

MOBILE

Chanel uses augmented reality apps to push J12 collection

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By RACHEL LAMB

French fashion label Chanel is pushing its J12 watch collection and solidifying its reputation as a timepiece manufacturer through a new application for the iPad and iPhone.

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The app details the J12 collections including the Marine, Rétrograde Mystérieuse and Chromatic, and allows consumers to virtually try them on using an augmented reality feature. The app is available for free in Apple's App Store.

"I would think [that] Chanel's strategy is to use apps as a way to create additional awareness about their product," said Rick Singer, CEO of [GreatApps.com](#), New York.

"Many people do not know Chanel makes watches and, therefore, this app can expose them to a new audience.

"[However], I don't necessarily think having this app adds any value to the Chanel brand at all," he said. "Chanel is known by most as being the best already and is a world-class brand.

"Having an app for the J12 is something to stay relevant as most businesses now have apps."

Chanel did not respond by press deadline.

Case studies

The landing page of the app displays the three watch models, each with their own section.

The sections display the collections in huge images that fill the screen and includes a boutique finder, the models' own individual film, a clock to view the ticking movement and the ability to share it with friends via email and social media.

Additionally, iPhone users can use the augmented reality feature to virtually try on the watches.



Augmented reality in the Chanel app

The J12 chromatic is Chanel's newest model. Clicking on its section allows consumers to explore sections such as universe, collection and its film.

The Chromatic is titanium ceramic, which is a new combination of titanium and ceramic and switches colors between black and white depending on its environment.



J12 Chromatic

The watch is bezel-set and two of the models have diamonds. It has a self-winding mechanical movement with a power reserve of 42 hours.

The J12 Marine, on the other hand, is a diving watch that can withstand water pressure of 300 meters.



J12 Marine

Coming in black ceramic with a blue ceramic disk, all-black ceramic or white ceramic, the J12 marine has a self-winding mechanical movement with a power reserve of 42 hours. Consumers can also download wall paper from the app featuring the Marine.

The third watch is the J12 Rétrograde Mystérieuse. This model has a RMT-10 Calibre movement designed for Chanel with a black ceramic case.



J12 Rétrograde Mystérieuse

What is so unique about this timepiece is that it is the first tourbillon featuring a ceramic bottom plate. It has a combination of a tourbillon, a digital minute display, a retrograde minute hand, a 10-day power reserve and a retractable vertical crown.

Face time

An important aspect about the Chanel J12 app is how much information it gives consumers.

Since they will be spending tens of thousands of dollars on these timepieces, consumers appreciate knowing just why their products are so expensive.

Before it launched the app, Chanel developed a mobile-optimized site for its watch and fine jewelry collections that detailed the watchmaking process ([see story](#)).

History and craftsmanship are two of the cornerstones of a luxury brand such as Chanel.

However, Chanel is taking its history into the new century by displaying its heritage and craftsmanship in the modern mobile medium.

“The app has a very relaxing feel to it from a visual standpoint,” Mr. Singer said. “The pages are very crisp and extremely detailed from an image standpoint.”

Furthermore, if Chanel wishes to keep its place in the watchmaking world, an app like this is necessary since its competitors already have them.

“It’s a great idea for Chanel to have an app for its watch collection – it is competing in the same space as top timepiece-makers such as Rolex, Cartier, Piaget and Chopard, just to name a few,” Mr. Singer said.

“The more people that know Chanel does indeed make watches, they more they can continue to increase their awareness in this space,” he said.

Final Take

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