

MOBILE

Thierry Mugler uses interactive Apple platform for Angel app launch

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By RACHEL LAMB

French fashion house Thierry Mugler is targeting techy aspirational consumers with the launch of the new Angel fragrance line mobile application.

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Luxury Daily

The interactive app allows consumers to explore the line, create their own campaign and look at behind-the-scenes videos of brand ambassador and actress Eva Mendez.

Available for the iPad and iPhone, the app is available for free in Apple's App Store.

"The individual chooses a sequence of words based on an algorithm within the Angel Constellation to create your very own unique and ephemeral experience," said Doo Kim, marketing and advertising executive at Appitalism, New York.

"No dream is ever exactly the same – tailoring to your mood – which makes this the user's own unparalleled experience," she said.

Stars align

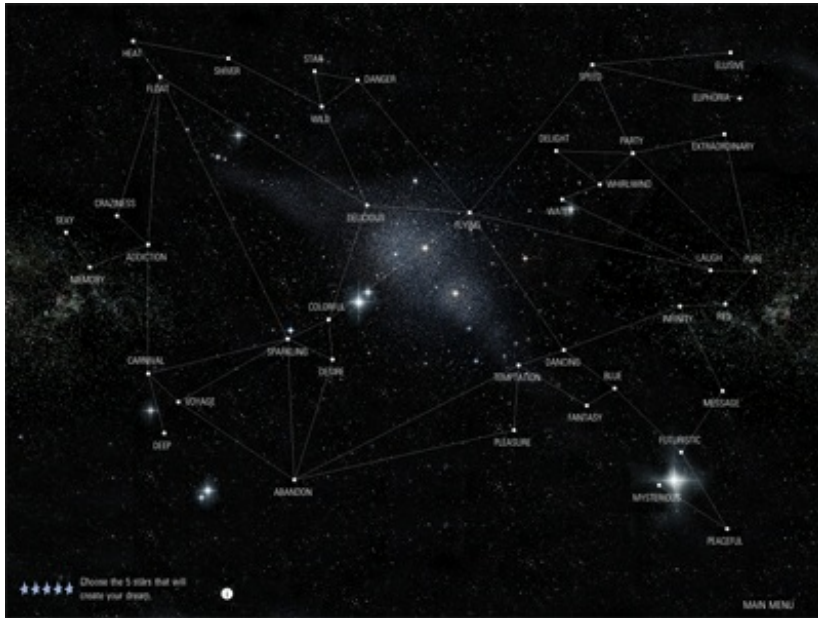
This is Thierry Mugler's second mobile app for Apple devices. Its first launched an iPhone app for another fragrance, Womanity, in August 2010.

The Angel apps are similar in some respects, but each play up their device's unique

features. Indeed, the iPhone app is not just a smaller version of the iPad app, or vice versa.

Consumers are met with five choices on the app's landing page: which Angel are you today?, behind the scenes, create your dream, discover the Angel range and points of sale.

Tapping on "which angel are you today" takes consumers to a night sky with constellations.



Adjective stars in the Angel app

Users are encouraged to tap on five individual words that most accurately depict their personalities.

The stars line up and choose a fragrance from the Angel line that is most suited for the consumer.

Another feature, create your dream, uses the same night sky background but instead asks consumers to pick five words that will create their dream.

When the adjectives are selected, a video appears that comprises the adjectives chosen that relate to the Thierry Mugler lifestyle such as passion, water, beauty or celebrity.

Users are also able to view the products from the Angel line, find out where they are sold and see a behind-the-scenes campaign video featuring Ms. Mendez, who is known for starring in the rom-com, "Hitch."



Eva Mendez in the Angel app

Social media is a prominent feature in this app.

Thierry Mugler may be trying to attract aspirational consumers by allowing them to share the fragrance that most suits them and their dreams on their Facebook pages.

Out of this world

As well as a store locator using the devices' GPS, some of the fragrances have an online boutique button that directs consumers to the Thierry Mugler Web site on the phone's browser.



Angel fragrance line

However, this portion is not optimized for mobile.

This may not be such a con, however, as Ms. Kim points to the fact that most consumers will probably want to smell the fragrance first anyway.

"This is where the store finders come in," Ms. Kim said.

Thierry Mugler may also want to update the app to prolong the mini-movie dream experience.

This could keep consumers on the app longer and further immerse them in the branded lifestyle and experience, possibly leading to developing and keeping brand loyalists.

“I found myself disappointed that the video was over so quickly and felt myself wanting more after my dream was finished,” Ms. Kim said.

“All in all, turning the simple idea of a fragrance into an interactive experience was a clever way for Thierry Mugler to offer any fragrance fanatic a distinctive prerogative,” she said.

Final Take

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