guest appearances.

For example, department store Bergdorf Goodman will host designer Oscar de la Renta as he signs limited-edition "Face of Fashion" fall kaleidoscope palettes.

Nonetheless, there are various opportunities for luxury brands to participate in Fashion's Night Out through the app, as well as ways to increase store traffic and transactions during the event.

“An app is a perfect companion to a multi-city event,” Ms. Woolston said. “It's extremely important for a multi-city event to be able to easily connect with all attendees.

“The location-based features incorporated into this app – 'find events,' 'find retailers' and 'around me' – are key to keeping users engaged and making them feel like a part of the experience,” she said.

Final Take

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